Interdisciplinary Approach of Editing and Publishing Education

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Abstract: *Based on the perspective of interdisciplinary integration education, this paper makes a qualitative and quantitative research on the history and current situation of editing and publishing education in Chinese universities. The study found that editing and publishing itself has the attribute of interdisciplinary integration, editing and publishing education and the development of publishing industry promote each other, editing and publishing major is interdisciplinary layout, interdisciplinary main courses set up the characteristics of editing and publishing education in universities. This paper suggests that colleges and universities should seize the opportunity of the new liberal arts construction plan and build a way of the characteristic development of editing and publishing through the path of interdisciplinary integration.*

Keywords: *Editing and publishing; Interdisciplinary integration; Mixed study; Higher education; China*

1. Introduction

Editing and Publishing, also known as a second-level discipline, is a major in China's current catalogue of undergraduate majors in ordinary colleges and universities. It has a history of nearly forty years. The interdisciplinary integration education path of editing and publishing means that colleges and universities should combine the industry resources of regional publishing and their own advantages in running schools, and carry out multidisciplinary integration education in the aspects of discipline layout and curriculum setting of editing and publishing. With the proposal of the new liberal arts construction plan in China, interdisciplinary integration has become a way to optimize liberal arts majors and improve their construction level (Donglu, 2020)[1]. At the same time, the deep integration and development of China's editing and publishing industry also requires a strong and integrated talent team (Wei, 2022)[2]. Most of the existing studies focus on the theoretical problems of editing and publishing under the background of a single discipline or the analysis of teaching cases. This study combines the latest data to analyze and summarize the education of editing and publishing from the perspective of interdisciplinary integration. In theory, it is helpful to re-understand the disciplinary nature of editing and publishing, improve the disciplinary system of editing and publishing, and in practice, it is helpful to make editing and publishing education unique and realize the high-quality development of liberal arts education.

2. Methodology

2.1 Research Paradigm

This study uses qualitative and quantitative mixed research design. For historical research method in qualitative research, the input data is the catalogue of undergraduate majors in colleges and universities revised by the Ministry of Education. The data processing process is to compare the evolution of the name and type of editing and publishing in the revision of the catalogue. The output data is that editing and publishing education itself has interdisciplinary integration characteristics. For descriptive analysis in quantitative research, the input data are the universities that carry out undergraduate education in editing and publishing in the record list of undergraduate majors published by the Ministry of Education over the years. The data processing process is to classify and quantify these universities, and make statistical analysis according to geographical area, school type, department distribution and main courses. The data processing process is to classify and quantify the list and make statistics analysis according to geographical area, types of universities, names of universities and departments, and main courses. The

output data refers the development of regional editing and publishing industry and the education of editing and publishing in colleges and universities are mutually integrated and promoted, different types of colleges and universities can carry out interdisciplinary integrated education of editing and publishing, the diverse affiliation of departments provides convenience for interdisciplinary integrated education of editing and publishing, multi-cross main courses are the direct embodiment of interdisciplinary integration education of editing and publishing.

2.2 Population and Locale of the Study

This study focuses on 55 colleges and universities offering undergraduate majors in editing and publishing in Chinese mainland, which are distributed in seven geographical regions of the country. Five universities are selected according to the type characteristics to investigate and analyze the discipline layout and main courses.

2.3 Data Gathering Tools

In this study, qualitative data such as original records were obtained through survey questions and database retrieval, and then quantitative data were obtained by classifying and quantifying the original records. The data is measured by EXCEL.

2.4 Data Gathering Procedure

Firstly, collect qualitative data. According to the survey questions, search the official website of the Ministry of Education, and obtain four versions of undergraduate majors catalogues in ordinary colleges and universities in 1987, 1993, 1998, and 2012, from which the name of major, classification of major, and classification of discipline for editing and publishing in each version catalogue are screened out. Search the official website of the Ministry of Education, obtain the record and approval results of undergraduate majors in ordinary colleges and universities before 2022, and screen out the list of universities offering editing and publishing majors. Search the database of CNKI, and get the research reports about the current situation of undergraduate education of editing and publishing in recent years.

