

Research on Application of Digital Media Technology in New Media Environment

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Keywords: Digital Media, New Media, Application

Abstract: With the popularization of Internet technology, people have already entered a new era of media environment. With the rapid development of the new media environment, digital technology has played an essential positive role. Digital technology has severely impacted the transformation of the media industry, which has generally transformed from traditional media to new media. The development of digital media technology has promoted the progress of the comprehensive media industry, but there are still many problems in the actual application of digital media technology. This article takes digital media and new media as the core entry point, and actively explores the application of digital media technology in the new media environment.

1. Introduction

Digital media technology is an important manifestation of the Internet era, which has driven the essential transformation of the media industry, realized the transition of the traditional media stage, and turned to the new media era, which is dominated by Internet technology. Both the one-way transmission method and the characteristics of large-scale transmission have changed, and increasingly turned to the main communication methods such as niche communication, fast communication and efficient communication, which promoted the sensitive communication and real-time communication of media information. Based on digital media technology, new media has completely subverted traditional media, causing huge changes to the entire media industry. It is undeniable that there are still many problems at the time of change. If these bad problems are not resolved in time, they will seriously threaten the credibility of the new media and bring tremendous pressure to the regulatory authorities [1]. For this reason, it is necessary to think deeply about the dissemination methods of new media, find out the problems existing in the dissemination process, and solve them, which is of certain significance to promote the application of digital media technology to ensure the healthy development of new media.

2. Overview of Digital Media Technology

Digital media technology uses computers as the main tool and network technology as the core means to break through the obstacles of traditional media and bring people into the new media era. Influenced by factors such as culture and technology, the application of digital media technology has brought new opportunities and challenges to the new media industry. Looking at the problem from a broad perspective, digital media technology roughly includes two layers of meaning: information storage and information transmission. The carrier for transmitting information exists in digital form, and the transmission and processing of information are also presented digitally. The application of digital media technology has accelerated the speed and efficiency of information dissemination, and perfected the creative thinking of media works, maximizing the value of media works. Whenever talking about digital media technology, people will subconsciously understand it as colorful movie pictures. However, digital media technology is not only of profound significance in picture processing, but also the key is to promote the change of thinking of the media industry. Do word processing. In the development of contemporary new media, digital media technology is a

technical category with a wide range of applications, which is reflected in all media forms [2].

3. Development Status of Digital Media Technology

China's digital media technology started late, but it has received much attention from the state and other relevant departments. In order to achieve the development of digital media technology, the government has promulgated various laws and regulations and preferential policies, and set up professional funds to cultivate digital Media technology talents, which means providing reliable technical support and guarantee for digital media technology [3]. In addition, according to China's basic national conditions, the country has also professionally classified digital media technologies. Under the system analysis, the technicalization of digital media is divided into a series of technologies such as digital audio digital video. At present, China has already established the main areas of digital media content, and has already applied digital media technology in many fields such as culture, entertainment, broadcasting, and television, which has fully guaranteed the application of digital media technology.

4. Impact and Impact of Digital Media Technology on Media

4.1. Fragmentation of Text Information

In the new media platform, the concentrated information content is represented by text. Whether in online magazines or Internet platforms, the proportion of text information is sufficient. The pre-edited text has a fixed format and can achieve the purpose of disseminating information under the corresponding system. Very different from other types of information, text information is more controlled, and the logic system is also strong. By copying and pasting text, a logical piece of text can be reprinted through a network platform, and then a new type of self-media platform can be generated, which makes the text information have a whole new meaning. This also brings text Information fragmentation. In this way, the media ecosystem in the new media era has become more complicated. The existence of information is no longer mandatory. Individual users in all network platforms can create their own media ecosystem on the Internet. Information classification and information integration are particularly necessary in the Internet environment, and related departments must not be ignored.

