

Analysis of new media development opportunities in the context of media integration

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Keywords: Media convergence; new media; e-commerce; education; cultural heritage

Abstract: With the continuous progress of science and technology, media convergence has become a new trend. Under this trend, new media has become the most popular means of communication in today's society. This paper discusses the opportunities for the development of new media in the context of media convergence. The main text analyses the concept of new media, the development status of new media, the advantages of new media development and the application of new media in different fields. At the same time, combined with the actual situation, the article gives examples to argue the application of new media in the fields of e-commerce, education and cultural heritage, proving the wide application and great potential of new media. The conclusion points out that new media is an efficient, fast and flexible way of communication, and will usher in a broader development prospect in the context of media convergence.

1. Introduction

In the past few years, with the development and popularity of Internet technology, new media has become a popular way of communication. As media fusion continues, new media has also been more widely used and has more room for development. The development of new media in the context of media fusion can not only meet people's demand for communication methods, but also promote the process of informatization. The aim of this paper is to analyse the opportunities for the development of new media in the context of media convergence and to explore the concept, development status, advantages of development and the application of new media in different fields. Through examples and arguments, it proves the wide application and great potential of new media, and provides ideas and references for the development of new media.

2. The general background of media convergence and the concept of new media

Media convergence refers to the fusion and interaction between different media forms to produce new media forms and contents to meet people's diversified and personalized needs. The background of media convergence is the rapid development and widespread application of information technology, which has gradually blurred the boundaries between traditional media and new media, forming the trend and demand for media convergence[1].

In terms of traditional media, due to the development of digital technology, traditional print media,

radio and television media have started to transform into digital, networked and multimedia. For example, newspapers and magazines have started to adopt digital printing technology to achieve customised and personalised content production and distribution. Radio and television media have also started to adopt digital technology, launching interactive and content-rich digital TV and Internet TV services. At the same time, traditional media are also collaborating with emerging media to achieve cross-media content production and distribution. For example, TV media and online media are collaborating to launch cross-screen interactive programmes, and newspapers and magazines are collaborating with online media to launch cross-platform content services.

In terms of emerging media, due to the development of the Internet and mobile Internet, emerging media such as social media, short videos and live streaming have become the main channels for people to obtain information and social communication. At the same time, these emerging media have also started to make inroads into the traditional media space, launching services such as video news and mobile reading. For example, WeChat public websites have become an important platform for traditional media and self-media creators to publish and disseminate their content, and emerging media such as short-form video and live streaming have also started to cooperate with traditional media to launch a variety of content services.

3. Development of new media

According to the 44th Statistical Report on the Development of the Internet in China released by the China Internet Network Information Center, as of June 2021, the number of Chinese Internet users reached 993 million, of which the number of mobile Internet users reached 985 million, accounting for 99.2% of the total number of Internet users. This means that the mobile internet has become an important foundation for the development of new media, and also provides more possibilities for new media applications and innovations [2].

For example, new media forms represented by short videos are rapidly emerging in the mobile internet environment. Short video platforms such as Tiktok and Snack Video have become a major form of entertainment and consumption for young people, and have also provided new marketing channels for advertisers and e-commerce platforms. According to the January 2021 China Mobile Internet Industry Monitoring Report released by Quest Mobile, Tiktok's daily active users reached 360 million and Racer's daily active users reached 220 million. These figures show that short videos have become an important part of the development of new media in the mobile internet era, and also provide references and inspiration for the development of other emerging media forms.

4. Advantages of new media development

New media has many advantages over traditional media. First of all, new media has an efficient and fast way of communication. Through new media, information can be disseminated instantly, which can better meet people's demand for timely information. Secondly, the new media is interactive, which can promote the communication and interaction between people. This interactivity is not only conducive to the dissemination of information, but also to people's communication and exchange. In addition, the new media has the characteristics of popularisation, which can better meet people's individual needs[3].

5. Application of New Media in Different Fields

5.1 The field of e-commerce

The application of new media in the field of e-commerce has become increasingly widespread.

