Vol.2 No.11 2021
https://doi.org/10.37420/j.cer.2021.085

Exploration on the Path of Academic Journal Brand Building in the New Media Era

Caijun Tao*
China Academic Journals (CD Edition) Electronic Publishing House Co., Ltd, Beijing, China
*Corresponding author, e-mail: 153596815@qq.com

Abstract: *In the development process of academic journal brand, an academic journal create and communicate its brand knowledge, and then readers will gradually internalize the brand from knowing it to accepting and recognizing it. This paper introduces the process of this internalization, the brand building of academic journals in the new media era requires coordinated efforts in multiple dimensions. Not only need the editing thinking to be expanded to establish brand awareness, but also the high-quality content need to be created continuously to empower brand value. Not only should new media technology be attached importance to to build a brand communication matrix, but also brand influence should be enhanced in diversified communication. In one word, adhering to the collaborative concept to jointly promote the brand building of journals.*

Keywords: *New media; Brand building; Editing thinking; High-quality content; Communication matrix; Diversified communication; Collaborative concept*

Introduction

As an intangible asset, the brand reflects the overall strength of academic journals. Xi Jinping, general secretary and president of RPC, once pointed out that "top-class academic journals and various academic platforms should be run well" at a symposium for scientists on September 11, 2020. Under the current complicated and volatile international circumstances, it is particularly crucial and urgent to ponder how to run top-class academic journals from the perspective of brand building. In addition to the rapid change of new media technology, the rigorous competition of academic journals changes from journal product to journal brand. In short, journal brand has become a token of the initiative of journal management and development, and the academic journals that lack the brand are arduous to obtain a long-term survival and development in the market. The emphasis on the brand building of academic journals is the only way to build the brand and improve the brand competitiveness, thus promoting the high-quality construction of the academic journal team.

Brand Awareness: Expanding Editorial Thinking to Establish Brand Awareness

Brand awareness can be thought of as the impression of a brand in consumers' minds, and is mainly reflected by the ability of consumers to recognize the brand in diverse contexts. From the perspective of academic journals, the brand awareness discussed here is not for the consumers but for the operators. In the digital age,

excellent editors must be versatile talents, who are not only adept at book publication but also specialize in publicity and marketing (Liu, 2021). The editors should establish the brand awareness, be sensitive to the premium and the added value brought by brand assets, and carry out clear-cut brand building planning so as to detect the right entry point, enhance the brand awareness and cultivate the brands. The brand building of academic journals cannot be achieved without the "branded" editors, and a professional editing brand should be built in combination with the development of academic journals to accelerate the brand building while raising their salary.

Editors are important people in the brand building of academic journals, and their primary value is to build the academic communication platforms around academic journals. With the decline of the influence of traditional paper media, the function of the communication platform of academic journals has not changed, but has higher requirements and challenges nowadays with the development of media convergence. While accepting new ideas and learning new technologies, the editors should always establish the concept of brand development and expand their marketing thinking, so as to increase the brand assets of academic journals. In the technical collaboration, the establishment of brand image is the development point, based on the diversified communication concept, which create a brand new brand image for academic journals. WTo some extent, editorial activities are also business activities that should comply with the laws of publishing, and follow the market effect, and focus on the unity of economic and social benefits. Therefore, the editors should also have brand awareness, grasp the laws of the market, and try to meet the market demand. In some ways, the brand awareness of the editors is an important guarantee to ensure the long-term development of academic journal brands.

In the digital age, the founders of academic journals must conceptually confirm that brand is the embodiment of the core value of academic journals and the most important intangible asset, and they should implement brand awareness and high-quality awareness into the practice of founding journals (Jin, 2020). Editors should attach great importance to the cultivation of brand consciously, and conduct journal columns and journal activities with the high-quality consciousness, creating representative academic journal products with brand characteristics. Changing the mindset of editors is an important part of enhancing their brainpower. With the in-depth development of media convergence, the dissemination of academic journals has undergone great changes, and the thinking methods of editor have also been adjusted accordingly. While adapting to new media operations, the brand awareness of academic journals should be integrated into the work. From the topic selection to planning to digital publishing, all of which should take brand image building as a key point.

High-quality Content: Insisting on Creating High-quality Content to Empower the Brand Value

High quality and value-added content of the publication is the basis for academic journals to build their brand effect (Hou, 2020). Content is the basis for the survival and development of academic journals. The core of the brand influence of academic journals lies in the quality of the papers. The brand building of academic journals requires a large number of high-quality articles with high authority and innovation. The key value of academic journals is to disseminate and communicate academic achievements, and the core of concern is to innovate content and extend the depth. In the era of big data, as media technology updates and iterates, con-

Vol.2 No.11 2021
https://doi.org/10.37420/j.cer.2021.085

tent, especially “high-quality content” remains the core competitiveness of academic journals, and high-quality, high-standard, scarce content remains irreplaceable and incomparable. Nowadays, whth technological resources swarming, relying on technological resources is a obvious way for differentiated competition. However, if editors overwhelmingly rely on technology, they will fall into the worship of technology. In this way, the pursuit of high-quality content will be weakened, and the lack of high-quality content will eventually damage the brand value of academic journals.

