

Research on the Integration between Industry and Education in Modern Publishing Industry and the Protection of Its Derivative Commercial Value

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Abstract: The integration between industry and education is the basic way of running schools in modern vocational education. For the modern publishing industry, focusing on the integration between industry and education and school-enterprise cooperation are important ways to revitalize the industry. After years of development, the integration between production and education in publishing vocational education has achieved initial results. But outputting results is not the goal. The actual effect of the integration between production and education lies in the transformation of the results of works into products to the market. Therefore, how to find a suitable commercial value protection path according to the nature and type of the results of the integration of industry and education, and to deepen the effect of the integration of industry and education is a content worthy of attention and discussion.

1. Introduction

970 years ago, Bi Sheng's "movable type printing" in the Northern Song Dynasty brought a technological leap to the printing industry and became one of the "Four Great Inventions" that the Chinese nation was proud of. It also laid the foundation for the development of the publishing industry in future generations. The development and transformation of the modern publishing industry is inseparable from the skill literacy of professionals and an open and inclusive social environment. In the report of the 19th National Congress of the Communist Party of China, Comrade Xi Jinping emphasized the need to deepen the integration between industry and education. This is the current publishing industry combining professional characteristics and improving scientific research [1]. The development of the industry has provided policy and environmental support. China's promotion of the integration between production and education provides an opportunity for the development of the publishing industry. How to specifically implement the industrial position and develop the industry and economic benefits, improve the quality of the

overall publishing industry results, and establish a national intellectual property system has gradually become a research topic of great practical value.

2. The Integration between Industry and Education in Modern Publishing Industry and Its Characteristics

Since the Song Dynasty, China's publishing industry has been developing for ages. It is no longer limited to traditional paper book publishing, but also includes periodicals, audio, and video products, etc. Since the world entered the information age, digital publishing has become a new development direction of modern publishing industry [2]. The form and connotation of the modern publishing industry are constantly enriched, forming a development trend from single-level expertise to multiple innovations. According to the characteristics of the modern publishing industry, the characteristics of the integration between industry and education in the vocational education are analyzed from the following aspects.

2.1 Industry Specificity of Publishing Industry

2.1.1 Complexity and Definiteness

Since the founding of the People's Republic of China, after years of development, the publishing industry has its special features different from other industries, which are mainly reflected in the multiple attributes of politics, economy and culture. Among them, Article 35 of the *Constitution* stipulates that citizens of the People's Republic of China have the freedom of speech, publication, assembly, association, procession, and demonstration. As the basic rights of citizens stipulated by the parent law, publication obviously has important political significance. Therefore, China's publishing industry is different from the western liberal capitalism model. In 1987, the State Publishing Administration was abolished, and in 2001 it was renamed the General Administration of Press and Publication. In 2013, the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China was established. The development of China's publishing industry has shown a more open feature [3]. At the same time, it is important to know that press and publication are an important part of the Communist Party's propaganda and ideological work. It has both economic and cultural attributes, as well as its ideological specialties. The publishing industry is not only the core of the cultural industry, but also has a bearing on national ideological security and socialist modernization as a whole, as well as China's political and social stability. As a form of ideology and public opinion, it is always necessary to grasp the orientation.

It is precisely because the publishing industry is different from an industry that relies solely on technology, it has high requirements for the overall quality, political awareness, cultural level, and professional skills of employees. This determines that in the process of vigorously developing the publishing industry, one should not be impatient, capital-oriented or profit-seeking first. Comprehensive training and systematic training are required. Qualified or even excellent publishers cannot be easy to have. Excellent or even handed down publications are not "fast food".

2.1.2 Industry Alliances and Strict Standards

The modern publishing industry does not only refer to distribution and publishing, but an entire industrial chain, including upstream of the industry: content production, printing, and raw material supply; midstream: traditional publishing, electronic audio-visual products, digital publishing; downstream: distribution, retail, delivery, subscription [4]. Therefore, a publication product needs to

be produced jointly by multiple business entities, especially the publication of newspapers, periodicals and books, which also involves a series of standardization issues.

The domestic standard outline regulation “Administrative Measures for Press and Publication Industry Standardization” came into effect on February 1, 2014. It made corresponding provisions on the formulation, revision and release of publishing standards, the supervision of the implementation of standards, and legal responsibilities. In addition, the National Publishing Professional Standardization Technical Committee formulated more than 200 national and industry standards. The standards and requirements that formal publications must meet are extremely professional. It is almost impossible for non-professionals to realize it on their own. The development and innovation of the publishing industry urgently needs talents who have received systematic and professional education.

