

Analysis on the Development Status and Trend of Local Media in the Era of Media Integration—Taking Changtu Media Integration as an Example

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Abstract: The new features of local media in the era of media integration are mainly manifested in content, form, communication and business model. Local media, such as Changtu Rongmei, are faced with many problems and difficulties in the development process. They must actively transform and upgrade, establish a new media operation system, and realize value innovation and commercial value promotion. In the future development, local media are mainly committed to professionalism and innovation, and need to strengthen cooperation with all sectors of society to enhance their sense of responsibility and influence. This paper takes local media such as Changtu Financial Media as an example to study the development status and future trend of local media in the era of financial media. Through the case analysis of local media and the comprehensive study of relevant literature, this paper explores the new features, difficulties and development trends of local media in the era of media integration.

1. Introduction

Financial media integrates radio, television, newspapers and other media in an all-round way, so as to realize the accommodation of resources, content, publicity and interests. The era of media integration is an era of integration and development of traditional media and emerging media, and it is an important practice of deep integration in the era of intellectual media. With the growing maturity of digital technology, media convergence has become a trend of multi-functional integration. Various media interweave and penetrate each other, forming a brand-new media form.

2. Development status of local media in the era of media integration

2.1. New features of local media in the era of media integration

China's media are divided into central, provincial and local media according to administrative levels. The central media belongs to the Central Propaganda Department, the State Administration of Radio, Film and Television, and the State Press and Publication Administration; Provincial

media belong to provincial units to guide the deployment; Local media are deployed under the guidance of enterprises or city and county units.

The rise of integrated media makes the communication channels of local media more diversified, which is no longer limited to traditional media platforms, but realizes wider communication and coverage through new media platforms such as the Internet and social media. The development of financial media has also strengthened the content coverage of local media, enriched the reporting forms of local media with diversified and subdivided content forms, and devoted itself to providing personalized and accurate information services. In addition, local media also have a broader cooperation space in the era of media integration, and can cooperate with other industries to realize cross-border resource sharing and innovative development.

2.2. Difficulties faced by local media

In the era of media integration, traditional local media have been impacted by technologies such as Internet and mobile communication, and are facing fierce industry competition and survival dilemma.

2.2.1. The system and mechanism are imperfect and the attractiveness of the industry is insufficient

From the perspective of media development, with the rise of the new media era, traditional media are facing great impacts and challenges. In this case, many local media still hold the original thinking mode and think that "new" and "old" are not so different.

2.2.2. The team building is not perfect and outstanding talents are scarce

At present, many local media are making efforts to strengthen the construction of technical teams. For example, establish a "central kitchen" and open up information barriers in various departments; [1]Introducing and cultivating talents; Carry out business training, etc. But on the whole, the construction of technical team is still a major shortcoming in the construction of local media.

2.2.3. Lack of content innovation and lack of excellent works

At present, it is a common phenomenon that local financial media lacks innovation in content. Through investigation and interviews with some media centers, it is known that the lack of characteristics and depth of content is a common problem.

2.2.4. The technical strength is relatively weak

At present, more than half of the local media in China are not equipped with the terminal equipment and software systems needed by new media, and some lack the necessary software and hardware facilities and professional technicians in the transformation process, which leads to the slow progress of the transformation work.

2.2.5. Less financial investment and large funding gap

From the actual situation, some local media centers are in a state of loss, and the fundamental reason is the lack of funds. In order to survive and develop, many local media centers have to rely on government financial allocations to maintain their operation.

3. An analysis of the development status of local media such as Changtu Rongmei

3.1. Historical Evolution and Development Status of Changtu Media Integration

Changtu Financial Media, formally established in 2019, is a new financial media platform invested by the Propaganda Department of Changtu County Committee, with news media as the main body and Internet technology as the support. In recent years, after constantly adjusting the strategy and strengthening the investment in new media, it now owns many media such as Changtu News Network, Changtu Daily and Changtu TV Station, and gradually realizes all-round coverage of news, information, video, live broadcast and community.

