

Analysis on the New Strategy of Cultural Media Industry Under the Background of Integrated Development

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Abstract: Culture media is an extension of the field among the media industry, using modern means of communication, to carry out the dissemination of culture and communication between different cultures through the media. The media, or medium, refers to the carrier of information dissemination of information, may be the private sector, it can be official bodies. Communication channels include paper, sound, video, as well as modern networks. Nowadays, cultural media is not only spreading information, but also a special industry of commercial nature. As it is gradually becoming more popular, there are also some special media. Internet information technology has gradually matured, Internet information has gradually replaced the traditional way of information dissemination, and the significance of the existence of the media industry in different cultures is also different. How to develop the cultural media industry under the background of integrated development in the new era, to enhance competitiveness in the industry is the problem that numerous media people need to think about. Based on the development experience and problems of the cultural media industry, this paper discusses the overall development and influence of China's cultural media industry under the background of integration.

Key words: Integrated Background; Cultural Media; Informatization; Internet;

Introduction

To put it simply: new media is the media form that appears under the new technical support system, such as digital magazines, digital newspapers, digital broadcast, mobile phone message, mobile TV, network, desktop window, digital TV, digital movies, touch media, etc. The application of new media technology has promoted the transformation and development of traditional media. The integration of media has become the actual situation and development trend of the media industry, and also promoted the change of the media industry, thus forming new media. While the development of the new media industry is gradually rising, the development of the traditional future is gradually declining. The convergence of media not only needs the support of Internet technology and the intervention of big data technology, but also needs a fixed form of communication to improve the communication mode of the new media by combining the communication mode of the traditional media. Therefore, in the context of the integration of culture and media, we should take the possible problems in the current situation as the strategic starting point to comprehensively consider, so as to promote the rapid integration of media.

1. Challenges and opportunities faced by the cultural media industry under the background of integrated development

(1) The edges of the cultural media industry have gradually blurred

With the development of time, organization, content, market monopoly, staff training in the cultural media industry

has undergone great changes. In these changes, the boundary between the traditional cultural media industry and the new media has gradually changed and blurred. Traditional media has gradually transformed into new media. In the era of gradual development, traditional media can no longer compete with new media, so it is necessary to speed up the reform process, seize the market opportunity, retain the advantages of traditional cultural media to accelerate integration, and increase the return of cultural exchange types to increase market competition.

(2) New technologies contribute to cultural exchange and improve user experience

What is the cultural media industry's productivity into an important guarantee of its economic power? Behind the integration, users' attention and the technology of media have reached the highest competition between media subjects and the cultural media industry and new media. First, digital technology represented by AR and AI is widely used in the cultural media industry. Understand the integration of reality and virtual reality experience, is with the development of The Times "artificial intelligence + new media" technology mature newspapers is gradually replaced. There is good and bad news and information in society. Accurate judgment and analysis are very necessary. The accuracy of artificial intelligence is very high, to meet the needs of the public, to meet the needs of the emergency report of society.

(3) Cross-boundary operation is a new media model

Cross-boundary operation of the cultural media industry is a new trend of media operation. Various organizations in the cultural and media industry are abandoning the past and starting a new marketing model. They begin to pay attention to the way they work together with other organizations. It does not rely on the concept of marketing alone, but to change the strategy, so as to extend the development of industrial product marketing. In the case of integration, there are opportunities and there are difficulties. It is also the focus of reform and innovation to strengthen the internal power of the cultural and media industry in order to make it change smoothly under the effect.

(4) Entertainment and integration of professional teams in the cultural media industry

In the context of integration, work functions and employees' work contents in the cultural and media industry should be continuously refined. Under the new technology and new mode of cultural exchange, the cultural media industry must strengthen the training of professional talents. Only then can the cultural and media industries develop better.

2. New strategies of cultural media industry under the background of integrated development

(1) Cultural media needs to improve the core of media product marketing

With the development of film creation and production quality, people need to update the concept of film marketing and the method of social media. The popularization of film also belongs to the new marketing method, thus forming the heat. Cooperation between media organizations and fans can also achieve unexpected "explosive" media effects. The use of concepts and methods will play an important role in social media theme marketing and fan marketing. The most popular film of 2019, "Ne Zha," is a Chinese fairy tale. Not only is the work itself excellent, but the promotion of the film is also a new marketing method. Create a hit theme, which attracts people's attention, and finally the film has gained word-of-mouth and box office win-win.

(2) Comprehensive development will be based on innovative thinking

With the rapid development of Internet technology, new media forms will appear. No matter how it changes, content is the most important "Internet plus big data, 5G + AI" is placed in the updating marketing of cultural media. The previous single expression has been developed and promoted in many directions and fields. 5G + AI technology has

revolutionized the cultural media industry. Dreamer technology and Jinan publishing house jointly launched the national standard AR geography textbook to ensure that students are no longer bored with learning geography, so as to increase their interest in geography. 5G, as one of the best image expression technologies, presents the spectacular effect of AR with low cost and good user experience, which has been praised by more than 95% of users. In 2019, China Publishing Group Digital Media Co., Ltd. used 5G + AI to produce the digital book and movie “Taoist down the mountain”, adding movie clips and sounds to the e-book. With the popularity of the movie, the e-book has also been snapped up, which has won the audience’s love and good reputation at the same time.

(3) Build the whole media platform in the context of media integration

In order to strengthen the communication methods of the cultural media industry, it is divided into three aspects: first, to attract users and audiences to become the content creators of the platform; second, to meet the needs of different users and actively integrate new technologies; third, to have the awareness of seizing opportunities and creating useless content into valuable content, which provides new ideas for the reform of the cultural media industry. The platform can make traditional media products, such as news communication, more powerful and complete, and interact with users more effectively. For example, the “news square +” app, which was launched in 2018, just started to release unexpected news, seek help and complain in the official account, and has been concentrated on a new platform, thus creating a new service platform. The media can answer the hotline, conduct network interaction, network graphics and text real-time broadcasting and audio real-time broadcasting.

(4) Strengthen the team building of media talents

The cultural media industry should strengthen the technical ability of the original regulatory agencies, strengthen cooperation with universities, invite university experts for training and other measures, so as to cultivate the media talent team with information technology and new media technology as the main skills. In addition, cultural and media personnel should strengthen training. At the same time, they should make plans to introduce high-tech and high-quality talents, and explore talents based on market demand. We need to introduce a group of talents with rich integration thinking, Internet thinking and innovative thinking, as well as some compound high-end talents who understand culture, technology, management and operation.

(5) Formulating and improving policies on culture and media.

The renewal and development of the cultural media industry is inseparable from the support of policies. Although the central government has issued many relevant policies, most of them are not targeted. Therefore, the comprehensive reform of cultural media industry needs targeted policies. First of all, the government should increase financial investment, especially in the application and development of new media technology. Secondly, we should strictly supervise and manage policies and procedures, ensure the correct use of policies, speed up the upgrading of the cultural media industry, strengthen compliance with laws and regulations on media integration, and the interaction between traditional media and new media is also necessary. Traditional media is the foundation of new media, so we should find the best entry point to ensure the full use of information resources. Strengthen all kinds of interaction in practice to lay a solid foundation for the integration and development of new and old media.

3. Conclusion

Cultural media tells about the innovation and reform of the industry. All institutions should combine new ideas, actively integrate, apply new technologies, concepts and methods to practical work, change service mode, realize the rational use of data, establish all media service platforms, and contribute to the spread of Chinese culture. At the same time, governments at all levels should vigorously support the integration and transformation of the cultural media industry, introduce various policies to promote the reform and innovation of cultural media, and promote the

development among media, market and industry.

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