

Research on the Development of China's Media Industry from the Perspective of Communication Psychology

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Abstract. The main difference between the media industry and other industries is that its products have strong cultural value and can have a significant social impact. Therefore, social benefits should be prioritized, and their economic and social benefits have a high correlation, which will be subject to the utilization, constraints, and distortion of various social forces. Therefore, this article attempts to conduct research on the development of China's media industry from the perspective of communication psychology. From the perspective of the research scope of communication psychology, research on psychological issues in specific communication business fields such as news psychology and advertising psychology should also fall within the scope of communication psychology. In theory, any psychological theory or principle can find its own unique manifestation in communication activities, and this is also the focus of communication psychology research. For the media industry that is gradually entering market-oriented operation, this article believes that currently measuring the market performance of the media industry, profit margin cannot be the most important indicator, but should mainly consider the scale structure efficiency, resource allocation efficiency, technological progress, and other aspects of the market under specific media market structure and market behavior conditions.

Keywords: Communication psychology, China, Development of Media Industry.

1. Introduction

Today's media is not only creating hot spots, but also creating hot spots by itself. Media turbulence, media reform, media transformation, media industrialization and media marketization have become familiar topics in various summit forums, academic conferences and mass media. With the rapid development of information technology, it has brought a broader development space to the media field. With the continuous development of the network, newspapers and pictures are more accurately and truly expressed [1]. The media industry is different from other industries mainly because its products are highly cultural and have great social influence. Therefore, we should put social benefits in the first place, and its economic benefits and social benefits have a high correlation, so it will be used, restricted and distorted by various social forces [2]. In addition, the creation cost of media products is high, while the reproduction cost is relatively low, so the marginal benefit is great. Whether it is the future characteristics of China's social development, the process of economic globalization, and the industrialization development of the media industry itself, it restricts and determines the operation mode, competitiveness and operational efficiency of China's media industry to a considerable extent, and requires us to make corresponding choices and adjustments in all major development strategies [3]. Therefore, for the development of today's media industry, it is particularly important to understand our historical position and grasp the key and "question list" of the real development of the industry. After a decade or two of hard work, the research on communication psychology in China has made great progress, especially the number of papers in this field is increasing day by day, the content is more colorful and the quality is constantly improving [4]. Therefore, this paper tries to study the development of media industry in China from the perspective of communication psychology, and only by fully combining these characteristics and analyzing the specific situation can we form a realistic media economy and management theory, not just the shadow of general economy and management theory, which shows that communication psychology has practical guiding significance for the development of media industry [5].

2. Characteristics of the Media Industry

2.1. General characteristics of the media industry

The media industry is a large-scale social production, with basic links such as production, circulation, exchange, and consumption, and the entire process of economic operation under market conditions. Under the condition of market economy, media production, like other industrial production, goes through three stages, namely, the stage of purchasing labor and means of production, the stage of production, and the stage of product sales. At present, the supervision of news public opinion in China lacks strength and has not yet formed a large-scale momentum. News media should grasp key key key issues, strengthen the supervision of news public opinion, ensure the healthy development of news public opinion supervision, and play a positive and effective role in guiding people with correct public opinion [6]. The original intention of the collectivization development of the media industry is to create media enterprises and products with brand effect and international competitiveness through the integration of high-quality resources. However, in the actual operation of collectivization, most media groups have not been able to truly integrate resources into high-quality brands. The administrative characteristics of media groups are obvious, and the integration of market-oriented operation models is limited [7-8].

The media industry is also limited by production conditions, including material and technological levels, and the collection, organization, processing, storage, and transmission of information are all constrained by information technology infrastructure and technological equipment. The media function has been optimized and enriched, which has given the media industry more ways and means, and the dissemination trend has changed. Therefore, media professionals need to pay attention to the study of tendencies, only in this way can they provide effective references for the development of China's media industry [9]. Under market economy conditions, media inevitably needs to be connected to the market and must follow the laws of market economy. With the progress of society, there is a huge consumer market for the media, which requires the media to follow the laws of market economy.

2.2. The essential characteristics of media industry

The output form of information industry is information products and information services, which are immaterial and intangible and cannot be produced by material industry. Generally speaking, this kind of products and services can't directly and independently affect the society, and it can only produce benefits and value-added through the re-labor of information consumers or the combination with material production [10]. Media products are special commodities bearing rich cultural connotations, and high-quality cultural content with original features is the inner soul of media products. Media practitioners should correctly understand the effect and function of media industry communication in China, and adjust the communication mode of media industry in China according to the development trend of mass media, so that the masses can treat sports news with a correct attitude and fully stimulate their interest in participating in sports.

