

## Discussion on How to Strengthen the Integration of Industrial Economy and New Media

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**Abstract:** The integration of industrial economy and new media can achieve the purpose of adjusting the structure of industrial economy effectively, and then promote the modernization of economic development and the effective realization of the goal of information technology. From the current social reality, the inevitable trend of its development has gradually become the integration of industrial economy and new media. However, it is worth noting that because of the existence of some subjective and objective factors, it has a negative impact on the effective integration and development of industrial economy and new media, so it is particularly important to discuss how to strengthen the industrial economy and the new media integration development model. In the process of specific inquiry, the corresponding starting point can focus on the relationship between the industrial economy and the new media, through the analysis of the relationship between the two ways and points of convergence to actively explore, and then ensure the effective formation of a new industrial economic development model.

### 1. Introduction

On the basis of economics, one of the subjects with certain application nature is industrial economy. From the angle of industrial economics, the production and manufacturing service education and economic system construction are all full embodiment of industrial economy. In the process of industrial economic development, it has become an inevitable trend to optimize, improve and adjust the industrial economic structure of the society and promote the realization of scientific and technological information functionalization through rational and efficient use of the new media under the background of continuous social development. In the process of industrial economic development, once the external propaganda and the important part of branding gradually turn to the new media, it will naturally gradually form a new mode of industrial economy and new media integration development, and the formation of this model will inevitably improve the social and economic development system. Based on this, how to strengthen the industrial economy and new media integration of the development model is particularly urgent.

### 2. Summary of Industrial Economy and New Media Content

#### 2.1. Industrial Economy

A kind of industrial economy will be formed gradually through the self-positioning and developing industry in the market, which is very consistent with the development strategy of the market economy and the national economy. From the subject point of view, as a subject of industrial economy has a strong application, at this time to understand the relevant content of industrial economy, we should establish a certain relationship with the industry. Industrial economy involves a wide range of industries, such as manufacturing, services and education and enterprises are a full embodiment of industry.

#### 2.2. New Media

At the spatial level, the media form corresponding to the traditional media in the present society is the new media, the key to support the formation of the new media lies in the Internet and

information technology, through the Internet and information technology data information capacity and real-time and interactive use, a breakthrough in the geographical boundaries of the media form, this new media form to achieve globalization[1]. From the practical point of view of the new media, its remarkable characteristics are reflected in the more prominent individuation, the information release that can be carried out in real time, the more audience selectivity, the rich and diverse expression forms and so on.



Figure 1 New media in relation to traditional media

### 3. Basic Relationship Between Industrial Economy and New Media

#### 3.1. Industrial Economies

From the current social situation, it can be said that almost all the main body of the market economy is included in the industrial economy. Under the background of market economy development in a more mature stage, dissemination of product information and industry information and brand content are all the work contents that need to be carried out in the industrial economy, especially in some production and manufacturing industries. In general, in the initial understanding of the consumer products, the corresponding evaluation basis is often based on product performance and quality. Therefore, in order to ensure that consumers can understand the product more comprehensively, we need to make use of the new media, through the interaction with consumers and with the help of new media dissemination can provide the guarantee for consumers to fully understand the product, but also help enterprises to get the information content of consumer feedback in a timely and accurate manner, and then around the consumer needs and feedback of the actual problems such as supplementary deficiencies and defects, complete product information file. In this context, the emergence of new media and the economic market for its application will be easy to find, and this discovery is earlier and faster than our traditional perception.

#### 3.2. New Media Campaigns

The promotion of economic products is the purpose of the new media propaganda work, based on this, it is necessary to show the content of the extraction to attach great importance. In the process of industrial economy and new media integration development, the nature of the distinction between the two should be fully considered, in the process of consideration can be mainly from the internal and external roles. In the process of carrying out the concrete propaganda work with the help of the new media, the product information content of the consumer feedback can be transmitted to the enterprise, and with the continuous change of the internal each link situation, it can have a certain basic impact on the external effect of the product. Therefore, it is necessary to ensure that the two basic conditions are in accordance with the actual conditions, then it can guarantee the economic benefit of the enterprise and the good development of the enterprise in the future[2]. Therefore, with the rapid development of the Internet, we should attach great importance to the value of the new media propaganda, that is, including the original positioning of the nature of communication, but also need to implement the application of Internet technology in the new media, and then provide help for the optimization and upgrading of enterprise products and quality

improvement.



