

# The Necessity of Constructing a Media Management Ecosystem in the Era of Integrated Media and Relevant Suggestions

Songming Zhang

Zhongnan University of Economics and Law, Wuhan Hubei 430000, China

## Abstract

As is known to all, China has officially entered the era of integrated media. The original media management model must be reformed and improved with the development times. Therefore, there is no doubt that it is urgent to construct a media management ecosystem in the era of integrated media. This paper analyzes the concept and characteristics of the media management ecosystem. Then the necessity of making a media management ecosystem in the era of integrated media is illustrated, such as collecting media management resources, broadening media management space, reducing the cost of media management, improving the efficiency of media management and practicing people-oriented management, and ensuring the fair development of the media. Finally, some suggestions on building a modern media management ecosystem in the era of integrated media are proposed.

## Keywords

The Era of Integrated Media; News Media; Media Management Ecosystem.

## 1. Introduction

According to the annual statistics in 2021, there are 4.7 million websites and more than 2530 TV stations above the county level, and tens of thousands of print media, publications, and newspapers in China. The rapid development of modern Internet technology and audio-visual technology, including Tiktok and Kwai Chung, are booming rapidly. China has become one of the countries with the wealthiest media types in the world. With the continuous development of all kinds of media, the relevance between traditional and emerging media, offline and online media, is deepened day by day, showing the development trend of media integration. China has officially entered the era of integrated media development. The original media management model must be reformed and improved with the times. As a way of media management reform, it has been urgent to build a media management ecosystem in the era of media integration.

## 2. Concept and Characteristics of Media Management Ecosystem

### (1) Concept

The media management ecosystem refers to realizing the online and offline integrated management of multiple media with the help of new technologies such as the Internet, big data, and marginal calculation. The media management ecosystem mainly consists of the following elements: the management subject. According to the media characteristics of different industries, the main body of the media management ecosystem, namely, the management platform, should be jointly established by the government's official media management department and the industry media management organization, which can not only ensure the state's administrative supervision of media management but also highlight the characteristics of different types of industry media publicity. The second is the management object. From a broad perspective, the management object of the media management ecosystem is all kinds of media. A single media becomes the node of the media management ecosystem, which is finally

connected to the Internet to jointly become the management object group of the media ecosystem. Third, technical components. Modern communication, the Internet, big data, and other technologies have become the technical components of establishing a media management ecosystem. In a certain sense, the rapid development of modern high technology provides the soil for the emergence of the media management ecosystem. Therefore, innovative new technologies support the media management ecosystem. Fourth is the management mechanism. To carry out media's vertical and horizontal ecosystem management, we must constantly reform and innovate the management mechanism. We should change the media administration mode dominated by the government to media service management.

## (2) Characteristics

The media management ecosystem should embody the following characteristics: first of all, the interaction of management. The media management ecosystem is not one-way guiding management but two-way interactive management. The relationship between the subject and object of management is not a simple relationship between managing and being managed, but sincere cooperation and joint innovation between the two sides, which can formulate the best management strategy. The central management body should fully consider the demand of various media development, issue and develop more practical management regulations, and carry out more valuable and effective management practices. In the ecosystem, the management object also has the complete freedom of self-management, and management improvement measures can be provided. In addition, the three-dimensional management. The media management ecosystem should be able to fully realize the vertical and horizontal management of media, constantly broaden the management space, and maximize management efficiency. The efficient link between the three-dimensional and interactive management can promote the formation of the optimal arrangement and combination of the constituent elements in the media management ecosystem to achieve the overall management effect of "1 + 1 is greater than 2". Moreover, dynamic management can be achieved. The media management ecosystem has been changing and developing constantly. Therefore, the management work under the media management ecosystem should also be carried out dynamically. The rapid development of modern technology provides a prerequisite for dynamic management, making management touch all units and individuals. Finally, cost-saving. The management cost can be significantly saved after building a media management ecosystem, collecting the previously scattered management resources, and carrying out more efficient and intensive management. The waste of resources caused by the previous media homogenization competition can be minimized. Finally, accurate services. In the media management ecosystem, the transformation of modern media should be effectively promoted from one-way information transmission to providing customized information services. The service accuracy can be improved through the media management ecosystem, the service process can be compressed, and even personalized media services can be provided for customers in the future. In addition, the media management ecosystem itself embodies vital inclusiveness, which can more easily integrate into cross-regional and cross-national media management resources, and media management can be achieved at any time and space. The globalization of media management can be achieved. [1]

