

Editorial Craftsman Spirit: Contemporary Connotation, Value Implication and Cultivation Path

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Keywords: editing and publishing industry; craftsmanship; contemporary significance; value of meaning; methodology for cultivation.

Abstract: Today, the concept of craftsman spirit has been widened as a certain value for thinking, working and living, being popularized in many aspects of society. This new development of certain spirit has its significance for editing staff to learn from in improving industry rules and regulation, refining self-professional skills, in aim of shouldering the responsibilities of enhancing the sector's constructive role as a disseminator of traditional and contemporary Chinese culture.

1. Introduction

How to develop craftsman spirit in editing industry is a question of both theoretical and practical importance. The essence of this requirement is to uphold exquisite workmanship in publication production against growing opportunism in the field, featured by taking advantage of knowledge explosion and advanced information technology in this internet age for forgery. Thus further rules and regulations are essential in regulating editors' behavior, guiding their values and raising staff qualities.

2. Contemporary Significance of Craftsman Spirit

As a hot phrase, craftsman spirit has attracted great social attention, and its extended meanings has already far outweighed the literal one, for example "the prescript for promoting China's manufacturing industry"; "the soul of transforming made in china into wisdom in china"; "the spiritual calcium for Chinese manufacture industry". Some scholars generalize those descriptions into a new definition: a combination of nature admiration, brave innovation and self-refinement in pursuing exquisities while carrying on the positive influence of good traditions.

In my opinion, the value of craftsman spirit today can apply to one's attitudes, pursuits, belief and quality, encouraging honesty, commitment and integrity. In fact, this kind of extension and application of the spirit is an outcome of social development and will profoundly promote economic reforms, as an accelerator for China's manufacturing industry, which help face challenges of China's manufacturing industry transformation, meet growing consumer demands, implement "made in China 2025" strategy, fight against opportunistic values and promote supply-side structural reform. The application of this spirit in editing sector means to emphasize the academic and press quality of research paper, highlighting professionalism of certain stuff, which requires cultivation of peoples' editing value, commitment and vocational skills of plan, vision and proofread.

3. Value of Craftsman Spirit for Editing and Publishing Industry

Craftsman spirit is the key of improving press quality. In accordance to the definition of current major social contradictions in the report of China's 19th National Congress of the Party, it is essential to apply the spirit to cultural products' manufacturing. In general, this value is to uphold professionalism toward one's own work, which can be tightly combined in the cultivation of positive values, encouraging editors' vocational identity and devotion.

3.1 Raise Industry Standards

To skim the cream off growing demands of publication market, some editors overlook quality in change for quantity. Such desire for instant benefits lowered industry standards, and cannot be solved merely by skill training, but also craftsman spirit cultivation, which highlights professionalism and devotion. Only improvement of staff quality can enhance the publication industry environment and reach the goal of bringing more positive energy to our society.

3.2 Improve Staff Quality

Editing, as subfield of humanities dominates central part of modern publication. It is connected to the quality of a certain product and thus requires higher professional quality of editors, in order to spread positive energy in society which is the aim of editing in this new age. To achieve this, the editors need to learn from craftsman spirit, to cultivate professionalism and visions to stay calm when faced by instant benefits or complicated industry environment, to pursue innovation and improve certain industry competence.

3.3 Inspire Career Enthusiasm

As analyzed above, editors are supposed to shoulder responsibilities of manufacturing high quality publications that spread active social energy. However, with the advancement of social economy, some people are fascinated by fame and money, which makes thin benefit and hardworking pressure of editing seem depressed. Thus, opportunism gradually finds its way in the sector and a lack of craftsman spirits education in college education for editing major makes things even worse. To counter against this dangerous trend, craftsman spirits is irreplaceable to inspire their career enthusiasm, and should be highly valued in college education.

3.4 Encourage Selfless Devotion.

Craftsman spirit is a concept, a way of thinking, working and living, helping encourage editors' devotion for seeking perfectiveness in publication, manufacturing more popular products of high quality that adds spiritual beauty to public material life. Academic journal editors should take craftsman spirits as the guiding principle to carry on good traditions and improve innovation, contributes to the pursuits of internationalized and standardized of China's scholar journal. Use italic for emphasizing a word or phrase.

