

Cultural Confidence and the Brand Construction of Academic Journals

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ABSTRACT

Chinese academic journals, especially the comprehensive university academic journals, are like "academic platters" and lack professional effects. In order to promote the professional transformation of academic journals, the Ministry of Education has launched the project of "Famous Journals" and "Famous Columns". However, under the existing academic environment, the development of famous journals and columns basically follows the path of connotation development, that is, based on the characteristic columns, to create brand journals or brand columns, and the setting of characteristic columns, a large part of which mainly relies on regional cultural resources. By tapping into cultural resources, cultivating new research points and leading academic directions is one of the strategies for stable brand development. Only by firmly asserting cultural confidence, "revitalizing" traditional resources, forming academic excellence and promoting international dissemination can Chinese journals go global and develop international influence.

Keywords: *Cultural self-confidence, Regional culture, Academic journals, Brand construction.*

1. INTRODUCTION

The "Zhouyi ·Guangua ·Tuanzhan" says, "To recognize the changes of the seasons by observing the laws of the movement of heaven and earth; By paying attention to ethics and morality, people behave in accordance with civilized etiquette." The Chinese nation has more than 5,000 years of cultural roots and has valuable cultural heritage, which is Chinese people's confidence and strength in standing in the forest of the world." Especially at this stage, China is moving towards great national rejuvenation, and it is even more necessary to have a high degree of cultural confidence in order to stimulate the vitality of cultural innovation and creation of the people of the whole country. Only by having a high degree of cultural confidence can Chinese people shoulder the heavy responsibility of building a cultural power. In the development of Chinese civilization, the publishing industry has played an important role. From oracle bone script, copper and iron casting script, stone carvings, and simple draperies to manuscripts after the invention of paper and engravings after printing, China's ancient book publishing is vast and extensive. "Chinese publishing ... is the basis of China's

cultural confidence. Without the cultural achievements of the publishing industry to record, inherit, innovate and develop, China's cultural confidence will be the water without a source and a wood without a root." [1]⁵

As a world publishing power, China's book and periodical publishing ranks among the forefront of the world. China has nearly 10,000 kinds of journals, including more than 6,000 kinds of academic journals, and the total number of papers produced each year ranks second in the world, second only to the United States, and is a veritable journal country. However, from the perspective of quality, the overall influence of Chinese academic journal papers is low, and there is a lack of professional journals and academic papers with international influence. In particular, the comprehensive social science newspaper of colleges and universities, which has always been known as the "academic platter", is even more "complete, scattered, small and weak". In order to change this situation, the Ministry of Education has successively launched the construction projects of "famous periodicals" and "famous columns" throughout the country. The launch of these two projects is an important measure taken by the

Ministry of Education to guide the transformation of Chinese journals to specialization. Because from the perspective of the development of the international academic community, professional journals account for the largest proportion of academic journals, while China is just the opposite: the number of university journals accounts for two-thirds of comprehensive journals. If changing this pattern, it is a must to start from the reform and construction of university journals.

2. RELYING ON REGIONAL CULTURE AND CREATING BRAND COLUMNS

In 2003, the Ministry of Education's "Implementation Plan for the Project of Famous Journals of Philosophy and Social Sciences in Colleges and Universities" was released, which states: "Through the support of the state (including the General Administration of Press and Publication, the Ministry of Education and the organizers) and the reform of the journal... gradually change the current situation of 'complete, scattered, small, and weak' social science newspapers in colleges and universities, and achieve the goal of 'specialty, specialty, large, and strong'. [2] However, from the perspective of the development environment of academic journals at that time, this goal was undoubtedly difficult. Therefore, at that time, many publications chose to 'replace 'characteristic' with 'special' and connect with the academic community with special columns with clear boundaries." [3] Almost all of the university journals selected for the famous journal project have set up characteristic columns.

At the same time, the Ministry of Education has launched the construction project of the famous column, and as of 2014, a total of 65 columns have been selected in three batches. Of the 65 journals that have been awarded the famous column, 8 of the 65 journals that have been evaluated have been successfully promoted to the famous column of the Ministry of Education, and some local university journals that have been rated in the famous column have also driven the development of the journal through the famous column. Zang Lijuan and Tang Zhengui analyzed the development status of 18 non-core journals in the famous column from 2008 to 2017 based on the data of article issuance, citation, reprint and other data, and the results show that the famous column has made a greater contribution to the journal, "The selection of the famous column is undoubtedly an opportunity for

ordinary journals. Being selected for the Ministry of Education's famous column is an incentive, and it also promotes more non-core journals to create characteristic columns on the basis of relying on various advantageous resources, seek suitable positioning, and gradually move towards specialization." [4] Therefore, replacing "characteristic" with "special", starting from "characteristic", and taking the road of connotation development is one of the effective paths for the brand building of academic journals.

