

Discussion on the Application of Digital Media Technology in the New Media Environment

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Abstract: With the development and progress of modern information technology, people have entered the era of new media, the application of digital media technology has become more and more extensive, and the development of all walks of life is inseparable from the application of digital media technology. This paper discusses and analyzes the application of digital media technology, especially three-dimensional technology, in the new media environment, so as to help bring more positive and far-reaching significance to social development.

Keywords: New Media Environment; Digital Media Technology; Practical Application

Introduction

With the continuous development and progress of China's economy, the era of new media has arrived, and the degree of digital informatization is gradually increasing, and digital media technology is closely related to people's life, learning and work. Although the current digital media technology is becoming more and more mature, there are still certain problems, and it is necessary to adopt continuous updates and iterations of network digital technology, so that digital media technology can bring more positive and far-reaching impact on people's life, learning and work, and provide more convenient services.

1. Overview of digital media technology in the new media environment

1.1 The connotation of digital media technology

Digital media technology is an advanced modern information technology means, this technology is mainly the use of computer and Internet communication, the network text, pictures or videos and other media information mutual dissemination and, and valuable information storage and management, so that people through the transmission of these information, more of their own needs, so as to bring great convenience to learning, life and development. Among them, three-dimensional technology is based on the application of computer technology, the plane two-dimensional system appropriately added another direction vector, so that it constitutes a three-dimensional space, the use of three-dimensional technology can make the picture or film and television more three-dimensional, in the use of natural factors such as light and shadow, particles in life, to make it look more realistic, so as to build a space environment similar to the real world in the virtual network world, so that people have an immersive illusion ^[1].

1.2 Characteristics of digital media technology

As a new type of modern information dissemination method, digital media provides great convenience for people's production and life, and digital media technology plays an irreplaceable role in it. Digital media technology has other characteristics that information technology does not have, that is, digital characteristics, which is different from the previous media technology, the previous media technology is the application mode of information data storage or processing, and the application of digital binary form of digital media technology can make up for the shortcomings in the analog and digital conversion methods in the previous media technology, making it more efficient in storing or processing data information.

The interactive feature is also unique to digital media technologies. Virtual reality and VR immersive interactive experience make human-computer interaction a big leap. In the process of using digital media technology, effective interaction between humans and machines can be achieved, which is the embodiment of interactivity.

2. The practical application of digital media technology in the new media environment

2.1 The application of digital media technology in digital film and television

In the new media environment, digital film and television is a new field, which is based on the application of digital media technology, so that the film and television industry can achieve digitalization, such as 3D, 4D, 5D and other digital films, digital television and online media video, etc., in the field of film and television, are gradually transforming to digitalization. Through these digital movies and television, people can have a better audiovisual experience. In the current stage of development, digital media technology is widely used in various fields of film and television, making film and television production and dissemination have very good results. The application of digital media technology in digital film and television can reduce the cost of film and television production, and improve the efficiency of film production, so that in film and television shooting, when encountering shooting difficulties, digital media technology can be simulated to solve the problems that cannot be solved in real shooting. When simulating the content shot through digital media technology, the realism is very high, and the effect of false reality can be achieved, which not only solves the shooting problem, but also improves the visibility and artistry of digital film and television [2].

2.2 Application of digital media technology in teaching

In the Digital Media specialization program, digital media technology and digital media art related courses. For different professional directions, there are different software and hardware requirements. The use of hardware is relatively fixed. However, the functions and types of software are very diverse. In traditional classrooms, teachers can only teach 1-2 kinds of software in a limited teaching time, and other software or functions are usually too late to finish. Then the use and learning of other software requires students to make up and learn by themselves in their extracurricular time. Online courses can make up for this part well. Students except for limited class time. In your spare time, you can easily study on your own. I can learn more professional skills and professional knowledge, and at the same time, I can exercise the ability of independent learning.

In the current education and teaching, the application of three-dimensional software has been very extensive, teachers in the use of three-dimensional software to design teaching programs, teaching activities, can make the teaching classroom full of interest, which can effectively stimulate the interest of primary school students in learning, so that the teaching classroom becomes more active and relaxed. For example, in the teaching process, teachers use three-dimensional software to make the abstract text teaching content in the teaching materials into interesting animated short films, so as to realize the teaching content from static to dynamic, from abstract to concrete, so that students can understand this content more intuitively and concretely, and are full of interest in this teaching method, and actively learn under the guidance of teachers, so as to achieve better teaching results.

2.3 The application of digital media technology in broadcast programs

In the process of radio program production, digital media technology has been fully explored and applied, so that the staff of radio program production can collect more comprehensive news information in the new media system in different platforms, and then select application software according to the unique characteristics of the radio station, so that when the radio program is played, the listener can listen to the radio content from different software, and if the audience has any opinions or suggestions on the broadcast content, it can also be timely feedback through the digital media platform. After receiving feedback from listeners, radio stations can adjust and improve in time, so that the work of radio stations can progress more smoothly, so as to effectively achieve sustainable development. The application of digital media technology in radio and television stations can enable listeners to hear three-dimensional sounds when listening to radio programs, as if the radio host is next to the listeners, making radio programs more real, and listeners are more susceptible to infection by radio programs.

2.4 The application of digital media technology in traditional industries

In addition to playing an important role in the media industry, digital media technology also plays an important role in some traditional industries closely related to the public. For example, in professional training, the test flight operation and learning of the aircraft, and the operation learning of driving technology can be carried out in the form of a 3D simulation warehouse in the early stage, so that the learning cost and practice time have been strengthened. The use of virtual reality technology to achieve simulation

training, but also used in medical surgery simulation, chemical experiment simulation and other professional fields.

3D modeling combined with 3D printing technology enables the production of more detailed and robust models. This technology has been well implemented in the field of medicine and aviation. The medical field can already use 3D printing technology to print bones, teeth or femoral heads and other medical models, which can be directly applied to the human body. Produces good medical results. In the aviation industry, high-precision and high-density aircraft or aviation parts can also be produced through 3D printing, but due to the high cost, the current popularity is not high^[3].

In the business sector, whether it is the emerging e-commerce or traditional manufacturing. In sales, online marketing and publicity are adopted. Through the most efficient mobile phone used by the public, timely and rapid publicity and promotion.

3. Concluding remarks

In summary, in the new media environment, digital media technology, especially three-dimensional technology, has been widely used in real life, and this technology continues to be researched and iterated in software and hardware, so that digital media can play a greater role in the development of various fields. Therefore, in the development and research of digital media technology, especially three-dimensional technology, relevant technical personnel strengthen their understanding of new media technology, deeply analyze the current development status of digital media technology, and summarize experience in practical application operations, so that digital media technology can be applied scientifically and reasonably, so as to play its own greatest role, and bring positive and far-reaching significance to the sustainable development of the new media era.

References

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