Secondly, collect quantitative data. Classify the list of ordinary colleges and universities offering editing and publishing, and the classification is based on geographical area, types of universities, and school departments. Statistics the number and proportion of colleges and universities under each project. Search the official websites of colleges and universities, and get the introduction of undergraduate education and curriculum of editing and publishing.

The data collection time is concentrated in two time periods, namely March to May, 2022, and November, 2022 to April, 2023.

2.5 Treatment of the Data

This study mainly analyzes and presents qualitative and quantitative data by drawing tables and text descriptions. Qualitative data processing method: For the connotation, take the name of major, classification of major and classification of discipline as statistical items, draw a table, and vertically compare the evolution of editing and publishing in four versions of undergraduate majors catalogues in ordinary colleges and universities in 1987, 1993, 1998 and 2012, so as to present the evolution of editing and publishing connotation in each version catalogue. Quantitative data processing method: For the scale and proportion of colleges and universities, the list of ordinary colleges and universities offering editing and publishing majors by the end of 2022 is screened out from the record and approval results of undergraduate majors in ordinary colleges and universities, and the total number is counted, and the list is verified with reference to other research reports. According to the geographical area, types of universities, and school departments, tables are made to count the number and proportion of colleges and universities in each project, so as to present the latest scale and layout characteristics of editing and publishing education. For the main courses, the contents of the course introduction are screened out from the undergraduate talent training programs of relevant universities, and the differences and characteristics of the main courses of editing and publishing in various universities are compared according to the establishing years, types of universities, school departments, and main courses.

2.6 Ethical Considerations

The data is true and the quotation is appropriate. The data of this study mainly comes from the statistical analysis of original records, supplemented by second-hand data for testing. During the research process, the accuracy of original records and the reasonable citation of second-hand data were maintained. At the same time, software tools are used in the process of quantifying data to ensure the accuracy of statistical results.

The sample is typical and representative. When selecting research universities, this study takes into account all relevant influencing factors and is as convincing as possible. At the same time, in order to better reflect the representativeness, the real school's name is hidden in the study to highlight its certain type of characteristics.

3. Presentation, Analysis and Interpretation of Findings

3.1 Cross-integration of the Connotation of Editing and Publishing

In the initial stage of editing and publishing, colleges and universities set up editing and publishing majors independently according to the actual situation, so their names are different and their classification is different. Some are called book binding design majors, which are located in the design department. Some are called printing technology majors, which are located in the printing department. Some are called book distribution management majors, which are located in the department of library science. Some are called editing majors and are located in the Chinese department. Some are called science and technology editing majors, which are located in the department of science and technology information. Since the reform and opening-up, with the continuous improvement of undergraduate majors catalogues in ordinary universities in China, the education of editing and publishing has become increasingly standardized. During this period, the catalogue of undergraduate majors in colleges and universities in China has undergone four adjustments. These four adjustments are also the process of gradually realizing the cross-integration of the disciplinary connotation of editing and publishing. Table 1 shows the evolution of the connotation of editing and publishing in previous undergraduate majors catalogues.

Table 1: Connotation evolution of editing and publishing in the catalogue of undergraduate majors in colleges and universities

Version of catalogue	Name of major	Classification of major	Classification of discipline
Catalogue of social sciences undergraduate courses in colleges and universities (1987)	Editing	Chinese language and literature	Chinese language and literature
	Book distribution management	Library, information and archival science	Library, information and archival science
Catalogue of undergraduate majors in colleges and universities (1993)	Editing	Chinese language and literature	Literature
	Book publishing and distribution	Library, information and archival science	History
Catalogue of undergraduate majors in colleges and universities (1998)	Editing and publishing	Journalism and communication	Literature
Catalogue of undergraduate majors in colleges and universities (2012)	Editing and publishing	Journalism and communication	Literature

As can be seen from Table 1, there are two majors related to editing and publishing in the 1987 edition of the catalogue, one is editing and the other is book publishing management. These two majors belong to different disciplines. Editing belongs to Chinese language and literature, and book distribution management belongs to library, information and archives. The 1993 edition of the catalogue further optimizes the professional categories and clarifies the subject level. Among them, the editorial science is promoted under the category of literature, and the book distribution management science is renamed as the book publishing and distribution science, and it is promoted under the category of history as a whole. The 1998 edition of the catalogue integrates editing and book publishing into editing and publishing, and puts it under the first-class discipline of journalism and communication, which still belongs to the

category of literature. The 2012 edition of the catalogue continues the classification of editing and publishing disciplines in the 1998 edition of the catalogue, which is still the case today (Department of Higher Education, Ministry of Education, 2012)[3].

