

Interpretation on Evaluation of Social Benefits of Book Publishing in Practical Scenario

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Abstract: Trial Measures on Evaluation of Social Benefits of Book Publishing Houses made it clear that the evaluation and assessment on the social benefits of publishers covered the publishing quality and social and cultural influence, product structure, and profession characteristics, internal system, and team construction. Among these, policy orientation, key projects, awards and honors, social comments, international influence, and proofreading quality account for three fourths. This paper enumerates examples to illustrate the importance of the Measures. Furthermore, emphasizing that publications must be in line with the features of "specialization", "quality works", "characteristic works", and "novelty" to produce excellent publishing works that inherit civilization, disseminate knowledge and promote social development and scientific and technological progress.

In September 2015, the General Office of the CPC Central Committee and the General Office of the State Council issued the Guiding Opinions on Promoting State-owned Cultural Enterprises to put Social Benefits First for Realization of the Coordinated Development of Social and Economic Benefits with the purpose to put the social benefits first for the realization of coordinated development of social and economic benefits. On December 31, 2018, the Publicity Department of the CPC issued the Trial Measures on Evaluation and Assessment of Social Benefits of Publishing Houses (from now on referred to as "Measures"). The background is ①Negligent of cultural responsibility and inheritance or political orientation, some publishing agencies ignored and blurred concept that the social benefit is absolutely the first attribute of publications; ②There is a severe crisis in the editing and proofreading quality of publications so that the public is left with the impression that "The books can be successfully published with mistakes[1]". Therefore, the Publicity Department rolled out the Measure promptly, which is like a timely rain and strengthening agent triggering the industry for thinking.

The Measure specified that the evaluation and assessment of the social benefits of publishing units cover the publishing quality and social and cultural influence, product structure and profession characteristics, internal system, and team construction. Among which, policy orientation, key projects, awards and honors, social comments, international influence, and proofreading quality account for 73%. These evaluation indicators are personalized, regarded to have similarities with the running philosophy of "specialization" "quality works" "characteristic works" and "novelty". The followings are shown by integrating the aspects of Measures and the press agency as:

1. "Specialization"

1.1 Specialization of Product Structure

At the beginning of the establishment, each publishing agency had a precise positioning for its own publishing business with its specialized field, regional advantages, and stable service groups. For small and medium-sized publishing enterprises, in order to gain a foothold in the fiercely competitive market, they must rely on irreplaceable professional publishing resources. For this reason, their actions must be on publishing books in a specific field, that is, to follow a specialized

route and give play to their professional advantages and knowledge to create brand advantages, and thus the core competitiveness is cultivated. Most of the books published by the University Press can reflect the professional attributes of the university. For example, Huazhong University of Science and Technology Press, on the other hand, divided its business in publishing into construction, medicine, computer, and other sectors according to its key majors. The Law Press and the Commercial Press are the publishing organizations with prominent professional characteristics. This specificity has a high degree of identification, which can highlight the publishing purpose and positioning; as a result, the publishing agencies will occupy a share in the fierce competition in the publishing industry. At the same time, experts are capable of having a better understanding of the professional characteristics of the publishing agency and the medium and long term planning for topics in the assessment of social benefits.

1.2 The Specialized and Professional Editorial Staff

The editor's degree should fit well with the main business of the publishing agency. In this way, editors can keep up with the orientation of publishing agency and actively participate in the whole process of topic design, demonstration, and publishing, thus generating a strong sense of belongings. When editors communicate with authors, they are more likely to enter into the topic directly and put forward their own opinions on the revision of the manuscript, to improve the quality of the publications together with the authors. Also, to enhance the trust of authors and the recognition of the publishing agency can be correspondingly improved.

