

On the Transmutation of Media Management Concept under the Trend of Media Fusion

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ARTICLE INFO

Article history

Received: 1 October 2020

Revised: 6 October 2020

Accepted: 9 October 2020

Published Online: 16 October 2020

Keywords:

Media fusion

Media management concept

Transmutation

ABSTRACT

Under the background of rapid progress of science and technology, the trend of media integration is constantly strengthened, which urges the original media management concept to be constantly changed and to form a new media management concept. In order to apply to the development needs under the trend of media integration. This paper summarizes the media integration, analyzes the influence of the media integration trend on the media management concept, explores the direction of the evolution of the media management concept under the media integration trend, and aims to provide a reference for the development of the media industry.

1. Introduction

The reform of China's media operation system is slower and more careful than in other areas. With the arrival of the new media era, the traditional media represented by radio, television and newspapers have been greatly impacted, and their survival and development space has been gradually squeezed. The rapid development of new media does not mean the demise of traditional media.

2. Overview of Media Integration

The development of science and technology, in the process of digitization and networking derived new media, new media based on the network platform has a significant fusion function, so that the three major types of media plane, radio waves, network to achieve integration,

so that the traditional media fusion, so that the sender of information and the receiver of information fusion and so on. Such a powerful fusion function and accurate contact with the audience make the new media have obvious interactive characteristics, cross-temporal characteristics, break many restrictions of traditional media, and be sharp in the media market. Traditional media need to learn from and integrate with it, which makes media integration an inevitable trend of news media development. The first is resource sharing, the only way for the development of mass media industry is the confluence of resources and the formation of resource platform. In the new media pattern, the network media expansion means is the cooperation, the network media and the radio and television media, the newspaper media carries on the cooperation, thus causes more content to legalize, enables the live reporter to carry on the authoritative release^[1]

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Secondly, it is reflected in the integration of channels and terminals, and in the integration of the Internet and traditional media channels, there are many new media, such as network television produced by the integration of television and Internet functions, network broadcasting produced by the integration of radio and television functions and the Internet. Finally, the development of new media will promote the complete integration of traditional media and new media, which can produce greater value and the industrial chain can be closer. At present, under the background of media integration, the traditional media is facing a serious crisis in all aspects, and the traditional development model can no longer adapt to the great changes in the large media market.

3. Impact of the Trend of Media Convergence on the Concept of Media Management

In the social development, the media is its basic motive force, the emergence of new electronic media will certainly have a profound impact on all aspects of society, will directly affect the management of the media, Many old media norms and concepts play a role in the new media era, but these must be updated with development.

3.1 Overturning the Operation Mode of Traditional Media

In the media operation mode, the communicator, the carrier and the audience are the three indispensable elements, and the media operation mode is the coupling between the communicator, the carrier and the audience. The revolution of the Internet broke the barrier of the mass media monopoly of the right to speak, and removed the strict decomposition between the communicator and the audience. In the operation of traditional media management, the communicator of information mainly transmits the broadcast content unilaterally and linearly to the audience. In this process, there is no interaction and feedback, and the audience is in the state of passive receiving information. In such a system, communicators occupy an active position, mainly reflected in the content of Wang. However, under the new media conditions, due to the characteristics of openness and interactivity, the operation mode of media management has changed greatly. The rise of new media and the integration of various media give the public the opportunity to express their views. Use the Internet platform to display their own text, music, video and so on. Under the condition of traditional media, only some people have the right to speak, and everyone can have the right to speak under the condition of new media. This phenomenon is highlighted by the emergence and de-

velopment of Weibo. The operation mode of media management under media fusion shows more characteristics of audience being king, product being king and platform being king. Under the condition of audience spreading and spreading, the application service value of networked platform will appear geometric growth mode. In this case, the trend of media integration makes the media operation mode change from the communicator as the center to the audience as the core, the media entity and the information provider as the auxiliary operation mode. Thus, the media management mode is transformed under the new technology and the efficiency of media operation is improved.

3.2 Forming A New Type of Media Industry Chain

With the development of digital multimedia technology, the traditional media has the wings to take off in technology, and the traditional media has the ability and strength to challenge the terrestrial digital television and telecommunication data service. Based on this, the traditional radio and television industry has changed, with programs and information as products, transmission channels into terrestrial wireless, cable radio, satellite, telecommunication network, terminals into a variety of personal and home screens, thus creating such a new industrial chain. The three industries of radio and television, telecommunications and publishing have been introducing new media business, which makes the three industries become blurred and tend to disappear. In the whole system of media fusion, the first fusion is technology, the integration of technology promotes the integration of content, network and terminal in the media industry chain, and then begins to merge in production and application. The change of technology makes the product, transmission and service terminal change. In the industrial form of media integration, there are vertical integration, horizontal integration, cross integration, and the integration of industrial structure is the integration of the system. In the value chain of media industry, content is the source, content is produced in the traditional media industry chain before, content is highly dependent on media carrier, usually only one kind of media content, and lack of blending. This makes the independence of content often ignored. The standardized digital technology breaks through the limitation of various media contents. The content is independent as the upstream cluster of an industrial chain, and the vertical media industry chain structure is broken by using various channels. It forms a new media industry chain structure and uses different integration methods to carry out various services, which is also the key point of media integration. Under the background of media integration, the more dispersed content industry has become a very large

industrial cluster, providing services to different audience terminals. For example, TV has digital set-top box can be supported by equipment, users can program, watch network video, and play competitive games with netizens. In the future, in order to realize the various needs of terminals, radio and television networks and telecommunications networks should provide a variety of services, whether radio and television cable networks, terrestrial microwave transmission networks, telecommunications satellite communication networks, mobile cellular networks, computer Internet, etc., can be upgraded or modified to better meet the diverse service needs of consumers. It can be seen that the content industry under the trend of media convergence is a very large industrial cluster, which will be involved in many subdivision industries, which will lead to too many business opportunities. For traditional media, it is the way to strengthen the industrial chain. The content industry has a new development platform under the media integration, in this infinite potential market, the radio and television media layout entire industry chain thought will let it obtain the competition opportunity.