From the evolution of the connotation of editing and publishing in previous undergraduate majors catalogues, we can know that the name of editing and publishing itself includes two majors, namely editing and book publishing, and also includes the attributes of three first-class disciplines, namely, Chinese language and literature, library and information archives, journalism and communication, and it also spans two major disciplines, namely, literature and history. This shows that editing and publishing itself has the interdisciplinary nature of cross-integration.

3.2 The Integrated Layout of Editing and Publishing Discipline

Many scholars have made statistics on the scale and layout of editing and publishing, but their statistical results are different. After verification, the data of Li & Yang (2017)[4] are relatively more reliable, but there are some errors. They pointed out that as of 2016, there were 84 colleges and universities offering editing and publishing majors at the undergraduate level in China. This study compares the record and approval results of undergraduate majors in ordinary colleges and universities before 2016 by the Ministry of Education, and investigates the official websites of relevant colleges and universities, and concludes that five of these 84 colleges and universities do not meet the requirements. Because some colleges and universities are specialized in editing and publishing, some colleges and universities have upgraded to graduate level, and some colleges and universities are independent but use the results of their alma mater's professional record, so these colleges and universities' editing and publishing majors should no longer be included in the list of undergraduate majors. By comparing the record and approval results of undergraduate majors in ordinary colleges and universities from 2017 to 2022, this study shows that by 2022, there are 55 colleges and universities in China offering undergraduate majors in editing and publishing. The number and percentage of these colleges and universities classified according to geographical area, types of universities, and school departments are shown in Table 2 to Table 4.

Table 2: Number and percentage of geographical areas where universities offering editing and publishing majors are located

Geographical areas	Number	Percentage
East China	16	29.09
North China	15	27.27
Central China	7	12.73
Northeast	6	10.91
South China	5	9.09
Northwest	3	5.45
Southwest	3	5.45

As can be seen from Table 2, in seven geographical regions of China, there are universities offering undergraduate majors in editing and publishing, and the distribution is relatively balanced. Among them, the number of universities in East China ranks first, with 16 universities, accounting for 29.09%. The number of colleges and universities in North China ranks second, with 15, accounting for 27.27%. The number of universities in Central China ranks third, with 7 universities, accounting for 12.73%. The ranking is as follows: there are 6 universities in Northeast China, accounting for 10.91%. There are 5 universities in South China, accounting for 9.09%. There are 3 universities in the southwest and 3 universities in the northwest, accounting respectively for 5.45%.

The development of regional editing and publishing industry and the education of editing and publishing in colleges and universities are mutually integrated and promoted. The Analysis Report of Press and Publication Industry in 2021 (State Press and Publication Administration, 2023)[5] counts the top book publishing groups in China's overall economic scale. These publishing groups are mainly distributed in East China, Central China and North China, which is basically consistent with the distribution of the areas where universities with undergraduate majors in editing and publishing are set up in Table 2. This shows that the areas where there are many universities specializing in editing and publishing are also relatively developed areas in China's publishing industry. With the development of regional editing and publishing industry, the demand for editing and publishing professionals is high, which will prompt more colleges and universities in the region to offer this major to train talents. In this way, the relationship between editing and publishing industry and editing and publishing education has

been formed.

