

New quality productive forces empower Beijing's red publishing

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Abstract

This paper provides an in-depth exploration of the profound impact of new productive forces on the innovation and development of red publications in the Beijing region. It elaborates on how red publications carry rich Party history culture and revolutionary spirit, as well as their diverse forms of presentation. As a treasure trove of red publishing resources, Beijing possesses not only extensive historical documents and materials but also a broad audience base, including history enthusiasts and middle-aged to elderly populations. These publications perform well in the market, with continuously growing influence. The application of new productive forces in the field of red publishing is remarkably extensive. For instance, the emergence of digital publishing platforms enables more efficient dissemination of red publications and provides increasingly personalized services. Additionally, the application of various advanced technologies, such as augmented reality and virtual reality, significantly enhances the reading experience, making red culture education more vivid and engaging. Integrated marketing strategies leveraging social media and new media matrices have also effectively strengthened the communication impact and market penetration of red publications. Looking ahead, red publications in the Beijing region are poised to continue innovating in technological advancements, content creation, and market expansion.

1. Introduction

At the Central Economic Work Conference in December 2023, General Secretary Xi Jinping explicitly established new quality productivity as the strategic core of building a modern economic system, stating: "New quality productivity is driven by innovation, breaking the traditional economic growth model and the path of productivity development. It is characterized by high technology, high efficiency, and high quality, and is an advanced form of productivity that aligns with the new development concept." As the core driving force of contemporary social development, the definition of new quality productivity is based on technological innovation, integrating cutting-edge technologies such as information technology, artificial intelligence, and big data, to promote the transformation and upgrading of traditional industries, thereby giving rise to new production models and economic forms. In the innovation and progress of Beijing's red publications, new quality productivity is playing a crucial role.

The rise of new quality productivity is injecting strong momentum into the innovation and development of Beijing's red publications. We have ample reason to believe that in the coming years, with the continuous development and deep application of new quality productivity, Beijing's red publications will become more diverse and deeply rooted in people's hearts, making

new and greater contributions to the inheritance of the red gene and the promotion of revolutionary spirit.

New quality productivity has not only changed the operational model of the traditional publishing industry but has also greatly enriched the connotation and extension of red publications. By integrating various advanced technologies, Red Publications are able to transcend time and space limitations, presenting themselves in a more vivid and three-dimensional form to a wide readership. This innovation is reflected not only in the diversification of publication content but also in the expansion of communication channels and the broadening of the audience. The intervention of new quality productivity enables red publications to better adapt to the fast-paced life of modern society and meet the growing spiritual and cultural needs of people. At the same time, it also provides us with a new perspective to examine and inherit red culture, allowing this precious spiritual treasure to shine with even more brilliant light in the new era.

2. Literature Review

2.1 New Quality Productivity Research

Zhang Li (2025) points out that new quality productivity, by driving the digitalization and intelligent transformation of the publishing industry, can effectively promote its high-quality development. Publishing enterprises need to accurately grasp the trend of technological innovation, create new publishing formats, innovate business models, and thus seize the opportunity in the fierce market competition. Zuo Zhonghai and Wang Shuyue (2025) further emphasize that new quality productivity is the core driving force for the high-quality development of the publishing industry. The publishing industry should leverage digital and intelligent technologies to deeply explore its own advantages, optimize the industrial structure, cultivate new growth points, and build a new development pattern.

Zheng Yiran (2025) pays attention to the important role of new quality productivity in promoting the "going global" of Chinese publishing. With the deepening of globalization and the popularization of digital technology, the Chinese publishing industry should leverage new quality productivity to innovate external communication methods, create publishing brands with international influence, enhance the international communication power and influence of Chinese culture, and let the world better understand China.

Qiao Zixu and Yu Guowei (2025) believe that new quality productivity provides new ideas and methods for the high-quality development of local university journals. University journals can leverage digital technologies to optimize the publishing process, enhance academic quality, and increase influence. Zhao Dongjun (2025) focuses on the education publishing in the digital and intelligent era, deeply analyzes the logic and practical path of new quality productivity in the field of education publishing, and proposes that education publishing should fully utilize digital and intelligent technologies to develop digital education products to meet diverse educational needs.

Lei Meng (2025) proposes that publishing units should delve into the field of thematic publishing, adhere to the concept of "creating good books for the people," and launch more excellent thematic publications that reflect the spirit of the times and are close to the people's lives, playing a significant role in guiding social public opinion and spreading advanced culture.

