

The Development Dilemma and Countermeasures of Pop-up Books in China

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Abstract: Pop-up book is a type of reading that uses a "flip" technical organ inside a book. In our country, the development of pop-up books is faced with the lack of originality. At the same time, it suffers from the impact of electronic products as well as the lack of market supervision and the inadequate protection of intellectual property rights and other dilemmas. By analysis of causes, three countermeasures to promote the development of pop-up books in my country are proposed. One is to focus on original design and cultivate creative talents; the other is to introduce advanced technology and integrate scientific and technological elements; the third is to strengthen market supervision and protect intellectual property rights.

1. Introduction

What is flap book? In short, it is the reading material that uses the flapping device inside the book. It is a form of pop-up book. The Western flap book originated from the "*British Chronicles*" written by Mathew Paris (1200-1259)^[1] in the 13th century. Late 14th century, "flip" technical organs in the field of medicine and biology has been practical use. In 18th century, it transformed into the field of children's literature and widely disseminated. In the 19th century reached the peak of development. War ensued, however, stalling its development in the 20th century. Until modern times, flipping books emerged and developed in the United States. In our country, the pop-up book can be traced back to the Tang Dynasty's dragon scale book,^[2] Before reform and opening, the Western medical flipping book introduce into China with the process in the "Western learning spreading to the East". After the reform and opening up, the publishing house began to imitate its own children's books, and made great achievements. At the beginning of the 21st century, publishing houses opened the road of original design and flipping books. "Fun Fun" children's book brand was born and continued to create a large number of Chinese traditional culture of the pop-up books, promoting the development of children's education literature. Based on the current situation in china, there is insufficient originality of pop-up books, but also suffered from the impact of electronic products.

Nowadays, Pop-up books in our country have become a category of books independently published. Since the beginning of the 21st century, the types of flap books in our country have sprung up, such as cognitive, development, IQ, etc... What's more, the designs of the pop-up books are also more diverse. From the flapping technology first invented by the Englishman Robert Sayer (1725-1794)^[3] in the 18th century, it has evolved to today's technology of hollowing out the pages of books. It is through the reasonable and colorful technical institutions and content design in the book that the flap book can satisfy everyone's in-depth reading experience in the senses and spirit, which is a truly interactive reading book.

2. Analysis on the Development Dilemma and Reasons of Pop-up Books in China

2.1 Lack of Originality

In recent years, the domestic publishing industry has been prevalent in the "copyright introduction boom", and there are more introduced flip books on the market. The popularity of "foreign books" also reflects the lack of localized original flap books. The main reasons for this

phenomenon are as follows: First, it is difficult to create a flap book. Under the background of encouraging original children's literature in China, major publishing houses are committed to the original creation of flap books. However, it is not easy for publishers to achieve originality. Original works should not only be suitable for China's national conditions, but also be integrated into Chinese culture. In addition, due to factors such as high cost of originality, long cycle and uncertain market return, the creation of flap books has a long way to go. Second, the operation of the introduction of flip books is fast. Most of the books imported by publishing houses in domestic are mature foreign works. It means that both their content and the craftsmanship have been tested by readers and recognized by the market. Therefore, directly importing overseas copyrights can save the time, cost, resources and energy. Meanwhile, with a large number of products and high selectivity, it is the only choice for publishers to win the first place in the industry competition. Thirdly, the import royalties for flap books are low. In China, the royalties for imported overseas books are usually 7%-9%, while the royalties for original books are 10%-12%.^[4] In order to expand the market scale and pursue high sales volume and high returns, publishers usually choose to introduce overseas flap books with low royalty. Furthermore, the lack of talent in flap book creation. In recent years, the main force in the creation of original children's literature in China is mostly first-line writers with many years of market experience. These writers have contributed thousands of outstanding literary wealth to China's early children's literature. Although the works of established authors are enduring, it lacks fresh creative power.

