

The Key and Development Path of the Transformation and Upgrading of the Media Industry Under the Internet Logic

Shen Jiawen*

Shanghai New Epoch Bilingual School, Shanghai, China

17399849@qq.com

*Corresponding author

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Abstract: The development of the internet has covered a wide range, has a great influence and fast speed. It has gradually been deeply rooted in people's hearts and has exerted a noticeable influence on various fields. At the same time, China's media industry is also influenced by the internet. Under the influence of the internet, the media industry needs to be transformed and upgraded, and it is strictly forbidden to cling to the remnants and keep the gaps. Only in this way can the further development of the media industry be ensured. Based on internet logic, this paper deeply analyzes the key and development path of the transformation and upgrading of the media industry.

1. Introduction

At present, the internet has penetrated all walks of life. At the same time, China's media is also influenced by the internet, and its concept, form, and presentation mode have also been changed. In order to better strengthen the transformation and upgrading of the media industry, it is necessary to constantly optimize and adjust the key and approach of the development of the media industry under the internet logic so as to ensure the sustained, healthy and stable development of China's media industry.

2. The Key to the Transformation and Upgrading of the Media Industry Under the Internet Logic

2.1. From Dependence on Advertising to Industrial Diversification

In order to solve the single income mode of the media, it is necessary to strengthen the diversification of the development of the media industry so as to break the limitations of the media itself. In the process of realizing the diversification of the development of the media industry, the first thing to do is to expand the enterprise chain and increase the value chain so as to improve the technology of the media industry itself, improve the further development of the media industry enterprises, and at the same time meet the diversified needs of users. Take the real-time update of the App as an example. If the App can't be updated in real-time, it won't be able to meet the needs of users in time. In addition, the competitors' surpassing makes the App quickly eliminated. In addition, if the product does not aim at improving its own quality or listening to user feedback but only strengthens advertising, it will also lead to the product being eliminated by the market. Therefore, under the internet logic, the media needs to change from relying on advertising to diversifying industries so as to keep up with the times and meet users' needs.

2.2. The Change of Internet Cognitive Error and Unopened Mind

Based on the internet logic, under the impact of digital media, the media industry did not know and understand the internet in time, which led to mistakes in understanding the internet. At the same time, the mentality and concept were not open, which caused the status of the media industry to plummet or even decline. Moreover, in the internet age, the media industry did not adjust the media delivery mode, publicity, and marketing mode in time, which also affected the development of the

media industry. Therefore, after mastering the reasons for the decline of the media industry, we should have a correct understanding of the internet and keep an open mind [1]. Open ideas and promote the transformation and upgrading of the media industry. Under the internet logic, the media market with social media as the leader has appeared in everyone's field of vision. Although social media has not yet become the most widely covered media form, its influence cannot be ignored. Therefore, it is necessary to correctly understand social media, including its influence, in order to promote the transformation and upgrading of the media industry to the maximum extent. At the same time, the media industry should make rational use of the internet in the process of operation, change the present situation that traditional media are self-closed and isolated from industrial development, pay attention to maintaining an open mind and concept, and enhance the share and influence of the media industry in the media market. In the process of transformation and upgrading, the media should open up the pattern and vision instead of always looking at their own "one acre and three points of land." In the process of development, they should look for resources, set their sights on a broader market space, and form new social synergy to create new functions that serve society. All in all, when the media industry is transforming and upgrading under the internet logic, it should seize the development opportunities brought by "media convergence and market fragmentation," broaden channels, make good use of resources beneficial to others, and strengthen its own communication and social services.

2.3. From Content to Marketing

During the development of the media industry, there is never a shortage of high-quality content. But the lack of effective communication methods leads to information surplus and media failure. In addition, cross-media communication must increase the popularity of each terminal and form an overall brand image so as to enhance the spillover effects of information. Based on internet logic, the channels of information transmission are becoming more and more diverse. Apart from the original TV advertisements, self-media press conferences, and other communication channels, bundled publicity with other self-media and online entertainment programs have also been added. For example, when referring to OPPO mobile phone and Zhejiang TV's "Running Man," we will think of OPPO mobile phone that charges for five minutes and talks for two hours; There are OMO and "Housekeeping Man." When you mention Housekeeping Man, you will think of OMO which can remove 98% of bacteria. There are countless cases similar to this marketing method so that users can first understand the characteristics and effects of this product. Although the users have not touched the product yet, they are already interested in it. This marketing method has gradually entered people's lives, and it is worth learning and referencing.

2.4. The Core Competitive Advantages That Traditional Media Still Maintain

The core value of the media is one of the keys to the transformation and upgrading of the media industry, so we should correctly understand its core competitive advantages. However, the transformation and upgrading of media are not simple. It will never be a systematic project like the construction of an online version, client, and application program, nor like the opening of Weibo or WeChat. Under the internet logic, the transformation and upgrading of the media industry should focus on concepts, information dissemination, industrial forms, and talent [2]. If the industry wants to transform and upgrade successfully, it should correctly recognize its core competitive advantage. The core competitive advantage of the media is that they can provide users with refined and integrated core content. There is no time limit, and users can be provided with the required content at any time. Although people need simple, unfiltered, and direct information, this is the need for information. All in all, the media industry has certain core competitive advantages in grasping society as a whole and refining its cultural content.