3.5 Establish the Working Concept of Professional Editor - Academic Editor - Craftsman Editor

Academic editors are different from professional editors. Professional editors can be employed and operated through the study of relevant majors or through relevant qualification training examinations, but academic editors are far more qualified than professional editors. Academic editors need to keep pace with the times, renew their editorial concepts consciously, improve their knowledge structure and devote themselves to editing business. As far as editing is concerned, craftsmanship and academic spirit are mutually inclusive and mutually advancing. Editors can cultivate themselves and improve themselves from these two dimensions.

As an editor, we need to constantly renew our ideas and constantly improve our due meaning in the era of rapid development of science and technology society. Academic editors should not only continue to deepen in the original knowledge field, but also expand their knowledge level according to the characteristics of education itself Steps for Craftsman Spiritual Cultivation. They should keep learning day by day. They should constantly reflect and criticize the editorial work in the process of learning. At last, the editor can establish the concept of lifelong learning and critical thinking, make oneself to a learning talent and a reflective scholar.

4. Steps for Craftsman Spiritual Cultivation

4.1 Correct Attitude

The first step is to correct editors' attitude toward work. A right working attitude can help form positive views, to understand their responsibilities of leading the advancement of culture and improve skills, to keep an objective eye and assure the honesty of papers. Once unqualified publications introduced into the market, for readers, it is a waste of time and money, in worst cases, values and behaviors of readers are misguided. Thus, a right attitude toward editing work is essential for editors to shoulder their responsibility of broadening readers' eyes and spreading active energy to society.

4.2 Improve Skills

The second step is to improve working skills. Editors are supposed to obsess a sound skill in selection and review of topic, articles writing and examination. A qualified editor should enjoy the capability of always making professional and objective comments on books based on a comprehensive knowledge, which requires them to learn from experience and practice and further knowledge structure.

4.3 Firm the Idea and Consensus of Cultural Self-confidence

Cultural self-confidence is rooted in the deep foundation of Chinese culture, the responsibility of Chinese culture and the strong vitality of Chinese culture. Editorial craftsmanship is intrinsically related to cultural self-confidence. Strengthening editors' cultural self-confidence and improving editors' academic, theoretical, cultural and ideological literacy can provide continuous academic and theoretical energy for cultural self-confidence, shoulder new cultural mission, explore the global publishing and communication market, and let more Chinese publications and Chinese values go abroad and go to the world.

4.4 Insist Character Quality of Willingness to Contribute

Editors spend a lot of time and experience modifying, processing, screening and identifying the author's manuscripts. Editors always pay less attention to their works than readers when publications are published. Editors' adherence to their professional ideals is a perfect reflection of professional ethics and ethics, which is also consistent with the essence of craftsman spirit. The editor is between in the reader and the author, It is the unique charm of craftsmen's spirit that they do not forget the original intention and dilute the expectation of fame and wealth for the best products. Editors serve to the social development and cultural prosperity with dedicated personality. The dedication of craftsmanship and editors' lifelong efforts are complementary to each other in their professional choices and perseverance.

4.5 Establish Ideals

The third step is to establish career ideals concerned with craftsman spirit. An ideal for career is a pre-reflection of vocational activities and achievements, a direction for people to march toward, tightly connected with personal developments and views. The ideal will push editors to study carefully the essence of articles, bring out innovated and attractive materials and highlight the value of editing works.

4.6 Strengthen Regulations

The forth step is to strengthen industry management. Efforts concerning promotion and education of craftsman spirits in editing sector should be taken by governments to implement rules and complete rewarding systems. What's more, editors should be encouraged by industry manage departments to focus efforts in a certain filed where they can fully use their majors and talents, which requires scientific work distribution and marketing evaluation of decision makers.

5. Summary

Paralleled with China's fast economic development, market demands for qualified publication products are growing, which makes it a significance to practice craftsman spirit in editing industry to improve editors' quality and stimulate their passion to devote themselves into the work of editing articles, since those materials are carriers of peoples' spiritual achievements.

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