Overall, existing research has been conducted around multiple dimensions of new quality productivity and the development of the publishing industry, achieving rich results. Future research can further focus on the in-depth application of new quality productivity in various fields of publishing, strengthen the exploration of new trends and new issues in the development of the

publishing industry, such as focusing on the profound impact of new technologies on the publishing format and exploring new paths for the international development of the publishing industry.

2.2 Red Publication Research

Wang Xiaojun (2024) conducted a historical examination of the distribution of red publications in the Central Soviet Area, deeply analyzing its distribution model, channels, and impact, providing valuable historical experience and insights for the current distribution of red publications. Zhang Xiaoxia and Pei Yonggang (2024) focused on the red publications of Chongqing Life Bookstore from 1938 to 1941, exploring its development characteristics and historical value, and mining the unique significance of red publications during a specific period. These studies, from different historical stages and regions, enriched the historical context of red publications.

Zhang Junxing et al. (2024) analyzed the characteristics of national-level red cultural digital publishing projects and proposed corresponding development strategies to help digital publishing play a greater role in the dissemination of red culture. Han Jiaqi and Xing Yijie (2024) proposed digital design strategies for red publications from Northeast Bookstores, promoting the innovative presentation of red publications in the digital age from a design perspective. Yang Ping (2024) explored the empowerment of red cultural digital publishing scenarios and system construction, emphasizing the use of digital technology to build immersive communication scenarios and improve the digital publishing system to enhance the dissemination power of red culture.

Ke Nongzhang (2024) explored the path of integrating local red publishing culture into university communication teaching, enriching teaching content through red culture and cultivating students' cultural heritage awareness and communication abilities. Yang Yandi and Zeng Xiang (2024) proposed the construction of a long-term mechanism for red publishing, to stimulate the educational potential of red culture, ensuring that red publishing continues to play a role in the education field at the level of long-term mechanisms.

Zhu Xiaoyan (2024) elaborated on the contemporary value of high-quality development in red publishing and proposed innovative paths, emphasizing that in the new era background, red publishing should innovate in content, communication, industry, and other aspects to achieve high-quality development, better serving society and inheriting culture.

3. Methodology

In this paper, when exploring the topic of new quality productive forces empowering Beijing's red publishing, a variety of research methods were comprehensively applied to ensure the scientificity, comprehensiveness, and depth of the study, specifically as follows.

3.1 Case Study Method

In analyzing the current situation of red publications in Beijing and the application practice of new productive forces, multiple typical cases were selected for in-depth analysis. For instance, when discussing the overview of publishing resources, the People's Publishing House was used as an example to introduce the wide dissemination of its classic works both domestically and internationally, as well as the initiatives to integrate and utilize resources through digital means; when introducing the integrated marketing of social media and new media matrices, the example of a publishing house adjusting its content strategy based on We Chat public account data was also used to visually demonstrate research perspectives, enhancing the persuasiveness and

credibility of the study.

3.2 Survey research method

Through interviews with personnel from the People's Publishing House, the author obtained firsthand information, gaining insights into the booming market for integrated media books and the practice of theme publications using QR codes to enhance extended content. This has provided robust support for analyzing the market performance and influence assessment of Beijing's red publications, enriching the research content at the practical level.

3.3 Questionnaire survey method

This study employs the questionnaire survey method to conduct an in-depth investigation and research on red publications in the Beijing area, covering multiple dimensions such as the audience demographics. During the research process, some survey results have been compiled and included in the article.

