

The Current State and Innovative Evolution of “Dual Carbon” Popular Science Book Publishing: Insights from the Media Affordance Perspective

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Abstract: Rapidly advancing the effective dissemination of “Dual Carbon” (Carbon Peaking and Carbon Neutrality) knowledge is a pivotal challenge for the publishing sector in the backdrop of the “Dual Carbon” strategy. Drawing upon the Media Affordance Theory, this article delves into the present landscape of “Dual Carbon” popular science book publishing. It uncovers issues in the publishing sector, such as the ineffectiveness of production affordance, superficial exploration of social affordance, and inadequate activation of mobile affordance in the realm of “Dual Carbon” popular science books. Stemming from these findings, the article suggests that the publishing industry should embrace innovative trajectories, encompassing the rejuvenation of internet-centric thought, amalgamation of diverse thought processes, user-centric strategies, and product-oriented approaches. Furthermore, it emphasizes the importance of harnessing technological advancements for content innovation and fostering cross-platform content dissemination.

Keywords: “Dual Carbon” strategy; popular science books; digital publishing; media affordance

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封面介绍

《守护家园》

作品简介：辽宁省阜新市内的城市公园玉龙湖是广大市民休闲、娱乐的场所，这个热闹的地方却也成了野生鸟类——凤头鸊鷉的家园。每年三月冰雪消融时，凤头鸊鷉如天外来客，翔集在湖面上，它们起初与各种鸥鸟相伴，在湖面上翩翩起舞。随着春风日渐温暖，鸥类陆续退出这个舞台，这里便成了凤头鸊鷉的一统天下。它们在这里展开一场轰轰烈烈的恋爱、求偶后，便开始产卵并进入孵化生命的新周期，而雏鸟养育完成后，凤头鸊鷉就会回到它们的越冬地。本作品中，凤头鸊鷉正在湖面上为守护自己的领地驱逐外来入侵者。

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