The Change of Journals' Editorial Publishing Concept From the Perspective of Omnimedia

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ABSTRACT

This paper takes journals from the perspective of omnimedia as the research content and adopts the method of inductive analysis to examine the change of journals' editorial publishing concept from the perspective of omnimedia. From the analysis, it can be seen that, as one of the representative forms of traditional media, journals should learn from and absorb the new ways and new ideas of omnimedia operation, and transform their ways of content production, communication and distribution, and interaction and feedback, so as to adapt to the new media form of omnimedia and achieve development and improvement.

Keywords: omnimedia, journals, editorial publishing concept

I. INTRODUCTION

Under the strong squeeze of digital publishing industry, the traditional paper media is increasingly shrinking. In recent years, the total number of journals in China has been kept at more than 9,000, but the proportion of its operating revenue in the revenue of the press and publishing industry has been low, only about 1% [1], and it has been declining since 2014 [2]. Although the dilemma of periodical publishing is actually caused by the occupation of relatively fixed market size by many new media products and the subsequent change of audience's reading and acquisition preference after the rise of digital publishing, the restraining factors within the periodical industry also need to be addressed. These factors include: the limitations of a single distribution channel to the scope, quantity and quality of periodical distribution, the restriction of overall shrinkage of paper media advertising on the operation of periodicals, the dissolution of the subdivision mode of periodical audience by personalized customization achieved by the application of new technology, and the change of the working mode of the periodical industry by the renewal of the media industry chain, etc.

At present, the arrival of the omnimedia era brings not only pressure to the periodical industry, but more importantly, the new impetus and new ideas for the development of the periodical industry. As McLuhan said, "Any influence of any medium on the individual and the society is due to the new scale; any extension of ours (or any new technology) will introduce a new dimension into our affairs." [3] Therefore, the nature of the communication tools integrated to the omnimedia era, the possibility caused by the integration and the transformation of the media society triggered by it are truly meaningful and valuable "messages".

II. CHANGE IN THE CONTENT PRODUCTION MODE

A. Differentiated content production under the "central kitchen" mode

The "central kitchen" project of People's Daily's omnimedia platform, which was established in 2014 and completed in 2017, can serve as a template for China's omnimedia operation. And the omnimedia operation of periodical publishing has already started in the United States as early as the end of the 20th century. In 1990, Martha Stewart published the journal of home consulting, "Martha Stewart Living" in cooperation with the Time Warner Inc.; in 1993, the company developed a television show of the same name that visualized and processed the conceptual content in the journal; after that, the company continuously enriched other media product forms under this content, and finally covered all media forms at that time, including 7 periodicals, 34 books, 1 newspaper column, 1 radio program, 4 TV programs and then the emerging media form — website; today, it also includes the periodical apps of "Martha Stewart Living" and five other magazines.

The content of these media products is essentially the same as that of "Martha Stewart Living", but in the omnimedia operation mode, it reflects the specific differences due to the different forms of media: with the high-quality life concept of journal shaping and dissemination as the core, it extends systematic books, informative newspapers, accompanying radio,

procedural TV, interactive website and other contents, as well as integrated APP contents. This mode of content production realizes the communication effects of integrated planning, one collection, multiple generations, multiple dissemination and multiple coverage. It also makes the production of journal contents not limited to paper printing, but expanded into a variety omnimedia operation from topic selection planning, collection and production to dissemination and distribution.

However, the key to the influence of this content production mode on journal editing and publication lies not in the application and coverage of various forms of communication, but in the transformation of concept cognition. That is, all the media nodes in omnimedia operations, according to the characteristics of different media to adjust the content of the need, to edit and create content proembryo, rendering and then spread, make similar content varies by transmission carrier, instead of making a simple copy of the same information in all the fields of the omnimedia while ignoring the various characteristics of media. Different forms of information complement each other rather than replace and compete, thus highlighting the advantages of various media platforms.

B. Brand content production under the transformation and upgrading of media products

In the era of innovation crisis and information homogeneity, media products inevitably fall into the dilemma of homogeneous development. While transforming the production mode of periodical contents, the omnimedia operation mode puts forward higher requirements on the quality of its contents.