3. The Development Path of the Transformation and Upgrading of the Media Industry Under the Internet Logic

3.1. Big Data for Intelligent Push

Under the background of the internet, the media should pay attention to intelligent push and construction and provide users with more comprehensive and extensive information resources. With the development of the internet, the media industry has also changed. Therefore, it is necessary to strengthen the use of big data, use its accurate analysis function to grasp users' needs and preferences, and push more effective information content for users so as to achieve intelligent development. However, under the background of the internet, there will be information overload, and too much complex information will have a huge impact on the values of users. Therefore, in the transformation and upgrading of the media industry, it is necessary to make rational use of the internet so as to achieve the effect of accurately pushing information. Under the internet logic, the transformation and upgrading of the media industry will go through the following stages: First, under the fast and accurate information transmission mode based on the internet, the information transmission tools of the media industry will be transformed and upgraded; Secondly, strengthen the audience's service experience, fully meet the audience's demand for accurate information, and transform to the profit model of accurate service; Finally, based on the relevant technical means of the internet, the media industry will build a new service model to intelligently and accurately promote information transmission. The most important thing in the transformation and upgrading of the media industry is to attract users. This is because the channels of information sharing under the internet logic are increasing, and the number of information users gets and the channels of information they get are constantly increasing, which makes users urgently need accurate information acquisition methods. Therefore, the media industry should provide people with more extensive and accurate information services during the transformation and upgrading.

3.2. Optimization of the Concept of Communication

The media represented by newspapers, television, and radio lack the corresponding feedback and interaction mechanism in the process of development. The media pays too much attention to its own role but neglects the user's dominant position so that users can only be forced to accept the information provided by the media but cannot participate in it personally. The user's dominant position is weak. Therefore, under the internet logic, when the media industry is transformed and upgraded, it is necessary to optimize communication concepts, improve users' subjective consciousness, and enable users to have a good sense of participation and experience in the process of information dissemination. In the process of transformation and upgrading, users are regarded as their most important resources; that is, user-generated content and user information are regarded as huge sources of wealth. On the basis of understanding the basic situation of users, the media can accurately deliver the target information products, resonate with users, create value, and share value.

3.3. The Achievement of Multi-dimensional Media Information Dissemination

The transformation and upgrading of the media industry were influenced by internet technology. The media industry received strong technical support. Under the internet logic, in order to further innovate and develop the media industry and achieve the goal of transformation and upgrading, it is necessary to continuously integrate and allocate high-quality resources [3]. In the process of development, the relevant media personnel should innovate the publishing form of information content and reform the publishing platform so as to improve the audio-visual effect of the information carrier. Taking users' hobbies and needs as the breakthrough point, we should rationally use internet technology and efficiently process and integrate media information. At the same time, we can constantly innovate information dissemination channels and ways. In addition, based on internet logic, a new media operation and management mode should be generated through a scientific cloud platform layout.

3.4. Innovation of Industrial Form

In the process of transformation and upgrading of the media industry, we should focus on the innovation of industrial form, which can reorganize the media market field and value resources under the background of media convergence. At the same time, we can increase the market share of the media industry. Therefore, under the internet logic, we can combine the advantages of the media and the internet and enrich the forms of media communication, which will lead to the increase of information acquisition channels, the number of users, and the propagation paths of the media. All in all, in order to realize the innovation of the media industry form, it is necessary to fully combine the internet and media. We should achieve reasonable cross-border integration and ensure the successful transformation and upgrading of the media industry.

3.5. Emphasis on the Independence of the Media Industry Itself

Under the internet logic, when the media industry is undergoing transformation and upgrading, it should be unconventional in terms of angle, concept, and communication. We should give full play to its independence and important advantages and highlight its uniqueness and advantages. Under the internet logic, the media industry occupies an important position in the era of media integration. Therefore, it is necessary to promote the further development of the media industry. At the same time, it is necessary to clarify the position of the media industry in the whole industry market and constantly improve the unity of news and information dissemination. Only in this way can the media industry survive and develop better in the internet era. For example, in order to meet the users' need for news content about pregnant women and babies, the newspaper media created newspapers and magazines about pregnant women and babies, popularized knowledge content about pregnant women and babies care for users and better served pregnant women and babies. These special communication methods, which focus on information display, have retained a large number of users for the traditional media, which has also opened up a brand-new way for the development and expansion of the media industry in the internet age.

3.6. Personnel Training and A team of All Media

The internet has a direct impact on the types of talent needed by the industry. All-media compound talents with comprehensive information quality, network vision, and familiarity with operation technology are exactly what the media industry needs at present. The media industry does not have its own advantages in attracting talent, so how to cultivating and attracting such all-media compound talents is the focus of the development and upgrading of the media industry. Therefore, there are two methods: cultivating talents and attracting talents. In terms of cultivating talents, we can build a talent training incentive mechanism with the help of existing human resources in the media. As for ordinary employees, it is necessary for them to master the new media technology actively and change their ideas so that they are able to be compound employees who can meet the needs of the transformation and upgrading of the media industry. In terms of the management layer, efforts should be made to cultivate the business philosophy, enhance the professional knowledge of business management, continuously carry out technological innovation, and form a new media mechanism suitable for China's national conditions. In addition, in terms of talent incentives, it is necessary to reform the existing personnel management system and form a reasonable employment and incentive mechanism [4]. In terms of attracting talents, in order to realize mechanism innovation, we should use new incentive mechanisms to revitalize human resources in the media, establish a post system and performance appraisal scheme, and establish a fair, competitive salary system.

4. Conclusion

In the internet age, it is necessary to strengthen the transformation and upgrading of the media industry. If the media industry still follows the traditional development concept, it will be eliminated by society. Therefore, in order to ensure the success of the transformation and upgrading

of the media industry, it is necessary to make use of big data to push intelligently, optimize communication concepts, realize multi-dimensional media information dissemination, innovate industrial forms, fully highlight the independence of the media industry, and cultivate talents as well.

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