



Social Value and Cultural Construction of Reception Aesthetics in Publishing*

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Publishing Reception Aesthetics, an extension of Reception Aesthetics in publishing, centers on readers' core role in publishing activities, exploring aesthetic communication of works, readers' aesthetic reception, and their social-cultural implications. In the new-era cultural construction context, it has values like promoting cultural diversity communication, building social cultural consensus, and enhancing public aesthetic literacy, and integrates with mainstream cultural communication, rural and ethnic cultural development as well as cultural confidence cultivation, providing theoretical guidance for the publishing industry to clarify its cultural responsibilities and aesthetic pursuits. This paper explores its significance in social-cultural construction from three dimensions, offering references for the publishing industry's high-quality development and culturally strong country construction.

Keywords: Publishing Reception Aesthetics, social value, cultural construction, publishing industry, cultural construction

Social and Cultural Values of Publishing Reception Aesthetics

Publishing Reception Aesthetics centers on readers' aesthetic reception, breaking the pattern of traditional publishing research that focuses solely on authors and works, and regards publishing activities as a complete aesthetic process including authors' creation, publishing communication, and readers' reception. This transformation of theoretical perspective enables it to release diverse values at the social and cultural level, becoming an important theoretical support for cultural communication, consensus construction, and literacy improvement.

Firstly, it promotes the aesthetic communication and inheritance of cultural diversity. Cultural diversity is an important feature of human civilization, and publishing, as an important carrier of cultural communication, is a key position for safeguarding and inheriting cultural diversity. Publishing Reception Aesthetics emphasizes the aesthetic differences of readers, requiring publishing activities to take into account the aesthetic needs and cultural backgrounds of different groups in content selection, communication methods, and presentation forms, providing aesthetic communication possibilities for various minority cultures, ethnic cultures, and local cultures. In

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publishing practice, bilingual publications for ethnic minority cultures, local reading materials focusing on local folk customs, and professional picture albums showing minority art all push cultural content originally at the edge of communication to the public vision in a way that meets the aesthetic expectations of specific readers. At the same time, it promotes cross-cultural exchanges via aesthetic communication. For example, Foreign Languages Press releases multilingual, multi-format editions of Chinese classics like *A Dream of Red Mansions*, adapting to global readers' aesthetic habits to spread Chinese classical literature's charm internationally while preserving local cultural uniqueness.

Secondly, it promotes the aesthetic construction of social cultural consensus. Social cultural consensus is the spiritual foundation of social cohesion and development, and aesthetics, as a universal human spiritual activity, is an important path to construct social cultural consensus. Publishing Reception Aesthetics holds that the aesthetic value of publishing works lies not only in their artistic expression, but also in their ability to arouse readers' aesthetic resonance, which is the premise of cultural consensus formation. Excellent publishing works often contain common human value pursuits and collective cultural memories of the nation, and through the aesthetic communication of publishing, readers from different classes and groups can form emotional identity and value consensus in aesthetic experience.

Thirdly, it improves the public's aesthetic literacy and cultural appreciation ability. Aesthetic literacy is an important part of the public's cultural literacy, and publishing, as an important carrier of knowledge communication and aesthetic education, undertakes the important mission of improving the public's aesthetic literacy. Publishing Reception Aesthetics emphasizes that readers' aesthetic reception process is an active and constructive process. The publishing industry should not only provide high-quality aesthetic works, but also cultivate readers' aesthetic perception, judgment, and appreciation ability through the communication and guidance of works.

Integration of Publishing Reception Aesthetics With Cultural Construction in the New Era

The core goals of cultural construction in the new era are to cultivate and practice Socialist Core Values, promote the creative transformation and innovative development of Chinese excellent traditional culture, and build a culturally strong country. Publishing Reception Aesthetics, as a cultural theory rooted in the publishing field, is highly consistent with the goals of cultural construction in the new era, and can empower cultural construction in the new era from the aspects of mainstream cultural communication, rural and ethnic cultural development, and cultural confidence cultivation, realizing the deep integration of theory and practice.

In terms of mainstream cultural communication, which is the core task of cultural construction in the new era, the key to communication effect is whether mainstream culture can be accepted and recognized by the public. Publishing Reception Aesthetics provides a new idea for mainstream cultural communication, that is, starting from readers' aesthetic expectations, realizing the aesthetic expression and communication of mainstream culture, and enhancing the attraction, appeal, and communication power of mainstream culture. Traditional mainstream cultural publications often have problems of rigid expression and single form, which are difficult to meet the aesthetic needs of modern readers, especially young readers. Publishing Reception Aesthetics guides the publishing industry to change its communication idea, combine mainstream culture with public aesthetics, and present content in forms that readers love. At the same time, it promotes the targeted communication of mainstream culture publishing, creating differentiated publications for readers of different ages and groups, enabling mainstream culture to accurately reach different reader groups, maximizing the communication effect, and truly playing the role of mainstream culture in guiding social trends and condense social consensus

In the communication of rural culture and ethnic culture, which are important parts of Chinese excellent traditional culture, the application of Publishing Reception Aesthetics focuses on basing on the aesthetic needs of rural and ethnic people, while taking into account the aesthetic expectations of external readers, realizing the dynamic communication and innovative development of rural and ethnic cultures. In rural cultural communication, it guides the publishing industry to explore local cultural resources, create publications that meet the aesthetic habits of rural people, and also launch rural cultural tourism books and rural life essays for urban readers, showing the natural and human beauty of rural areas in an aesthetic way and promoting cross-regional communication of rural culture. In ethnic cultural communication, it requires publishing activities to respect the aesthetic traditions and cultural customs of all ethnic groups, avoiding the homogeneous and one-sided communication of ethnic culture.