The production of periodical branding content is divided into two levels: brand building and brand extension. Brand is an abstract differentiation, but journals need to implement it as a concrete cover design, column setting, picture selection, text style and so on. The many elements and components should form an organic whole, and there should be no content or form to dissolve the unified brand connotation. For example, as a household consulting journal, "Martha Stewart Living" focuses on "helping readers improve their quality of life" and its high-definition quality of pictures and exquisite layout support the magazine's positioning of "high-quality life". Its derivative journals also structure and extend themselves in line with the three major parts, namely, wedding, food, and children, and the most typical ones are the more elaborate versions include "Martha Stewart Cocktails" and "Martha Stewart Cookies," and so on "Everyday Food" under "Everyday Food", almost all these derivatives journal dubbed "Martha Stewart" name, emphasize brand, adhere to the unified positioning and editing concept, blessing each other. Almost all of these

derivative journals are under the name of "Martha Stewart", emphasizing the brand, adhering to a unified positioning and editorial philosophy, and supporting each other.

Derivative journals are just one aspect of the extension of the journal brand and can further evolve into a broader information offering. For example, Martha Stewart Living Omnimedia, Inc., although based on the journal "Martha Stewart Living" as the basis and core, can radiate other media forms, from packaging media products to quality communication content itself, which is an update of the concept of "media products".

Omnimedia creates an environment where "everything is media"[4], erases the boundary between media and non-media and enables all tools that can spread information to be included in the category of omnimedia, greatly expanding the scope of information demanders. Therefore, while professional media like periodicals have their own independent media products, they can also decompose the complete media products into brand information and provide it to an increasing number of information demanders in various forms. This form can also be regarded as the application and promotion of news agency model in the journal field.

III. A BREAKTHROUGH IN THE MODE OF DISSEMINATION

A. A breakthrough in the limitation of a single release needs to be directed at audience management

For a long time, the periodical distribution in China mainly relies on the postal system, which can meet the demand of paper periodical distribution to a certain extent, but cannot provide the publishers with the corresponding audience information. In the increasingly fierce media competition today, while various media compete for the limited audience with high-quality content and services, they must also master the channel preferences of the audience and treat them as "users" while doing the management and marketing.

On the other hand, along with the enrichment of the media form, is the diversification of the audience's way of receiving information. The advent of the omnimedia era has expanded the presentation forms of periodical contents. Different presentation forms point to different media forms, and behind each media form is an information communication channel. The new channel built by network technology integrates the tracking and interactive characteristics of network platform. In this way, while disseminating contents, periodicals can not only interact with the audience, but also track the audience's preference of receiving contents through their network usage behavior, so as to complete the basic data collection, statistics and application of the

audience, and make a favorable reference for the planning and selection of the contents and forms of periodicals.

B. Precise distribution based on algorithm recommendation requires continuous interactive maintenance

Many digital media products have implemented accurate positioning with the help of algorithm recommendation to achieve efficient push of contents, including digital periodical products in the form of APP, WeChat public number and so on, of which the core is to collect and calculate audience data. While this kind of core resources can be used through digital periodical products, and can also feed the periodical content planning. That is, by accurately grasping the reading behaviors and interests of the audience and carrying out targeted content planning, the influence of algorithm recommendation is liberated from the framework limitation of digital products and extended to the content planning of paper journals and even other media products.

On the other hand, while using "algorithms", it is also necessary to guard against the negative effects of over-reliance on them. First of all, excellent periodical publication should stick to its stand and style, and should bot fall to mechanized algorithm. Secondly, in the era of information shortage and information overload, while to some extent improving the accurate matching between the content and the needs of the audience, the algorithm recommendation may lead to the effect of "information cocoons" due to the single and invalid content of the information source.

Therefore, in order to maintain the continuous matching between the content and personal preference, periodical publishers should ensure the consistency between the content and the audience, as well as the continuous interaction between disseminators, information and the audience, so as to adapt to the variability of audience preference.

IV. THE EXPANSION OF INTERACTIVE FEEDBACK

When discussing the relationship between discourse form and communication function, Danish communication scholar Klaus Bruhn Jensen puts forward the view that "function surpasses form", that is, "media is first a resource for communication and interaction, and then an object for expression or thinking." [5] Since the rise of new media, the feedback mechanism between the communicator and the audience has been unprecedentedly developed, due to the characteristics of new media such as high viscosity, and low threshold and sociability. When the concept of omnimedia further expands the scope of media, the

interaction in the media field is not only limited to communicator- audience, but also extends to content-audience and content-content.

