



Applied research on liquefaction in the practice of publishing content production

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Abstract

In this era of rapid development, the needs of the audience are becoming more and more rich and diverse, and the traditional pattern of publishing content production practices has been slowly broken, and it has also changed from the traditional "solid" to "liquid". Based on the perspective of "liquid theory", this paper mainly discusses the publishing needs and publishing practice status of the audience, and also dialectically discusses the freedom and restraint of content management power brought by the "information cocoon" to the audience, and analyzes the trend of "liquefaction" of publishing content production practice and the concept, principle and working routine of "liquid" content production.

Keywords: published content production practices, liquefaction, Information cocoon, Applied research

1. Introduction

British sociologist Zigmunt Bauman published books such as "Liquid Modernity" and "Liquid Age" around 2000, and proposed that the biggest feature of our modern society is liquefaction. In its original sense, "liquid" refers to a concept used to describe a physical state. Compared to solids, liquids "have neither a fixed spatial shape nor a temporal permanence." In his book "Fluid Modernity", Baumann extended the term "liquid" to describe and describe the characteristics of the social form of modernity in the later period. He believes that modern society has changed from a solid, heavy, well-shaped solid state to a fluid, light, and versatile liquid state. Liquefaction is also slowly changing and affecting the publishing industry, and this paper analyzes how the publishing industry can meet the needs of users and strengthen its own capabilities under the impact of new media through two levels: theory and path.

2. The publishing needs of the audience have shown a "liquefied" Pattern and "Solid" publishing practices

2.1. Receiving terminals

With the development of science and technology, global integration, media integration, communication networking, information fragmentation, and the use of Internet technology have gradually appeared in all aspects of people's life, learning, work, entertainment and so on, and play a very important role. In the field of publishing practice, the audience is no longer limited to a single paper communication path in the past, but pursues a faster, more convenient and more novel way of receiving information. On the market, there are a large number of intelligent media products for the audience to disseminate information, from computers to smartphones, to a variety of mobile phone applications, and finally to various easy-to-operate WeChat mini programs, the audience's publishing needs have shown a general trend of "liquefaction". Compared with the "liquid" changes brought by science and technology to the needs of the audience, contemporary publishing practices have failed to advance or keep up with the needs of the audience, and are still in the "solid-state" pattern of the past. The long time period of book publishing, the insufficient degree of innovation, and the inability to achieve the integrated publishing requirements of "you have me" all make publishing practices and audience publishing needs "misaligned".

2.2. Consumption patterns

According to the data of the 20th National Reading Survey, 77.8% of adult citizens read through mobile phones, and the survey also found that adult citizens have an increasing tendency to read digitally, and the way of mobile reading on mobile phones is called its main form of reading.

And the survey results also show that paper books are more popular in audience demand, with 4.78 print books being read, an increase of 0.02 compared with 2021. At the same time, the "2021-2022 China Digital Publishing Industry Annual Report" pointed out that in 2021, the total revenue of Internet journals, electronic books and digital newspapers was 10.117 billion yuan, compared with 9.403 billion yuan in 2020, an increase of 7.59%, higher than the 5.56% growth rate in 2020 and higher than the 4% growth rate in 2019. As a result, the consumption needs of the audience are also diversified.

2.3 Content requirements

In terms of the content and form of communication, it is necessary to develop in the direction of diversification. Traditional digital publishing is static publishing in a sense, and the inseparability of content and form makes traditional digital publishing content present in an overall form. With the development of science and technology, content diversification will become the mainstream content mode of digital publishing. The content of the medium is no longer published in static form, but becomes the dynamic publication of multimedia expression. Not only that, the real digital publishing is also diversified in its communication forms, including text, images, audio, video (3D, 4D) and other ways, integrating text, audio, images, animation, video and other means, with strong visual impact and novel forms of expression. Dynamic graphics, the use of audio and video, and convenient links add more sensory experience to reading. And such a variety of content expression, the amount of information is also incomparable with traditional digital publishing.

3. The trend of "liquefaction" of publishing content production practices

3.1 "Liquefaction" of the production space of published content: uncertain fluidity

Under the influence of emerging science and technology, the news production model based on experience has encountered great impacts and challenges, and is undergoing a reconstruction of concepts and reengineering of forms. Space is not a rigid, static, rigid existence, it not only reflects labor production relations, but also reflects the production and reproduction of social relations. In this era of the Internet of Everything and the integration of all things, the boundary between the publishing industry and other communication fields is slowly dissolving, and its essence and its environment inside and outside the environment are quietly changing, and a "liquefied" publishing content production space is gradually emerging.