4. New quality productive forces aid the innovation and development of red publications

4.1 The impact of new productive forces on the publishing industry

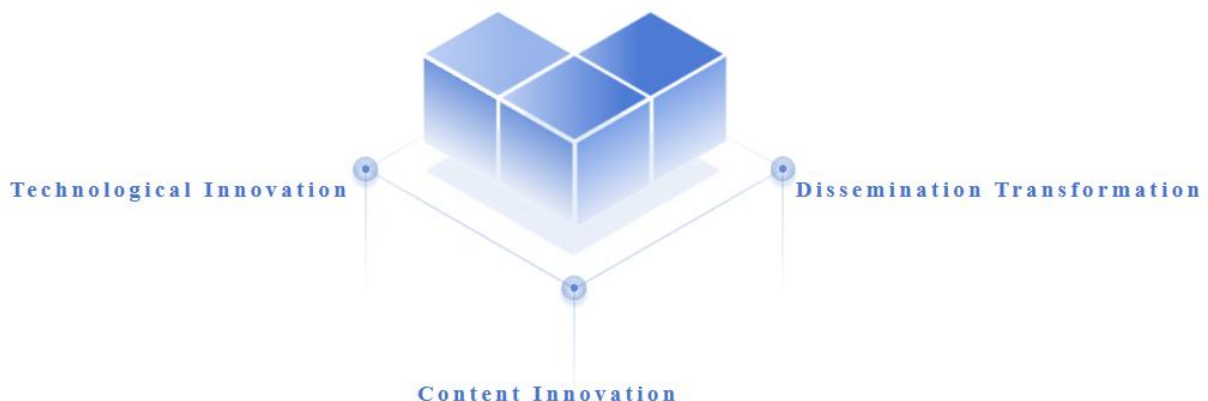


Figure 1.1: The impact of new quality productive forces on the publishing industry

4.1.1 Technological Innovation: Trends in Capitalization and Intellectualism of Publishing

In the wave of technological innovation, the trends of capitalization and intelligent publishing are profoundly changing the landscape of Beijing's red publications. With the rapid development of information technology, digital publishing has become an irreversible trend. Digital publishing not only breaks the physical limitations of traditional paper publications, allowing resources to be rapidly disseminated globally, but also enriches the presentation of content through multimedia and hyperlinks, enhancing the reading experience for readers.

Intelligent publishing is the advanced stage of digital publishing, utilizing advanced technologies such as artificial intelligence and big data to deeply optimize and transform the publishing process. In the Beijing area, some leading red publishing institutions have begun to experiment with intelligent technologies to improve publishing efficiency and quality. Through natural language processing technology, intelligent classification, stigmatization, and

recommendation of red literature not only increase the accuracy and efficiency of information retrieval but also help readers quickly find content of interest. Moreover, intelligent editing systems can generate personalized reading recommendations based on readers' reading habits and preferences, further enhancing the appeal and dissemination power of red publications.

It is noteworthy that the trends of digital and intelligent publishing have also promoted the cross-industry integration and innovative development of red publications. For instance, a well-known red publishing institution has collaborated with a technology company to launch a red-themed experience hall based on Virtual Reality (VR) technology, providing an immersive experience that allows visitors to vividly feel the revolutionary history. This innovative model has not only attracted a large number of young audiences but also greatly enhanced the dissemination effect and social influence of red culture.

4.1.2 Content Innovation: Diversified and In-depth Content Presentation

Driven by the new quality productivity, the content innovation of Beijing's red publications has shown significant characteristics of diversification and deepening. This trend not only enriches the forms of expression of red culture but also profoundly explores its intrinsic value, making red publications more in tune with the pulse of the times and meeting the needs of diverse audiences.

Firstly, in terms of content diversification, Beijing's red publications actively incorporate cross-domain elements, achieving a deep integration of red culture with technology, art, education, and other fields. For instance, the "Red Memory, Light of Technology" series of books tells the stories of revolutionary martyrs' contributions and explorations in the field of technology, closely combining red culture with technological innovation and providing readers with a new perspective on reading. In addition, the series incorporates a large number of precious historical photos, video materials, and interactive elements, making the content more vivid and three-dimensional, attracting a large number of young readers. According to statistics, since the launch of the series, sales have exceeded one million copies, making it a standout in red publications.

In terms of content deepening, Beijing's red publications focus on exploring the deep connotations of red culture, guiding readers to deeply consider the contemporary value of red culture through in-depth interpretations of historical events, stories of figures, and spiritual connotations. The "Red Classics, In-depth Interpretation" series of books invites many renowned scholars, writers, and historical experts to participate in writing, providing a comprehensive and in-depth analysis of classic red works. The books not only restore historical truths but also deeply explore the significance and impact of red culture in contemporary society. This deepening content presentation not only enhances the reading experience for readers but also sparks their keen interest in red culture. According to reader feedback, the series has caused a strong reaction among readers, with many expressing that they have benefited greatly and have gained a more comprehensive and profound understanding of red culture.