3.3 Diversification of the Media Profit Model

Media convergence can form a corresponding profit model according to the characteristics of various media. It can be seen that under media convergence, the scale economy of traditional media has grown with the scope economy. The continuous integration of industries and the application of new technologies make the profit model more diversified and flexible. In this process, the most outstanding performance is that the media fusion breaks through the traditional linear profit model and changes to the flexible network profit model. Through integration and M & A, media integration can be realized, and the profits of enterprises gradually develop to flexible network structure. The integration of media makes the industry produce multiple value links, these different value links can be used as the innovation of profit model, such as online advertising, online game operation, payment recommendation and other new charging methods. In addition, media operators have taken diversification as a consensus, and the single charging model of traditional media is considered to have no ability to resist risks. Diversification has changed the single advertising charge pillar and developed to multiple charging pillars, thus reducing the main dependence on media advertising and increasing the independence of the media, which can stand more steadily, for example, Media business and mobile companies and other cooperation to agent payment business, the latest music, film and television works can be charged. Under the media fusion through the value increment, the value chain governance

and so on carries on the profit pattern innovation, thus realizes the value increment, in which through the time and space boundary breaks, can produce the speed economy, through to the channel barrier break, can produce the network economy and so on.

4. The Changing Direction of Media Management Concept under the Trend of Media Integration

4.1 Setting up a Macro Market Concept

Compared with the western media industry, China's media industry has great shortcomings in setting up macro concept and overall concept. In management, most of them are confined to all aspects of media operation process. The optimization of resource integration is carried out by market means and the combination of media management and information industry, so that the new industrial value chain can be formed. At present, most of the media organizations with good market-oriented operation have set up market-oriented institutions, especially the new mobile media and network media. This makes the traditional media need to change their thinking, renew their ideas, keep pace with the times and actively invest in the market economy, and promote the integration of media capital into international capital. The scale formation and industrial development of China Media Group cannot be separated from the operation of social and international capital. At present, the media industry is in the primary stage of small wealth growth, we should try to get rid of the current situation, and use joint venture holding, merger and other multiple capital operations to carry out the great integration of resources. The closed management of the traditional media era within the group must be guided by the concept of openness, maximize the role and strength of the internal sub-media and related departments, always adhere to the market as a guide, strengthen the construction of industrial collectivization, and actively explore the integration with the market, society and capital. The system reform of cultural industry is at a critical moment, which makes the traditional radio and television enterprises face new opportunities and challenges, which requires the traditional radio and television enterprises to take capital as a link to promote the merger and reorganization of cultural enterprises^[2].

4.2 Good Sense of Service

The media has the function of guiding public opinion and transmitting information, and should also set up the consciousness of service for the audience. Before the emergence of new media, communicators were in the leading

position, the service consciousness of the audience was often easily ignored, the media service consciousness was relatively weak, and the lack of accurate grasp of the service connotation was accompanied by the development of science and technology and information technology. Media integration has given birth to some new media, which has a very important impact on the way of life, information acquisition and other aspects of information media, and to a certain extent has impacted the traditional service concept, produced a new service concept, in order to adapt to the development of the new situation and promote the realization of economic and social benefits of media management. For example, after media integration, TV programs are broadcast through the Internet, and the audience can interact with the communicator through Weibo, telephone and so on. The establishment of service consciousness makes radio and television interactive programs emerge constantly, and these interactive programs are constantly innovating in form. After the reform of media collectivization, the development of media industry gradually formed the wings of news propaganda and industry management, which made the market and service become more closely inseparable. In the process of docking with the market, the media group cannot fix the mode of thinking on the production and marketing of content, but should take good service as the starting point when setting foot in the business field, and combine with the advantages of the traditional media. Even extended to the tertiary industry. Under the development trend of media integration, media industry operators need to pay attention to service, fully realize the soft power of service, establish good service consciousness and enhance competitiveness. The advanced media service concept can effectively promote the improvement of service level. Good service concept is a strong competitive strategy, can be both sides to achieve win-win.

4.3 Attaching Importance to Talent and Technology

Under the trend of media integration, the traditional me-

dia can no longer enjoy resources and space alone, and the media content pays more attention to low cost input and high return output, which has higher requirements for the practitioners of the media industry. In other words, in media production management, we should adhere to the concept of people-oriented, pay attention to the training of staff, so that the professional skills and comprehensive quality of staff can be continuously improved, and constantly enhance the ability of team cooperation. Strengthen the introduction and training of complex talents to enable staff to undertake multi-functional work in media integration. The progress of science and technology promotes the continuous change of media form, promotes the change of information dissemination mode, and has an important influence on management. The application of science and technology is constantly excavating new fields of media. With the rapid development of science and technology, media operators need to attach great importance to new technologies^[3].

5. Conclusion

In the era of media integration, it is necessary for the media industry to choose the business model correctly, to allocate all kinds of resources optimally, to promote the benign development of the profit model, and to better achieve the best state of economic and social benefits.

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