On the one hand, the geography of published content production is slowly changing. The closure of a large number of newspapers and the relocation of newsrooms from urban centers to urban periphery reflect both the decline of the traditional publishing industry and the positive adjustments made by publishers to adapt to the dramatic changes in media technology. Such a spatial flow is not only a simple movement in geographical location, but also reflects that the contemporary publishing industry has reconstructed a new understanding of the publishing industry in the process of selling its originally fixed spatial place. The publishing industry, which was regarded as authoritative and mysterious by the public in the past, is gradually stepping down the altar, and the significance of closeness to the public is gradually

taking shape and establishing.

On the other hand, due to the rapid development of media technology, people's way of obtaining information is no longer limited to a specific space, and now people watch news, do not need to buy newspapers or sit in front of the radio or television, and can obtain the information they need through the Internet anytime, anywhere. The mediated flow of space breaks down the boundaries of publishing production. The fixed and intensive nature of publishing production no longer exists, and the old publishing related departments quietly left the historical stage and ushered in a mobile and scattered news production space.

3.2 "Liquefaction" of the main body of publication content production: the dissolution of editorial authority

The impact of digital communication context on the publishing industry is reflected in many aspects, such as the impact on the publishing production process, production environment, etc., and at the same time, the main figures of publishing production are gradually blurred in this digital process. The identity of the main body of publishing content production is no longer in a high position, no longer mystified, the audience is no longer deified and beautified as a profession, and their production activities have become daily and equal. In the process of this identity transformation, the discursive authority of the subject of publishing content production is constantly being dissolved, and likewise, the behavior of publishing content production is slowly liquefying.

The transformation of audience consumption mode has also promoted the "liquefaction" of publishing content producers, and the channels for audiences to obtain information are too rich and diverse, no longer limited to one way, and the "liquefaction" of current publishing content producers dissolves social distance. In the new communication context, every ordinary individual has multiple different identities as content producer, messenger and reading consumer, and switches between these identities with ease. As a result, the main body of publishing content production is also in an embarrassing disadvantage, and professional publishing institutions and the high-quality content they produce are gradually moving to the edge in the wave of digitalization.

The "liquefaction" of production entities has made professional publishing institutions and senior practitioners face great challenges in the digital age, and the colorful Internet world has built a new bridge to receive information, and the audience can receive the content they are interested in at will.

3.3 "Liquefaction" of the production relationship of published content: the dissolution of boundaries

Productive forces and production relations are two concepts that accompany capitalist civilization, productive forces are the material force of human beings to influence and transform nature, and production relations refer to the relationship between people in material production. The progress of science and technology has led to the integration of many parties, which not only changes the industry, market, consumption relations, etc., but also gradually moves towards the "flowing liquid" with the development of technology. The emergence of digital communication forms has injected force into the transformation of civilization - the value orientation of digital media is to improve the efficiency and quality of news production, but whether this beautiful vision can be

realized depends on whether there is a production relationship that is compatible with the current productive forces, and good production relations promote the development of productive forces, otherwise it will shackle the progress of productive forces.

The most important characterization of the "liquefaction" of the publishing production relationship is the sinking of the production organization. Publishing and production activities are no longer limited to the traditional publishing methods in the past, using science and technology to continuously innovate, update their production thinking, catch up with social current affairs hot spots, and meet the personalized needs of users. In the process of publishing production moving towards a liquid state, the inherent production mode and production relationship of the publishing industry have been broken, and the original strict boundaries have been dissolved, and the integration has become a new situation in the publishing industry.

4. Existing problems in the production of published content

4.1 The status of the main body of production has declined

Science and technology have brought great difficulties and challenges to the production of published content, and in the liquid publishing ecosystem, the audience can receive more information faster through other means, and the dominance of the main body of publishing content production is slowly marginalized. But excessive information is not a good thing, and audiences have also encountered problems such as difficulty in content selection in such an era of information overload. The audience has more channels to obtain information, no longer limited to relying on the information dissemination of traditional publishing houses, and the publishing industry is also affected by new media, and the main position of publishing content producers in this is gradually declining.

4.2 The production technology of the work is low

With the development of intelligent technologies such as mobile Internet, big data, cloud computing, artificial intelligence, blockchain, and 5G, especially the superposition and integration of these technologies, we are ushering in a new round of scientific and technological revolution; From the perspective of the new round of scientific and technological revolution, digitalization, networking and intelligence are prominent features, and they are also the core of the new generation of information technology. However, in the publishing industry, there is a lack of professionals in other fields, and the new communication method of "audiovisual communication" requires high professional capabilities of producers. Most of the publishing content producers are publishing professionals, but there are not many talents with photography, editing, planning and other capabilities, so they cannot create high-quality content. At the same time, the development of artificial intelligence in the publishing industry is far from the expected level, especially the maturity of technology and the equipping of hardware. There are obvious gaps. Artificial intelligence (AR, VR) books on the market are more at the level of image presentation and readers' interactive experience, while the personalization, social role identity and customized intelligence of individual readers have not been realized.