4.1.3 Dissemination Transformation: Precision, Interactive Dissemination Model

Driven by new productive forces, the dissemination model of red publications in the Beijing area is undergoing profound changes, with precision and interactivity becoming prominent features. Precision dissemination relies on big data and artificial intelligence technologies, achieving in-depth analysis and segmentation of the audience. For instance, a certain red-themed publishing house collects data on user reading preferences and online behavior, using machine learning algorithms to construct user profiles, thereby realizing personalized content recommendations.

Interactive dissemination, on the other hand, breaks down the barriers of one-way communication of traditional publications, building a multi-directional interactive communication platform through social media, online forums, and other channels. Utilizing new media tools such as Weibo and We Chat official accounts, it regularly releases red stories, historical images, and other content, and sets up topics for discussion and online Q&A sessions to encourage user participation in interactions. This interactive dissemination model not only enhances the user's sense of participation and belonging but also promotes the widespread dissemination and in-depth exchange of red culture.

Furthermore, the combination of precision and interactive dissemination models provides new ideas for the innovation and development of red publications. By precisely targeting the audience and combining interactive dissemination methods, the core values and spiritual connotations of red culture can be more effectively conveyed. Driven by new productive forces, the dissemination model of red publications in the Beijing area is continuously evolving, with precision and interactivity becoming important characteristics. These changes not only enhance the effectiveness and influence of red culture dissemination but also inject new vitality into the innovation and development of red publications.

4.2 Analysis of the Current Situation of Red Publications in the Beijing Area

4.2.1 Overview of Publishing Resources

Table 1.1: Red publications

Category	Form	Generate
Books	Red books	Recording the important theory and historical experience of the Party
	Thematic Education Series	Compilation for specific historical periods or events
	Red Books	Each local area compiles based on local red resources
Journal	Party newspapers and periodicals	Regularly release the Party's policies, theories, and important news.
	Red-themed journals	Themed around red culture, research findings and articles on red history, figures, and events.
Newspaper	Red News	The important weapon of the Party's propaganda and agitation work
	The Red Flag	Local authorities are created based on their own resources.
Audiovisual products	Movie	Against the backdrop of red history, showcasing the glorious history of the Party and its heroic figures.
	Documentary	Based on real historical events, showcasing the Party's history and revolutionary spirit
	Music	Widely sung, it has inspired countless people.

Source: [The author has self-organized]

As the cultural center of China, the Beijing area possesses abundant red publishing resources. These resources not only carry a rich historical memory but also serve as important carriers for inheriting the red gene and promoting revolutionary spirit in the new era. According to statistics, there are dozens of professional publishing houses and numerous cultural institutions in the Beijing area that specialize in the editing, publishing, and distribution of red publications. These institutions not only have vast red literature collections but also continuously explore new

historical materials, launching a series of red readings with contemporary characteristics.

Taking the People's Publishing House as an example, as an important political literature publisher for the Party and the country, its publications such as "Selected Works of Mao Zedong" and "Selected Works of Deng Xiaoping" are not only widely disseminated domestically but also exported overseas, becoming an important window for the international community to understand the Communist Party of China and the Chinese revolution.

In terms of the integration and utilization of publishing resources, the Beijing area is also at the forefront. Through measures such as constructing a red publishing resource database and building a digital publishing platform, the digital and networked dissemination of red publications has been realized. For instance, the digital library project utilizes modern information technology methods such as big data and cloud computing to deeply mine and integrate a vast amount of red literature resources, providing readers with convenient and efficient online reading services. At the same time, the project also widely promotes and publicizes through social media and new media matrices, effectively expanding the influence and coverage of red culture.

4.2.2 Characteristics of the Audience Group

In the questionnaire survey, an analysis was conducted on the age distribution of the audience for red publications. According to the age distribution data, respondents aged 31-45 accounted for the highest proportion at 49.02%, indicating this group's dominant presence in the survey. The proportion of those aged 46-60 was also relatively high at 25.49%. In contrast, respondents under 18 and those aged 19-30 had lower proportions at 5.23% and 10.46% respectively. Respondents over 60 accounted for 9.8%, reflecting limited participation from this age group. It is recommended to enhance outreach and engagement efforts targeting younger demographics through channels such as social media and campus activities to boost their participation.

