

Analyze the Changes in the Media Environment and the Response to the Future Development of Financial Media

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Abstract

As a future media development trend, the current converged media has realized district and county level practice, and the practice of converged media has produced many new changes to the media environment, such as the innovation of communication forms brought about by the integration of various media sections, and the use of artificial intelligence. The algorithmic myths of, and everyone explains the ambiguity of communication and reception caused by communicators. This article mainly analyzes the specific manifestations of these changes, and points out how the media should respond to the development of integrated media.

Keywords

Integrated media; Media environment; News and communication.

1. What Is the Media

1.1. The Concept of Converged Media

Converged media is a new type of media that disseminates information based on media attributes. It refers to making full use of new online media to integrate various existing media to achieve "resource accommodation, content integration, publicity and benefit integration". To put it simply, it is to realize the dissemination of multiple media forms, such as text, images, audio and video in newspapers, radio and television, mobile apps and other different media. Fusion Media has extremely fast transmission speed and extremely high operating value. Making full and effective use of the form of media integration can promote the efficient development of information transmission and public opinion guidance.

Converged media as a development trend is carried out on the basis of all media. Omnimedia can integrate different media expression methods, media forms, and communication channels, and ultimately realize that anyone can obtain any desired information at any time, any place, and any terminal. Converged media includes not only the integration of the technical level pursued by all media, but also the integration of content, organizational structure, staffing, management and operation.

Taking the typical model of the media integration mechanism, the "central kitchen" model of People's Daily as an example, the materials are processed in the "central kitchen", and the sub-media under the platform integrates more content, and the audience is no longer facing simple words. To express, but to understand the whole picture of the event "quickly, fully and deeply". Through this "ripple effect", information is distributed through different terminals and different audience characteristics, which achieves better resource integration and reduces production costs than omnimedia.

1.2. Current Status of Consolidated Media

Media integration is still an emerging concept, and reforms are only being rolled out at the district and county level in our country. However, many financial media centers have achieved excellent practical results. For example, the Financial Media Center in Fuping County of Shaanxi

Province and the Financial Media Center in Panyu District of Guangdong Province have played an important role in grassroots propaganda. Therefore, it is imperative to combine the current practical experience of districts and counties to guide the comprehensive deployment of integrated media in the future to form an integrated news matrix, and to combine with the "central kitchen" model for external communication.

2. The Impact of Media Integration on the Media Environment

2.1. Robot Writing Makes Negative Changes in the Media Environment

Fusion Media is based on the development of Internet technology, with digitization and informatization as its important characteristics. Artificial intelligence is also used as an important branch to participate in the production of media news. Although the application of artificial intelligence to news production has brought optimization and upgrading of many levels to the media environment, the development of artificial intelligence and robot writing and other situations are also causing negative changes in the media environment.

Chang Jiang, a professor of journalism and communication at Shenzhen University, conducted in-depth interviews with 106 first-line journalists in the United States, the United Kingdom, and Switzerland on a number of related research topics. The interviews also found that many workers in the media environment who are the elements of the organization are anxious about the development of integrated media, worrying that they will be replaced by the integrated media, and thus began to ignore the true and objective nature of news, and overemphasize the role of people to criticize the integrated media. , Which in turn causes negative changes in the media environment.

2.2. Myths and Anomie of Journalistic Ethics in the Post-truth Era

The trend of converging media has gradually attracted the attention of the public to digital news. "Knowing yourself through numbers" has become the motto of quantifying yourself in the digital age. Digitization facilitates information transparency and self-disclosure with its intuitive and easy-to-understand characteristics. However, excessive emphasis on digitization will result in the lack of display of emotional dimensions in news. And those emotional factors that are devalued by rational thinking will appear emotionally expressed in the return process and cause the deviation of the facts, that is, the myth of the "post-truth" era.

Furthermore, the technology of artificial intelligence is still in the process of development. Excessive emphasis on digital news and full self-disclosure may also cause problems such as information leakage. The legality of the technology itself and technical practice has attracted attention, and the definition of journalistic ethics for the media The environment is also a direction worth thinking about.

2.3. Higher Requirements for Content Production in the Media Environment

New media information spreads quickly, and traditional media information is authoritative and effective. Therefore, under the trend of converging media, traditional media will have extended functions, and can be strengthened through integration with new media in areas such as culture and entertainment, current affairs and politics, and basic information. At this time, how to balance the rapid and accurate information dissemination is a major challenge facing the information system of the media environment. Nowadays, the media often present the so-called "self-defeating rumors," which is caused by the rapid pursuit of new media in the early stage and the need to adhere to the effectiveness of traditional media information in the later stage.

At the same time, FusionMedia has also promoted the transformation of content production from closed to open, and different media sections within the organization jointly organize production. There are also various communication methods, such as 5G, AR, 4K, etc., to launch

new news formats such as live broadcasts and short videos. Multi-party trust has enabled the audience to continuously improve content production requirements, and the content production of the media needs to keep up with the changes in the needs of the audience.

2.4. The Information System in the Media Environment Is Affected by the Change of Standard Thinking

With the development of integrated media, various communication channels are connected to the audience, and at the same time, the inherent relationship between transmission and reception is changed. News dissemination has changed from the original one-way output to two-way dialogue, that is, everyone is a disseminator.

The concept of audience is vague. On the one hand, it makes the information release in the media environment more real-time, and on the other hand, it makes the professionalization in the media environment face challenges. The thought of "poster-based" will be abandoned, and the media environment under the "audience-based" thinking will be fragmented and scene-oriented. It also increases the risk of journalistic ethics in the process of emphasizing the audience's feelings in the media environment, such as spreading vulgar, violent, and pornographic content.

3. The Media Environment and the Countermeasures for the Development of Integrated Media

3.1. Select the Best Among the Best, Speed Up Integration

The key to media integration lies in the integration of various media sections. Integration is not just a simple merger of personnel. Various elements in the media environment need to be selected from the best. Only those who can operate the converged media system can adapt to the development of converged media. For the multi-port development of converged media, different content production must be carried out to create a high-quality media environment. In addition, the media also needs to improve the construction of internal systems and require workers in the environment to grasp the professional jurisdiction and insist on professional communication under the integrated media.

3.2. Development and Innovation, Human-machine Cooperation

Digitization and intelligence are important characteristics of media integration. In the integration of new media and traditional media, the media environment must optimize its own organization, be good at building digital communication networks, and innovate the combination of communication modes to achieve the best communication effects. At the same time, the material equipment system in the media environment should also integrate and update the use of artificial intelligence to avoid the anxiety caused by it, learn to use intelligence, and reflect professional communication through human-computer cooperation.

3.3. Follow the norms and disseminate in an all-round way

The development of integrated media is accompanied by various problems. In this process, the news media needs to adhere to the moral and ethics of the news ecology, conduct reasonable and legal communication, and avoid excessive emotional orientation and entertainment. Communication should also expand the "ripple effect" according to its own characteristics, and use various channels to achieve comprehensive external communication.

4. Conclusion

Although financial media has not yet fully rolled out, this trend has been tested. The practice of the county-level integrated media proves that the integrated media is the next media

development strategy after the full media matures, and it is the strategic goal of my country's news media development. By adjusting the media environment, paving the way for the development of the conglomerate will help to realize the full rollout of the conglomerate.

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