In terms of cultural confidence cultivation, which is a more basic, profound, and lasting force for the development of a country and a nation, Publishing Reception Aesthetics provides an important path from the aesthetic level. Through the aesthetic communication of publishing activities, the public can feel the charm of Chinese excellent traditional culture, revolutionary culture, and socialist advanced culture in aesthetic experience, and then form identity and confidence in their own national culture. It guides the publishing industry to deeply explore the aesthetic connotation of Chinese excellent traditional culture and promote its creative transformation and innovative development. At the same time, it focuses on revolutionary culture and socialist advanced culture, launching publications with both ideological and aesthetic value, enabling the public to feel the aesthetic power of national spirit and times spirit in reading. It also promotes the international communication of Chinese culture, making Chinese culture go to the world through publishing methods that meet the aesthetic habits of international readers, enhancing the international influence of Chinese culture and further consolidating the foundation of cultural confidence.

Cultural Responsibilities and Aesthetic Pursuits of the Publishing Industry From the Perspective of Publishing Reception Aesthetics

As an important subject of cultural communication, the publishing industry bears an inescapable cultural responsibility in social and cultural construction. Publishing Reception Aesthetics clarifies the core direction of the cultural responsibility of the publishing industry, that is, basing on readers' aesthetic reception, meeting the public's spiritual and cultural needs with high-quality aesthetic publishing content, guiding the public's aesthetic orientation, and promoting the healthy development of social culture. On this basis, the publishing industry should establish its aesthetic pursuit from three levels: enterprises, editors, and the industry, and build a complete publishing aesthetic system.

Publishing enterprises, as core publishing subjects, their aesthetic positioning directly determines publications' aesthetic quality and cultural value, and cultural communication is their fundamental responsibility. Guided by Publishing Reception Aesthetics, they should adhere to a "reader-centered" orientation, balancing readers' aesthetic needs and guidance, avoiding blind catering to shallow tastes or detached niche expressions. Excellent enterprises should combine market demand and cultural value to build a popular yet professional aesthetic position, create high-quality aesthetic and cultural publications, focus on aesthetic quality across all links, undertake cultural inheritance duties, and meet vulnerable groups' aesthetic needs to ensure fair cultural communication.

Editors are the core link connecting authors, works, and readers in publishing activities; their aesthetic literacy directly affects publications' aesthetic quality and plays a key role in guiding readers' reception. From the perspective of Publishing Reception Aesthetics, editors' aesthetic literacy includes not only the ability to judge words and pictures' aesthetics, but also the ability to grasp readers' aesthetic needs, explore works' aesthetic value, and design aesthetic publishing communication. They need solid professional knowledge in literature, art, and design to judge and optimize works' aesthetic value, keen insight into readers' aesthetic preferences to create reader-friendly content, and the ability to guide readers towards higher aesthetic pursuits.

The publishing industry's aesthetic system, a fundamental guarantee for fulfilling cultural responsibilities and aesthetic pursuits under Publishing Reception Aesthetics, follows a "reader-centered" principle covering the whole publishing process from topic planning to reader feedback, and is normative, innovative, and guiding. It requires establishing reader-based topic evaluation mechanisms, setting aesthetic quality standards for content, building targeted communication systems, and creating reader feedback cycles. The industry should also cultivate aesthetic talents, build communication platforms, and strengthen supervision to maintain a healthy aesthetic ecology.

Conclusion

Publishing Reception Aesthetics, centered on readers' aesthetic reception, offers a new theoretical perspective for publishing research and practice, with its social-cultural value growing in new-era cultural construction. It deeply participates in social-cultural construction by promoting cultural diversity communication, building social consensus, enhancing public aesthetic literacy, empowering cultural construction, guiding enterprises' cultural responsibilities, and promoting industry aesthetic system construction. In building a culturally strong country, the publishing industry should follow this theory, adhere to "reader-centered" principles, create high-quality aesthetic and cultural publications, promote its interdisciplinary research and application, and explore its theoretical and practical value, making it a key force for the industry's high-quality development and cultural prosperity. Guided by this theory, the publishing industry will better fulfill its cultural communication and construction duties, making publishing a key carrier of aesthetic communication, a link of cultural consensus, and a support for cultural confidence, injecting vitality into new-era cultural construction.

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