2.2 Teaching Features of Vocational Education in Publishing Industry

2.2.1 Subject Setting of Vocational Education in Publishing Industry

In line with the industry, there are mainly four types of institutions currently engaged in publishing professional education in China: The first is special training institutions that combine practical operation and process management; the second is middle and higher vocational education institutions that combine professionalism and skills; the third is comprehensive higher education institutions that combine comprehensive capabilities and academics; fourth, research institutions that combine special topics with basic theories [5]. This paper mainly discusses the education of publishing vocational schools.

In terms of subject setting, taking Shanghai as an example, there are currently two more professional publishing colleges: One is Shanghai Publishing and Printing College, the other one is Shanghai Press and Publication Vocational-Mechanical School. The two colleges have relatively close training and integration systems. Shanghai Press and Publication Vocational-Mechanical School has five majors: Printing Media Technology, Publishing Business, Digital Publishing, Digital Graphic Information Technology, and Packaging Planning and Design. Together with Shanghai Publishing and Printing College, they have achieved the joint training of “intermediate and high vocational education”. Shanghai Publishing and Printing College is relatively comprehensive, with nine departments including the Department of Publishing and Communication, the Department of Printing and Packaging Engineering, the Department of Art Design, the Department of Cultural Management, and the Training Center. It mainly includes theoretical learning and practical training courses in the professional curriculum of publishing vocational education, including introduction to publishing, introduction to book distribution, marketing psychology, book and exhibition training and other “dual track” configurations. It can be seen from the setting of the above-mentioned publishing disciplines that the vocational education of the publishing industry emphasizes the practice of technology. As the development direction of the traditional publishing industry pays more and more attention to the connection with communication and marketing, digital technology and new media have also joined the teaching system in order to meet the requirements and trends of the times.

2.2.2 The Training Model of Vocational Education in Publishing Industry

The first model is Traditional academic education. Traditional academic education is the main education mode of early vocational colleges. Since the original vocational education was set up to meet the teaching needs of students of different learning levels, the credit system of higher education is still used, and the curriculum of the teaching plan is used as the outline. After passing

the examination, the corresponding certificate will be obtained for graduation. In the vocational education of publishing industry, most of the students who entered schools through secondary vocational or college entrance examination are still mainly based on academic education [6].

The second is “dual-certifications” education. “Dual-certificates” refers to a way in which academic diplomas and vocational qualification certificates are obtained at the same time upon graduation. Students who implement “dual-certificates” education need to go to publishing industry companies for pre-training during their studies, or conduct practical training in schools, and obtain corresponding vocational qualification certificates during their studies, and they can directly get jobs in publishing companies or issuing organizations upon graduation.

The last is targeted training education. For vocational education, the most important feature is employment advantage. Therefore, in vocational education, targeted training is a common form of training. In this form, the employer directly signs a training plan with the entrusting institution. The institution customizes courses and teaching plans according to the requirements of the employer to cultivate talents that meet the job requirements of the employer. The entrusted students will no longer have the problem of graduation and career choice, but at the same time they will also need to meet the requirements of the labor service period.

3. A Brief Analysis of the Types of Industry and Education Integration Achievements in Publishing Industry

Starting from the characteristics of vocational education in response to “industry” conditions, the derivative products of the integration between industry and education of the publishing industry are mostly oriented toward industrial development and consumer demand, relying on innovative ideas, and based on subject characteristics. According to the current more common printing and publishing products and the research and development of related cultural and creative derivative products, the main types of work results formed against the background of the integration between industry and education and the protection status of commercial products after development are listed as follows.

3.1 Appearance Design Patent Works

The legal concept of appearance design refers to a new design that is aesthetically pleasing and suitable for industrial applications made by the combination of color, shape, and pattern on the shape, pattern, or combination of the product. Among all the types of published works, the one that occupies the mainstream position is undoubtedly design works.

3.1.1 Traditional Binding Works

Traditional binding mainly refers to the binding of books, including the design of the front cover, back cover, spine, and waist seal. Restricted by the book format, general book binding takes rectangular shape as the main shape feature. Graphic design does not belong to the protection scope of design patents, and book binding with corresponding three-dimensional shape and aesthetics is fully in line with the conditions for applying for a design patent [7]. But in fact, there are few book-binding works that have applied for design patents. The reason is the commercial value issue that this paper focuses on. The value of a book is not mainly in its binding but in the content of the publication. Binding can bring little commercial value to books. Therefore, even if a large number of binding works are created during the teaching period and are actually published and distributed, not many authors will use design patents to protect the works.

