

Research on the Construction and Countermeasures of Editing and Publishing Talents Team in the Digital Era

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Abstract—In the tide of global digitization, the editing and publishing industry has put forward new requirements for editing talents. Except for the good professional spirit and moral accomplishment, and solid specialized theoretical knowledge, they must possess the ability of marketing planning to respond to the publishing market. At present, a lot of problems exist in the construction and management of team construction of editing and publishing talents, such as leaders in the industry are insufficient, the outflow of professional backbone of publishing is severe and the structural proportion of talents is imbalanced. Therefore, according to the current situation of development in the editing and publishing industry of China, we should change the idea of publishing, establish incentive mechanism for editing and publishing talents and improve the structural system of specialized theoretical knowledge on publishing as well as build new patterns and ways for the cultivation of editing and publishing talents.

Keywords—*editing and publishing; editing talents; digitalization; editing cultivation; countermeasures*

I. INTRODUCTION

With the advent of the 21st century, the global economy has developed rapidly, and the upgrade of science and technology changes with each passing day, followed by the soaring development of information technology. Under the contemporary circumstance, the publishing culture industry is facing new challenges and choices. Three media giants with traditional significance, namely newspaper, television and broadcast, are gradually losing their leading position. Traditional paper media such as newspapers, magazines, periodicals and books are gradually replaced by digital cultural products. The development momentum of online journals, electronic books and varied reading app software is booming. The tide of digitization sweeps the publishing industry. The traditional and single publishing industry with paper as the media is transforming into the multimedia publishing industry that depends on digital technology. It is evident that all links of edit and publishing are facing new opportunities and challenges.

II. CURRENT SITUATION OF THE TEAM CONSTRUCTION OF EDITING AND PUBLISHING TALENTS IN THE DIGITAL ERA

The traditional publishing industry in China lacks vigor and has severe internal cutthroat competition. Plagiarism and piracy can be found everywhere. The market is inundated with rough cultural products under the influence of low price. Workers as the subject of the cultural industry have scarce capacity to control the industry, giving rise to the deficient resources of publishing contents and irregular management, etc. These have become the factors that impede the digital transformation of the publishing industry. With the injection of private capitals, electronic commerce rises sharply and rapidly; transnational capitals at abroad is eyeing covetously on the cultural industry of China. Obviously, the publishing industry of China is facing immense pressures on economic benefit. Under this environment, the editing and publishing industry must integrate with digital technology on the original basis, deepen the breadth and depth of developing cultural products and adopt new marketing tools that adapt to the market economy, in order to complete the critical steps of digital transformation.

For example, the sales volume of electronic books yearly on Amazon, the American e-commerce giant, has outdistanced that of print books. Plenty of traditional publishing enterprises are even facing the risk of closing down, so they have to cooperate with electronic commerce. Electronic books have the advantages of low price, convenient search and preservation. Therefore, the whole book market has to change strategies and policies even reshape the road to publishing. Under the price war, enterprises of paper book have to regain market shares at a reduced price. In the furious competition, some publishing enterprises take measures of lowering the price but minimize the losses through the cost with shoddy production.

It is shown in the Annual Report of China's Digital Publishing Industry in 2011 to 2012, the growth momentum of electronic books at abroad in 2011 is rapid, but the electronic book industry of China fluctuates at lower level...The sharing plan of electronic books, pricing mechanisms, the seamless connection of electronic reading and body content, the convenient downloading and payment

experience remains to be explored further. For a long time, the development of the industrial chain related to digital publishing is unbalanced. Channel providers and technology providers are too strong. The authors and the content manufacturers have been in a weak position and lacked corresponding speaking right and dominant right. Content resources are used at a low price, profit sharing is unreasonable and the third-party supervision is absent. Besides, strong links impact weak links frequently. The digital publishing industry of China cannot compete with that of the West only on the levels of technology and capital. China is not preponderant in these aspects. We should set about from the fundamental values and transfer from the main benefits to the creators of knowledge and to the consumers of knowledge. [1]

III. NEW REQUIREMENTS FOR EDITING AND PUBLISHING TALENTS IN THE DIGITAL ERA

In July 2008, the State Council of China approved State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China to establish the special "Division of Technology and Digital Publishing", marking the important milestone of promoting the development of digital publishing of China. Digital publishing aims at being bigger and stronger and the media of other industries will continuously get involved in links of content resources, topics, distribution and promotion. It must depend on high-end inter-disciplinary talents to drive and promote development of the digitization of cultural industry and a multitude of talents who have new way of thinking, master cutting-edge technology, be familiar with market environment and carry out industry innovation.