1.3 Great Team of Experts

Since the founding of the People's Republic of China, most of China's publishing agencies have seen a development history of more than 30 years. During these years, each publishing agency has formed a fixed team of experts who are the leaders in the relevant profession. The experts serve as professionals in a review of articles, and also as the authors of their publications. The Committee of Experts of China University of Geosciences Press Co., Ltd., is mostly composed of doctoral supervisors. They shoulder the primary responsibility of applying academic funds for articles or national publishing funds. Besides, the part of the experts are authors of the publishing agency. Among which, "the Sedimentary Science of Carbonate Organic Reef Reservoir in Xike Well 1, South China Sea" co-authored by Professor Xie Xinong, was funded by Hubei Academic Works Fund in 2017. Famous writers, poets and scholars active in the Chinese literary world, such as Su Tong, Yu Qiuyu, Eryuehe, Chi Li, Yan Geling, Chen Zhongshi, Bi Shumin, and Liu Yong have published their first works or masterpieces in Changjiang Literature and Art Publishing House[2], and have had more collaborations since then. The participation of these masters not only strengthened the confidence of editors but also enhanced the social benefits of publishing houses, significantly improving the competitiveness of the publishing agency in the industry.

2. "Quality Works"

2.1 To Produce Quality Works in Work Design

Great works are usually extracted from the main business of the publishing agencies, which can be themed books reflecting the development and changes of China, such as The General Examination of the Dissemination of Marxist Classics by Liaoning Publishing Group. It can be a monograph reflecting professional characteristics, such as Evolution and hydrocarbon exploration of basins in the Eastern Qinling - Dabai Orogenic Belt and its two sides by China University of Geosciences Press. Besides, books can also be characterized by a description of the history and culture, local conditions and customs, such as the Imprint of Jinling by Nanjing Press. Moreover, the books can be series, such as The Geo-Environment Atlas of Important Economic Zone and City Group in China (11 volumes) by China University of Geosciences Press Co., Ltd. These books, without exception, have won a variety of awards at home and abroad, which have proved the efforts made by each press in designing quality books. Therefore, only by adhering to the strategy of high-

quality publication and strictly controlling the quality of books in policy, academics, editorial, and binding products can publishing organizations form a continuous and high-level product line [3].

2.2 Be Meticulous in the Quality of Publications

In addition to following the One Law and Seven Regulations of the publishing industry, editors should also attach more attention to "Pentathlon":①Basic skills, namely excellent ideological and political quality; ②Necessary skills, namely professional knowledge;③Auxiliary skills, that is, solid language foundation;④Advanced skills, namely skilled ability in editing business;⑤to forge skills, that is, excellent ability in innovative planning[4]. Secondly, editors should have an aesthetic awareness in layout, binding, and cover design, and strive to make the books they edit are delicate in cover, title, contents. Details are subtly devised[5]. Only in this way can the publishing agencies produce qualified books and high-quality books, and high scores in the evaluation of publishing quality in terms of social benefits can be received.

3. "Characteristic Books"

Characteristics books are the brand works in scale and with characteristics. The press can develop a distinctive brand through product lines, and the readers will display more fidelity. A press without its brand characteristics is unlikely to survive in the market competition for too long. Only by pursuing excellence in their professional characteristics and setting up their brand effect, can the competitiveness be maintained to harvest social benefits as well as economic benefits. In January 2018, the China Peace Press launched a new brand "Xiaobaige Children's Libraries," and the five product lines of cartoon series, picture books, children's literature and science popularity for children were established with the theme of "The Original Power into the World" to introduce the overseas the original and quality works which include "The Sun Failed Cannot be Pulled Down" "Back to Countryside" and "Series Picture & Story Book on Panda and the Mole History of Treasure Seeking" and "Wild Vegetables School" and other books[6]. Secondly, the publishing agency should have its characteristics. For example, The Central China Normal University Press mainly publishes textbooks for primary and secondary schools, such as "To Famous Schools" and "Synchronized Training for Key Knowledge". China University of Geosciences Press has prominent geological characteristics, such as "Geological Survey Results Series of Qinghai-Tibet Plateau at 1:250,000 Legend" and Series Textbooks on Jewelry etc. Hubei Fine Arts Press is more famous for publishing exquisite picture albums and reading materials of high-quality fine arts, such as "Arts of Cultural Relic of the Tomb of Zeng Hou " and "Chu Art Atlas",etc. All these products have high credibility and popularity in the industry and related industries with a wide range of influence.