Through the investigation of the setting of the name column, it can be found that the special column settings of many social science newspapers of colleges and universities mainly rely on regional cultural resources, especially local university journals, and even more rely on local culture, and have opened up many local cultural research columns, such as "Beijing Studies Research" in the "Journal of Beijing Union University", "Zhao Cultural Research" in the "Journal of Handan University", "Yuelu Academy and Traditional Culture" in the "Journal of Hunan University", "Fujian Culture Research" in the "Journal of Minjiang University", and "Yin Du Academic Journal" in the "Yin Shang Cultural Studies" and other columns. The setting of these columns is based on local culture, with distinct regional characteristics and spiritual character, which can gather local research resources and highlight the characteristics of regional cultural research. These columns can combine the construction of academic journals of universities with local cultural research, radiate local cultural research, play a corresponding role in promoting the development of local economy and cultural construction, and highlight the cultural communication function of academic journals. Taking the "Fujian Culture Research" column of the "Journal of Minjiang University" as an example, "Journal of Minjiang University" is located in Fuzhou, the capital of Fujian, and has rich research resources of Fujian culture. In the historical context of the national academic journal exploration of academic survival and development with characteristics, the "Journal of Minjiang University" based on regional cultural resources, relying on the scientific research advantages of the college, timely launched the "Fujian Culture Research" column, and gradually developed into a fixed column, becoming an important position for the research, exploration and controversy of "Fujian Culture". And in 2011, it was selected into the second batch of the Ministry of Education's famous column, becoming a veritable brand column in

academic journals. Up to now, the "Fujian Culture Research" column has published more than 400 academic papers, and these research results cover many research fields such as Fujian-Taiwan cultural exchanges, historical celebrities in Mindu, costume culture, folklore, religion, art, opera, literature, dialects and many other research fields in "Fujian Culture", which have played a positive role in the economic construction, cultural construction and spiritual civilization construction of Fujian society and made outstanding contributions.

3. EXCAVATING CULTURAL RESOURCES AND STABILIZING BRAND DEVELOPMENT

Taking the featured columns as a foothold to build the brand of academic journals is one of the feasible paths for the development of academic journals at present, and has also achieved great results, but there are also certain problems in the development of these characteristic columns. Through the investigation of the publication of local cultural columns of some university journals (mainly the journals selected by the Ministry of Education), it can be found that there are the following problems in the publication of these columns: the first is the study of cultural culture in large regions, covering a variety of disciplines, such as "Zhao Culture Research", "Beijing Studies Research" and "Fujian Culture Research". These columns cover a wide range of disciplines such as literature, history, philosophy, sociology, and folklore. The disciplines are complex, lack distinct uniqueness, and the source of manuscripts is scattered; The second is niche research, with a low impact factor. Regional culture research, basically within the local area has a certain influence, to expand to the whole country and even the world, the possibility is small; the third is that most of the content of the published articles is traditional disciplines, such as literature and history, and the hot spot is low; the fourth is that the overlap of column settings is very high, and the source of manuscripts is insufficient. Taking "Fujian Culture Research" as an example, Fujian university journals have set up columns related to Fujian culture, such as "Fujian-Taiwan Culture" in the "Journal of Fuzhou University", "Fujian Culture Research" in the "Journal of Minjiang University", "Mazu Culture" in the "Journal of Putian University", and "Hakka Culture" in the "Journal of Longyan University". There are many overlapping column contents, so there is a problem of many journals competing for high-quality manuscript sources.