### **3. The Necessity of Constructing a Media Management Ecosystem in the Era of Integrated Media**

In the era of integrated media, the traditional media management mode should be changed. A new three-dimensional media ecosystem management system supported by modern science and technology and integrated online and offline can be gradually created. From the long-term

perspective of media development, it is necessary to build a media management ecosystem that is related to the future of the healthy development of media; details are as follows:

(1) Gather media management resources and expand media management space

Building a media management ecosystem under media integration can maximize the benefits of all kinds of media management resources and further broaden the media management space. Traditional media management focuses more on official administration, mainly on the daily supervision of official media. With the continuous emergence of emerging media such as we and online media in the era of integrated media, the previous administrative management model faces significant challenges. Building a media management ecosystem and relying on the ecosystem to carry out diversified management is critical to solving this problem. The media management ecosystem, government, industry, media management resources, and online media management resources can be enriched in depressions and work together to focus on media management in all fields. The media management space has changed the previous way of administrative management and gradually changed to multiple management subjects, which has widened the media management space to a great extent, made the tentacles of media management involve all aspects, and indeed achieved seamless and all-weather management.[2]

(2) Reduce the cost and improve the efficiency of media management

The media management ecosystem can also realize the optimal allocation of resources and obtain the maximum management effect with the minimum management cost based on various media management resources. Through research and prediction, the domestic media management community has proved that the media management ecosystem can effectively reduce the management cost by more than 30% in theory. Especially with the continuous development and improvement of the media management ecosystem, the price of media management is decreasing year by year. Simultaneously, the reduction of media management costs will not reduce the efficiency of media management. On the contrary, it will further improve the efficiency of media management to a great extent. The fastest transmission and sharing of media management information can be realized among the media management organizations participating in the ecosystem, and the work speed can be continuously improved. Problems found in the management can also be consulted by all parties with the help of the media management ecosystem to figure out the causes of the issues and formulate more accurate treatment strategies. Notably, the continuous innovation and development of modern communication and Internet technology have inserted the wings of science and technology to continuously reduce the cost of media management and improve the efficiency of media management. In brief, the construction of a media management ecosystem has become an important direction to build a modern media management system in the era of integrated media.

(3) Implement people-oriented management and ensure the fair development of media

Building a media management ecosystem in the era of integrated media is an essential choice for modern media to fully practice the media development concept of being people-oriented and serving the people. The ultimate purpose of media management is to provide the masses with more colorful and practical media information resources, expand the channels for the groups to obtain information resources, facilitate the group's better understanding of the dynamics of economic and social development, and subsequently stimulate their passion for joining the country and building society. Only by fully implementing people-oriented management can the media management have actual timeliness. Simultaneously, the media management ecosystem can also ensure the proper development of the media to a great extent and provide more accurate and reliable media information data for the public. With the integration of media, various media resources are intertwined. Different media will bring different reporting experiences to the audience in reporting the same event due to other

concerns. Previously, some media even carried out the malicious exaggeration and fake news to gain the public's attention. Such disadvantages can be effectively avoided by bringing all kinds of media into the ecosystem management and allowing them to accept the unified ecosystem management. For example, multiple media management institutions have reviewed some false news reports before they officially flow into the audience's hearings, ensuring that the news reports are fair, reasonable, and realistic.[3]

#### (4) Realize two-way media interaction and enlarge the audience

One of the media management ecosystem characteristics is that it can change the disadvantages of one-way media information transmission in the past and truly build a two-way interactive modern media development system. The media management ecosystem can continuously absorb audience management suggestions, listen to their reasonable opinions on media management, and constantly optimize and upgrade the media management system. Especially the traditional official media, with the help of the management ecosystem, learn from modern media and online media, provide more multimedia management participation ports for the audience, and stimulate the audience's enthusiasm for media management. Meanwhile, the audience can actively participate in media management, supervise the operation of the media management ecosystem and ensure the healthy and stable development of the media management ecosystem. Under the media management ecosystem, the two-way interaction between the media and the audience will gradually normalize, and more and more audiences can be attracted to participate in media management, which also enlarges the media audience group to a great extent and more space and opportunities for market development are accumulated for the long-term development of the media.

In addition, building a media management ecosystem with perfect structure and smooth operation in the era of integrated media is beneficial for the exchange and cooperation between international media, ensuring the more convenient and effective transmission of all kinds of media information. Thus a "big ecosystem" of global media management can be gradually built. From the long-term development of modern media, the construction of the media management ecosystem is the inevitable trend of the development of new science and technology and an essential direction of media management reform.