3.1.2 Cultural and Creative Works

The soul of cultural and creative works lies in creativity. It is a product that obtains higher added value through the development and application of intellectual property rights through the integration of the cultural connotation of the product and the improvement of art. Cultural and creative products not only have practical value, but more importantly, have a certain origin and series, which represents rich commercial value and potential. Taking the current “Internet celebrity” product Forbidden City lipstick as an example. In terms of the quality and practicality of the lipstick itself, the value of the Forbidden City lipstick is not much different from that of ordinary domestic brands. However, because it is associated with the “Forbidden City”, which gives the product more cultural connotation and historical precipitation, the brand value through timely promotion and marketing strategies can be successfully established. It can also continue to launch follow-up products.

Excellent cultural and creative products are not uncommon. In the context of encouraging the integration between industry and education and school-enterprise cooperation, many government agencies and large enterprises will select outstanding authors and works in the form of competitions and carry out subsequent development. This type of product can generate a variety of profit distribution methods, such as free, cooperative development, and commissioned development. Compared with traditional binding works, cultural and creative works use more front-end patent applications to protect their commercial value.

3.2 Copyright Works

3.2.1 Software Copyright

The results of software copyright works are easier to carry out front-end protection. According to *Computer Software Copyright Registration Measures*, in software copyright registration, source programs, documents and samples are all necessary documents. As a released software product, its aesthetics and practicality need to be considered in balance. Teachers and students of publishing majors usually combine design concepts and aesthetic requirements to make corresponding beautification or interface settings for software. However, this type of design is only an additional value for software copyright, so it is generally rare to propose rights protection separately. It is worth pointing out that the font library software. As a font library software with software copyright registration, it is very valuable for the publishing profession, especially the font design profession. Since the output of font software is fonts, and individual font is not protected by software copyright. There is no unified opinion on this in academic circles and in practice, which has caused many litigation disputes.

3.2.2 Work Copyright

According to China's laws and regulations, the principle of voluntary registration is implemented for copyrights of works, and non-registration does not affect the implementation of their rights. In addition to the traditional design patents of binding and layout, most of the works that are most likely to be produced in the vocational education of the publishing industry belong to the copyright of the works, especially the works of fine arts. Still taking the above-mentioned font library software as an example. The font itself, especially the single-character design, is often a kind of art work. Generally, art works, especially student works, do not have obvious commercial value, but they can be combined with the development of cultural and creative products and apply for corresponding reasonable legal protection.

3.3 Digital New Media Works

The modern publishing industry has been liberated from the traditional form of paper media. Digital publishing has been paid more and more attention by the industry. New forms of modern publishing, such as digital magazines, newspapers, and interactive media, have been quickly integrated into the lives of modern people. Electronic interactive reading materials are the most common publishing digital new media works, generally based on existing reading materials, adding digital technical support, and providing information to readers through computers, mobile phones and other terminal devices. However, it should not be overlooked that the current electronic interactive reading materials are neither popular nor charged. They are often promoted as free. They have not yet formed a standardized market, nor have they solved the problems of ease of production, copying, and negligence of the original author's copyright. Compared with deductive works with obvious rights (rights enjoyed by disseminators of works), new media works such as electronic interactive reading materials may not only have the technical support of software programs, but also necessarily include the content of graphic design. They are in various forms and changes, regardless of their commercial value and market potential, their rights protection still will be a comprehensive and complex issue.

4. The Commercial Value and Protection of the Results of the Integration between Industry and Education

From the perspective of the classification of intellectual property rights, there is a clear difference between patent rights and copyrights in China. The above briefly analyzes the current publishing industry achievements types and protection status under the environment of integration between industry and education. In order to be able to better explore the market value of commercial entities and enable school-enterprise cooperation to develop products that meet market needs at the source and promote them smoothly, further discussion on the protection of commercial value and rights realization is needed.

4.1 Commercial Value and Right Recognition

A school's good academic atmosphere and professional resources enable students to give full play to their own ingenuity, turn dreams into reality, and transform creativity into productivity [8]. For works of commercial value in the publishing industry, such as the traditional book bindings listed above, they often appear as a one-time benefit, that is, only charging for the design content, similar to the cost of a single design service. Different from traditional binding works with a single commercial value, the commercial value development of cultural and creative works is rich in levels. It can be charged for a single design draft, or it can be produced by itself or in a cooperative production mode for continuous income. If the work has a strong market recognition, it can also be converted into intangible asset rights, protected in the form of patents or trade secrets, or even evaluated as equity to participate in operations

Today's industry and education integration has many achievements, but it is rare to produce huge economic and social benefits. This has a certain relationship with the school environment and enterprises' target market. Excellent works may not be the darling of the market. If enterprises cannot fully explore the commercial value of the industry-education integration works, they will gradually lack the attention and investment in the campus in the long run. Therefore, production of results should be paid great attention, but also the development and utilization of the commercial value of the results are also important.