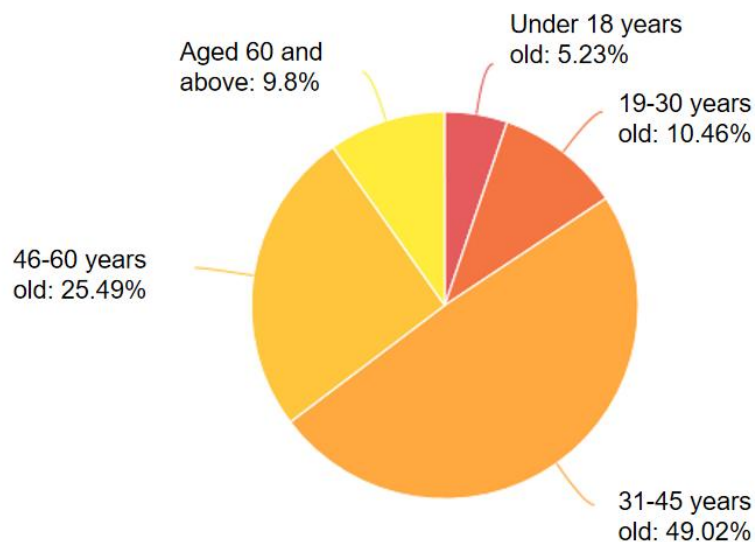


Figure 2.1: The age demographics of red publication audiences

The audience for red-themed publications in Beijing is broad and diverse, with the core demographic primarily consisting of history enthusiasts and middle-aged to elderly individuals over 30 years old. As the future backbone of society, the receptiveness and interest of young students directly impact the inheritance of cultural heritage. Therefore, for this group, we need to fully leverage new productive forces such as capitalization and intelligent technologies to create interactive and educational red culture products. For instance, by using virtual reality technology

to recreate historical scenes, students can immerse themselves in the heroic deeds of revolutionary martyrs, thereby inspiring their patriotic sentiments and sense of historical responsibility.

History enthusiasts have higher requirements for the depth and breadth of red publications. They not only focus on the basic context of historical events but also desire to deeply explore the stories and details behind them. For this group, we can use big data and artificial intelligence technology to deeply mine and integrate a vast amount of red cultural resources, forming a series of specialized publications, such as the "Beijing Red Landmarks Deep Travel" series of e-books, which combine map navigation, voice explanations, and other functions to provide history enthusiasts with a comprehensive and multi-level reading experience.

The middle-aged and elderly group, as witnesses or participants of red culture, have a profound emotional attachment to red publications. They prefer traditional reading methods but are also willing to try the convenience brought by new technologies. Therefore, in the innovation of red publications for middle-aged and elderly groups, we should pay attention to the combination of tradition and modernity, such as developing e-readers suitable for the elderly, with a simple interface and easy operation, while providing large print, voice reading, and other functions to ensure they can easily enjoy the pleasure of reading. In addition, social media platforms can be used to establish communities for middle-aged and elderly readers, sharing reading experiences, enhancing community belonging, and further stimulating their love and dissemination of red culture.

4.2.3 Market Performance and Influence Assessment

With the continuous driving force of new productive forces, red publications are gradually stepping out of the traditional framework, showing new vitality and vitality. In recent years, a series of red-themed digital publications, interactive experience projects, and cross-border cooperation products have emerged, not only enriching the market supply but also greatly enhancing the dissemination power and influence of red culture.

Specifically, in terms of market performance, the sales volume of red publications in the Beijing area has shown a steady growth trend. In terms of influence assessment, Beijing's red publications have successfully attracted a large number of young audiences through diversified communication channels and innovative communication methods. In addition, Beijing's red publications have further expanded their market influence and social recognition through cross-border cooperation and brand linkage.

Taking the People's Publishing House as an example, during interviews, we learned that in recent years, multimedia books have been quite popular in the market. Some of the theme publications of this publishing house also incorporate QR codes to add extended content such as audio and video, graphics, etc., and some QR codes also have interactive functions.

4.3 Challenges Faced and Suggestions for Countermeasures

4.3.1 The Balance Between Copyright Protection and Content Innovation

In the process of innovation and development of red publications in the Beijing area, the balance between copyright protection and content innovation is particularly important. With the continuous drive of new productive forces, the trends of capitalization and intelligent publishing are becoming increasingly prominent, providing unprecedented opportunities for the dissemination of red publications, but also posing more severe challenges to copyright protection. In the process of digital transformation, how to ensure that copyrights are not infringed upon has become a focal point of common concern within and outside the industry.

