

The Internal Logic and Practical Exploration of University Publishing Service in the New Era

Li Hui

Taishan University, Tai'an, Shandong, 271021, China

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Abstract: Under the background of the new era, the pace of "double first-class" construction is accelerated, and the coupling relationship between university publishing and university teaching construction of co-prosperity and symbiosis has been strengthened. University publishing houses have made practical exploration to serve, support and promote the development of education disciplines. They serve talent training by publishing high-quality teaching materials, serve scientific research by publishing high-quality works, help social service by promoting integrated publishing, and serve cultural inheritance by focusing on theme publishing.

1. Introduction

The Evaluation Method of "*Double First-class*" Construction (Trial) emphasizes that the evaluation of discipline construction in colleges and universities mainly examines the comprehensive achievements of university disciplines in four aspects: personnel training, scientific research, social service and teacher team construction", among which the evaluation and construction contents of the teaching staff are still academic achievements^[1]. Therefore, from the perspective of university publishing service university construction, we should strengthen the contribution to talent training, scientific research, social service and cultural inheritance.

2. The Internal Logic of University Construction of University Publishing Service

2.1 The original intention of the establishment: originated in discipline construction

Since its inception, China's university press has shouldered the important task of serving the education reform and the discipline construction and scientific research construction of its affiliated universities. The state attaches great importance to the construction and development of the university press, and clearly points out that the university press should focus on publishing teaching materials, teaching reference books, teaching reference books and academic works, whose purpose is to promote the teaching work and discipline construction of institutions of higher learning^[2]. In the field of university publishing, theme publishing should become an important and irreplaceable part, and highlighting the mainstream value has become an important principle of university publishing. The nature, orientation and function of university publishing is gradually defined in the process of development. Its original mission and important task are to serve university teaching,

research and discipline construction, and on this basis, further give full play to the function of social service and cultural inheritance.

2.2 Connotation development: mutual integration is born together in the discipline

Under the background of the new era, university publishing is facing the severe impact of digitalization, informatization and economic globalization. It only stays in the construction mode of "supplied materials processing" and passively waits for universities to provide achievements for publishing, which will soon be eliminated by the industry^[3]. Relying on the disciplinary and professional advantages of the parent university, the university press must explore a road of connotation development and characteristic development, and the construction of first-class disciplines provides a development opportunity for this. Relying on the parent university, the university press can have a strong brand endorsement and good social influence, rich academic and educational copyright knowledge resources, stable intellectual resources of teachers, experts, scholars and other resources, and have a special publication audience, that is, the majority of teachers and students. First-class disciplines are the fundamental guarantee for producing first-class academic achievements, and first-class academic achievements are the core elements of first-class publishing. University press, therefore, explore the advantage discipline, active as, by the "processing" advanced for "feed processing" service mode, according to the characteristics of discipline development and time needs, take the initiative to plan publishing theme, with the high quality of university development booster a high level of discipline construction, the two connect, harmony symbiosis, complements each other.

2.3 Pursuit of excellence: return to the academic community

University publishing to the pursuit of excellence, efforts to launch more profound thought, exquisite art, well-made work, the service mode needs further advanced for "material processing" service mode, set up a scientific research institute, training research team, return to academic community, become the verger of academic content, academic specification and executor. University publishing and discipline construction are in line with the development law of "academic community": university publishing and discipline construction belong to the components of the parent university, and their common value concept is to achieve the all-round development goal through mutual cooperation. In order to pursue excellence, university publishing should work together with discipline construction to accumulate academic foundation for the reshaping of academic community identity. At present, we should first create a "research wind", build a "learning" publishing house and become an academic community^[4]; second, we should take the initiative to connect with national strategies such as "new liberal arts" and devote ourselves to high-quality teaching materials and academic achievements the publication. Thirdly, we should pay attention to the shaping of Chinese characteristics, Chinese style and Chinese style in terms of discipline system, academic system and the discourse system, so as to provide a platform for scholars to "write papers on the land of China" and "do research on the land of China".

3. The Practical Dilemma Faced by University Publishing in Promoting the Development of Universities

3.1 The types of book products is diverse, but the structure needs to be optimized

For a long time, our country university press publishing product type is relatively diverse, in addition to teaching materials, teaching AIDS, children's books, public books, teacher education,

professional books are involved, but its publishing economic scale is mainly dependent on primary and secondary school teaching materials, teaching, some large-scale university press, its teaching materials, the teaching ratio can reach 90%, formed the excessive dependence on teaching materials. However, under the background of the current construction of teaching materials as the national authority, the teaching materials market has seen great fluctuations. The construction of "three subjects" and "horse Project" has led to conflicts in the textbook market of some university publishers and seriously affected the economic scale. From the perspective of the development of service disciplines, the advantages of university press have not been fully played out. How to optimize the product structure of books, make the dominant disciplines bigger and stronger, and seek the road of characteristic publishing has become a difficult problem in front of university press.