4.2. Fragmentation of Image Information

As early as the 1980s, digital media technology has not been widely used in the media industry. Traditional media mainly considers text, sound, and images as important information elements for media communication. In the context of the new digital media technology, although text information, sound information, and picture information have all been applied, the fundamental form of these elements has changed. Digital media technology is used to repeatedly modify and integrate them, causing these information elements to become virtual images and virtual sounds, making them less stable than before. In the new media era, the information elements can spread quickly, but reprocessing the synthesized images and sounds is likely to pose a threat to the audience, leading to more fragmented image information in the new media era. In this environment, the identification management and copyright of picture information have become the most valued content for media people.

5. Application of Digital Media Technology in New Media Environment

Internet technology has accelerated the pace of development of the new media industry, completely replacing traditional media communication methods with new media methods. In the new media environment, technicians need to closely follow the steps of society, do a good job of reform and innovation, deepen learning of advanced technology at home and abroad, and implement digital media in every step of the new media project.

5.1. Application of Digital Media Technology in Digital Film and Television

In recent years, digital media technology has been widely used in film and television production and film and television communication, and has been vigorously promoted. People slowly recognize the characteristics of digital media technology and find that digital media technology can change the monotonous content of film and television works, while enriching film and television content, it can also improve the efficiency of film and television production and the quality of film and television distribution. In the process of film and television production, due to the application of digital media technology, producers can effectively reduce the cost of film and television production, bring more effective technical support to film and television production staff, and truly improve the efficiency of film and television production. In film and television shooting, there are many images that cannot be filmed in reality. The application of digital media technology can precisely simulate a certain scene to promote the smooth implementation of film and television production and shooting, and reduce the burden of production for the comrades. At the same time, it also enhances the artistry of film and television creation, bringing more vivid artistic pictures and visual impact to the audience. For the film and television distribution work, the application of digital media technology can ensure the simultaneous screening of various regions relying on communication technology, which effectively reduces the cost of the film and television distribution process in a certain sense, and creates a more objective creation for film distributors. Income. End film and television creative work and apply digital film and television chain in the film and television distribution stage, which can avoid the loss of files or the deterioration of file quality caused by repeated copying of film and television files, which facilitates the filmmakers to store high-quality films for a long time, so that the film and television culture can be permanently transmitted. At the time of film and television release, relying on digital film and television terminals can achieve unified screening of film and television across regions, so that audiences in all regions can enjoy high-definition movie and television screens, and can also achieve benign interactions, mobilize users' viewing interests, and promote film and television production Parties and issuers gain more economic benefits.

5.2. Application of Digital Media Technology in Broadcasting Programs

With the rapid development of Internet technology, the size of the media market in the Internet era is growing, which brings a good opportunity for the development of traditional media technology. Digital media technology came into being at the historic moment, and played an important role in pushing the scale of the media market. Applying digital media technology to broadcast programs can bring together new media systems on multiple platforms. According to the broadcasting characteristics of broadcasting stations, you can choose a variety of software such as smartphones and tablets. However, due to the limited application software conditions of smartphones and tablets, you need to provide web access to media access on electronic computers for non-mobile users. Online network listening service. If the new media business wants to attract the attention of the general public, it should be combined with the data content of traditional broadcasts, pay close attention to the broadcast of broadcast programs, promote other multimedia data in real time through broadcast broadcast programs, and master business information and real-time road conditions. Actively unify the interactive platform. At present, the interactive methods promoted by radio stations include telephone hotlines, WeChat interactions, and Weibo interactions. For the host of a radio station, actively changing the interactive platform method is a very important task. The application of digital media technology has enabled the interactive platform to develop in a unified and integrated direction, which means that it has brought great convenience for the radio host to receive information and unified information.