A. The interaction between the content and the audience focuses on the service

Firstly, from the perspective of form, the development of digital journals has gone through three stages: paper journal digitization, network journal and interactive electronic journal. Compared with network journals, interactive e-journals have the same integration of communication symbols, but their content effects can only be generated by the audience's click and touch on the content, and interactive e-journals are more adaptable to the audience's increasing reading rate of mobile terminals. This kind of interaction between the content and the audience can effectively attract the audience into reading, which changes the static content into dynamic communication. At present, the APP application of each big famous periodical almost all adopts this kind of form. However, in the design of interactive electronic periodicals, it should be noted that the interactive effect should serve the content and not distract the reading.

Secondly, from the perspective of participation, journal publishing should integrate the thinking of social media, and let the audience participate in the production and making of content widely, because "participation" is the most powerful way to attract the audience. Like Newsweek's special column "My Turn", a popular, self-written, and long-established brand of the magazine, each issue is heavily contributed; the corresponding section of the official website is set to increase the frequency of the content published. Obviously, information dissemination through we media and opinions expressed through professional media have very different meanings for the audience. The interaction between the audience and the content has changed from the reading and feedback in the traditional media period to the recording and dissemination in the social media period, and then to the participation and production in the omnimedia period. From then on, the audience have broken through the role of information receiver and provider of feedback in the transmission process, but entered the "information field", becoming the producer of information or even the information itself. In the omnimedia environment, as "the dividing line between public and private is blurring" [6], the private issues concerned by the audience are converging into public issues, and the fragmented information provided by the media and the integrated communication among various media are converging into "a new social cohesion" [6].

What engages the audience is all about the information related to their interest. This is why Esquire, a popular men's magazine, created a series on

the 16th anniversary of 9/11 that effectively linked a major political event to its audience's vital interests and feelings by soliciting true stories about the events. On the other hand, curiosity and fun are also factors that attract audience participation. For example, "Super Interessante", a Brazilian scientific journal, planned a news game called "CSI (Crime Scene Investigation) — Science Against Crime" in 2008, which encouraged the audience to use the existing evidences to solve murder cases. This content was used as the cover report in October of that year, which received a great response.

From the perspective of the interactive relationship between content and audience, the "content is king" of media development should be changed to "content management", which is based on user demand and interaction. Therefore, when the journal publication interacts with the audience through the content, the form is the peripheral factor, while the service content that can be based on the audience's own goals, problems and interests is the kernel factor, which is also the core for the journal to establish and maintain a strong relationship with the audience.

B. The inter-content interaction is intended to extend

Traditionally, the source of information has been a record of the results or effects of human activities, that is, information from outside the person. However, in the era of omnimedia connected by technology, the forms of media information source become richer with the application of VR (Virtual Reality), UAV, LBS (Location Based Service) and other technologies. Meanwhile, the traditional knowledge of information source is also broken.

After "Sports Illustrated", "People" and "InStyle", "Life", a news photography journal owned by Time Warner Inc., also launched VR app. "Life", which once changed the way of news narration in American periodicals, once again refreshed the way of presenting the contents of periodicals. VR content has not only become a new way for the magazine to present specific subject content, but also realized the regurgitation-feeding of new media technology to the content. Hans Journal of Data Mining, an international Chinese-language Journal, is more focused on collecting new ideas and new contents through human behavior Data. It also works with the application of wearable devices to mine internal Data of human body to form content that accurately explains human external form or behavior. These contents should not be limited to some scientific journals, but extended to other journals in the content planning of human behavior and psychology, because it suggests that the media can incorporate the information from inside the human body into the information source, which is not only a kind of feedback from the audience, but also an expansion of the information source.

In essence, this kind of interaction between contents is a kind of data mining, processing and application. In the era of big data, media professional processing of meaningful data and information using ability has changed the traditional production process. The mining of meaningful quantitative data and the relationship between them is more persuasive than qualitative inference and evaluation, and it is more suitable for the audience's requirements of change with their increasing subjective initiative and judgment. The popular trend of data has become one of the important contents in today's media industry. In the journal field, especially the visual and interactive forms of interactive electronic journals can well match the data presentation, which will inevitably occupy an important position in the planning and production of journal contents.

V. CONCLUSION

In the comprehensive transformation of traditional media today, periodical publishing has not been excluded against the background of flourishing omnimedia operation, but has become an important part of its omnipresence. And in the wider possibilities offered by the omnimedia operation, the periodical industry needs to adapt to the changes of the characteristics of the omnimedia era in the editorial concept, including content production, dissemination, distribution, interactive feedback mode, etc., so that it can highlight their own characteristics in all communication platforms of integrated development, and survive, develop and improve in the new media environment.

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