On the one hand, content innovation is the key driving force for the development of red publications. By deeply exploring red cultural resources and combining modern aesthetics and reading habits, creating red publications with characteristics of the times can not only attract more young readers but also effectively inherit and promote red culture. However, content innovation is often accompanied by an increase in copyright risks. Some unscrupulous elements use technological means to steal original content, engage in illegal duplication and dissemination, severely damaging the legitimate rights and interests of creators.

To balance copyright protection and content innovation, the red publishing industry in the Beijing area has adopted a series of effective measures. First, strengthen the publicity and education of copyright laws and regulations, and raise the awareness of copyright protection among practitioners. Second, establish and improve copyright registration and monitoring mechanisms, using big data and artificial intelligence technologies to conduct real-time monitoring and crackdown on infringement. In addition, actively promote copyright cooperation and sharing, and maximize copyright value through legal licensing and cooperative publishing.

4.3.2 The Synergy of Technology Application and Talent Cultivation

Under the impetus of new productive forces, the synergy of technology application and talent cultivation has become the key driving force for the innovative development of red publications in the Beijing area. With the widespread application of digital and intelligent technologies, the demand for professional talents in the publishing industry is becoming increasingly urgent. In the past five years, the demand for technical positions in the red publishing field in Beijing has increased, especially for compound talents who are both technically proficient and familiar with red culture. This situation urgently requires us to achieve deep synergy in technology application and talent cultivation.

Furthermore, the synergy of technology application and talent cultivation is also reflected in the rapid response and effective application of new technologies and tools. For example, in the application of virtual reality (VR) and augmented reality (AR) technologies, publishing houses not only invest funds to introduce advanced equipment but also actively organize technical personnel for training and research and development. They work closely with university research teams to jointly develop a series of red culture VR/AR products with independent intellectual property rights. These products not only enrich the forms of expression of red publications but also greatly enhance the reading experience and engagement of readers.

Against the backdrop of new productive forces, the innovation and development of red publications in the Beijing area also need to closely link reality, deeply integrate technology application and talent cultivation. Only in this way can we continuously promote the inheritance and development of red culture, allowing the red spirit to shine with more splendid brilliance in the new era.

4.3.3 Strategies for Market Expansion and Brand Building

In the strategies for market expansion and brand building of Red Publications in the Beijing area, we need to adopt diversified and innovative methods to cope with the increasingly fierce market competition. First, in terms of market expansion, we should make full use of big data analysis technology to accurately target the target audience group. According to research, the interest of young people in red culture is growing, becoming a new consumer growth point. Therefore, we can target this group and launch red publications that align with their reading habits and interests, such as organizing online interactive activities through social media platforms to attract young readers and increase brand awareness. At the same time, strengthen cooperation

with schools, enterprises, and institutions, incorporating red publications into their education and training systems, and broadening market channels.

In terms of brand building, it is necessary to focus on shaping and communicating the brand image. We can learn from the successful experiences of internationally renowned publishing brands, such as Penguin Random House, by providing high-quality content, exquisite binding design, and excellent reader services to create a red publishing brand with distinctive features. In addition, use new media matrices for brand communication, such as Weibo, We Chat official accounts, Douyin, etc., by releasing red cultural content, hosting online lectures, live interactions, and other forms to enhance the interactivity and stickiness between the brand and the audience. At the same time, actively participate in book fairs and cultural exchange activities at home and abroad to enhance the brand's influence and recognition on the international stage.

In specific implementation, we can learn from successful cases such as the "Study China" platform, which integrates rich red cultural resources and presents them in various forms such as text, video, and audio, attracting a large number of users to pay attention and learn. We can learn from its successful experience, build a similar red cultural learning platform, and combine the characteristic resources of the Beijing area to launch red publications and activities with local characteristics, forming a unique brand advantage.

The publishing industry needs to continuously invest resources, strengthen brand building and maintenance, and continuously enhance brand value and influence. By regularly releasing new books, hosting reader meetings, and carrying out public welfare activities, we can establish a profound emotional connection with readers, forming brand loyalty and word-of-mouth effects.

