Research on the Role of Computer Technology in the Media in the New Media Era

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Abstract. Computer network technology promotes the update and progress of new media. It has brought great changes and influences to the whole news and entertainment media. The continuous improvement of computer science and technology level has led to the long-term progress of electronic information technology. In this way, the status and value of computer information technology in the media industry continue to rise [1]. In today's era of new media prosperity, the most far-reaching impact of computer technology industry is the media industry we are familiar with. This paper briefly analyzes the status quo of media and its development. Through the cognition of media industry and new media computer, this paper describes the research on the role of computer technology in the media field in the new media era, and finally draws the corresponding conclusions.

Keywords: New Media, Computer, Media

1. Introduction
With the gradual expansion of the news propaganda industry, China's media industry has gradually moved towards the era of new media. The development of new media technology has become the leading application method in the media industry. The rapid progress of the media industry under the computer technology has become an important way of communication in the media industry. We can completely believe that the application of computer technology has made the media technology have undergone an essential change [2]. Through the research of some experts, we can find that the application of computer technology can timely reflect the errors in the media industry. This way can help the media industry to make deep improvement.

Until now, the computer technology in the new media era has become the leading core technology in the media industry. After many times of practice and discussion, it has been recognized by some leading figures in the industry. The rapid progress of new media computer media industry has also become the object of attention by many people. We can think that in the new media era, the relationship between the leading of media industry and the core technology of computer is very close. Computer technology will play an indispensable role in the field of media.
2. Brief summary of media industry

2.1. Basic definition
According to the literal meaning of a word, we can guess its main meaning. The concept of media refers to the media integration of information dissemination. The dissemination of information can be achieved in many ways. In the old times, the media of information dissemination mainly included magazines, newspapers, radio and television. However, in today's new media era, the development of computers promotes the update of media. The Internet not only provides people with a lot of different information, but also promotes the economic progress of the media industry in the new media era.

2.2. Media of the past dynasties in the media industry
According to the calculation of time, the development of media industry is earlier than that of computer industry. In the early society of our country, people used newspaper as the main medium to spread information. There were various forms of newspapers at that time. After that, people developed radios. Information from the outside world can be collected by radio. Through the form of external audio, people can listen to the information they want through the radio. Later, people developed television sets. TV can transmit information by combining video and audio. Finally, with the emergence of computer technology in the new media era, the media industry has made great progress. At this stage, the network has become the main media of today's media industry.

3. Application requirements of computer technology in media field in the new media era
The emergence and development of new media are complementary. The application of computer technology is an important source to promote the renewal of new media. We can think that the update of computer technology can drive the development of new media field [3]. Therefore, the development of new computer technology in the field of media has become very important (see Table 1).

| Application examples          | Main understanding                                                                 |
|------------------------------|-----------------------------------------------------------------------------------|
| Digital TV Technology        | Technology of watching digital TV with set top box. It includes HD-TV and ultraclear TV |
| Mobile multimedia technology | Intelligent devices that use computer technology. They include smart phones, smart watches, laptops and PDAs. |
| Network TV Technology        | It is a TV resource different from cable TV. It can realize video chat, shopping and online chat at the same time. |

3.1. We should raise people's attention to computer technology
With the continuous progress of the times, people have been used to the popularity of the network. The advantages and disadvantages of the popularization of network technology are obvious. Computer technology has pushed people to the platform of high-speed information dissemination. There is no doubt that this is a good way to promote people's normal rhythm of life. However, this way may make people lack of attention to computer technology. People are used to the current functions of computer technology. Few people try to develop new features. On the other hand, the expansion of media industry needs the development of new computer technology. Therefore, we should improve people's attention to computer technology.
3.2. We should try our best to cultivate talents in computer technology and media industry
In fact, the integration of computer technology and media industry in the new media era has improved the overall professional requirements of media industry workers. The traditional media industry workers do not understand the computer related information dissemination technology, they have been unable to apply to the current information dissemination field. On the other hand, advanced talents who know computer technology may not understand the professional knowledge of media industry. Therefore, in order to help the media industry based on the new media period, we not only need to train a large number of talents in the media industry, but also cultivate a lot of computer technology professionals. Only with the common progress of the two, can we carry forward the domestic media field.

3.3. Innovation of media industry based on computer technology
Many people don't understand the true meaning of the new media era. In fact, new media refers to innovative forms of old media. Long ago, newspapers were the main form. That time could only be called the old media age. In today's new media era, we should put all our energy on computer technology. I can tell you for sure that the future development of the media field is inseparable from the expansion of computer technology. Therefore, as long as we can carry out computer technology innovation, we can do our best to carry out innovation and development in the field of media [4].

4. Analysis of the role of computer technology in the media in the new media era

4.1. There have been great changes in the way information is transmitted
According to accurate scientific estimation, the development speed of network technology has shown an exponential trend. According to the above description, network technology has driven the progress of the media field. Therefore, the exponential growth of network technology has led to a huge change in the way of information dissemination. For today's young people, the feeling of this change is very small. For the older generation who have experienced different times, the way of information dissemination has changed greatly. Yesterday they were watching newspapers, today they can get all kinds of news directly through the Internet. Personal cyberspace, blog, Tencent QQ and microblog and other communication tools have promoted the communication and exchange of different people.

4.2. Wireless devices have become the main carrier of information
According to the analysis of the development stage of media form, the carrier of information has changed from newspapers, books, radio and television to mobile phones, smart watches and computers. We can find that the application of various communication technology and electronic technology has promoted the personal mobile network communication in China to the 4G era. In the 4G era, smart devices are the darling of this era. Smart phones have been popularized and promoted on a large scale. In addition, wireless devices such as smart watches, laptops and tablets have become the main carriers of information dissemination.

4.3. The structure of information content has been greatly transformed
In the old times, the forms of media communication were books and newspapers. Through the expression of text, the publisher will convey the information he wants to convey to the receiver. At that time, the dissemination of information was mainly in the form of words. In the new media era, the structure of information is quietly changing. It can be a video. It can be a piece of audio. It can even be a string of numbers, a string of code, or a string of programs. These structural changes greatly enrich the total amount of network media information. Media information is spread in every space of people's life.
5. Some problems in the application of computer technology in media in the new media era

5.1. People don't value the media industry
The reality is that people don't pay attention to the media industry in their lives. I think there are many reasons for this problem [5]. A very important reason is that people are familiar with advertising information dissemination and network information dissemination. Even many people are very tired and tired of both. This leads to the serious shortage of new media talents and the application level of computer technology in the media is not high. In fact, this is a serious problem for the media industry.

5.2. The immaturity of media technology
Indeed, many people think that computer technology has become a mature technology of information dissemination. The spread of this statement is very wide. However, this statement is very wrong. Generally speaking, computer technology is a more mature application means. However, as far as the media field is concerned, the application means of computer technology in the media field is immature. Compared with the relevant technical means abroad, the computer technology of our country started very late. In addition, it requires us to consume a high cost. Therefore, China is in a very awkward position in the development level of media technology.

6. Conclusion
The arrival of new media will combine computer technology with media field. There is no doubt that this will drive China's media industry to make great progress. According to the relevant research, the role of computer technology in the media in the new media era is also very effective. However, after comprehensive consideration, we find that there are still many problems in the application of computer technology in the domestic media industry [6]. We must pay attention to and solve these problems in order to promote the scientific progress of China's media.

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