## **4. Suggestions for Constructing a Modern Media Management Ecosystem in the Era of Integrated Media**

In the era of media integration, building a media management ecosystem is not an object that can be achieved in the short term. It is necessary to formulate a long-term plan, introduce a long-term promotion plan that keeps pace with the times, and carry out reform and innovation from the aspects of system improvement and talent introduction. Specific recommendations are as follows:

#### (1) Innovate and improve the media management ecosystem system norms

Building a media management ecosystem in the era of integrated media involves many media types and needs to deal with relationships. To achieve this goal, we must first pay attention to the innovation and improvement of institutional norms. Giving priority to the system and effective standardization can precondition for constructing the media management ecosystem. The government's official media management organs should play a leading role in the innovation and improvement of system norms and take the lead in formulating various detailed rules. Other non-official media management institutions should also actively create system norms, start from their industries and industries, and work with official media management institutions to develop a more critical and accurate system of system norms. Of course, in the construction of media management ecosystem system norms, reasonable suggestions of industry experts or even professionals from other industries should be listened to. To ensure

that the system norms of the media management ecosystem are good, reasonable suggestions of the audience should be fully taken into consideration, and some audiences can be invited to participate in the creation of the system norms directly.[4]

#### (2) Strengthen the introduction and cultivation of modern media management talents

Professionals should support the construction of a modern media ecosystem management model. Strengthening the introduction and cultivation of contemporary media management talents is the fundamental strategy to build a media management ecosystem in the future. From the perspective of talent introduction, media management institutions can cooperate with domestic colleges and universities to introduce professionals through targeted recruitment and special training. Of course, more high-quality talents engaged in media management can be attracted through open recruitment in the talent market. From the perspective of talent cultivation, innovative talent training programs can be formulated according to the different stages of creating the media management ecosystem to regularly cultivate talents engaged in media management, making them master the knowledge and skills of modern media management in the era of integrated media. Different media management institutions can also independently arrange the training of relevant media management talents according to the actual direction of their own media platform. Simultaneously, to ensure the timeliness of the introduction and cultivation of media management talents, the government's official media management platform should do well in the overall planning, coordination, and supervision.

#### (3) Pay attention to the continuous integration of the latest scientific and technological management elements

The rapid development of modern science and technology provides technical support for establishing a media management ecosystem in the era of integrated media. It is because it relies on scientific and technological progress that the development of the media management ecosystem gains technical feasibility. Therefore, in establishing a media management ecosystem, attention should be paid to the continuous integration of the latest scientific and technological management elements, relying on modern science and technology, accelerating the construction of a high-quality current media management ecosystem. We should closely follow up on the upgrading and developing of new technologies, including 5G communication, marginal calculation, big data, artificial intelligence, etc., and introduce the latest technological innovation. With the continuous improvement and development of the media management ecosystem, more effective new media management software can be developed with the help of modern technology to improve media management efficiency. Of course, integrating the latest technology into the contemporary media management ecosystem also requires the participation of professionals. The platform of the media management ecosystem can innovate scientific and technological management means with high standards and high quality through technical personnel reserve or cross-industry technology leasing.[5]

## 5. Conclusion

In the era of media integration, the traditional media management model can no longer meet the demand of modern media management. Only by keeping up with the times, building a more flexible, convenient, open, and three-dimensional media integration management ecosystem, and constantly improving the efficiency of media management can the media audience space be continuously consolidated and expanded so that a more healthy and stable development of modern media can be ensured. In brief, building a new media management ecosystem has become an important development direction in modern media management.

## References

- [1] Hang min. Reflections on the transformation and innovation of media ecology [J] Media 2019, (15): 59-62.
- [2] Chen Ping. Adhere to going out and building an industry media ecosystem [J]DASHEHUI Magazine 2018, (06): 33-34.
- [3] Gao Xianchun. Approaches and strategies for the construction of new mainstream radio and television media ecosystem [J]Modern Audio-Video Arts2019,(07):21-25.
- [4] Wang Yan. Reflections on the impact of VR technology on the domestic media ecosystem [J]Science and Technology2016,26(17): 283.
- [5] Zhang Wenxin, Yuan Zheng. Optimization and innovation of mainstream media integrated media management --Taking the integrated media management practice of Anhui Radio and television station as an example [J]China Radio Film & TV2020,(19)): 80-83.