

The Countermeasures to Improve the Editorial Quality of Science and Technology Journals from the Perspective of "Four All-media"

^{1,2,3,4}Pei Sun

¹Shaanxi Provincial Land Engineering Construction Group Co., Ltd. Xi'an, 710075, Shanxi, China;

²Institute of Land Engineering and Technology, Shaanxi Provincial Land Engineering Construction Group Co., Ltd. Xi'an, 710075, Shanxi, China;

³Key Laboratory of Degraded and Unused Land Consolidation Engineering, Ministry of Natural Resources, Xi'an, 710075, Shaanxi, China;

⁴Shaanxi Provincial Land Consolidation Engineering Technology Research Center, Xi'an, 710075, Shaanxi, China.

Abstract

In recent years, the advent of the era of social big data has promoted the transformation of traditional media forms and accelerated its evolution speed. The "Four All-media" era characterized by whole-process media, holographic media, full-staff media and full-effect media has emerged, providing new directions and ideas for the development of science and technology journals. Combining with the characteristics of "four media" times, this paper discusses how to improve the professional quality of sci-tech journal editors from various aspects, in order to provide the development direction and effective help for sci-tech journal editors.

Keywords

Science and Technology Journals; Literacy Improvement; Countermeasures.

1. Introduction

On January 25, 2019, during the 12th collective study session of the Political Bureau of the CPC Central Committee, the General Secretary stressed that "promoting the integrated development of media and building all media has become an urgent issue facing us".[1] Therefore, under the situation of the explosive development of all-media and the vigorous promotion of the state, it is particularly urgent and critical to explore the quality requirements and improvement countermeasures for science and technology journal editors from the perspective of "Four All-media", that is, to further deepen and enrich the connotation of The Times of "Four All-media", and to provide guidance for the transformation and development of traditional science and technology editors. It provides targeted countermeasures for the improvement of the professional quality of science and technology journal editors, helps the sustainable and comprehensive development of the science and technology journal industry, and makes comprehensive preparations for the arrival of the "Four All-media" era.

2. Countermeasures to improve the quality of science and technology editors from the perspective of "Four All-media"

With the advent of the "Four All-media" era, traditional science and technology journals and editors are faced with unprecedented challenges and opportunities for transformation and

development. Editors of science and technology journals must follow the pace and rhythm of the "Four All-media" era and improve their own literacy in an all-round way [2-3].

(1) Strengthen the enthusiasm training of science and technology journal editors, expand the learning of journal publishing business, improve the professional ability and academic qualifications of science and technology editors, actively explore the advantage platforms of universities and research institutes, carry out professional exchanges, understand the forefront of the industry, master new information, and improve the enthusiasm and self-confidence of science and technology journal editors.

(2) Strengthen the professional training of sci-tech journal editors and improve the supervision mechanism. Through professional training, we can improve the timeliness of journal publishing, standardize and standardize the publishing process, cultivate editors' dedication, enhance professional responsibility, cultivate meticulous work attitude and uphold rigorous scientific spirit, and constantly establish a sound supervision mechanism to ensure the healthy development of editorial work.

(3) Familiar with the basic characteristics of "Four All-media", and constantly adapt to the law of media integration and development. The communication mode of new media has changed the limitation of time and space of readers in the past, and massive information is presented in a fragmented way. Editors of science and technology journals must change their thinking, use the Internet to promote the development of journal digitization, integrate and formalize the fragmented information and content, and strengthen the communication effect of science and technology culture. The application of intelligent means of collection, analysis, manuscript planning, to promote the development of media integration and diversification, and promote their own sustainable and healthy development.

(4) To consolidate their own professional foundation, pay close attention to the industry's cutting-edge information and dynamics. Science and technology journal editors should grasp the recent development of the publishing industry in the new era while mastering the latest scientific and technological research, and constantly improve their professional basic knowledge and overall quality while conforming to the development trend of The Times.

(5) Improve the perception of information and cultivate the innovation of topic selection. Editors of science and technology journals should be good at exploring new fields, developing new methods, paying attention to new trends, refining new information and sensitivity to front-end technology. At the same time, they should also have basic database application skills, apply the Internet for information screening and processing, use artificial intelligence for data analysis, and innovate the selection methods of science and technology journals.

(6) Use of digital procedures to shorten review cycles and improve access to information. Editors of science and technology journals should learn to use big data to screen incoming manuscripts, filter out manuscripts with outdated content, inconsistent themes, plagiarism, and other problems, and review the literature and authenticity of incoming manuscripts. At the same time, editors should master and proficiently use digital technologies and professional resources, prospectively develop and reserve journal digital technologies and capabilities, and publish digital journals. Shorten the publishing cycle of science and technology journals, and constantly improve the quality of journal manuscripts.

(7) Improve information ethics and the level of editorial information ethics. Editors of science and technology journals shoulder the responsibility of promoting and disseminating scientific and technological knowledge and concepts to the majority of users, and should follow the principle of original content, positive, healthy and innovative when reviewing manuscripts, resolutely resist plagiarism and reject unhealthy content, and abide by the spirit of the contract, complete the agreement on time, do not default on the author's contribution, and build a good brand of science and technology journals.

3. Conclusion

In the era of "Four All-media", the traditional science and technology journals and editors are faced with great difficulties and challenges, but it also indicates new opportunities for development. As one of the important media for the development of science and technology and research results, science and technology journals are responsible for promoting the development and innovation of science and technology. As the leader of science and technology journals, editors should take the initiative to monitor the new developments in the field of science and technology, innovate the forms of communication, timely and dynamically change their ideas, and accept and embrace new things. It is necessary to firmly grasp the characteristics and development laws of the "Four All-media" era, strive to accumulate their own scientific and technological knowledge, in the face of massive information, can use big data programs to screen, extract, and deal with innovative and time-effective scientific and technological hot spots, good at mining the relevance and potential value of information, storage and freshness for scientific and technological journals, and expand the audience of journals. In the change of "Four All-media", we will persistently combine the improvement of literacy and the change of thinking, seize the historic opportunity of the development of science and technology journals, promote the transformation and development pace of the editing and publishing of traditional science and technology journals, better adapt to the development requirements of the new media era, and make science and technology journals develop healthily and sustainably.

Acknowledgements

Study on the Law and Mechanism of Water and Salt Transport in Water-soil under the Change of Drainage to Storage Mode (DJNY2022-35).

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