Through new media platforms, merchants can better deliver information to consumers and increase consumers' awareness of their products and willingness to buy them. For example, through new media platforms such as WeChat and Weibo, merchants can release information on new product launches and promotional activities to attract consumers' attention and increase sales. At the same time, through the interactive nature of new media platforms, merchants can also understand consumers' needs and feedback, and thus improve product quality and services.

5.2 Education

New media has also been widely used in the education sector. Through new media platforms, students can more easily access educational resources and improve their learning efficiency. For example, through platforms such as WeChat public number and education apps, students can access a wealth of educational resources, including course content and learning materials. At the same time, through the interactivity of the new media platforms, students and teachers can better communicate and interact with each other, promoting the quality of education and teaching.

5.3 The field of cultural heritage

New media also has an important role in the field of cultural inheritance. Through new media platforms, cultural resources can be better disseminated and promoted, increasing the influence of culture. For example, through new media platforms such as WeChat public numbers and short videos, traditional culture can be presented to audiences in a more vivid and imaginative way, attracting the attention and participation of more young people. At the same time, through the interactivity of the new media platforms, audiences can interact and participate in cultural activities more easily, promoting the inheritance and development of culture[4].

6. Problems and challenges facing the development of new media

Although new media has many advantages, it also faces some problems and challenges in the process of its development. Firstly, the problem of information authenticity and accuracy. There is a lot of inaccurate information and rumours on the platform of new media, which has caused troubles to people's trust and to the development of new media. Secondly, the problem of information overload. With the explosive growth of information, people often feel overloaded with information that is difficult to process. At the same time, the quality and value of information is difficult to ensure. In addition, privacy protection and security issues are also a growing concern and need to be better regulated and protected.

7. Opportunities for the development of new media

Despite the problems and challenges faced by new media, its development prospects are still broad and there are many opportunities and chances. Firstly, new media has great potential in information dissemination, social communication and commercial services, and can bring new impetus to economic and social development.

In terms of information dissemination, the speed and scope of new media are wider than traditional media, with higher timeliness and interactivity. For example, Sina Weibo is a typical social media platform, whose users can post and share information in real time, and can also perform interactive operations such as retweeting and commenting, creating a huge user base and information flow. In addition, new media has the characteristics of personalisation and customisation, and can recommend and push content according to users' interests and needs, meeting their diverse information needs[5].

In terms of social communication, new media can bring richer, more convenient and diversified ways of communication. For example, instant messengers such as WeChat and QQ allow users to communicate in various forms such as text, voice and video anytime and anywhere, breaking geographical restrictions and time limits and improving people's social efficiency and interaction quality. At the same time, new media also allows people to better share and express their views and emotions, promoting cultural exchange and understanding.

In terms of business services, new media provides enterprises with more flexible and diversified ways of publicity and promotion. For example, enterprises can carry out activities such as product promotion and brand promotion through platforms such as WeChat public number, Tiktok and Racer, attracting more users' attention and participation and enhancing brand awareness and product sales. In addition, new media can also provide more accurate and targeted advertising services for enterprises, and help them achieve better marketing results through big data analysis and artificial intelligence technology.

8. Conclusion

In the context of media integration, new media has become an important channel for people to obtain information and communicate. The development advantages of new media and its application in different fields have also been widely recognised. Despite the problems and challenges faced by new media, its development prospects are still broad, with many opportunities and chances. The government, enterprises and society should work together to strengthen the management and regulation of new media and promote its healthy development. At the same time, it is also necessary to focus on the content and quality of new media, guarantee the accuracy and authenticity of information and prevent the spread of inaccurate information and rumours. Through the guidance of the government and the innovation of enterprises, new media can better serve the development of the economy and society, bringing people a more convenient and efficient way to access information and social communication. Therefore, we should fully understand the importance and development prospect of new media, actively participate in the construction and operation of new media, and jointly promote the healthy development of new media.

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