Discussion on the Application of Computer Technology in Media in the New Media Era

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Abstract. In the modern society, the application of computer technology has developed rapidly in all walks of life, bringing great convenience to people's lives. In order to effectively improve the development level of computer technology in the new media era, we must pay attention to its application in the media, so as to help my country's media industry to develop better. This article analyzes the application of computer technology in the media industry, and explores the significance of computer technology to the development of the media industry and its impact and countermeasures.

Keywords: Computer Technology, Media, New Media, Internet

1. Introduction
Under the influence of new media, the audience of traditional media is getting less and less. Carriers such as computers and mobile phones have greatly increased the information receiving methods, efficiency, and capacity, and people's experience of acquiring and searching for information is getting better and better. The living space of traditional media is constantly being compressed, and news units are severely affected by their attention, advertising volume, and circulation, showing a series of chain reactions. The reason is also obvious: First, the information content of traditional media can be more easily obtained in the new media channels; second, the use of new media is more convenient; third, in addition to media functions,[1] electronic devices also have work, entertainment, social networking, and records Features. In the study of the path of media integration, the industry is most concerned about and the core is "content", which is not the same concept as "content is king" of traditional media, but involves communication methods, channels, expressions, user experience, etc. Multi-element "content" business approach. Under the influence of the external environment of rapid development of the new media,[2] the development of traditional media itself has also been unsatisfactory. Insufficient talent training, slow media transformation, and narrow communication channels have led to insufficient vitality, and both survival and development have encountered crises.

2. Analysis of the Development Dilemma of Traditional Media
Under the new media environment, the traditional media represented by paper media has the disadvantage of "slowness" in the way of communication. It is always half a beat slower than new media. This is caused by the regularity of newspaper media editing and production. The information
dissemination of newspaper begins with news gathering and editing\(^3\), then printing and distributing, and finally newspapers are delivered to readers, in order to achieve the smooth dissemination of newspaper information. The way of disseminating a piece of news in a newspaper often takes 24 hours. Even nightly news is typeset and published in time. It takes at least five or six hours for readers to start reading the next morning. In contrast, news websites are edited and published very quickly. WeChat, Weibo, news APPs and websites release news in seconds and minutes. If the live broadcast method is used, the information will be spread instantly and without delay. By reading the newspaper media transmission methods, we can see that there are similar situations in the transmission methods of magazines, televisions and radios. However, since televisions and radios rely on new media technologies to complete program broadcasting, their transmission methods also have the characteristics of new media. Can shorten the production and release cycle as much as possible. As is shown in Figure 1, in the new media era, people and computers are closely linked.

![Figure 1. connections between people](image)

In the new media environment, the transmission efficiency of traditional media is obviously restricted. The reasons mainly include two aspects: one is that the production cycle takes a long time, and the "slow" feature makes traditional media lose its opportunities, even the best news Can not meet the needs of readers in the first time; second is the inflexibility of the carrier, the newspaper can not do without paper restrictions\(^4\), TV news can not do without TV restrictions, broadcast news can not do without radio restrictions, but these information, programs once When I touched the Internet, it was immediately presented in the form of new media, no longer attached to the carrier; the third is the change in public habits. The convenience of new media allows readers to quickly forget the traditional media that they relay on few years ago on a few years ago, unless there are very exciting contents, it is difficult for readers to return to traditional media.

The changes in the number and coverage of Chinese netizens are also witness that traditional media is heading towards a trough. In August 2019, the China Internet Information Center (CNNIC) released the "44th Statistical Report on Internet Development in China". The number of Internet users in my country has reached 854 million, of which 847 million are mobile phone Internet users, accounting for 9.1%. In the age structure of netizens, groups over the age of 50 have risen to 13.6% and continue to penetrating the elderly population; the proportion of netizens under the age of 20 is 20.9%, and the proportion of the younger population also continues increasing. The percentage of each age group is shown in Table 1:
Table 1. Internet usage by age group

| Age group       | Percentage(%) | Purpose          |
|-----------------|---------------|------------------|
| Over 50 years old | 13.6          | News             |
| 40-49 years old  | 11.2          | Manage money matters |
| 30-39 years old  | 20.3          | Social           |
| 20-29 years old  | 34.0          | Social           |
| Under 20        | 20.9          | Games            |

In terms of the use of network APPs, the proportion of news reading is not high, only 4.1%, the most frequently used are instant messaging and online video, short video apps, the proportions are 14.5%, 13.4% and 11.5%, such as shown in Figure 2, this shows that the attraction of the new media environment to netizens is not in news reading, but in social and entertainment[4].