4.3 Content homogenization is more serious

In order to meet the diversified needs of users for graphic reading, there are a large number of similarities and plagiarism in the themes launched by the publishing house. The excessive homogeneous content and the uneven quality of graphics and texts can easily lead to users' gradual aesthetic fatigue with similar graphics and texts. The main reason for this phenomenon is that the publishing house blindly pursues economic interests, takes economic interests as the primary purpose, forces users to push a large number of similar pictures and texts, the identity and professional quality of the "gatekeeper" are "not passable", and the platform supervision is not strict. At the same time, the platform blindly relies on a single form of payment to achieve the purpose of profit, making it difficult for users to become a long-term consumer group, and the market return rate is also reduced.

4.4 Specific manifestations of the lack of current publishing market policies

Compared with genuine books, the price advantage of pirated books is an important reason why they can be active in the book market. Under the background of the new media era, publishing technology is no longer as difficult as the traditional one, and at the same time, the printing level of physical pirated books continues to improve, and the market demand for pirated books is becoming more and more vigorous. In addition, the piracy of digital publishing is more serious, because the piracy of electronic books is more convenient, and in the network environment, only the content of the e-book needs to be copied to complete the piracy, and the cost of piracy is greatly reduced. With the development of computer communication technology and the continuous update of big data communication technology, the reproduction and dissemination of copyright content has become easier, and low-cost reproducible products have stimulated frequent infringement. Under the background of the current emergence and rapid development of self-media, more content can be shared for free, and the relatively relaxed and free network environment has provided convenience for the reproduction and dissemination of content, and provided soil for piracy.

Moreover, piracy has low costs and high returns, and the publishing market seriously lacks specific normative legal provisions, and laws and regulations do not make special regulations on piracy. The intellectual property rights of creators are not well protected, it is not easy to obtain evidence for piracy and infringement, and the accountability period is long and difficult, all of which make the order of the prior publishing market chaotic, and it is difficult to implement laws, regulations and policies.

5. Path exploration

5.1 National government level

Introduce corresponding laws and regulations as soon as possible, establish and improve relevant policies and measures, and strengthen the protection of copyright in legislation. At present, China's laws are all-round and multi-level for copyright protection, which is also reflected in legislation, law enforcement, judicial and other links, and social organizations also attach great importance to copyright protection. However, problems such as unclear legal provisions and difficult definition of piracy infringement have become strong obstacles to the protection of

publications. Therefore, the national government should establish a more complete copyright protection system, intensify the crackdown on infringement and piracy, introduce specific regulations at the technical level and continuously update them, increase the illegal cost of infringement and piracy, and make piracy and infringement nowhere to hide.

At the same time, the national government should follow the trend of media development, take advantage of emerging science and technology, continuously improve copyright supervision and law enforcement methods, severely punish piracy and infringement, and make full use of new technologies such as mobile Internet, big data, cloud computing, artificial intelligence and blockchain to achieve deep integration of law enforcement and technology. Use mature technologies such as voice recognition and face recognition to innovate the working means and management models of supervision and law enforcement, and enhance the effectiveness of law enforcement supervision.

In addition, the national government should also strengthen publicity to raise public awareness of copyright protection and cultivate the habit of society and the public to respect originality and obey the law. It is necessary not only to use the law to deter the public, but also to vigorously publicize and support the genuine version.

5.2 Publishing industry level

First of all, the publishing industry itself should use legal weapons to protect its legitimate rights and interests, not give up accountability because of the difficulty of convicting piracy, etc., establish its own copyright protection and infringement litigation procedures, set up special personnel for copyright protection, and at the same time strengthen the professional training of relevant personnel, and protect its legitimate rights and interests in strict accordance with the law. In addition to borrowing laws, they should also use science and technology to improve their anti-piracy and management capabilities and protect their works. Second, the publishing industry should adhere to the "content is king" communication method. It can innovate the form of communication content, deepen the content field, and continuously produce high-quality content. And to meet the needs of society, to achieve the innovative transformation of high-quality quality content, to create more in-depth and warmer content. Finally, publishing practitioners should change their traditional concerns, integrate into Internet thinking, understand the real needs of the audience, listen to the voice of the audience, and use excellent professional skills to achieve the various needs of users.

In summary, the analysis of the liquefaction of the publishing industry from a theoretical perspective can grasp the pattern of the contemporary publishing industry in depth and breadth, sort out its development context and logic, and find a way to coexist and coexist with the intelligent media era. The publishing industry should constantly adapt to new changes, meet the diverse requirements of users, and improve its professional capabilities.

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