Figure 2 New media marketing has become an inevitable trend of social development

## 4. Analysis of Integration Point of Industrial Economy and New Media

### 4.1. Ecological Economic Environment

From the theoretical point of view, the connection is a major feature among all industries of the industrial economy, in this context there will be a large ecological framework formed. Based on this, considering based on eco-economy, the inevitable trend is information sharing, intercommunication and transmission among industries. As a new media with good information carrier, it can help the rapid realization of industrial economic information exchange, and then give a strong support for the rapid development of industrial economy.

### 4.2. Traditional Forms of Mass

On the basis of the establishment of the new media communication way in the industrial economy, it can influence the mass communication form deeply. Especially in the continuous development of the current society, but also to a great extent and constantly changed the form and ways of information dissemination, followed by changes in the ecological conditions of the media, so the vast number of consumer groups in the society can constantly adapt to the changing media dissemination, on this basis, from a certain point of view to the industrial economy and the development of new media integration can also play a certain role.

### 4.3. National Industrial Structural Adjustment Policy

Since the 13th Five-Year Plan, the inevitable trend of industrial structure adjustment in our country is the improvement of industry information and the development of technology. Moreover, with the advent of the Internet economy era, in order to ensure that enterprises can match the development trend of the new era, the enterprise development process will inevitably integrate modern scientific and technological factors into the traditional development model, at this time, the advantages of new media as an important medium of information dissemination will gradually be highlighted, which can promote the continuous acceleration of the process of industrial structure reform, but also play a positive role in the rapid development of the industrial economy.

## 5. Measures to Explore the Integration of Industrial Economy and New Media

### 5.1. Conditions for the Development of New Media in Industrial Economy

The new media cultivation conditions of industrial economy should be based on the basic characteristics of industrial economy, and new media cultivation should be set up from the following key sections. First, from the point of view of manufacturing industry, based on the process industry to actively build new media vertical form. Second, based on economic trade, based on the commercial industry to actively establish a new media vertical form. Third, consider from the service industry, based on the representative tertiary industry, the establishment of new media vertical form. Fourth, by attaching great importance to the representatives of educational

science and technology, we should establish a new media vertical form of ideology. In addition, it is necessary to establish a new vertical form of media for agricultural industry and tourism. Under the background of distinguishing the new media forms of various industries, effectively list the new media cultivation conditions, and then make use of the vertical new media with certain representativeness, create and run the new media form of industrial economy, gradually enhance the audience's recognition of new media and enthusiasm.



Figure 3 Targeted integration of new media based on the economic characteristics of each industry

## 5.2. Integration of Industrial Economy and New Media

Different aspects of the industrial economic characteristics will often have a certain phenomenon of differentiation, so the integration model can be carried out from the hierarchical aspect, that is to say, in the case of different characteristics of the subdivision of the industrial economy, the different and targeted new media expression form of the industry will be integrated into it. From the point of view of the actual situation of social economy at present, we can classify the industry in the following six major industrial forms: industry, service industry, commerce, knowledge industry, agriculture and entertainment industry, on the basis of fully analyzing the characteristics of each industry, ensure the scientific orientation, and then ensure the integration of targeted and scientific media communication into different industries, and realize the new media building which is representative in the deep industrial chain[3]. In the process of promoting the development of industrial economy based on the new media, we should pay close attention to the role of promoting the rapid development of new media. In the process of integration and development, we can give full play to the economic characteristics of different industries, and make use of the industry in the process of promoting the new media, and then realize the propaganda of the new media, so as to enhance the audience's attention to the new media, further develop the new media platform, and provide the conditions for the rapid development of new media and information technology.

## 6. Conclusion

In the national economic system, an important component is the industrial economy, which has a certain connection with the realization of the national strategic objectives. The comprehensive arrival of the Internet economy system, strengthening the development of industrial economy and new media integration mode, is an important measure to accelerate the development of industrial economy, based on this, in the process of integration, based on the combination of different industrial characteristics, to ensure that the integration of the two more targeted, so as to achieve the fundamental goal of integration development.

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