In addition, the results of the integration of industry and education in the publishing industry have their particularities in terms of rights. Due to the development of the integration platform of industry and education, the works are often completed by teachers and students. In practice, it often

shows that students propose creative ideas. The instructors propose implementable plans based on professional requirements and experience, and corrects problems in students' works. Then the students will complete the work. The existing educational environment is to encourage students to innovate. There are many situations in which the school teaching resources and the personal resources of the instructors are used free of charge when the works are produced. Therefore, once such works become market-recognized commodities, how to determine the right holders will become a question that needs to be explored.

4.2 Protection Paths and Protection Types

According to the characteristics of the publishing industry, the development of the publishing industry needs the support and guidance of policies and regulations. It can be considered that whether the publishing industry can get on the right track and develop vigorously is closely related to the national ideology.

4.2.1 Types of Rights Protection Related to the Publishing Industry

There are two main aspects of rights protection.

One is the early-stage protection of intellectual property rights. The early-stage protection here means that the work is protected before it is officially put into commercial use. If the right holders are directly determined by applying for patent rights or copyrights, then after the actual commercial value is generated, they can claim their own interests as the natural right holders. The advantage of this is that the rights are clear and the way to protect rights is unobstructed. Similarly, its drawbacks are obvious, that is, it is likely to produce sunk costs. Because it is difficult to grasp the trends of the consumer market, the large cost, time and energy invested in the early stage of right confirmation often outweigh the gains.

The other one is Intellectual property rights protection mechanism. Post-event rights protection is a relatively common way of legal remedy, which refers to the negotiation or litigation to resolve existing disputes after being infringed. General post-event rights protection meetings are carried out in the form of procedural law based on the *General Principles of the Civil Law*, *Civil Procedure Law*, *Patent Law*, *Copyright Law*, *Contract Law* and related judicial interpretations and regulations. However, in actual rights protection, due to the high time cost of the litigation process, the difficulty of producing evidence and other factors is often accompanied by mediation and self-relief.

4.2.2 Current Major Policy Support in the Publishing Industry

There are three main regulations to support the publishing industry.

The first is *Decision of the State Council on Accelerating the Development of Modern Vocational Education*. This is a trending policy support for vocational education in the publishing industry. Since its release, various publishing-related vocational and technical colleges have made explorations and attempts in the direction of establishing and improving the vocational education system, pursuing innovation and transformational development, and developing diversified education models. They have achieved certain results.

The second is *Several Opinions of the General Office of the State Council on Deepening the Integration of Industry and Education*. In addition to affirming the results, it specifically pointed out the adaptability issues of the development of vocational education under the new situation. Therefore, it is necessary to further deepen the integration between industry and education, and promote the organic integration of education, talents, industry, and innovation. Among them, policies such as the "introduction of enterprises into education", promoting collaborative innovation and achievement transformation with the theme of enterprises, and carrying out productive

internship training provide policy support and guarantee for the transformation of the results of the integration between industry and education into market products.

The third is *Measures for the Promotion of School-Enterprise Cooperation in Vocational Schools*. It points out that the integration between industry and education and school-enterprise cooperation are the basic school-running models of vocational education and the key to running vocational education well. Article 25 clearly stipulates: “With the consent of the school or enterprise, teachers and managers of vocational schools, business management and technical personnel, according to the cooperation agreement, respectively go to enterprises and vocational schools for part-time jobs, can negotiate and decide their salaries according to relevant regulations and mutual agreement. Vocational schools, teachers, and students have intellectual property rights in technological development, product design, and other achievements. They can invest in the company's shares in accordance with laws and regulations. Vocational schools and enterprises have the autonomy to use, dispose of, and manage income according to the agreement between the two parties on the patents and products jointly developed.” As a result, it has clarified the principle basis for the attribution of the results of the integration between industry and education, as well as the commercial development, utilization and distribution. The subjects can participate in market activities on an equal basis and are subject to civil law adjustments, providing guarantee conditions for the healthy development of the industry in the future.

5. Conclusion

The 19th National Congress of the Communist Party of China proposed to deepen the integration between industry and education, and the integration in publishing vocational education is in a critical period of industry transformation and transformation in the new situation. Some of the achievements of the integration and transformation between industry and education, not only make people full of confidence in the future development, but also need to further explore their market potential and commercial value, so that vocational education is more suitable for market development, and the achievements of the works are better promoted in the cultural industry. While promoting the transformation and upgrading of the modern publishing industry, it can also create a broader development space for publishing talents in the new era.

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