2.2 The Impact of Electronic Products

Nowadays, more and more parents use electronic products as teaching aids. There are endless electronic products on the market, and Children's growing environment is filled with electronic products. The single paper flap book is faced with unprecedented challenges and gradually loses its competitiveness. The main reasons for this phenomenon are as follows: Firstly, electronic products are very intelligent. In the era of rapid development of science and technology, early education electronic products are becoming more and more intelligent, and they have become one of the main teaching aids chosen by Chinese parents. Electronic products have a large number of early education contents and intelligent teaching system, including music, pictures, videos, games and other forms. As long as you are in a network environment, you can update learning resources in real time, and you can read the content of mainstream paper books on the market online. In addition, the intelligent teaching aid system can set up a personalized learning mode according to children's reading preferences, and select reading columns and content. Compared with paper media, intelligent electronic products are more attractive and interesting. Moreover, paper books lack of convenience. As a kind of paper media, paper book is one of the main information dissemination media. With the development of new media, paper media has gradually lost its dominant position. Compared with electronic products, there are many inconveniences in buying and using paper books. First of all, buying paper books online requires long-distance logistics and transportation time, which fails to meet the time requirements of readers who urgently need to use books; secondly, before buying paper books offline, consumers are difficult to determine whether the bookstore sells the corresponding books and inventory Quantity. Third, paper books have problems such as damage, missing pages, and unclear printing, which aren't conducive to readers' access, carrying and storage.

2.3 Lack of Market Supervision and Inadequate Protection of Intellectual Property Rights

In recent years, there have been many problems in the literature publishing market in my country. According to the survey data of the National Press and Publication Administration in 2020, more than 19 books of 180 social science, literature and art, children, textbooks, teaching aids and popular science books have been published since 2019. There is a quality problem with the reading. Problems such as inappropriate content, improper binding, incompleteness and damage, and printing errors are endless. Driven by their interests, some publishing houses take risks to publish a large number of pirated books, which has a great negative impact on the creation and development of flip books in my country. The main reasons for this phenomenon are as follows: First, the lack of market supervision. With the development of society and the times, the market capacity has become

larger and larger, resulting in a serious shortage of supervisory personnel, and the contradiction of inadequate supervision has become increasingly prominent. Due to the low cost of violations of laws and regulations, the low penalties for crackdowns, the inability of some existing regulatory regulations to adapt to market changes, and the lack of effective regulatory rules and action plans have led to the rampant rampage of pirated books and bad books, which has seriously harmed on consumers' legitimate rights and interests. Also, it may have affected the physical and mental health of children, disrupted the market order, and undermined the industry atmosphere. Second, the protection of intellectual property rights is not in place. Due to the relatively weak awareness of intellectual property protection of Chinese citizens, many original content, software works, designs, technical inventions, etc. have not applied for intellectual property protection. And relevant departments are also lack of vigorously promoting the importance and necessity of protecting intellectual property rights, leading to many excellent original flipping books are copied or imitated. Since original creators have not applied for intellectual property protection, they often face problems such as difficulty in safeguarding rights, time-consuming, and high cost, which restricts the innovation and creation of flip books to a certain extent.

3. The development countermeasures of flipping books in China

3.1 Pay Attention to Original Design and Cultivate Creative Talents

Regarding the lack of originality of Chinese flip books, publishers should examine their own problems, learn from successful cases, innovate product design, and cultivate creative talents. First of all, our country's publishing houses should increase capital investment for technical research and development, model design and product production of flip books, encouraging young writers to innovate and create, and giving appropriate rewards for outstanding original works. Secondly, Chinese publishing houses can appropriately refer to the practices and experience of foreign publishing houses in their early days, learn from the content design, craftsmanship and production skills of their mature works, combine the growth environment and needs of Chinese children, and use traditional Chinese culture as the theme to innovate product design and creation of flip books with Chinese traditional cultural characteristics. Third, the state should appropriately reduce domestic book royalties, protect the legitimate rights and interests of regular publishing houses, and create a relatively relaxed and free creative atmosphere for the development of flip books, which not only protects the market share of genuine flip books, but also avoids the fraud of "foreign books". Finally, in terms of the composition of the writer team, the publishing house must not only introduce well-known and marketable writers, but also cultivate young writers who are full of creative enthusiasm, have creative thinking, and can stably output excellent works, and encourage new forces to continue to create the characteristics of Chinese traditional culture are suitable for the flipbooks of children around the world, so as to promote the development of flipbooks and the spread of Chinese culture.