3.2. Integration and Development of Changtu Media

Changtu Rongmei integrates its newspapers, TV stations, radio stations, new media and other communication channels to realize the sharing of media resources. Optimize and improve the content production and dissemination, shorten the time of information production and dissemination, and improve the dissemination efficiency. In addition, Changtu Financial Media actively expanded cooperation channels, expanded cooperation objects and cooperation contents with the help of new media platforms, and increased the integration and utilization of external resources.

3.3. Research on the Business Model of Changtu Financial Media

Changtu Rongmei actively explores the Internet and digital business model, and constantly seeks new profit points. Its business model can be divided into two aspects: advertising revenue and content charging: advertising segment creation is provided for merchants through various communication platforms, and advertising display is charged according to clicks, searches and interactions. WeChat official account provides government affairs matrix service, which can be paid for.[2]

3.4. Enlightenment of Changtu Media Integration on Local Media Integration Development

With its unique operation mode and content innovation, Changtu Media has made certain achievements in the integration and development of local media, which brings enlightenment to the development of local media.

3.4.1. Multi-platform and multi-channel communication

By cooperating with major platforms, using Weibo, WeChat, live broadcast and other forms to expand media influence and create multimedia integration reports, local media information dissemination will be faster, more comprehensive and deeper, the number of fans will be increased, and the ability to obtain traffic will be improved.

3.4.2. Seek cooperation between government and enterprises

Trying to cooperate with the local government and enterprises to jointly carry out brand promotion and promotion activities can not only increase the support and recognition of Changtu Media by the government and enterprises, but also bring more high-quality information resources and customer resources to themselves.

3.5. Analysis of the Present Situation of Media Development in Other Places

3.5.1. Development Status of Media Center in Tieling County

Tieling County Media Center was formally established in 2019. On March 15, 2019, Tieling County Media Center settled in the Xinhua News Agency on-site cloud platform; In November, the "Tieling County Today" App went online; On December 14, 2020, the first batch of Rongmei in Tieling County was officially launched on Liaoning Learning Platform, a "learning power".

On March 15, 2019, Tieling County Media Center officially settled in the live cloud platform of Xinhua News Agency. After several years of development, the County Media Center relied on the part-time reporters covering all units, towns and schools in the county to establish an on-site cloud communication press group, and set up a special person to be responsible for editing and pushing manuscripts. Especially since 2020, the County Media Center has actively guided social hotspots around the themes of epidemic prevention and control, civilized practice, social governance, and intelligent party building. In the form of pictures, atlas, short videos, etc.,

Actively broaden communication channels, actively integrate into media platforms such as Central Video, CCTV News Mobile Network, People's Daily Client, and Learning Powerful Country, realize interconnection and interaction, build a strong communication matrix with the help of big platform empowerment, and realize new media launch, all-media follow-up and media integration communication.

3.5.2. Development Status of Media Center in Benxi Manchu Autonomous County

Benxi Manchu Autonomous County Media Center was established in April 2019. With the concept of "one-time collection, multiple products and multimedia communication", the county financial media center uses various terminals such as television, radio and newspapers to build a pattern of focus communication and classified coverage, and widely guide and serve the masses.

After the official operation of Benxi County Media Center, it actively cooperated with relevant enterprises, and realized the unified linkage, unified release, comprehensive coverage and mutual integration of various media forms such as TV, mobile phone client, radio, website, Weibo and WeChat. At the same time, we will actively promote new models such as "media + government affairs", "media + service" and "media + industry", and effectively open up the "last mile" of publicizing, guiding and serving the masses.

Benxi County Media Center, as the first batch of pilot counties for the construction of county-level media center in China, attaches great importance to it by the county party committee and county government, and the construction and operation process of "central kitchen" is good, giving full play to the role of platform. After that, Benxi Financial Media Center will continuously optimize the functions of media platform, actively promote the construction of "Fengxiang Financial Media" mobile phone client, do a good job in system security protection, undertake good service functions, strengthen team building, make Financial Media Center an important platform for publicizing the party's principles, policies and work, and shape Financial Media Center into a platform with mainstream public opinion influence and providing all-round comprehensive services, and also an important hub for community information exchange.

4. The future development trend of local media in the era of media integration

4.1. The path of integration and transformation of local media

In order to achieve integrated development, local media need to gradually transform, and find their own transformation path from the aspects of system and mechanism, team building and

content innovation.