To solve the above problems, it is necessary to tap relevant resources from traditional culture and develop cutting-edge research points. "Cultural confidence requires people to excavate and absorb from the brilliant Chinese excellent traditional culture and cultural traditions." [5] China's 5,000 years of traditional culture have endowed us with profound cultural accumulation and historical heritage, and endowed people with national pride and cultural self-confidence. The brand building of academic journals needs to tap resources from traditional culture and draw nutrients. The excavation of these cultural resources, in addition to forming the brand effect of the journal and attracting free manuscripts, is an important channel for organizing manuscripts and making manuscripts. In the face of the serious homogenization of featured columns and the low social effect, it is difficult to change them by relying solely on the personal efforts of the editor-in-chief and editors. In the face of this situation, many featured columns have hired column hosts, introduced famous scholars into the editorial department, and allowed scholars to participate in the planning of the column, the organization of manuscripts, and the appointment of manuscripts, so that it is possible to walk in the academic forefront and obtain high-quality manuscript sources. The quality of journal columns depends on the quality of topic planning. Good topic selection planning should be forward-looking and innovative, and be able to predict the development trend and future trend of social and disciplinary professional fields and academic research; there is also a need to be able to understand the needs of readers and form their own readership; It is necessary to have new research horizons and angles to lead the direction of research. "Only when famous scholars and famous journals work closely together and promote each other can we create innovative achievements in philosophy and social sciences that are in line with the requirements of the times when our country is at the forefront of the world." [6] These can refer to the "gathering" methods such as research bases, innovation teams, innovation platforms, and think tanks that have emerged in recent years to gather famous scholars and research resources in related fields. With famous scholars as the core, famous journals and columns as the publishing position, focus on academic hot spots, polish academic excellence, form academic effects, and promote the birth of new theories and new theories.

4. STRENGTHENING CULTURAL CONFIDENCE AND PROMOTING INTERNATIONAL COMMUNICATION

"Cultural confidence requires the vigorous development of cultural undertakings and cultural industries, including the vigorous development of publishing and publishing industries." [5] Cultural confidence can provide a more lasting and stable force for the development of a country and a nation. It is necessary to continuously promote the creative transformation and innovative development of China's excellent traditional culture. In academic publishing, there is a must to first firmly carry forward traditional culture, respond to emerging trends with inherent traditions, let Chinese culture go to the world, and let Chinese scholarship play its glory.

Since the 21st century, Chinese culture has formed a strong momentum of "going out". "Publishing going out is the biggest cultural exchange in China,... The three major international trades of books, digital publishing and copyright, have been improving year by year, have stood at the forefront of the world, and China's publications have entered more than 200 countries and regions... Chinese publishing is influencing the world." [1]6

Although the number of publications in China ranks among the top in the world, there are not many new books and academic papers with world influence, the international competitiveness is insufficient, and the leading role of culture is not strong enough, so people must strive to build a high-quality publishing power. It is a necessity to strengthen cultural self-confidence, not only to draw nutrients from traditional culture, but also to break through traditional thinking, "activate" cultural resources, so that academic journals can play their role in promoting scientific research and innovation, disseminating scientific knowledge, promoting scientific and technological progress and prospering the economy, and forming international competitiveness. Taking the "Fujian Culture Research" as an example, although the "Fujian Culture Research" has achieved many research results, there is still a broader space for development. Compared with other cultures, Fujian culture has a distinct personality and distinctiveness: a broad and profound system of Min studies, an open and enterprising marine culture, and a deep historical relationship with Taiwan and Southeast Asia. Inheriting the past and opening up the future, the long history and rich cultural resources provide

an important premise, foundation and guarantee for the continuous and in-depth development of "Fujian culture research". On the basis of the original, the journal should continue to build a unique and extensive, typical and universal, academic and practical column, becoming the main position of academic exploration and controversy among researchers of Fujian culture, and becoming a fine column in the field of Fujian culture research in China and at abroad. Secondly, it is necessary to integrate the resources of academic journals in the same field, and focus on creating a publishing position in the professional field through resource reorganization, such as opening the "Fujian Culture Research" public account, collecting research resources from relevant aspects, sending sub-thematic tweets, and setting up resource links below tweets to link to the original journals. In this way, it can form a convergence influence and create a publishing position that belongs to the academic research of "Fujian culture". Thirdly, it is also necessary to update the communication channels and promote multi-dimensional communication. On the basis of print media, the main website operation is to take into account the WeChat public account, WeChat group, database, Weibo and other communication channels, and develop new media. Finally, there is a necessity of multilingual translation, post-fine processing and promotion, to promote international communication and dissemination.

5. CONCLUSION

"A thousand sails pass by the wrecked ship, and ten thousands saplings actually shoot up beyond the withered tree." It is a historical necessity that new things will constantly replace old things. At the same time, the old things are also trying to change themselves to meet the needs of development, and finally achieve self-development by leaps and bounds. The same is true of the development of academic journals. Comprehensive academic journals, after completing their phased mission, should also continue to develop in the direction of specialization. Not only the production mode of academic journals should be continuously improved, at the same time, the communication methods and communication channels of academic journals should also be continuously updated, and the advantages of high and new technologies should be actively used to promote the dissemination, acceptance and transformation of scientific research results, so that the value of academic journals can be effectively played. Only when scholars, editors,

publications and other parties cooperate with each other and promote each other, the vitality of academic journals will become stronger and stronger.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Cuiwan Lu.

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