

Exploring Computer Technology Applications in Media in the New Media Era: Postprint

Authors: Yang Bohan

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Abstract

With the continuous advancement of science and technology and the steady improvement of living standards, the era of traditional media, represented by newspapers, television, and broadcasting, is gradually declining, while the new media era, carried by network information technology and computer technology, has quietly arrived. Against the backdrop of the new media era, the media industry has experienced tremendous impact while also undergoing transformation under the influence of computer technology. Relying on the advantages of computer technology such as high efficiency, speed, and wide coverage, the media industry has become more networked and scientifically rigorous, and the era of universal media participation is approaching.

Full Text

Preamble

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Title: Exploration of Computer Technology Application in Media in the New Media Era

Abstract: With the continuous advancement of science and technology and the steady improvement of living standards, the era of traditional media—represented by newspapers, television, and radio—is gradually fading, while a new media era centered on network information technology and computer technology is quietly emerging. In this new media context, the media industry has faced tremendous upheaval while simultaneously undergoing transformation driven by computer technology. Leveraging the efficiency, speed, and broad reach of computer technology, the media industry is becoming increasingly networked and scientific, heralding the arrival of an era of universal media.

Keywords: Media; Computer; New Media; Application

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Author: Yang Bohan

1.2 Wireless Devices Gradually Becoming Important Carriers in the Media Industry

As science and technology advance rapidly, China's media industry is undergoing profound transformation. The traditional media era is declining, while a new media era built upon computer network technology is slowly emerging. Applying computer technology to the media industry has become both a professional consensus and an inevitable trend. This widespread application will undoubtedly exert a positive and lasting influence on the industry's development, fundamentally altering its nature. Conversely, the media industry's extensive adoption of computer technology is also driving continuous innovation in computing itself, with technologies such as image and video processing and virtual reality making significant strides in the new media landscape. Another key advantage lies in computer technology's powerful data analysis and processing capabilities, which enable timely identification of problems in the media industry, precise analysis, and the formulation of comprehensive solutions.

With the continuous development of computer technology, internet technology, electronic communications technology, and the electronic hardware sector, China's personal mobile internet communication has achieved nationwide coverage. Most regions have entered the 4G era, while 5G is gradually approaching. This rapid progress results from the convergence of internet and computer technologies, dramatically expanding the reach of the media industry. As these technologies advance and electronic hardware production improves, smartphones have become ubiquitous. In this era of rapid smartphone development, wireless devices have gradually emerged as the primary medium for accessing information. By installing various news applications on their phones, people can obtain information anytime—these apps offer massive content capacity and enable real-time reporting of ongoing events. Simultaneously, users can comment and interact beneath news stories, expressing their views on particular events—a level of engagement unmatched by traditional media.

1.1 Computer Technology Application in Media Changing Information Dissemination Methods

In recent years, computer technology has experienced explosive growth, profoundly transforming information dissemination methods in the media industry and continuously reshaping how people access information. Before the rise of

computer technology, information was primarily obtained through television, newspapers, and radio. Subsequently, the rapid development of computer technology spurred the growth of internet technology, shifting information access to web pages—a newer, faster, and more widely accessible medium. The emergence of instant messaging tools not only directly impacted the telecommunications industry but also indirectly triggered transformation in the media sector. Beginning with MSN in the United States and Tencent QQ in China, followed by the rise of blogs, personal spaces, social circles, WeChat, and Weibo, these tools and personal platforms have made communication and information exchange more convenient and efficient. Concurrently, certain media organizations have followed this trend, using Weibo and WeChat as important channels for information dissemination. Many well-known media outlets have registered officially verified Weibo accounts or opened official WeChat public accounts to provide timely updates on news developments.

1.3 Computer Technology Application Leading to Changes in Information Content

Constrained by hardware and software factors during the initial stages of computer and internet technology development, information was primarily disseminated in text form, which consumed fewer resources. However, as technology progressed and network bandwidth increased, the dominant form of information dissemination evolved from pure text to image-text combinations, and subsequently to online video. Today, online video has become the mainstream trend in information dissemination. Simultaneously, live-streaming video has emerged as a powerful force, occupying a significant position and, to a certain extent, leading future development trends. Online video's diverse formats and interactive features have made it immensely popular among audiences. People can watch live-streamed content anytime and anywhere on their smartphones, while also registering accounts to broadcast their own daily experiences, ushering in the era of universal live broadcasting.

2.1 Lack of High Attention to Computer Technology

The development of the media industry is a gradual process, and not all practitioners can recognize evolving trends, update their thinking, and adopt new tools effectively. During the early application of computer technology in the media industry, practitioners lacked sufficient computer skills while management failed to recognize the importance of computer technology or see the broader trends shaping the industry. This resulted in insufficient application and low-level implementation of computer technology. Although China's media industry is developing rapidly, it remains in the early stages compared to some foreign countries, and restrictive factors have created noticeable gaps in both technology and content.

2.2 Immature Technical Means for Applying Computer Technology in Media Industry

Historically, Western countries led by the United States were the first to develop and utilize computer technology. China's later start meant that much of its technology was imported directly from abroad, making it difficult to develop core technologies independently. China's self-developed information technology remains limited in both quantity and quality, with a considerable portion being direct copies or imitations of foreign advanced technologies. From a developmental perspective, China's computer technology development and utilization remain in the early stages, requiring improvement in many aspects. The path to mature application of computer technology in the media industry remains long.

3.1 Attaching Great Importance to Computer Technology

Given current development trends, strengthening the application of computer technology in media has become urgent. To keep pace with the times and promote further development of the media industry, the first step is to attach great importance to computer technology in both attitude and awareness, paying close attention to its evolution. Since applying computer technology in media is inseparable from hardware, substantial financial and material resources must be invested in maintaining and updating computer hardware and software systems. Therefore, the media industry should establish special funds for this purpose. The media industry encompasses numerous fields, from traditional television to today's popular smartphone media. When selecting and producing content, organizations should fully utilize computer technology and big data analytics to conduct statistical analysis of trending topics and issues of public concern, thereby steadily improving both material selection and content quality.

3.2 Cultivating High-Quality Talent in Computer Technology and Media Industry

The media industry's development requires a large pool of high-quality talent as its foundation. In the new media era, talent proficient in both computer technology and media knowledge is particularly crucial. Computer technology is ultimately just a tool and method; its full and scientific application in the media industry requires high-quality talent to assist. Therefore, the media industry must attach great importance to talent cultivation, intensify training efforts, continuously improve both the number and quality of computer technology professionals, and build a high-caliber media workforce. Current news dissemination formats include text, images, audio, video, and more, requiring media professionals to skillfully apply computer network technology for processing and distribution.

3.3 Promoting Effective Integration of New and Traditional Media

The development of computer and internet technology has fundamentally transformed information dissemination methods in unprecedented ways. From the perspective of media practitioners, keeping pace with the new media era and ensuring the survival of traditional media requires promoting deep integration between new and traditional media across multiple levels, including content, platforms and channels, and business management models. Simultaneously, traditional media must abandon outdated concepts and paths that no longer suit the times, integrating computer network technology into their core operations. The new media development philosophy should be content-centered—not content that media focuses on, but content that the broad masses care about. Media professionals should adopt an equal and open posture, gradually adapting to and complementing new media through shared, interactive forms to coexist and develop together.

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(Author affiliation: School of Software and Communication, Jiangxi University of Finance and Economics)

Note: Figure translations are in progress. See original paper for figures.

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