4.1.1. Optimize the system and mechanism

To realize "resource exchange, content integration, platform co-construction and benefit sharing", the development of media integration cannot be separated from the innovation and guarantee of system and mechanism. Institutional mechanism innovation includes management mode and operation mechanism innovation. Innovation of management mode, such as separation of editing and management of news organizations; News organizations can participate in the operation and management of enterprises by contracting operations, establishing joint ventures and joint-stock cooperation. In terms of operational mechanism, local media centers can establish production processes and standards suitable for different news types through independent innovation.

4.1.2. Strengthen content innovation

In the process of news dissemination, content is the core element. Take content as the core and enhance communication power. Adhere to the content is king, pay attention to the production of original content, establish the awareness of high-quality products, constantly enrich their own content, and enhance their own communication power.

4.1.3. Strengthen the construction of talent team

Media introduce professionals in digitalization and networking to enhance their technical level and core competitiveness. Talent is an important driving force and guarantee to promote the integration of local media. Strengthening talent training and realizing mechanism innovation has become an important issue to be solved urgently in local media. [3]

4.2. Application of New Media Technology in the Development of Local Media Convergence

Local media need to strengthen the construction and operation of new media platform. Build your own website, Weibo, WeChat official account and other new media platforms to improve audience participation and activity. Local media also need to strengthen the adaptation to mobile terminals, so that users can access and use media content on different terminal devices. Local media need to actively expand the influence of social media. Through marketing and publicity on social media, it can expand its influence and popularity and attract more users' attention and participation. Local media also need to strengthen the contact and cooperation with social media, and realize complementary advantages and resource sharing through joint promotion and cooperative marketing.

4.3. Innovation of local media business model

Local media should dig deep into local resources, form differentiated advantages, and then build distinctive positioning and brand. At the same time, explore diversified development paths, diversify business operations by increasing product lines and expanding services, and pay attention to the development of new media such as social media and mobile Internet.

4.3.1. Content is king

Media units ought to deeply understand the development trend and application of new media, adjust their own content forms and marketing strategies in time, rely on media content to attract users, and then form user scale, enhance user stickiness, and rely on high-quality content to achieve

profits, strengthening news quality management, improving the objectivity, impartiality and accuracy of news reports, and enhancing readers' trust in local media.

4.3.2. Technological upgrading

Media units rely on technical means to enhance their competitiveness, expand communication channels, maximize communication effects, reduce operating costs and achieve profits, and rely on capital means to enhance competitiveness, open up communication channels, reduce operating costs and expand user scale. Introduce advanced management mode and technical means. [4]

4.3.3. Cross-border integration

Relying on the accumulation of original business and resources, we will develop new business formats, upgrade the original business with the help of new business formats, obtain traffic by relying on new media platforms, realize commercial realization, and then realize profits. [5]

4.3.4. Platform thinking

By obtaining traffic from various new media platforms and providing users with valuable information and services to aggregate content, it forms a traffic portal and shapes the scale of users, so as to realize the dissemination of content and the commercialization of traffic and obtain profits.

4.3.5. Data empowerment

We rely on data empowerment to realize information production, rely on intelligence to realize information services, and analyze user portraits through big data for accurate push; Realize commercial realization.

4.3.6. Cultural brands

We should pay attention to cultural inheritance and build regional cultural brands. As regional media, local media should pay attention to the inheritance and publicity of local culture in the reporting process, and establish regional cultural brands.

5. Conclusions

For local media, the era of media integration needs to highlight the dual characteristics of "integration" and "media". On the basis of the advantages of traditional media, local media need to continuously expand the application of new media and build a diversified and all-media communication platform. Future research can be carried out from the following aspects: First, in-depth discussion of the internal driving force and laws of the development of local media integration, and analysis of the advantages, disadvantages and development opportunities of local media in the era of media integration. Secondly, it further studies the social transformation of local media, and discusses how local media play a more active role in social media according to the development trend and characteristics of social media. Finally, we ought to pay attention to the sustainable development of local media, explore and practice the digitalization and fine management of local media, and provide effective ideas and countermeasures for the long-term development of local media.

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