Influence of New Media on the Marketing Mode of Media Industry and Its Operating Strategy

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Abstract. With the continuous development of internet technology, new media relies on their own advantages with novel mode of transmission and diversified content structure to change the media market structure in our country, which has a great impact on the development of media industry in our country. Under the influence of network cultural thought, the market mechanism in our country gradually transits from the seller's market to the buyer's market. In the face of the change of consumer ideas and the market environment, only when the media industry in China continuously reforms and innovates its marketing mode in the development and changes operating strategy can it consolidate its position in the increasingly fierce competition environment. This paper takes new media as an example to discuss the influence of new media on the sales and marketing mode of the media industry and puts forward the corresponding operating strategy.

Introduction
As the main way to disseminate information in our country, traditional media industry has important effect on the economic development of our country. But at present when Internet develops rapidly, the rise of new media enriches the transmission carrier of media industry and changes the marketing pattern of media industry. In the face of era development and progress, contemporary media industry will face the plight of market system change and the competition of diversified media vehicles. So the main way to solve the development difficulty of contemporary media industry and realize the continued development of media industry is to keep up with the pace of modern development during development, combine modern consumers’ psychology and consumer behavior to integrate new media characteristics, and change the content and operating policy according to the market mechanism.

Concept of New Media and Its Development Advantages
Since reform and opening up, under the country's strong support, the media industry in our country has developed rapidly. It relies on the media carrier to spread information constantly to let our people timely understand the present situation of the contemporary development, so they can obtain valuable information to promote the continued development of economy in China. However, in the process of the rapid development of network technology, with the deep development of the concept of “Internet+”, new media becomes the main way of contemporary media transmission. With its advantages of large amount of information, wide coverage and fast speed of spreading, it quickly occupies the market and causes a huge impact on China's media industry. Now China's media industry relies on traditional marketing mode which is difficult to meet the information demand of contemporary consumers, and it not only restricts the development of media industry itself, but also affects the continued development of China's economy [1].

Formation of the Concept of New Media
Information resource is the foundation for social residents to have access to knowledge and the foundation of enterprise development. In all ages, science and technology innovation and the development of economic enterprises both depend on the development and utilization of
information resources, however, the transmission of information cannot do without the support of information carrier. In the development of modern society, the reason why there is the difference between new media and traditional media is mainly because of the different information carrier. Traditional media industry in China mainly includes television, radio, newspapers and magazines, while new media is the new information transmission way supported by science and technology. So from the perspective of route of transmission, the transmission route of new media mainly includes modern network media, digital newspapers, cell phone information and other information media.

**Main Characteristics of New Media**

Close-to-civilian information dissemination is the main characteristic of the new media, subject and uses the convenience of network technology in new media dissemination to easily implement communication and interaction between information disseminator and participators and bring strong experience sense to audiences. Sometime when audiences receive information, they can be regarded as the disseminator of information. The close-to-civilian mode of transmission is more favorable for audiences to digest and understand the value of information. In addition, fast speed of information transmission is one of the convenient features of new media transmission. Compared with communication media industry, new media uses network platform for information dissemination and can transmit the latest progress of events to audiences in the shortest time, which shortens the time for customers to extract information value and creates and embodies information value in the shortest time [2]. Nowadays, network communication has become one of the indispensable ways to receive information in modern people's life. In the process of development, new media relies on its own advantages to continuously expand its influence, which has a great impact on the development of the marketing mode in media industry of our country.

**Influence of New Media on the Marketing Mode of Contemporary Media Industry**

After years of development and accumulation, the media industry in China successfully realizes the industrialization development mode in the development, and it shoulders the task of transmitting information resources in our country. Nowadays, China's media industry has formed a set of marketing mode conforming to its own development demand, and a certain profit has been obtained to support the continued development of media industry. But the rapid rise of new media has a huge impact on the development of contemporary media industry in China.