First of all, the pursit of unique content. Academic journalists should have a clear understanding of journal positioning, prudently analyze the leading trends in the industry, so as to track hot academic issues in real time, innovate column design, recruit the influencial authors and attract readers by virtue of outstanding content, so as to build the brand influence of academic journals. The core competitiveness of high-quality content of academic journals can bring significant benefits and is hard for competitors to imitate it. Featured publication content and unique academic brands are still the top priorities of academic journals. The pursuit of unique content is always based on publication quality and brand influence.

Secondly, building a “Think Tank”. From the perspective of content production, the buiding of a “think tank” requires the gathering of multiple forces. The main three aspects are as follows: First, absorbing the essence from both experts and scholars; Second, fostering young and middle-aged scholars to deliver high-quality content; Third, gathering admittance into social influencers. In detail, absorbing the essence from both experts and scholars refers to absorb experts and scholars who have a great influence on their fields and can explain the academic connotation from a professional point of view. Experts and scholars have been focusing on researches in their fields for a long time. Combining with academic frontier issues, they lead the academic trend and guide the academic direction for middle-age and young people. Second, fostering young and middle-aged scholars to deliver high-quality content refers to sequentially encourage the youth to devote themselves to scientific research. As cultivating the backbone for the subsequent development of academic journals is an important means to enhance the vitality of academic journals. Third, gathering admittance into social influencers refers that academic journals must face the society and adhere to the mass line to realize the coordinated development of the academic circle and the industry. As for establishing a “content think tank”, the common forces of experts, scholars, young and middle-aged scholars, and social figures should be gathered to provide high-quality sources of manuscripts, laying the foundation of content for the spread of journal brand influence.

Technical Path: Building Brand Communication Matrix with New Media Technology

With the development of new media technology, media communication methods have become increasingly diversified and various communication methods have emerged one after another, which has brought new development space for the communication of academic journals. A brand communication matrix can be built through new media technology and academic own brand can be built with diversified new media platforms to promote academic achievements, so as to continuously enhance the brand influence of journals. In the process of building the brand communication matrix, the brand image of exclusive journals should be continuously established to gradually win the dual recognition of the market and readers.

First of all, keeping focusing on the construction of the website. Most academic journals have self-built websites, which integrate the gathering and editing system, layout system and publishing system, initially realizing network-based production. Self-built websites need to be designed with a high degree of recognition to ensure the connection with readers' emotional memory, which increases the recognition of academic journals invisibly. Providing expert comments on the hot topics of each issue and inviting readers and authors to discuss together. In this way, the website is an important bridge connecting readers with academic journals. In addition, most academic journals cooperate with CNKI and other databases to realize the initial publication of the accepted and finalized manuscripts on the Internet, such as Press Circles, Statistical Research and Journal of Applied Statistics and Management.

Secondly, giving play to the advantages of the media platform of "Two social platforms and one client" (WeChat, Weibo and News client). At present, the main form of integration of academic journals and new media communication channels is the "Two social platforms and one client". Most academic journals interact with their readers through social media platforms such as Weibo and WeChat official accounts. Relatively speaking, WeChat official accounts are more widely used in the field of academic journals. As WeChat is a highly popular social media platform, more and more academic journals have opened a WeChat official account to deliver the latest academic achievements of academic journals timely, so as to quickly satisfy readers' demand for academic information. In other words, academic journals create a unique academic circle through operations such as "pushing notification" and "Reposting article" while accumulating their cultural capital. Media has set up its main idea as "integrating and disseminating traditional and new media information, analyzing industry hotspots and exploring industry trends". It constantly explores the development trend of the media industry and keeps paying attention to the latest media trends, thus being widely welcomed by media professionals.

Furthermore, with the advent of the 5G era, the transmission and reception speed of the mobile terminal has greatly increased, bringing a peak for the development of short video. Academic journals can realize interesting and diverse communication with readers through short video production and transfer of knowledge, and then efficiently connect with them. This new interactive mode is dedicated to transforming the content of academic journals into audio-visual language for knowledge transfer, which forces Forcing academic journals to make breakthroughs in the quality and dissemination of the content. While popularizing academic content, academic journals should establish the characteristics of academic journals, give full play to the brand effect, attract and cultivate loyal readers with authenticity, timeliness and interaction.

Brand Marketing: Enhancing Brand Influence in Diversified Communication

Brand is an important bearing element for the image recognition of academic journals. Media convergence, 5G era and artificial intelligence provide favorable opportunities for the brand marketing of academic journals. At present, many academic journals are too lagging behind in terms of brand marketing concepts. Although it is important for advertising to expand the popularity of academic journals, the improvement of reputation of academic journals cannot be ignored. The majority of academic journals should establish brand marketing awareness and an efficient brand marketing mechanism.

