

A Discussion on the Impact of Media on Local Economic Development (Postprint)

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Abstract

Contemporary society represents a comprehensive integration of knowledge and information, which have become a critical lever for promoting economic growth. Media, serving as the nexus between producers of knowledge and information and the public recipients, constitutes an important tool for national economic expansion and a significant force driving comprehensive development across political, economic, and cultural dimensions. At present, the media economy, as an emerging economic sector in the new century, warrants considerable attention due to its extensive influence and the substantial economic value it generates. The rapid growth of the media economy is contingent upon national economic development while simultaneously propelling it forward. In the domestic context, research indicates that the growth rate of the media industry has consistently exceeded that of GDP. According to relevant surveys, as the development environment for the domestic media industry progressively optimizes, the sector is demonstrating robust industrialization trends, with its rapid development driving or facilitating growth in related industries. Concurrently, competition within the media industry continues to intensify, capital operations among media enterprises are becoming increasingly frequent, and a substantial cohort of outstanding media brands is rapidly ascending to become leaders in the domestic media industry.

Full Text

A Preliminary Discussion on the Impact of Media on Local Economic Development

Abstract: In today's society, which represents a grand integration of knowledge and information, knowledge and information have become critical drivers of economic growth. As the vital link between producers and public consumers of knowledge and information, media serves as an important instrument for

national economic expansion and a powerful force propelling comprehensive development across political, economic, and cultural spheres. As an emerging economic direction in the new century, the media economy's broad influence and inherent economic value warrant significant attention. The rapid growth of the media economy depends on national economic development while simultaneously driving it forward. Domestic research indicates that China's media industry has maintained a growth rate consistently exceeding GDP for an extended period. According to relevant surveys, as the development environment for China's media industry gradually optimizes, the sector is demonstrating strong industrialization trends, with its rapid expansion driving or promoting growth in related industries. Concurrently, competition in the media industry continues to intensify, with media enterprises increasingly engaging in capital operations. A large number of outstanding media brands have rapidly emerged, gradually becoming leaders in China's media industry.

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The rapid growth of the media economy depends on national economic development while simultaneously driving its vigorous expansion. Similarly, when narrowing the scope to local economic development, the prosperity of the media industry not only builds bridges for local economic growth but also becomes a new force propelling regional economic advancement. Relevant institutions can generate considerable economic benefits by rationally planning, developing, and utilizing regional resources—such as local legends, customs, and distinctive cuisines—and disseminating these unique features widely through media to attract public attention and enhance understanding of the region.

In developed cities like Beijing, Shanghai, Guangzhou, and coastal areas, industries related to health, leisure, and entertainment hold greater potential advantages due to their high-quality living standards. Media should collaborate with renowned doctors, teachers, and celebrities to promote healthy leisure concepts to the public, transforming current consumption patterns characterized by hedonism and materialism, and guiding people toward scientific and rational consumption. Simultaneously, media should guide different leisure and entertainment models for different audiences—for instance, what health preservation methods the elderly prefer, and how youth aspire to realize their life values. Furthermore, media-guided consumption can prompt government departments to make more practical decisions that meet public consumption needs, enabling related industries to enter a virtuous cycle and obtain greater economic benefits from multiple dimensions.

With the growing power of the internet, e-commerce has become an important branch of the economy. When people purchase goods online, their recognition of manufacturers, satisfaction with product quality, and consideration of product value 合理性 depend entirely on merchant promotion and buyer reviews after personal use—all of which originate from the influence of online media. In other words, any enterprise or individual wishing to promote their products, apart from conventional television advertisements and posted banners, can gain greater reputation and win more economic benefits among younger consumer groups through this new online communication method. Moreover, leveraging online promotion can also spread local specialties such as food and accessories to various regions, driving economic development in related industries through e-commerce.

Indeed, no industry can develop without media publicity and guidance. Only correct and creative publicity that attracts increasing public attention can sustain the development of local characteristic industries, create economic benefits, attract more capital investment, enable regional economies to enter a virtuous cycle, and achieve long-term development.

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2. Issues and Challenges Faced by Media in Promoting Economic Development

Despite media's increasingly significant role in promoting economic development, problems remain that require improvement.

China's media industry started relatively late. Traditional mainstream media have long focused on authoritative coverage of national policies and leadership speeches, relatively neglecting public voices. With the impact of popular and commercial media, their public attention has somewhat diminished. However, economic development cannot rely solely on government policy-making; it requires public participation and collective wisdom, as the people are the first contacts and beneficiaries who can empathically identify characteristic economies

suitable for local development and propose reasonable ideas. As a bridge between government and the public, effective media publicity can yield greater local economic benefits, while poor communication merely makes media a mouthpiece for government and certain institutions. Therefore, to play a more effective role, media must stay closer to the masses, listen to their real needs, and truly serve as a bridge between the people and government leadership.

In recent years, the trend of media hype has intensified, seriously damaging the principles of objective, fair, and comprehensive reporting. Some publicity reports are published without complete understanding, arbitrarily expressing personal opinions to manipulate audience emotions, which largely violates professional ethics and undermines factual accuracy. This poor professional behavior seriously damages media's self-image, inevitably leading to audience rejection and affecting trust. Consequently, any future publicity by such media will fail to achieve expected economic benefits.

In today's society, whether through radio, television, online platforms, or major shopping malls and streets, media is everywhere. Media plays a crucial role in driving China's economic development. Through ubiquitous media channels, people's product choices largely depend on daily exposure to advertisements, providing merchants with continuous profits and achieving a perfect outcome of mutual media and economic development.

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

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