![Figure 2. Network APP uses the top three](image)

3. Application of computer technology in the media industry under the background of new media

3.1. Digital TV

Digital TV is a type of TV that can be watched according to relevant network environment in the context of the new media era in my country. Under the influence of traditional set-top box TVs and cable TVs in the past, the number of digital TVs used in China has increased and the scope of popularization has gradually expanded. From the perspective of the overall popularity of digital TVs at this stage, we can see that digital TVs have passed the ultra-clear TV, high-definition TV and other forms of broadening, especially with the support of China's Central Radio and Television Administration, the overall coverage area of digital TV has included 37 cities, more than 90% of the audience, allowing the audience to the current global For a more thorough understanding of information, we can also use electronic computer
technology and Internet related resources to improve the pace of development of new media technologies with digital TV as the main representative. Figure 3 shows the changes in the market share of digital TV.

![Digital TV market share](image)

**Figure 3.** Digital TV market share

### 3.2. Mobile multimedia

Related technologies of mobile multimedia mainly refer to users through relevant computer technology, and then some mobile multimedia information provided by my country for laptops, tablets, smart phones and other devices. Related technologies of mobile multimedia mainly include wireless satellite transmission, mobile 4G services, etc., and related settings among related business objects will be more extensive. Therefore, based on a variety of multimedia technologies, the computer technology of my country can help new media users meet the needs of relevant users regardless of whether they are non-mobile or mobile related information receiving terminals[5]. From a holistic point of view, The mobile multimedia of China has many advantages, such as the ability to use mobile data traffic, WiFi, etc., As shown in Figure 4, or through digital signals of satellite to continuously spread related network resources, so that the relevant image information obtained by users can be more clear, fidelity, comprehensive.

![Mobile multimedia signal](image)

**Figure 4.** Mobile multimedia signal

### 3.3. Internet TV

Internet TV and cable TV are different, both in the form of channels and broadcast resources, both have
a big essential difference, in the context of the impact of related computer technology, began to gradually realize the unification of multiple resources online. For example, IPTV is currently a very representative type of network interactive TV. It integrates itself with network resources, and provides many forms of services for various aspects such as electronic information technology and public home users, which can realize the network. Dynamic exchange of information. And through some services provided by the Internet multimedia, Internet TV users can simultaneously switch among multiple modes of shopping, chat, games, news, video, etc., thereby achieving interactive docking between media information and users, and improving Internet TV. Work-related service levels and enhanced technical support capabilities.

4. Measures of New Media Computer Technology in the Media Industry
The development of Internet technology and computer technology can effectively improve a variety of information, the specific method of dissemination has gradually changed, and at this stage, the relevant media has made great progress in the process of reform, and the relevant media changes is subversive. For China's traditional media industry, in order to promote the integration of computer technology and the development of the times, it is necessary to conduct research and analysis on the related media industry's multi-channel management of communication channels, communication platforms, communication content and related operators, mainly to build A three-dimensional, diversified structural form, in addition to the need for relevant leadership and decision-making support, so as to ensure that computer technology plays its own role in the media industry[6].

At present, China's media industry has made great progress in applying computer technology, but under the relevant influence of the new media era and the information age, it is necessary to deepen the understanding of the actual situation of applied computer technology and attach great importance to computer technology, which has also become a Very important development trend. In addition, create a new set of scientific and technological concepts, and take the relevant development content in China's media industry as the primary core, as far as possible through micro- and macro-control methods, through integrated and centralized communication methods, to make traditional meaning The media appearing on the Internet can adapt to the media in the new media era at this stage, so as to achieve a shared and open platform, so as to maximize the advantages of computer technology itself, and at the same time be more efficient in the future development process Innovation and reform. As shown in Figure 5, in our daily use of computers, mobile phones and tablets, each independent device contains a variety of new media tools, including entertainment, social contact, shopping and so on.

![new media forms of expressions](image)

**Figure 5.** New media forms of expressions

5. Conclusion
In summary, the development of my country's computer technology at this stage has promoted the rapid development and progress of the media industry. But from a more long-term perspective, we can find that the application of my country's related computer technology in the media industry is still at an early
stage, and there are still many deficiencies and defects in the actual application process. Therefore, in order to solve these problems fundamentally, it is necessary to promote the integration of various media, train more professional talents, and increase the importance of the overall computer technology. Relevant personnel should pay great attention to the application of computer technology and integrate network technology and The overall application of computer technology is a very important task. At the same time, if the traditional media is to continue to develop, it needs to fully apply its own advantages in computer technology, so as to achieve sustained and stable development.

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