3.2 Introduction of Advanced Technology and Integration of Scientific and Technological Elements

With the development of informatization, more and more parents choose smart electronic enlightenment education products. The development space of traditional flipbooks is further squeezed. How should our country's flipbook publishing houses locate development goals and innovate product design, and get a place in the fierce competition? First of all, when creating flip books, publishers must introduce advanced technologies at home and abroad, increase product anti-counterfeiting identification labels, flexibly incorporate various technological elements, appropriately add reasonable and interesting agency designs, and learn from the advantages of electronic products to increase lighting, sound, etc. The other methods can also apply in the book such as creating special effects which can enhance visual, auditory, and tactile impact effects and improve product intelligence, deepen children's reading experience, and ensure children's eye safety. Secondly, publishing houses should keep up with the needs of the times and cater to children's

reading preferences, through a variety of plot content and technical agencies to arrange and create more excellent works that meet the needs of the public, and they can also add children's information to the flip book such as the space for names and avatars increases the fun and interactivity of flipping books, forming an exclusive flipping book that records children's growth records. Third, publishing houses should continue to innovate and optimize the design of flip books, overcome the shortcomings of flip books that are easily damaged and inconvenient to carry, choose solid, durable, lightweight and portable paper materials, and create "pocket books", "palm books", etc. The flip book with a new appearance is convenient for readers to carry and read. Finally, publishing houses should use advanced Internet technology to integrate offline book resources, create an online book review platform, and open an Internet bookstore to facilitate readers to view and purchase flipbooks anytime and anywhere.

3.3 Strengthen Market Supervision and Protect Intellectual Property Rights

In order to purify the book market and provide children with a better reading content and reading environment, regulatory authorities need to strengthen market supervision and management, and protect the intellectual property rights of flipped books. First of all, the regulatory authorities need to strengthen organization and leadership, implement main responsibilities, improve and revise relevant regulatory regulations, refine regulatory rules, formulate specific regulatory plans, establish rigorous standards, and implement strict supervision to ensure that regulatory law enforcement agencies can act according to regulations and enforce laws according to regulations. Secondly, the regulatory authority should standardize the publishing process of publishing houses, strengthen the inspection of the content, form and quality of published books, regularly check and rate the qualifications and levels of publishing houses, and resolutely ban serious quality problems or violations of laws and regulations on publishing houses, and promptly report criticisms in the industry. Thirdly, the regulatory authorities must strengthen regular supervision. Once any unit or individual is found to publish and sell unqualified or pirated books, it must be severely accountable and severely punished, increase the cost of violations of laws and regulations, and investigate and deal with inferior and pirated books. Recycling and destruction will reduce the impact of problem publications in the children's literature market in my country. Finally, the state should popularize the intellectual property law, raise citizens' awareness of intellectual property protection, and encourage citizens to take various measures to protect their intellectual property rights and safeguard their own legal rights. It should also reward infringement whistleblowers, unblock rights protection channels, and severely punish infringers as well as increase the cost of infringement and create a good development environment for the creation of children's literature in my country.

4. Conclusion

Pop-up book has gone through thousands of years of vicissitudes, and it is still widely spread today. Although there are still some problems in flipping books in our country, the pace of progress has never stopped. It is believed that in the near future, our country will create more high-quality flip books with healthy content, rich technological content and Chinese traditional cultural characteristics, and continue to promote the sustainable development of flip books, and bring spiritual and cultural feasts to children in China and the world.

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