Table 3: Number and percentage of school types of universities offering editing and publishing majors

Types of universities	Number	Percentage
Comprehensive university	17	30.91
Normal universities	13	23.64
Science and engineering universities	7	12.73
Media universities	6	10.91
Finance and economics universities	4	7.27
Language universities	2	3.64
Agriculture and forestry universities	2	3.64
Politics and law university	2	3.64
Minzu university	2	3.64

As can be seen from Table 3, there are many types of colleges and universities offering undergraduate majors in editing and publishing. Among them, the number of comprehensive universities ranks first, with 17 universities, accounting for 30.91%. The number of normal universities ranks second, with 13, accounting for 23.64%. The number of universities of science and engineering ranks third, with 7 universities, accounting for 12.73%. The number of media universities ranks fourth, with 6 universities, accounting for 10.91%. The number of financial and economic universities ranks fifth, with 4 universities, accounting for 7.27%. Followed by language universities, agriculture and forestry universities, political and law universities and minzu universities, each with 2 universities, accounting for 3.64%.

Different types of colleges and universities can carry out interdisciplinary integration education of editing and publishing with characteristics. From the perspective of disciplines, China's universities are divided into 13 types (Hebei Provincial Education Examination Institute, 2023)[6]. In Table 3, 9 different types of universities all offer editing and publishing majors, accounting for nearly 70% of the types of universities. Generally speaking, the disciplines of comprehensive universities are relatively complete, and the development of each discipline is relatively balanced, so editing and publishing will naturally be promoted. However, other universities that are good at a certain discipline, such as normal universities, science and engineering universities, media universities, finance and economics universities, language universities, agriculture and forestry universities, political and law universities and minzu universities, have obvious school-running characteristics. These colleges and universities combine their dominant disciplines with editing and publishing, and it is easy to make their own educational brands.

Table 4: Number and percentage of departments of editing and publishing undergraduate major

School departments	Number	Percentage
School of journalism and communication	22	40.00
School of art and media	10	18.18
School of humanities	6	10.91
School of literature	6	10.91
School of information management	4	7.27
unknown	7	12.73

As can be seen from Table 4, the departments of editing and publishing undergraduate majors belong to various departments. Among them, the number of journalism and communication departments ranked first, with 22, accounting for 40.00%. The number of arts and media departments ranked second, with 10, accounting for 18.18%. The number of departments belonging to literature and humanities ranks third, each with 6 departments, accounting respectively for 10.91%. There are 4 information management departments, accounting for 7.27%. There are 7 other unknown classifications.

The diverse affiliation of departments provides convenience for the interdisciplinary integration

education of editing and publishing. Colleges and universities in China usually divide departments according to the first-level discipline or discipline category to which a certain major belongs. In the current catalogue of undergraduate majors, editing and publishing is a discipline under the first-level discipline of journalism and communication, and both of them belong to the literature category. Therefore, it is the most authentic practice to set up editing and publishing in literary departments and news communication departments, emphasizing the cultivation of literary literacy and news communication literacy. The practice of setting up editing and publishing in art and media departments and information management departments takes into account the characteristics of the times of media technology and information technology and emphasizes the cultivation of media literacy and information science literacy. Setting editing and publishing in humanities colleges and universities is a characteristic development road to fully seek cross-integration with existing advantageous humanities under a relatively thin discipline background, emphasizing the cultivation of humanistic quality. The acquisition of these comprehensive qualities depends on the diverse layout of departments.

3.3 The Multiple Intersections of the Main Courses of Editing and Publishing

Table 5: Main courses of editing and publishing in five universities (as of 2022)

Geographical areas	School type and school departments	Core courses
North China	A media university, school of publication	Publishing, editing, communication, publishing laws and regulations, publication marketing, publishing application writing, introduction to topic planning, editing and publishing history at home and abroad, editing practical language, digital publishing technology
North China	A finance and economics university, school of humanities and communication	Introduction to communication, microeconomics, macroeconomics, publishing foundation, topic planning and editing practice, newspaper editing, new media editing practice, new media management and legal regulation, Chinese editorials publishing history, proofreading practice, digital graphic design, new media marketing, book printing foundation, network editing, video editing and production
East China	A comprehensive university, school of information management	Introduction to editing and publishing, publication distribution and marketing, publication editing, digital publishing technology, publishing enterprise management, introduction to digital publishing, web page design and production, editing and publishing history at home and abroad, non-fiction writing of editing and publishing, introduction to digital humanities, publishing practice projects, management
Central China	A comprehensive university, school of literature	Editorial theory and practice, Chinese editorials publishing history, topic planning and practice, document arrangement and publishing, digital publishing, new media editing, Chinese and foreign publishing industry, publishing binding and design, publishing management, document retrieval and paper writing, marketing, publishing laws and regulations
Northeast	A normal university, school of journalism and communication	Marxist news outlook, book editing practice, modern Chinese, applied writing, publishing foundation, publishing planning practice, introduction to communication, network editing practice, digital publishing topic, China publishing history, publishing laws and regulations, research methods and practice of news communication

