

# Study of Digital Technology in Publishing Work

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**Keywords:** Digital Technology, Publishing Work, Information Expand

**Abstract.** Technical support for the digital publishing industry is not only a model for the development of cultural industries and cultural integration of science and technology, they are also two sessions this year hot word "Internet +" in the traditional publishing industry and reflects the application. Digital publishing technology exacerbated the breadth and depth of the transformation and upgrading of the publishing formats; multi-function appears as one of the reading devices, readers imperceptibly cultivate reading habits and consumption habits: Impact of Internet on the applications of the education sector on the Press is readily apparent. So, driven by technology industry, internal and external demand, China's development of digital publishing has been the general trend.

## Introduction

Technical support for the digital publishing industry, is not only a model for the development of cultural industries and cultural integration of science and technology, it is two sessions this year hot word "Internet +" in the traditional publishing industry and reflects the application. Digital publishing technology exacerbated the breadth and depth of the transformation and upgrading of the publishing formats; multi-function appears as one of the reading devices, readers imperceptibly cultivate reading habits and consumption habits: Impact of Internet applications in the education sector is also on the University Press wet readily apparent. Visible, technology-driven industry, internal and external demand driven, China's development of digital publishing has been the general trend.

With the advent of the digital age, the development of digital publishing has become one unstoppable trend. 2010 domestic digital publishing industry overall income reached 105.179 billion yuan, an increase of 31.97% compared with 2009. However, only 2.48 billion output value of e-books, mobile publishing, online games and Internet advertising accounted account for more than ninety percent. These figures show the one hand, the momentum of rapid development of digital publishing, it also reveals the connotation of digital publishing industry in expanding various forms of content industries are intertwined, digital publishing in the "publishing" has become traditional Publishing "Publishing" is not the same, become more diversified. Rapid expansion of market demand and brand-new concept of digital publishing equirement must actively explore digital publishing, digital transformation. Growing market demand, the industry continued to deepen, the state support gradually increased, the development of digital publishing platform has entered the stage of the competition, which is the environment of publishing digital transformation, this paper is to study the background.

Platform refers to the environment or conditions required for a particular job, from an economic sense, in essence, is a trading platform space or place, the boot space or two or more parties to facilitate transactions between the customer and by charging appropriate costs and efforts to attract parties to the transaction to use the space or place, and ultimately seeking to maximize revenue. It can exist in the real world and it can also exist in virtual cyberspace. Digital publishing platform and content of the above platforms are related, Zhang Yonghong that "digital publishing platform is to serve the needs of a particular digital content consumption, with a large number of digital content providers and consumers, provides digital content products. When this other related platform after having traded as payment systems and other technical systems, it has all the characteristics of an

electronic trading platform. "but this understanding too much emphasis on the common platform, ignoring the characteristics of the platform.

Concept of digital publishing platform should be both well-defined platform commonality, but also reflects the special nature of the information platform. Therefore, I agree with this comparison concept: the platform is built on the mass media on the basis of common endpoints and interactive space that promotes collaboration and interaction between the endpoints through massive certain rules and mechanisms. Mass endpoint refers to the large number of digital reading devices, universal media mainly refers to the Internet and mobile Internet, interactive space is the platform of the "core" of the space by virtue of the rules and mechanisms to attract endpoint inside the space efficient interaction. Authors, publishers, distributors and readers and other parties involved in digital publishing platform that can be obtained through a variety of interactive space to the desired information, content, software and services. This concept is based on the traditional model of information dissemination on subversion, which is to make people aware of the platform as the core of many to many communication model, not only as a platform for a common space or place connotation still clear explanation digital publishing platform has interactive qualities.

### **Digital Publishing Technology and Digital Editing in Publishing Work**

Editing and publishing in the digital publishing digital process technology and, we must have advanced editing equipment, so as to meet its development needs. However, due to market efficiency is poor, or because of insufficient funds, leading to advanced digital editing equipment investment appeared certain conditions. This means that due to lack of funding, the lack of advanced equipment, so that all workflows book publishing is still the need to rely on the traditional way, thus seriously affected the effective popularity of digital publishing technology and editing and publishing digital mode.

In the process of digitizing and editing and publishing digital publishing technology work, some managers lack of digital concept, which makes publishing executives see only the immediate market profits, it would not take the initiative to fund the introduction of advanced digital equipment. Publishing executives would use labor-time staff employed to improve efficiency, but do not pay attention to employee time to rest. This means that because of the lack of funds, so that no introduction of advanced digital publishing equipment is only temporary harm, but because managers lack the digital concept, which will hinder the long-term development of the entire editing and publishing industry.

