

Analysis of the Influence of New Media on China's Media Industry

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Abstract: With the development of information technology, a variety of technologies in media are emerging rapidly. New media are enjoying a boom in popularity with their unique characteristics and advantages of digitalization and targeted positioning. The emergence and wide application of new media not only has a huge impact on people's lives but also on the media industry. At present, the status and proportion of new media in the industry have been increasing, making them become the mainstream media in China. Starting from the characteristics and advantages of the new media, this paper discusses the changes in China's media industry under the new media environment and puts forward the factors that promote the development of China's new media, in the hope of magnifying the positive influence of new media on China's media industry and providing some reference for the development of China's media industry.

1. Introduction

The media industry occupies an important position in the modern industry and is closely related to people's life, study and work. Moreover, with the continuous development of the media industry and the accession of new media, people gradually have a deeper understanding of China's media industry and its characteristics. In our country, the traditional structure of the media industry is relatively stable, which serves as the foundation of the development of the media industry. The emergence of new media that rely on information technology will change the traditional structure of the media industry to a certain extent, so the traditional media industry is also facing challenges on different scales. This is bound to impose a lot of impact on the development of China's media industry. How to make use of the advantages of new media, how to combine with the favorable conditions of traditional media, and how to seek a better way out of the development of the media industry, have become the key issue that people in media industry need to think about.

2. The Characteristics and Advantages of New Media

2.1. The Main Characteristics of New Media

The emergence of new media, as an inevitable result of the development of information technology and application, to a certain extent caters to the trend of time fragmentation. New media let users take advantage of the fragmentation of time for entertainment, makes people who send and receive the message have better interaction, and gives them access to the information they need during the busy hours of the day [1]. In addition, when people use new media, they will have more choices. In such a case, people can screen the way to obtain information and get what they need without making blind choices. In the process of using new media, the setting of content will be more open and more personalized. It is user-targeted and meets the needs of most people. For example, on most new media platforms, the content will be divided into several modules, such as history, sports, food, and so on, to satisfy people with special preferences [2].

2.2. The Main Advantages of New Media

With the rise of new media, information is disseminated and updated in a faster manner, and the information is becoming more time-sensitive. In the process of dissemination, the main carrier is the

network without many actual information carriers, so the cost of new media will be lower. Since most of the data and information are transmitted in the form of virtual data, the amount of information transmitted will become larger and richer. In addition, the Internet can be used to achieve low-cost communication globally, which is extremely beneficial to the transmission of information [3]. With the support of new media, audiences can retrieve the information they need according to their own needs and select the information they are interested in. Due to the emergence of new media, information can be displayed through various technical means, with the dissemination of information in a more dynamic and three-dimensional fashion [4].

3. The Impact of New Media on China's Media Industry

3.1. Great Changes in the Scale of China's Media Industry

The scale of the media industry is affected by the level of economic development of society and people's pursuit of life [5]. Moreover, the scale of the media industry will gradually expand or shrink according to people's concepts of life and the long-term development of the economy. In recent years, the actual output value of China's media industry is rising, and with the continuous development of the economy, the rising momentum is becoming more and more intense. Until now, China's media industry is still in a stage of rapid development, and the expansion of the scale has become inevitable. However, from the perspective of media industry output value, new media output value accounts for the largest proportion. The reason for this is related to the rapid development of information technology. At present, China's new media is relying on network media and mobile media which are developing rapidly, so the development of new media is also the inevitable result of today's environment. With the rapid development of TV, cell phone information, cell phone APP and self-media, the categories of new media are becoming more and more diversified, and the corresponding output methods are also diverse, so in today's environment, the proportion of the output value of new media is increasing year by year, even far beyond the traditional media. This change in the output value structure is also a reflection of the results of China's social progress. When people change their mindset. When people's mindset changes in a new way, the production value of new media will get higher and higher, which will make the development of new media better. As a result, the scale of the media industry will be expanded.

3.2. Great Changes in the Structure of China's Media Industry

In the past, book publishing dominated the market of China's media industry. In terms of the output value of the media industry, this media industry occupies the largest share of the output value of all media industries in China. In addition to this, advertising is also an important part of China's media industry. However, with the rapid development of information technology, new media has become inevitable. Correspondingly, the output value of new media is rising, while the share of the output value of publishing and advertising, is declining. At present, the output value of cable TV can indeed be maintained, but the output value of other industries has declined, which is related to the fact that people cannot leave cable TV as a channel to obtain information. This makes cable TV an essential part of people's lives, and this is also the main reason for maintaining its output value. The emergence and development of new media have changed the audience groups of other media. Most of them have gradually shifted to the new media, which has changed the structure of China's media industry by its power.