The geographical area, school type and school departments of colleges and universities have certain influence on the curriculum setting of editing and publishing specialty. Table 5 compares five universities that offer undergraduate majors in editing and publishing and their core courses. In order to better highlight the representativeness of the selected universities, the real name is hidden in the table, and only one aspect of the type characteristics is reserved.

The multi-disciplinary curriculum is the direct embodiment of the interdisciplinary integration education of editing and publishing. As can be seen from Table 5, the core course of the major of editing and publishing under the school of publishing in a media university covers the basic theory and practice of editing and publishing. Among them, the basic theory includes publishing, editing, communication, editing and publishing history at home and abroad, and the editing and publishing practice includes topics planning, editing practical language, publishing applied writing, publication marketing, publishing regulations, and digital publishing technology. These core courses run through all aspects of editing and publishing business, and also integrate the knowledge of other disciplines in similar disciplines. For example, the courses of editing practical language and publishing applied writing involve the contents of Chinese language and literature major, the course of publication marketing involves the contents of business administration major, and the course of publishing laws and regulations involves copyright protection in law major and international trade in economics major. This is a classic way of curriculum setting that embodies the interdisciplinary nature of editing and publishing.

The core courses of the other four departments generally adopt the classic basic theory and practice courses of editing and publishing, and the basic and technical courses of digital publishing. The difference is that they have integrated the core courses of editing and publishing with their respective dominant disciplines. The major of editing and publishing under the school of humanities and communication in a financial university has increased the courses of new media editing, design, production and basic theory of economics, highlighting the disciplinary advantages of financial universities. The major of editing and publishing under the school of information management in a comprehensive university has added the basic theory and practice courses of management, highlighting the disciplinary advantages of its information management department. The major of editing and publishing under the school of literature in a comprehensive university has added the course of literature retrieval and collation, which highlights its disciplinary advantages in the collation of ancient books. The major of editing and publishing under the school of journalism and communication in a normal university has added the courses of journalism theory and practice, highlighting its disciplinary advantages in journalism and communication.

4. Conclusion and Suggestion

This study reviews the development of editing and publishing in Chinese universities and investigates the current situation of editing and publishing education. It is found that editing and publishing has the connotation of interdisciplinary integration since its inception. Most types of colleges and universities in China can set up editing and publishing undergraduate majors based on the development of local publishing industry and their own advantageous disciplines, and they can be set up in different departments and departments alternately to set up a variety of distinctive core courses.

These are all feasible approaches for interdisciplinary integration of editing and publishing education. Especially in the context of the construction of new liberal arts, we get the following enlightenment: we should renew our concepts and re-recognize the interdisciplinary nature of editing and publishing. It is necessary to combine production and education, and maintain the close relationship between education and the industry. To integrate the layout, according to the types of colleges and universities, interdisciplinary editing and publishing disciplines should be set up. It is necessary to have characteristic courses and set up the characteristics of editing and publishing education by arranging multi-disciplinary core courses.

Limited by time and materials, the interdisciplinary integration education path of editing and publishing discussed in this study is not rich enough, and the research is not deep enough. We can discuss more about the research on the interdisciplinary integration education path of editing and publishing. For example, expand the teaching staff and introduce industry experts into the classroom; Enrich the training mode and carry out double-degree training; Strengthen the strength of running schools and introduce resources from social institutions to cooperate in running schools. In particular, cooperative education is in line with the policy orientation of the country to promote the integrated development of publishing industry in recent years, and it is suggested that more researchers focus on this in the future.

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