

Postprint of Media Development Trends in the New Media Era

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Date: 2023-10-08T00:00:00+00:00

Abstract

This paper begins by examining the impact of the new media era on the traditional media industry, summarizes and analyzes the current state of the traditional media sector, briefly introduces development trends in the media industry under the new media era, and aims to transform existing operational models and methodologies to facilitate the development of the media industry.

Full Text

Preamble

Journal: ChinaXiv Collaborative Journal

Title: Media Development Trends in the New Media Era

Abstract: This paper examines the impact of the new media era on traditional media industries, summarizes and analyzes the current state of traditional media, and briefly introduces development trends in the media industry under new media conditions. The aim is to transform existing operational models and methods in the media sector to facilitate its advancement.

Keywords: new media era; media; development

CLC Number: G20

Document Code: A

Article ID: 1671-0134(2018)02-025-02

DOI: 10.19483/j.cnki.11-4653/n.2018.02.005

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With the advancement of information technology and network technology, the new media era has arrived in full force. As a channel for the public to access information, the media industry has been profoundly influenced by new media-based news and information formats, which have catalyzed its development.

1.3 Impact of All-Media Terminals on the Media Industry

The new media era has delivered significant shocks and impacts to the media industry. To promote further development, it is essential to analyze these impacts and enhance the industry's growth trajectory. The traditional "four major media" have experienced certain constraints and influences in the internet age. As online media develops rapidly, traditional media must inevitably collaborate with it to form diversified media formats. Currently, media products and content are undergoing a comprehensive all-media transformation. All-media terminals encompass not only traditional media such as newspapers, magazines, television, and radio, but also modern platforms including the internet and mobile devices. Through cooperation between online media enterprises and traditional media, an integrated online-offline media system has emerged, improving both dissemination effectiveness and speed while creating a new, three-dimensional, and systematic all-media transmission model [3]. Traditional video advertising, for instance, previously relied primarily on television commercials. However, in the modern all-media context, video ads on computers and smartphones achieve significantly higher play counts and more notable effects. Consequently, contemporary video advertising now employs a "television + internet" approach to ensure optimal dissemination impact.

1.4 Impact of Industrialized Operations on the Media Industry

Under the new media backdrop, the media industry has become highly industrialized and fully transitioned toward marketization. This new media industry model is better suited to the market economy system and has delivered substantial shocks to traditional media. From an investment perspective, new media industries benefit from more diverse funding sources and channels, with greater self-raised capital, relatively smaller bank loans, and substantial domestic and international venture capital investments. This robust investment environment has accelerated the rapid development of new media industries. In contrast, traditional media typically relies on bank loans and government investment, resulting in singular funding sources and channels. Although some traditional media enterprises attract investment through advertising, the limited amounts constrain their development.

2.1 Interactive Development of the Media Industry

The most advantageous element of new media is its strong interactivity. During information dissemination, audiences and communication entities can communicate and exchange ideas via the internet, transforming the traditional one-way transmission model. Audiences can publish opinions and share experiences online, creating stronger user stickiness and driving further development of new media industries. Today, numerous new media users share current affairs and public news on social platforms, freely expressing their views and commenting

on news content. On one hand, audience interactions create a favorable communication environment that promotes deeper exploration, enhancing new media's visibility and activity [4]. On the other hand, communication between audiences and media allows media organizations to perceive audience interests and provide tailored information, improving audience recognition. Compared to traditional media models, new media is more attractive. Therefore, media professionals must abandon traditional concepts, conduct extensive theoretical research on media development based on current new media trends and traditional media's strategic goals, ensure smooth integration of old and new ideas, and construct new media development concepts to guarantee the industry's rapid advancement alongside new media.

2.2 Convenient Development of the Media Industry

In the new media era, information transmission speed and scope have increased significantly. Whether text, audio, or video, information can be transmitted in real-time to audiences' mobile phones, computers, and tablets via the internet. Moreover, transmitted information is stored in network databases, allowing audiences to selectively access it anytime and anywhere. This spatiotemporal transcendence in information dissemination greatly enhances new media's convenience, making it the most accessible information transmission channel today [5]. Traditional media enterprises should seize this opportunity to improve information transmission speeds through new media, benefiting industry development. For example, *Southern Weekly*, as a comprehensive weekly publication, enjoyed substantial circulation and influence before the emergence of new media. With new media's rise and its resulting impact, *Southern Weekly* embraced the philosophy of "reflecting society and staying close to people's livelihoods" by launching a Weibo account. Actively engaging with online audiences and strengthening integration between traditional and new media, its Sina Weibo account now has over 10 million followers, demonstrating the considerable online influence achievable when traditional media connects with new media.

2.3 Comprehensive Development of the Media Industry

Traditional media includes newspapers, magazines, radio stations, and television. With the arrival of the internet era, online media has forcefully occupied the modern media market. Consequently, the media industry should adopt an all-media model to achieve common development, with online media remaining the main force for the foreseeable future. By combining various media forms with online platforms, the industry can pursue development through models such as "internet + newspaper," "internet + magazine," and "internet + television." Currently, China's media convergence development shows positive momentum. Taking online radio as an example, audience numbers and reach are increasing annually, with platforms like Himalaya, Qingting FM, Tencent FM, Lychee FM, 考拉 FM, and Douban FM maintaining high user activity [6]. Compared to traditional radio broadcasting, online radio offers significant advan-

tages in on-demand playback, downloading, and search functionality, driving its rapid growth. Additionally, in terms of content, online radio stations provide diverse programming including music, emotional talk shows, audio novels, culture, military affairs, history, and economics, enabling audiences to select content according to their actual needs. This demonstrates how combining traditional media with the internet can promote further media development.

2.4 Mass Development of the Media Industry

Compared to traditional media, new media offers advantages in content richness, structural fragmentation, format diversity, and clustered dissemination—primary drivers of its rapid development. Billions of pieces of information circulate daily on the internet, with every audience member serving simultaneously as a receiver, creator, and disseminator of information. This multifaceted identity contributes to new media's high degree of massification, as audiences can filter massive amounts of online information according to their needs, forming a diversified, three-dimensional, and networked information dissemination trend. Against this backdrop, traditional media should follow new media's lead by emphasizing audience participation in the information dissemination process, thereby constructing a mass-oriented media development trend that places the people at the center of information transmission and provides momentum for industry development.

In summary, under the new media era, traditional media will develop toward greater massification, personalization, precision, and convenience. The media industry must actively respond to the opportunities and challenges brought by the new media era, continuously innovate and transform existing information dissemination formats, and update development concepts to accelerate industry growth.

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

Source: ChinaXiv — Machine translation. Verify with original.