Vol.2 No.11 2021
https://doi.org/10.37420/j.cer.2021.085

First of all, from the perspective of the external image, academic journals should strengthen their brand design by designing a unified VIS identification system to highlight the unique brand logo. Brand design is the third innovation driving force besides technology and market. Excellent brand design can directly distinguished brand itself from competitors, stimulate consumers' positive emotions and enhance brand reputation. As a result, as an important brand visual asset, brand design is valued by many academic journals now. As a symbol of mass communication, brand logo has become not only a symbol of brand recognition and brand differentiation by virtue of its refined image, but also an important part of brand equity. Therefore, guided by the creation of high-quality academic journals, a accurate dissemination of a wide range of uniform brand logos can be carried out by building brand marketing thinking and using multimedia technology, so as to expand the brand awareness of academic journals.

Secondly, working with major databases to increase the visibility of journals in major databases and expand transmission channels. At present, China's academic journal database publishing platform has been initially formed. With the major electronic academic journal database platforms such as CNKI, Wanfang and VPCS, the construction of academic journal database platform provides an important space for the brand communication of academic journals. For example, CNKI, a"digital library", covers a wide range of disciplines, which is divided into ten major categories: basic science, engineering and technology I, engineering and technology II, agricultural science and technology, medical and health technology, philosophy and humanities, Social Science I, Social Science II, Information Technology, Economics and Management Science. And the top ten categories are divided into 168 topics. In addition, CNKI has achieved federated search of Chinese and foreign journals. The number of Chinese academic journals CNKI included has reached more than 8720 with a total of more than 57.4 million full-text documents, in which the earlist one can date back to 1915. The number of foreign academic journals CNKI included has reached more than 57400, covering 94% of Journal Citation Reports (JCR) journals and 80% of Scopus journals, in which the earlist one can date back to the 19th century. These foreign academic journals CNKI included come from more than 650 publishing agency in over 60 countries and regions and have a total of approximately 110 million foreign bibliographies by which the full text can be linked. Totally, CNKI covers 33 thousand institutional users and 170 million terminal readers in 56 countries and regions around the world with 16 million daily visits and 2.33 billion annual full-text downloads (Chen, 2019). Major databases such as CNKI, Wanfang, VPCS, and Duxiu can realize the efficient dissemination of knowledge through scale effects. Therefore, major academic journals should actively establish collaborative mechanisms with many databases, so as to realize the digital dissemination of journals, accelerate digital publishing construction and help academic journals brand building through a variety of publishing and service modes.

Thirdly, promoting the clustered publishing mode by integrating resources to help the academic brand building. The limited resources and scale of self-built website of a single academic journal impedes the wide dissemination of content, leading to its weak influence. At present, many international publishing companies adopt clustering and large-scale publishing modes to enhance the influence of academic journals, laying the foundation for digital transformation and enhancing the brand influence of academic journals. Academic journals can gather disciplinary resources for differentiated joint publishing through the establishment of academic communities or publishing groups, so as to realize the large-scale brand communication of academic journals. In particular, with the development of new media technology and the establishment of journal digital publishing platforms, academic journals are still far from the international journal standards, and the cluster-

ing development of journals will form the brand effect of journal clusters while enhancing the operation level of journals.

Finally, in order to further deepen the brand influence of academic journals, the communication channels can be continued to expand, such as contacting relevant academic institutions to establish cooperative relationships by holding academic seminars, attracting authors in this field in the form of a series of topics and promoting academic journals brand while organizing events to build an academic practice community between readers, authors, editors and many individuals and groups. Through holding academic seminars, academic journals can extend the depth of communication, expand the width of display and make their images more diversified and stereoscopic, so as to strengthen the brand influence of academic journals. For example, inviting editor colleagues to report on cutting-edge topics for communications and discussions by holding academic salons. The whole process of the event can be broadcast live to expand the scope of its influence. The symposiums of academic journals among editors will help editors develop ideas and establish a good brand image of academic journals in the industry.

Conclusions: Adhering to the Collaborative Concept to Jointly Promote the Brand Building of Journals

In the development process of academic journal brand, an academic journal create and communicate its brand knowledge, and then readers will gradually internalize the brand from knowing it to accepting and recognizing it (Guo, 2015). In this internalization process, the brand building of academic journals in the new media era requires coordinated efforts in multiple dimensions. Not only need the editing thinking to be expanded to establish brand awareness, but also the high-quality content need to be created continuously to empower brand value. Not only should new media technology be attached importance to to build a brand communication matrix, but also brand influence should be enhanced in diversified communication. In one word, adhering to the collaborative concept to jointly promote the brand building of journals.

References

Liu, G. (2021). The qualities that an excellent editor must possess in the new era. *Science-Technology & Publication*, (01), 115-118.

Jin, P. (2020). Brand building of academic journals in the digital era:challenges and responses. *Chinese Editors Journal*, (04), 83-87.

Hou, J. C. (2020). How the editors of official account of academic journals to innovate in the era of convergence media. *Young journalist*, (27), 69-70.

CNKI. (2021, May 20). Academic journal database. https://epub.cnki.net/kns/html/gb/CJFQ.htm

Chen, L. Q. (2019). Exploration of the digital transformation of academic journals. *Media*, (09), 39-41.

Guo, Q. H. (2015). Academic journal brand: reader cignition and knowledge construction. *Journal of Shanxi University (Philosophy and Social Edition)*.