A. *To Have a Good Professional Spirit and Moral Accomplishment*

The cultural industry of China is a part of constructing socialist cause of China and a part of promoting cultural and ideological progress. To be bigger and stronger, the cultural industry must follow the general rules of market economy in the fierce market competition. In the process of digitization development, it cannot only pursue economic benefit and ignore the social benefit and social responsibility of cultural products. No matter in the traditional publishing industry or digital publishing industry, employees of the cultural industry shoulder the social responsibility, political responsibility and cultural responsibility. They must have a good political attainments and high ideological awareness, be familiar with the publishing policies of the Party and the country, guide the correct cultural orientation and wholeheartedly serve authors and readers. Editing and publishing personnel should be enthusiastic about work and have the spirit of utter devotion and hold the attitude of being practical and realistic, and be positive and vigorous in work all the time; from another perspective, editors "dominate" manuscripts and cannot hold personal emotions in manuscript selection. They should treat them equally without discrimination and encourage freedom of speech and actively implement the cultural policy of "all flowers bloom together, and all schools of thoughts contend for attention". In addition,

they should have lofty professional spirit and moral accomplishment to respect different academic perspectives.

B. *To Have a Solid Specialized Theoretical Knowledge*

Liu Binjie, the head of the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, once proposed, "The development of digital publishing owns two outstanding features. First, it is supported by computer technology and network technique; second, it is two-way or multidirectional cross-media integration. Therefore, the digital publishing demands the collaboration of professionals and the editing personnel must be inter-disciplinary talents that have knowledge and skills of many aspects." [2]

The digital publishing takes computer technology and new media technology as the foundations. When the traditional publishing process and industry division are disorganized and split again, the editing and publishing talents in the digital era should be familiar with the whole process of digital publishing. They are required to control the tendency of the publishing industry on the macro level and possess a solid knowledge on publishing practice and skills; they should skillfully use computer technology, new media technology, office automation technology and network technique. Each editor must be sensitive to information and are capable of controlling, discerning and screening massive amounts of information. Meanwhile, they must carry out digital management such as converse, classify and index the content of information that has been screened.

Editing and publishing talents must be "experts" and "knowledgeable persons". Solid and profound knowledge of the humanities and social sciences are the foundation of editing and publishing work. A powerful ability in verbal and text communication is the essential condition. They must integrate the professional knowledge with the information conveyed by the author and build the bridge between the author and the reader through a critical and broad vision. These talents must involve in the cultural circle of the author and excavate excellent works and integrate in the cultural circle of the reader and provide beneficial nourishment for the mind. Therefore, it is very necessary to possess an acute cultural competence.

C. *To Have the Ability of Timely Understanding and Grasping the Advanced Information of Digital Publishing*

Digitization leads the publishing industry to develop towards collectivization. The future industrial competition will establish on the connotative development. That is to say, cooperation with foreigners and multi-industry operation will be the inexorable trend of the editing and publishing industry. All the publishers must ponder on how to remain invincible in the complicated market competition and the future of the cultural industry. According to the market positioning, the consumer group of the traditional papery medium and the virtual digital media has changed enormously. The elderly and residents in remote areas without the condition of surfing the internet cannot enjoy the convenience brought by the

digital publishing. It requires the editing and publishing personnel to have the all-round marketing ability and subdivide the market via a unique vision and analyze the needs and psychology of consumer groups at different classes, then conduct market forecasting for the objective consumer market and consumer group; they must plan through choosing different contents and resources according to the demands of cultural consumers at different levels, and develop a series of cultural products. At the same time, they should pay attention to the package design and formulate a perfect marketing and publicity schemes, in order to occupy the market, obtain the maximum economic benefits and realize the sustainable development of digital publishing industry. Many professional presses have formed characteristic publishing area and readership. They will have an extremely extensive room for progression in the digital publishing area. At present, they only need to seek appropriate technical support, product form, sales path and profit model according to their positioning and the characteristic of content resources. [3]

IV. PATHS AND COUNTERMEASURES FOR THE CULTIVATION OF EDITING AND PUBLISHING TALENTS IN THE DIGITAL ERA

The digital publishing industry of China is still in the initial stage. The industry survey report of 2017 reveals the proportion of high-end technical personnel is relatively low, and professionals of computer application are most welcomed by digital publishing agencies; digital publishing agencies will focus on talents of product design and development, content planning and editing. The business of new-type publishing agencies is different from that of the traditional publishers, so they will have different demands for the type of digital publishing talents. The new-type publishing agencies represented by network publishing and propagandistic enterprises, and the traditional publishing agencies represented by book publishers, newspaper publishers, journal publishing units and electronic audio and video publishing units need tremendous content planning and editing talents; Compared with the traditional publishing units, network publishing and communication enterprises will need more high-end leading personnel, software development talents and talents of digital asset management.