5.3. Application of Digital Media Technology in Network Teaching

In the new media environment, digital media technology has brought positive effects to online teaching. Traditional teaching generally adopts a full-house teaching method. The teaching content is too single, the educational atmosphere is boring, and it often causes many unnecessary effects on

teaching. Applying digital media technology to online teaching can further enhance the vividness of teaching content. Teachers can communicate with students in a timely manner through the application of multimedia, create a relaxed and pleasant learning environment for students, and effectively stimulate students' active learning potential. Digital media technology provides rich resources for network teaching. The huge information resources not only facilitate the teaching work of teachers, but also further open up students' horizons. Based on the students' actual learning situation, the teaching plan is formulated to improve the guidance and interaction of the teaching, and truly realize the student-centered comprehensive teaching. Applying digital media technology to carry out online teaching, teachers should be good at combining students' actual conditions, scientifically select various production software, and accurately design major teaching modules to ensure that each student can choose software suitable for his own learning according to his own learning situation. In the design of teaching modules, relevant teachers need to strengthen the application of digital media technology, provide more classic materials to students through digital media technology, and fundamentally deepen the student's subjective impression of learning. In the teaching module, teachers must strengthen their scientific application of digital media technology, provide richer application cases for module teaching, effectively deepen the learning invisibility of students, use digital media to cultivate innovative student thinking, and let students get rid of traditional teaching models. The restraint of the students, in turn, promotes students to learn richer theoretical knowledge, and provides a healthy development platform for students.

5.4. Application of Digital Media Technology in Online Games

After the development trend of digital media technology becomes more prominent, online games have also begun to rely on the power of digital media technology to integrate digital media technology in game development and game production. Digital technology provides powerful and important support for the animation production of online games, and is favored by game designers. For this reason, a large number of large game development companies have emerged in China, focusing on game development and animation production. Their daily work relies on vitality and digital technology, and it is an ultra-large online game processor and agent. While digital media technology enriches the content of online games, it makes the characters of games more full and more loved by gamers, increasing the market share of the game. However, it is worth noting that the use of digital media software for animation production requires the producer to consume sufficient costs to ensure the smooth progress of animation production.

5.5. Application of Digital Media Technology in Advertising Display

The use of digital media technology to display ads will present a more vivid image of the advertising vision, which will bring a strong visual impact to the viewers, and then better attract people's attention, thereby meeting the needs of more people. Incorporating digital media technology into advertising has made the display of advertising tend to be dematerialized, and is no longer limited to physical display, which has effectively reduced advertising costs. Display static ads in a dynamic way, and you can always pay attention to the dynamic status of ad display, so as to enhance the efficiency of ad display, break through the dull status quo of traditional ad display, and fundamentally realize the interactive characteristics of ad display. Through the close interaction between advertising display products and customers, it enriches the customer's on-site experience, and also facilitates merchants to obtain real feedback of customer information in a timely manner, paving the way for future advertising display, solving the problem of easy-to-see advertising display. The cost is controlled within a reasonable range, allowing exhibitors and customers to achieve "win-win" development.

5.6. Application of Digital Media Technology in Animation Production

In terms of the development of the animation industry, the application of digital media technology can further enrich the theme content of animation, use a new form to produce animation, change the traditional transmission channel, and facilitate the creation of a more comfortable animation appreciation experience for people and make animation products more popular. , And

then expand the influence of animation products. At the same time, the application of digital media technology can also enhance the animation quality from the root, make the animation special effects and expression more outstanding, and bring people a more realistic experience with a high level of animation quality. In addition, the use of digital media technology can continue to expand the coverage of anime and make comics, toys, and emoticons to increase the value of anime products. Integrating digital media technology and mobile Internet technology, realizing the combination of virtual technology and real technology, creating more popular cartoon images, making viewers memorable and occupying a strong development position in the fierce market competition This will drive the rapid upgrade of the animation industry in China, break through the tepid state, and create more benefits for animation companies.

6. Conclusion

In short, with the continuous development of society and technology, digital technology has been widely used in the new media era, and has received close attention in more fields. The state actively invests capital, is committed to promoting the integration of high-tech digital media technology and computers, promotes the transformation of the traditional media industry, and strives to contribute more power to the new media industry.

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