4. "Novelty"

4.1 The Novelty in Publishing Contents

Books are not only spiritual products but also commodities, which should be considered both social benefits and economic benefits. Therefore, the first thing for the press is to optimize the selected topics and deepen the topics, which is also be consistent with the concepts advocated by the Publicity Department of the CPC Central Committee in publishing books with non-mediocre, rough designed and contents-redundant contents. To publish books in innovative manners does not mean that the resources of masterpieces and books with common copyrights should be overdeveloped. For example, the classic works of the Masters in the Republic of China (1912-1949) published by a press was made to convert the works of Lu Xun, a famous writer, thinker, and democracy fighter, into The Half of the City Was Blurred by the Sands with Wind Toggling the Lute. The works by Hushi as With the Passing Year, Who Can Read My Desire in Books, which was against the original intentions for the authors. Therefore, the press should pool wisdom, and devise books superior to the similar topic books in both contents, graphic design and so on.

Secondly, the press should be aware of the development trend of the industry and national policies. Especially, to gain a better understanding of the readers' opinions on textbook revision and conduct timely communication with the author to supplement its shortcomings and add cutting-edge content to improve its social and economic benefits.

4.2 A novelty in Publishing Concepts

Innovation in business and advanced world technology should be given top priorities. All these can reflect the advanced level of the research results in the fields of natural science professions. Publishing programs should be carried out for research on fundamental theories and advanced researches and pioneering and innovative researches to pursue the innovation-driven strategy. On the one hand, editors should understand the country's significant policies and publishing trends; on the other hand, they should pay close attention to the new trends and new achievements of their major and related industries and academia. Only in this way can they do original works with innovative concepts. Experts and scholars stand at the forefront of the times, and they are the new force to deliver batches of innovative achievements for the press. The "Three 100s" of original publishing award established by the former State Administration of Press, Publication, Radio, Film, and Television is a proper interpretation of this concept. The author himself, specialized in the geological industry, had a deep understanding of the industry, and the books of "The Geophysical Well Logging With 0~2000m Main Hole By Chinese Technology" "Research on Environmental Geology of the Formation and Prevention of Flood in the Middle Reaches of the Yangtze River" and "Nanling Tin Ore" were conferred according to the research on the economic development strategy along the Yangtze River Economic Zone and the "Ten Major Achievements" by the original mining department in every five years.

4.3 A novelty in Publishing Technology

The integration of traditional publishing culture and modern communication technology puts forward new demands on the expression form of the published content. Big data, AR technology, Internet +, cloud computing, the use of new technologies in combination with artificial intelligence, are adopted to make publishing more enjoyable. This increases the added value of the books, give the book dynamic nature, strengthen the interactivity of books. As a result, the practicability of books was enhanced. The scopes of professional knowledge were expanded; at the same time, the enjoyment of books was made[7]. The transformation from traditional publishing to digital publishing should be achieved in effective manners. Mixed Reality had conducted strategic cooperation with Science Press, People's Education Electronic & Audio-visual Press, the CCPPG, Shandong Education Press and Hunan Education Publishing House for application of AR technology in books of "We Love Science" "Huanggang Small Master" "Live Science in Primary School" "Guidance for Summer Vacation" and "Meihui Trees" [8].

Over the past 40 years of reform and opening up, the press industry has undergone a great transformation, and the social benefits of previous publications are only presented in lip services, reports, and documents with over-emphasis on economic benefits. The Measures are the most detailed evaluation and assessment method carried out by the administrative department on the social benefits of publications, which once again underscores the principle of supreme quality importance and social benefits in the first position. Besides, the aspects of "specialization" "quality works" "characteristic works" and "novelty" should be satisfied by publications and professionalization, original books and digital-based publishing with brand characteristics were advocated so that the quality books to be published can be carriers of civilization, culture, and knowledge and be used to promote social development and scientific advancement. All these can encourage cultural enterprises to shoulder the missions of providing spiritual works. Furthermore, disseminating information and serving as the carrier of culture so that the enterprises can show their role as pioneers and leaders. These enterprises take the lead in promoting the coordinated development of the two benefits, putting forward cultural works with in-depth thoughts, artistic characteristics, and aesthetics. Besides, the role of enterprises in offering cultural services with significance and taste will be entirely made use of to push forward the role of culture in ushering to

fashion, cultivating people, serving the society, and improving social development[9].

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