At present, the team construction of editing and publishing talents of China is immature, industrial leaders are sufficient, the outflow of professional backbones is severe, and management personnel with an entrepreneurial spirit in market development is lacked; on the other hand, the structural proportion of talents is unbalanced. For example, some editors have profound knowledge about literature, history and social sciences but are unfamiliar with digital publishing technology. However, talents who are experienced in marketing or operation fail to firmly master the basic knowledge of social sciences and know little about new knowledge and new fields, and far from meet the demands of digitization development. Therefore, according to the physical truth of the development of publishing industry in China and the current situation of talent cultivation in Chinese universities, we can set about from the

following aspects to develop modern publishing experts who grow comprehensively, have both ability and political integrity, have strategic insight in publishing and be proficient in publishing business and management and operation under the digital revolution, and establish new patterns and new paths for the cultivation of publishing talents:

A. To Change Thoughts in Publishing

The transformation of the traditional publishing industry cannot accomplish in an action. Most of the publishing enterprises of China are state-owned enterprises with a relatively long history. Employees under the state-owned system have a timeworn thought in publishing. To realize the digitization development of the publishing industry, we should first change idea and way of thinking, the present and laggard publishing ideas, realize the importance and inevitability of digital publishing and keep up with the pace of digital publishing and establish the ideas that adapt to the digital information technology. In addition, the deep integration with other industry media is the only way which must be passed in the integration of digital publishing. Publishers should accept and involve in new things with an open idea. When cultural products become electronic and commercial, publishers, content providers, technical support and terminal equipment manufacturers need to participate jointly and explore the potential information in readers' feedback and comments to deepen and optimize electronic publishing resources.

First and foremost, it is necessary to have the idea of considering readers first. Readers have the absolute right of choice and speaking right and pay more attention to the content of reading instead of the way of reading. It is undeniable that mobile phones and computers in today's society become important ways for people to get information conveniently and freely. However, people are more willing to turn to library or professional books when professional fields are involved. The electronic books of China start relatively late, and professional database about many resource contents hasn't been established. Most readers think electronic books only include serial stories on the internet, and these resources are obtained for free. When the formal pay electronic books appear, they become rational consumers and cannot accept the "visible and untouchable" books. To stimulate readers' buying inclination, we should let readers know the origin, content and other information of electronic books. After they rationally treat the pricing of electronic books, they will gradually accept the electronic books and have the desire of purchasing.

Secondly, it is necessary to establish the information communication platform and proactively interact with readers. The way of thinking under the internet environment is not expressive and superficial but deep and connotative. Therefore, when selecting content resources, we can customize individualized reading plan according to readers' demand and expand the width and depth of topic design by virtue of network information and establish the platform of communicating with readers; encourage readers to establish

reader's club and write web reviews, blogs and microblog to let readers become the subject of electronic books.

B. To Explore the New Patterns for the Cultivation of Editing and Publishing Talents

It is emphasized in the outline of the plan for cultural development in the period of "the 11th Five-year Plan" of China, school (department) of journalism in institutions of higher learning must adhere to the correct political guidance and put the education of Marxism in news viewpoint in the first place all the time and actively carry out the theoretical study of journalism and discipline construction according to China's national condition. Pursuant to the demands of the development of modern publishing industry and mainly aiming at cultivating a multitude of applied talents of digital publishing, they shall not be confined to the traditional publishing area but attach importance to the digital publishing to position the training objective of universities. [4]

It is found in the investigation on the current personnel allocation in the digital publishing and editing industry of China that the channels of the sources of talents are extensive. Some transfer job in the restructuring of enterprises and some are recruited from universities. They also include cross-industry elites and talents brought in from other enterprises and so on. Job transfer staffs related to the restructuring of the original state-owned unit constitute the subject of the present digital publishing talents, and the proportion of talents recruited from universities is also relatively high. At present, young editors and this year's university graduates are in the majority, and it is because the digital publishing belongs to an emerging business and is still in the initial stage. To lift the competitiveness of digital publishing, we must base on the industry needs and strengthen the discipline construction and talent construction in universities.

The progress of global integration is accelerating. To obtain long-term development, new media under the cultural industry must adapt to the tide of globalization. All kinds of new technologies and new ideas spring up unceasingly. Universities that cultivate talents must establish the educational idea that adapt to the trend of era development and the talent training system that keeps up with the times. In the talent training pattern, the establishment of training objective, the design of course system and the selection of training method must follow certain procedures and steps to avoid the randomness of curriculum generation. First of all, they must clarify the objective of talent training and reasonably and scientifically reform curriculum provision and teaching methods to train high-level and interdisciplinary talents that have interdisciplinary knowledge structure and ability and quality and are familiar with the traditional publishing process and digital technology. Furthermore, they must train talents with a solid writing proficiency and the ability of using multimedia and mastering annotation tools and indexing methods. Meanwhile, they have to optimize the teaching team of digital publishing and improve the teaching quality, construct laboratory of digital publishing and carry out the

combination of production and research, to provide practice opportunities for students and accelerate the progress of production, study and research.