In addition, the convenience and timeliness of mobile media are favored by people as the pace of contemporary life continues to accelerate. In this context, more and more mobile media are springing up, and the share of these mobile media in China's media industry has increased dramatically. Therefore, from another point of view, the new media does make the development of other media suffer from a downward trend. Accordingly, the output value of the traditional media industry is on the decline. The development of new media has turned the total output value of the traditional media industry into a radical change. Although the new media has indeed caused an impact on the traditional media industry and made its structure change dramatically, it is undeniable

that the emergence of new media has injected a new force into the development of the media industry and made the development of China's media industry more possible.

4. The Main Factors Affecting the Development of New Media in China

4.1. The Rapid Development and Popularization of New Media

With the continuous development of technology in China, the level of mobile communication, information technology, and network technology is constantly improving. Coupled with the Internet of things, artificial intelligence, big data, and many other technologies, the development of new media have become more and more rapid. In life, people are more exposed to new media, and correspondingly, new media has brought greater convenience to people's life [6]. Nowadays, we are in a period of rapid economic development. People's life and work pace are accelerating, so the convenience brought by new media has become the biggest advantage of new media itself. With the application of new media, the time for people to obtain information is shortening. Even if it is transnational news materials, with the help of new media, these materials can be quickly transmitted, so that people can realize the freedom to obtain information without leaving home. This convenience brought by the new media not only brings people more channels to acquire knowledge but also matches the pace of life in today's society, where people's schedule is extremely tight and information is acquired in fragments. The emergence of new media allows people to arrange the way to get news and information according to their own time, and they can also get the information they need through new media anytime and anywhere, which is the main reason for the development of new media with the Internet and mobile terminal devices as the main carriers. In today's social environment, the user groups of these devices and technologies are expanding. They are not only the user groups of mobile devices and the Internet, but also the user groups corresponding to the new media, and this makes the development of new media more promising.

4.2. The Decline in the Price of New Media's Receiving Terminals

The industrial revolution brought revolutionary changes in production, while the technological revolution was the main reason for the radical changes in people's lives. In the past, people took pride in holding "Big Brother" (an old cellular phone) and "pager", because they reduced the difficulty of communication and increase interaction between people. However, due to the production technology, the price of this type of equipment is very high, and not everyone has the opportunity or ability to get one. For example, at that time, "Big Brother" sold for thousands or even more than ten thousand. For such prices, even in the contemporary, it's difficult to get one, not to mention for the average worker whose salary was only a few hundred yuan. For example, at that time, "Big Brother" sold for thousands or even more than ten thousand, this price, always in the contemporary environment, to obtain a certain degree of difficulty, not to mention that the average worker's salary was only a few hundred dollars. With the continuous improvement of today's science and technology, "Big Brother", "pager" and other devices that do not support access to intelligent technology have withdrawn from the stage of history and become a thing of the past, replaced by various types of cell phones, tablet PCs and other mobile terminals. Moreover, with the help of science and technology, the production cost of digital terminals such as cell phones and tablet PCs is decreasing. Therefore, whether it is a computer or a cell phone, it seems to have become a daily necessity for people nowadays, the price is decreasing, and it is less difficult to purchase one. From the standpoint of society, this change has made new media more and more common in people's lives. At present, mobile devices can be seen everywhere, which makes the user base of new media increasingly huge, and the development of new media more rapid as a result.

5. Conclusion

All in all, the new media itself is not simply a carrier of innovative information to facilitate people's access to information. Because the new media has absolute advantages that the traditional media does not have, we must vigorously develop media technology, to promote the integration of

new media in society and create greater value for the development of China's media industry. When introducing new media technology comprehensively, we should not favor one over the other and should not ignore the important role of traditional media in the development of China's media industry. Therefore, we should seek a balance between traditional media and new media, so that they can promote each other with mutual influence. As a result, new media can play a positive and active role in the development of China's media industry and make the development of the media industry more rapid.

New media, as the main component of the current structure of China's media industry, is bound to have a different impact on people's rhythm of life and lifestyle, and also, to a certain extent, promote the progress of society. Therefore, people must now face up to the impact brought about by new media as well as meet the challenges with an optimistic attitude. Meanwhile, we also have to stick to what we think and uphold the principle of innovation, to cope with the future challenges of new media in China. In this way, we are also able to deal positively with the impact brought by new media on China's media industry.

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