

# Yearbook Studies in China

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## **An Exploration on the Innovation Way of Internet Plus Yearbook**

..... *Cui Zhen* (3)

How to achieve “Internet plus yearbook” is an open question, but it is an unavoidable problem in the process of yearbook development. Based on the basic attributes and practice of yearbook compilation, yearbook workers should take the Internet thinking as the key to the overall transformation of yearbook. Only in this way, yearbook workers can promote the innovation and development of “Internet plus yearbook” and realizing the prosperity of yearbook in the internet age.

## **A Study on the Informatization of Yearbook: Normalization and Innovation**

..... *Lin Zhongyu* (11)

Normalization and innovation are inevitable to the development of the yearbook. Guaranteed by the general application and socialization of information technology, we should gradually promote the development of digital yearbook according to local conditions, build a complete theory system of yearbook informatization, clarify the development and trends of yearbook informatization model, and coordinately solve the issues of environment, technology and talent in the development of yearbook informatization, so that the “Internet plus local chronicles” will become an important means to develop and use local resources, and play an important role in the construction of public cultural service system.

## **Investigation and Reflection on the Construction of Yearbook Compilation Team——Taking Employees of Local Chronicle Institutions in Jilin Province as Samples** ..... *Ma Aimin* (18)

Taking the yearbook editorial team of Jilin province as the object of study, this paper reveals the acute lack of professionals and successors in current yearbook compilation via an analysis of detailed data. The author proposes that universities should offer yearbook major, and local chronicle

institutions should promote the capacity of incumbent editors in all kinds of ways , open up channels of employing experts in local conditions and build a platform of career development to the yearbook editors. Those initiatives will give a positive push to the construction of yearbook team.

**Preliminary Exploration on the Sustainable Development of the University  
Yearbook Compilation ..... Zheng Jin (25)**

Along with the prosperous development of society, economy and culture, a lot of colleges and universities started publishing yearbooks, but many of them stopped publication. Employing positive methods and data analysis, this paper demonstrates the characteristics of the universities which continue compiling yearbooks. The author would like to give an analysis of the reasons of stopping publication, propose the necessary conditions for publishing the university yearbook and give some advices on sustainable development of the university yearbook.

**On the Practicability of Yearbook: A Review ..... Mo Xiuji (31)**

This paper argues that the practicality of the yearbook should be rethought from the perspective of the combination of content and communication, of compilers and users, of government action and social benefits, and of practical service and historical function. As the annual data reference book with good practicality, the practical degree of yearbook is limited by the actual impact of a variety of factors. What is needed is to highlight the authority of the mainstream information records, increase the intensity of public information, expand in-depth information, increase the effective information content, play the role of modern information network communication, and open the door to enhance the practicality of yearbook, so that the it will really become authoritative reference book that is useful, satisfactory and easy-to-use.

**Some Considerations about Systematic Records of the Annual Situation in Local  
Comprehensive Annuals ..... Yan Xiaozhong (37)**

This paper gives some proposals about systematic records of the annual situation in local comprehensive annuals after the transformation of local chronicles. The design of frameworks should enhance the division of genres and the systematic study of forms, functions and structures. The ‘overview of administrative regions’ should record the situation of administrative regions in that year

in a systematic way. The forms of guides can be divided into different categories, such as administrative regions, natural environment, political development, economic development, cultural development and social development. The column ‘summary’ should record the basic situation of higher categories, including institution, industry and department. The sub-column ‘introduction’ should record the overall situation of lower categories without any missing. The selection of entries should take summaries and introductions into consideration in order to enhance the reflection of the annual situation study.

**Key Issues in Compilation and Publication of High-quality Yearbook**

..... *Li Jiang* (46)

From the angle of publishing, compiling the refined yearbook should start with both aspects of content and form. In terms of content, what is important is increasing the amount of information to improve informative feature, adding focused content to write out the depth of yearbook, creating particular brand columns to outstand the annual and local characters; also important is taking people as the foremost, paying attention to the people’s livelihood, revising the titles, enhancing practicability and so on. As for the form, we should pay attention to the cover, color pages, top margin and layout design of text pages, to enhance the visual effects of yearbook.

**Understanding and Research of the Value of Local Records——An Outline of the Collection and Research of Shanghai Almanac 1854** ..... *Wang Jijie* (55)

This paper briefly reviews the discovery and sorting of Shanghai Almanac (1854), the first almanac in China Mainland, and presents its Western style of local literature sorting: combining photocopies of original records with featured studies. The focus is placed on valuable achievements of such studies: the origin of the Chinese word for almanac introduced from Japan, the timeline of the introduction of Western almanacs into China (as far as we know, Shanghai Almanac for 1852 and Commercial Guide is the first published urban almanac in China mainland and the Hong Kong Almanac and Directory for 1846 is the earliest urban almanac in China), the style, content study and the historical value of Shanghai Almanac (1854), and the comparative study of early Chinese and Western municipal almanacs. The paper also gives an analysis of the meaning of sorting out local almanacs.