**Breaking the Current Situation of Single Marketing Mode of Media Industry**

From the point of view of social function, media industry is as the main carrier of information transmission, and its main function is to broaden audiences’ knowledge, enrich people's daily life and transmit information resources with certain commercial value. Among them, transmitting business information is the main economic source gained by media industry in the market for supporting industry development. But influenced by the social environment, in the current development stage, China's media industry is difficult to only rely on the single marketing mode and information carriers such as television, newspapers and magazines to provide audiences with information resources with actual economic value. Influenced by new media development and faced with contemporary consumers whose thoughts have changed and whose right-protection consciousness is stronger, media industry is hard to use the single marketing mode to bring business interests for each big enterprise in the market environment with the center of consumers, and its long-term development is affected greatly [3].

**Influence on the Market Position of Media Industry**

From the beginning of the development, media industry in China has many years of development history up to now. It establishes a good image in the public’s mind, has certain authority, and also forms a set of professional creeds and industry norms accepted and recognized by advertising customers. It relies on traditional information carriers to provide a majority of consumers with information resources with high credibility and strong authority and professionalization with its
normalization, standardization and programmatic information screening way and product marketing mode. It undertakes the task of information transmission in our country, establishes a good consumer market in audiences’ heart after years of development, and has certain brand effect. However, at present with the popularization of the network technology, the development of new media relies on the convenient network to constantly change audiences’ living habits and resolving power of information. The generation of people born in the 1980s and the 1990s grow up in the network environment and gradually become the mainstream people in the society. Media industry relies on traditional marketing mode, its brand value in the market environment is gradually weakened by new media, its industry influence gradually reduces, and its audience differentiation and outflow phenomenon are serious [4].

**Combined with the Effect of New Media to Put Forward Operating Strategy for Media Industry to Expand the Market**

In the face of the influence of the new media development, China's media industry market gradually shrinks, and it’s hard to rely on traditional operating strategy to expand its influence in the development of industry. Before the formation of the new pattern of the media market, media industry should advance with the times in the development according to the law of contemporary social development, reformulate business strategy, realize the integrated development with new media with the help of network technology, and rebuild brand position in the heart of audiences. Only when it does these can it conduct the continued development in the increasingly fierce competition in the media market, to lay a solid foundation for our country to realize economic globalization and information globalization.

**Combined with New Media Technology and Enriching Information Dissemination Ways**

For now, from the perspective of new media formation, the development time of new media is not long, and its media influence and operation mechanism are not mature. For example, in press and publication industry, new media hasn’t had a complete set of producer director mechanism and information resources haven’t formed official and authoritative feature. Therefore, at the present development, media industry should blend in new media technology, enrich its own information dissemination ways, provide audiences with more official and practical information relying on its relatively sound management mechanism and operating system, and set up a new brand image in audiences’ mind.

**Combined with the Characteristics of New Media and Improving Its Marketing Mode**

The rise of new media industry drives the development of wireless network, digital TV and mobile network in our country, changes the habits of audiences in the aspect of accepting information but its development time is not long, and its authority hasn’t come into being. While traditional media has certain brand influence in audiences’ mind for many years of development. In the face of the generation of audiences born in the 1980s and the 1990s, the influence of traditional media industry on youth is not as good as that of new media. In order to provide audiences with comparatively perfect information service, which on the one hand is to meet the demand of audiences' life, on the other hand is to ensure the real value of information and avoid the occurrence of too much bubble information, merging together and mutually promoting is the mains trend of the future development of media industry. So contemporary media industry should blend in new media feature in the development, improve its marketing mode, and integrate information dissemination way of new media into traditional media. At present, part of media companies in our country have begun to build their own new media information platform in the development, integrated new media into media industry through the in-depth cooperation with e-commerce operation and mobile networks, to provide more perfect information service for audiences. It’s believed that in the development of the era, media industry in China will provide ongoing support for the development of national economy with the development and progress of the era.
References