4.4 The application and practice of new productive forces in red publications in the Beijing area

4.4.1 Construction and Operation of Digital Publishing Platform

Driven by new productive forces, the construction and operation of the digital publishing platform for Red Publications in Beijing have become a key factor in promoting their innovative development. In recent years, with the rapid development of information technology, digital publishing platforms have opened new paths for the dissemination and popularization of red publications due to their unique advantages, such as massive content storage, instant communication speed, and convenient user interaction.

In terms of operational strategies, the "Red Online" platform focuses on user experience and personalized services. Through big data analysis technology, the platform can accurately grasp user preferences and deliver customized content to meet the learning needs of different groups. At the same time, the platform actively establishes cooperative relationships with major universities, research institutions, and red tourism attractions to jointly develop red educational resources, broadening the breadth and depth of red culture dissemination.

4.4.2 Application of Virtual Reality and Augmented Reality Technologies

In the innovation and development of red publications in Beijing, the application of Virtual Reality (VR) and Augmented Reality (AR) technologies has undoubtedly injected new vitality into the traditional publishing industry. Through VR technology, readers can immerse themselves in historical scenes, such as experiencing the hardships of the Long March firsthand and feeling the courage and fearlessness of revolutionary martyrs.

AR technology, with its unique interactivity, makes the content of red publications more vivid and interesting. By scanning specific patterns or QR codes in the book, readers can instantly access related multimedia information such as videos, audio, or three-dimensional models,

making the reading process no longer monotonous and dull. For example, when telling the heroic deeds during the War of Resistance Against Japanese Aggression, AR technology can bring the heroes in the book to life, interacting with readers in dialogue, greatly enhancing the reading experience. This innovative approach not only attracts the attention of young readers but also stimulates their interest and curiosity in red culture. In addition, the combination of VR and AR technologies has opened new avenues for the marketing and promotion of red publications. By building an integrated marketing system that combines online and offline channels and using social media and new media matrices for widespread dissemination, the influence of red culture can be rapidly expanded.

4.4.3 Integrated Marketing of Social Media and New Media Matrix

In the process of innovation and development of red publications in Beijing, integrated marketing of social media and new media matrix plays a crucial role. With the popularization of the internet and the rise of social media, the dissemination of red culture is no longer limited to traditional channels but has achieved broader and deeper coverage through diversified new media platforms. By collecting and analyzing user behavior data on social media platforms, red publishing institutions can more accurately grasp the interests and reading habits of the audience, thereby formulating more precise marketing strategies. The publisher used big data analysis technology to discover that the young reader group on its We Chat public account showed a strong interest in red tourism and red cultural and creative products. Therefore, it quickly adjusted its content strategy and launched a series of related thematic articles and product recommendations, successfully attracting the attention and purchase of a large number of young readers.

In the process of integrated marketing, red publishing institutions also actively draw on successful cases and advanced concepts from the commercial field, such as adopting the "KOL + UGC" content production model, inviting well-known bloggers and influence to participate in red culture dissemination activities, encouraging user-generated content (UGC), and forming a good word-of-mouth dissemination effect. At the same time, they also focus on cross-border cooperation with e-commerce platforms, tourism agencies, and other sectors to jointly develop red culture-themed products, broadening market channels and sources of income.

5. Conclusion and Outlook

Red publications in the Beijing area play a significant role in inheriting the red gene and promoting the revolutionary spirit, achieving remarkable progress driven by new productive forces. New productive forces empower red publications in Beijing in various aspects. Digital publishing platforms enable massive storage, instant communication, and personalized services, although they face challenges in copyright and innovation, effective countermeasures are in place. VR and AR technologies allow readers to experience history in an immersive way, enriching content presentation and expanding marketing and promotion channels. Social media and new media matrices integrate marketing, accurately grasp audience needs, draw on commercial concepts for cross-industry cooperation, and enhance communication effectiveness and market influence.

In the future, red publications in the Beijing area will continue to innovate and develop in multiple dimensions such as technology, content, and market, driven by new productive forces. In terms of technological application, deepening capitalization and intelligent transformation, using artificial intelligence to achieve more accurate personalized recommendations, and enhancing the

user reading experience. Combining block chain technology to strengthen copyright protection, ensuring the rights of creators, and promoting content innovation. In terms of content creation, increasing cross-domain integration efforts to create more high-quality works that blend technology and art elements, deeply exploring the connotation of red culture, creating immersive reading products, and enhancing the appeal of red culture.

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