C. To Establish the Incentive Mechanism of Editing and Publishing Talents

According to the development program of the digital publishing industry in "the 13th Five-year Plan", the digital publishing industry of China will increase continuously. However, the quantity and quality of digital publishing talents of China are still far from meeting the current demands of the rapid development of the digital publishing industry. It has become the major limiting factor of the publishing industry that aims at technological change, industrial upgrading and innovation.

A lot of problems exist in the traditional publishing units. For example, the post setting is ambiguous, the responsibility is unclear, the internal organization is overstaffing and the personnel is numerous and jumbled. The equipment and the way of operation are gradually in line with modern technology, but the vocational development of employees is still stagnant and shown as follows: compensation plan and incentive mechanism are imperfect, and the grade attestation of vocational technology is absent. These elements have become important reasons that restrict the development and growth of talents in the publishing industry and led to the outflow of numerous outstanding talents. Some talents change profession or invited by other transnational enterprises. Talents are the key to enterprise development. To fundamentally promote the industrial development, we must reform the system of talent training, innovate in the assessment and incentive mechanism, bring in, appoint and train talents. In terms of career planning, the current qualification test and evaluation system relevant to the professional title of digital editing of China have been promoted gradually, and this is one of the crucial measures of stimulating the ability enhancement of employees. At the meantime, it is essential to optimize the talent structure and expand the channel of talent introduction. On one hand, we can bring in excellent graduates from universities to inject fresh blood into the editing and publishing industry; on the other hand, the government should intensify the support for the publishing industry and introduce policies to attract talents. It is well known that the core of talents is leading talents. The only way of lifting the overall level of talents in the industry is to train leading talents of the industry. At present, the leading talents in the digital publishing industry are scarce. We can focus on training the excellent backbone employees selected from the digital publishing field of cultural industry, or establish the database of high-end talents and invite research experts and professors from renowned enterprises and universities to carry out business communication and training, to bolster up the team construction of leading talents in the digital publishing.

D. To Establish the Learning Platform and Improve the Structural System of Professional Knowledge

The center of publishing is content. Technology is updated continuously, but it is only means, and content is the

main force to enhance competitiveness. The production of content is in essence the output of culture. As the subject of publishing activities, it is making contact with culture all the time. The reading habit of readers at present has been greatly different from that of them in the past. People can read books and newspapers through media such as mobile phones and e-book readers whenever and wherever possible and comment on it. It is shown in the investigation that sixty percent white-collar workers in Shanghai are interested in reading, but only more than ten percent of white-collar workers read more than 1 hour every day. Half of the interviewees get used to network reading and basically rest on the “shallow reading” level. [5] To cater to the readers, some publishing agencies have to reform the contents of publishing, so the good and bad information are intermingled, and wrong and vulgar contents are ubiquitous on the layout of various media. No matter how advanced the technological means is, the digitization development that has lost its “spirit” will not get a sustainable and stable development. Therefore, we should establish the reasonable and perfect structural system of knowledge. Besides, intensifying on-the-job education is one of the ways to improve the knowledge and skill of employees. Digital publishing gradually replaces the traditional publishing. Meanwhile, the division of labor and job responsibility of editing and publishing personnel has changed tremendously. It is impossible for the original skills to meet the demand of digitization. First of all, we should establish network learning platform and improve the talent training mechanism. Corresponding training schemes should be formulated according to different levels and different posts, and the concrete content can include theory and knowledge of digital publishing, computer networks, multimedia and communication technology, and a combination of arts and sciences. Editing and publishing enterprises must pay special attention to talent training and formulate the scientific and reasonable talent training play to provide development space for employees. In the process of talent training, they should not blindly pursue enterprise revenue but excavate the potential value of employees and establish the correct values of employees, and impel them to learn and improve continuously and strengthen the vocational ability of digital publishing; at the same time, they can enhance the professional moral cultivation of employees and jointly create the good publishing environment to fuel the development of digital publishing industry.

V. CONCLUSION

The transformation of traditional industries into modern industries is tough. Digitization is a new technology that is gradually accepted by the masses along with the scientific and technological progress. The organizations of the traditional publishing industry are unwieldy and must adhere to the people oriented idea and depend on the technology and excellent talents to obtain a long-term development in the industry with furious competition today. The training of elites in the publishing and editing industry cannot accomplish in an action. We must grasp the development direction of the digital publishing industry and carry out talent training step by step according to different demands, in

order to continuously inject fresh blood into the editing and publishing industry and achieve sustainable development.

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