3.2 The number of academic achievements is large, but the quality needs to be improved

College publishing has a natural academic advantage, but from the publishing status quo point of view the whole is still not optimistic, most publishers are still stuck in the "incoming processing" service-oriented discipline construction mode, passively waiting for the school to provide the results of the publication, blindly pursuing the number of varieties, blindly pursuing the scale of expansion, this traditional development path to the development of university presses bring many negative impacts^[5]. On the other hand, from the perspective of academic achievements, there are more general scientific research achievements such as scientific research topics, doctoral dissertations, thesis collections, case collections, etc., and the quality is uneven, and the publication of most of the teachers' scientific research achievements is also due to the requirements of title evaluation, and from the point of view of the argumentation of the selected topic, the academic achievements do not have any social benefits and economic benefits, and they are only for the sake of publication or to fulfill the tasks of the school. Translated with DeepL.com (free version) Such academic achievements do not really promote the high-quality development of the discipline. Starting from quantity and without the pursuit of quality will inevitably affect the sustainable and healthy development of university publishing.

3.3 Single publishing mode and insufficient social service capacity

With the development of productive forces and the progress of science and technology, the publishing industry is facing a new form of publishing. The liberation of social expression and the reform and innovation of publishing mode brought about by digital and financial media is multifaceted and all-round. University press is still in a lagging stage of development in digital publishing and financial media publishing. Although some large brands have made active attempts, the actual effect has not been recognized by the public and has not had a sustained impact. The academic resources and social service functions of the university press have failed to fully play their due role^[6].

4. The Path of the University Press to Serve the University Development

4.1 Serve for the construction of "world-class discipline" of the university

Following the "211 Project" and "985 Project", China began to implement the "**double first-class**" construction in the field of higher education, that is, the construction of world-class universities and first-class disciplines. This is a major strategic decision made by the CPC Central Committee and The State Council. This national strategy is conducive to enhancing the

comprehensive strength and international competitiveness of China's higher education, and provides strong support for the realization of the Two Centenary Goals and the "Chinese Dream" of the great rejuvenation of the Chinese nation. The list of world-class universities and first-class disciplines and disciplines has been officially announced. The first batch of "double first-class" universities, including 42 world-class universities and 95 world-class disciplines. The publishing house can make a difference in serving the construction of "world-class disciplines" in universities. First of all, the publication of teaching materials in colleges and universities should be strengthened, including undergraduate teaching materials, graduate teaching materials and teaching reference books. The new teaching materials should fully reflect the teaching level of textile courses and reflect the achievements of the school in the construction of subject teaching materials. Secondly, we should attach importance to the publication of subject monographs. Like papers, the number of monographs also reflects the level of the discipline. The more high-level academic works, the higher the academic level. Thirdly, the role of the professional teaching steering committee and the sub-committee of the Ministry of Education can be played. Relevant academic leaders of universities can be invited to need to highlight left to highlight pad to highlight had to highlight the status of "world-class discipline".

4.2 Serve for the construction of key majors of the university

High standard majors should have high standard teaching materials. The publishing house should cooperate with the construction of the key majors of the university, attach importance to the overall planning, and publish them in the form of a series of textbooks and monographs according to the majors, so as to reflect the construction level of the key majors of the university. In recent years, our club has published a lot of textbooks for the college, but only one college is far from enough, far from reflecting the discipline and professional standards of the university. We should broaden our horizons, strengthen the strength of editors, and implement at least one key publishing project for each key major. Only in this way can we fully reflect the teaching and research level of universities and help the construction of key majors of the university.

4.3 Reflect teachers' academic achievements with brand books

Just as clothing is branded, books are also branded. The brand gives people a sense of high visibility and high quality. Some excellent publishers have their own brand strategies. For example, Fudan University Press has the brand of erudite and excellent teaching materials, Guangxi Normal University Press has cultural brands such as *Utopia and Xinmin Shuo*, and East China Normal University Press has the brand of *Daxia Book*. All books that can be selected into the brand series of books, represent high quality, good reputation, well-known authors. Publishing houses can also reflect the academic achievements of university teachers in the form of brand books. For example, planning a brand of "famous books" to introduce the representative achievements of well-known scholars in the university in the form of a single or series of books. In the future, more such books can be published to better promote and publish the representative works of university teachers in teaching and scientific research.