As can be seen from the prospect of modern publishing, digital publishing technology and process digital editing and publishing of our country has good prospects for development, has become an irresistible trend of social development, a business can not develop without talent, which means digital publishing technology and the development of digital editing and publishing work, be sure to introduce professional digital talent. But the survey found that many publishers inside our country and there is no fixed! Number of professional talents, just some short period of part-time work, they can not benefit publishers in the first place, which means that at work, its the quality and efficiency of the work will be greatly reduced, thereby making the entire digital publishing productivity loss, hindering the pace of publishing technology updates. Therefore, digital publishing lack of talent for the development of the publishing house produced a very large role in the constraints.

With the popularization of nine-year compulsory education, the book culture in people's minds to occupy an increasingly important position in the development of the market also plays an important role, which illustrates the book culture in a short time is not going to withdraw China's cultural market so it will lead to a traditional publishing, digital publishing competitive situation. The traditional book publishing in people's minds irreplaceable position, but has strong financial backing, with strong competitive strength in the market; however, digital publishing technology and the editing and publishing of digital as just the rise of things, a certain lack of strength and improve the concept in the application process necessarily exist some defects, so that in the traditional book publishing competition will be powerless situation, which means that China's relevant departments

want to make digital publishing develop , it is necessary to balance the relationship between publishing and digital publishing traditional books, to solve the contradiction between them, thereby reducing the digital publishing of competitive pressures, so as to provide a favorable space for development of digital publishing.

### **Digital Intelligent Editing System**

The advent of digital editing system is not just a technical innovation. As technology continues to develop, it has fundamentally affected the entire mode of editing and publishing. The main impact of digital intelligent editing system in the following areas:

First, we should change edit media. Traditional editorial work is built on the basis of paper media, editing text and objects mainly flat graphics. Thus, the editing work is mainly factual judgment and value judgments for the content, layout for text and graphics requirements are not high. With the popularity of network technology, digital media publications in the network are on the basis of rapid development. In addition to text, graphics, images and symbols, the audio, video, animation and other symbols are widely used in digital books, which not only enrich and expand the content of editorial work, and editors for a higher technical requirement. Second, changes in editing techniques. Traditional book editor, from the essence, is the text or image according to certain laws of science and aesthetic requirements Consolidated. Traditional book editor is a two-dimensional editing, all the editing work is done on a flat surface to expand, with the ultimate aim is to make the implementation of the object to edit on a specified plane. Digital book editor is different, not only because the text and images contained in the digital book, including voice, video, etc. Therefore, the use of traditional techniques can not edit these symbols in a unified heterogeneous among planes. Digital book editor, first of all to these heterogeneous symbols entered into the computer, computer language, converts it into a unified symbol, and then integrate them into a plane. Thus, the digital publishing technology has changed the way modeling editing fundamentally. For the editors of this change, it is both a challenge and an opportunity, which means that editing is no longer a mechanical labor, but a record suitable labor. Traditional editing work can be attributed to three trial systems, all activities under editing Publishing System conducted. Therefore, from the essence, the editing process is based on the system, rather than functionality. This means that as long as the editor of this process can be completed. Because not directly face the market, or directly to the author, therefore, editorial quality and efficiency of editing is very difficult to get promoted. And in the digital publishing environment, editors have to face is not the press, publishing system, but the author and the book market. To edit more consideration is how to use a variety of editing techniques to enhance the market value of the works. Thus, the editing work will have more innovative. In addition, collaborative relationships between editors and authors will be more closely, good and bad editing work, the author will have a direct say.

Fourth, the editing subject blur. In traditional publishing, editing is a part of the publishing process. Edit primary responsibility is to carry out the planning and implementation of topics, manuscript editing and processing. Since the serial number is a scarce resource, so editors must consider the cost of publication and distribution and other issues, in order to determine whether the work was worth publishing. Thus, in the conventional editing and publishing systems, editing is an exclusive. Such exclusive there are some advantages, there are also some disadvantages. From the advantages of point of view, publication of the planned publication can effectively avoid wasting resources. In the case of scarce resources, editors may make better use of these resources. From the inferior side, closed and monopolistic conventional editing system, for the prosperity of the publishing market is having a negative nature. The network-based intelligent editing system is with a high degree of openness and autonomy, and technically reduced personal publishing industry into the threshold. As appears from the media, from editing has become a basic feature of the current network publishing. Media people from web-publishing platform, his work made public, and this is one of the most simple acts of publishing and editing behavior. Thus, the main sex has become increasingly blurred. We can say that the Internet age, everyone can be an editor.

## **Conclusion**

Press digital transformation measures in the light of its own reality, based on the platform, it should be closely linked to competition in this digital publishing feature which enhances the digital transformation of the publishing house in terms of strategy, resources, organization, effectiveness and scientific products. This paper explain the technology in publishing work and it should have high importance in the near future.s

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