4.4 Introduce the famous scholars of the school

In the history of the development of colleges and universities, there are some highly respected famous scholars in all disciplines. There are many professors and scholars with profound academic attainments in various professional fields. Some of these experts and scholars have passed away, some have retired, but their spirit and example remains forever. These famous scholars are the

precious wealth and pride of the universities. To some extent, the height of scholars in the school is the height of the school, and their academic achievements should be more publicized and promoted. The academic collection of these scholars is systematically published, each introducing one scholar. The title is "*Anthology of Professor XX*", which collects the representative papers of the scholar, and adds the academic experience and photos. It can promote the famous professors of the school, and it can also serve as an example for young teachers to inspire young students to love the school and their profession.

5. The Significance of University Press in Serving school Development

Among the more than 2,000 colleges and universities in the country, only about 100 has publishing houses. University publishing house plays an important role in the construction of teaching materials and the publication of monographs, and also has unique conditions in the publishing and distribution. How to give full play to the advantages of the university publishing house and let the publishing house serve for the development of the school is a problem worth discussing. According to the Ministry of Education the measures for the administration of higher education press, the main task of college press is published university teaching materials, teaching reference books, teaching reference books, teaching books and academic works, promote the teaching of institutions of higher learning and discipline construction, promote the prosperity and development of philosophy and social science and natural science research in our country. Thus it can be seen that serving the teaching, scientific research and discipline construction is the purpose of the establishment of university press and the main work of university press. University publishing house has many roles in promoting the development of the university. It can show the teaching and scientific research achievements of the school in the form of teaching materials and monographs, promote the discipline construction with the construction of teaching materials, cultivate academic talents of the school through publishing activities, and expand the social influence of the school with excellent books and works. At the same time, university publishing houses can also make full use of various resources of the university, consolidate the publishing foundation, enrich the publishing varieties, enhance the publishing strength and improve the publishing quality.

Since the reform and opening up, the army of university presses in China has become an important aspect of the whole publishing industry with its fast development speed and high asset efficiency, which has also provided strong support for the development of their respective universities. The brand effect of university is the unique intangible asset of university press, which is the unique advantage of the development of university press. In fact, the development of universities and university presses is interactive. The University press contains great energy to promote the development of social culture, education, ideology and academic learning, but also can provide strong support for the teaching and research activities of the university. The publishing activities of university press is an important channel for universities to serve the society, which is an extension of university teaching and research functions. The most important and direct channel for universities to serve the society is its teaching and research activities. University press, which publishes textbooks and academic works, is the most important export channel for the teaching and research results. These achievements have become an important channel for the society to learn more about and accept the influence of universities. For example, the world-renowned University of Oxford and the University of Cambridge are only known of their names. And the old Oxford University press and Cambridge university press by publishing a large number of academic grade and the world top books and magazines let more people around the world know the Oxford and Cambridge also let more people in no chance to enter the university of Oxford and the university of

Cambridge accepted their education and influence. Therefore, the university press is also a window for universities. In order to build a world-class university, we must also build a world-class university press. On the other hand, the university press is based on universities and serves university teaching and research. The best way to exert the advantages and characteristics of universities is the way to change the advantages and characteristics of publishing houses. The University Press is a part of a university. Its _ effect is the unique and most precious intangible asset of the university press. Relying on the teaching and research of universities the most advantageous and characteraretic resources of the university is the only way for every university press to achieve success. Although the resources of the university are the resources of the whole publishing industry, the university press can play the unique combination of "the university and the social brand" to turn the advantages and characteristics of the university into the advantages and characteristics of the publishing house as the brand effect of icing on the cake and setting the clouds. Therefore, realizing the benign interactive development of university and university press is important content to play the social function of university. After some market baptism, the university press has shown its unique development advantages and huge development potential in the competition. I believe that the university press will definitely play a greater role in the aspects of ideology, culture, education and academia in the future publishing market.

6. Conclusion

Compared with ordinary publishing houses in the society, university publishing houses have shouldered the mission of serving the school since its establishment. Although it has a small scale, narrow publishing scope and weak competitiveness, it also has unique advantages. This requires us to base ourselves on the school, fully explore the school resources, take the school characteristics as the publishing characteristics, and attract other schools and social resources with this characteristic, and then make it develop into a publisher with distinctive characteristics and a high level in some fields. There are many ways for the university press to serve school development. The university publishing house contributes to the development of the school and benefits from the development of the school. The two complements and complement each other. In our work, we should always bear in mind the original mission of the university publishing house, and clarify our position, so as we can steadily and steadily on the way forward.

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