Excellent original works can bring good consumption experience to consumers of media products, edify body and mind, increase knowledge and enlighten the soul. High-quality original media works are also conducive to carrying forward Chinese traditional culture and building a socialist core value system. The necessary investment is guaranteed by the government, or supported by the government according to relevant cultural policies and controlled by the state. At the same time, the processing and sales links that are not directly involved in the production of ideological content, such as book printing, CD reproduction and distribution, can also be separated from the main body to promote its development in an industrialized mode. Media production has started with the collection of useful information, and has been produced in the form of paper media or electronic media through the process of sorting, processing, storage and transmission, and then put on the market. These are the most basic characteristics of the information industry production process.

3. Research on the Development of China's Media Industry from the Perspective of Communication Psychology

3.1. The Market Behavior of China's Media Industry

The research of communication psychology should not only explore the uniqueness of this discipline in theory, but also find the core issues of this discipline in the operational level, so as to distinguish the differences between communication psychology and Communication studies and psychology on this basis. This article further analyzes the market behavior of China's media industry from the perspective of communication psychology. Market behavior refers to various strategic actions taken by media institutions in a certain market structure to gain greater risk resistance, profitability, and competitiveness in the market, improve profitability, and pursue market share. Generally speaking, the market behavior of the media industry includes price competition behavior, non-price competition behavior, and organizational structure adjustment behavior. As shown in Table 1, this article follows the principles and basis for establishing an indicator system, based on influencing factors, the essence and characteristics of the development of the media industry, and the goal of achieving long-term value for media and society. Three categories of smart indicators have been designed to provide opinions to industry experts.

Table 1. Evaluation Index System for the Development of the Media Industry

Target	Primary indicators	Secondary indicators	Explanatory note	Function
Development of Media Industry	Socio economic environment X1 Media itself X2 Socio economic environment X1	Cultural, educational, and entertainment consumption expenditure	The consumption structure of residents	X10
		Innovation index	Reflection of innovation ability	X11
		GDP	Macroeconomy of the country	X12
	Media itself X2	Number of radio and television production	The Production Capacity of Media	X20
		Radio and television advertising revenue	The profitability of media	X21
		Advertising development degree	The Development Potential of Media	X22

Although the changes in circulation are influenced by various factors such as price, distribution system, readership size, economic income level of readers, and administrative power. At present, there are many people who regard Journalism and Communication studies as parallel relations in China, but there are few people who extrapolate it to journalism psychology and communication psychology; On the contrary, there may be many scholars who agree with the concept of coverage. For example, some researchers believe that from the perspective of communication psychology, research on psychological issues in specific communication business fields such as news psychology and advertising psychology should also fall within the scope of communication psychology. Therefore, this article analyzes mathematical statistics from the perspective of communication psychology, and the results show that in the mid to late 1990s, the impact of price changes on newspaper circulation was as high as 60%, that is, 58% of the decrease in circulation caused by price increases and 58% of the increase in circulation caused by price reductions were due to price factors.

3.2. Market Performance of China Media Industry

Before the establishment of the media group, a prominent phenomenon in China's media industry was repeated construction, scattered market, small industrial scale and low concentration, which seriously affected the comprehensive competitiveness. It can be said that from the perspective of organizational structure, the biggest drawback of the media industry is that it is scattered,

indiscriminate and small, and it is impossible to participate in international competition. Although there are some drawbacks in the research on the interpretation level of media groups, it is an insurmountable stage in the development of communication psychology, and the time it has gone through is also long. Because this kind of basic and principled research with universal significance is of great significance for guiding communication activities, this level of research should be an important content of communication psychology research. Industrial development is mainly driven by administrative forces, and the role of the market is extremely limited. The number of foreign satellite TV channels that can be received in the TV viewing market indicates the competition barrier and tolerance of the local media market. As shown in Table 2, take the TV satellite TV channel we selected as an example. It doesn't need warehousing, transportation and retail every time like ordinary commodities, and its consumption form is simple and fast, thus reducing the infrastructure disadvantages in many inland underdeveloped areas. In the case of clothing, daily necessities, electrical appliances, etc., there will be differences in product categories, delivery timing and even prices between developed and underdeveloped areas. For TV programs of content products, the consumption differences between different places are more determined by local media industry policies than by the preferences of merchants.

Table 2. Number of Satellite TV Channels Accepted by Regions from Other Regions

Province	Number of satellite TV channels accepted from other places	Province	Number of satellite TV channels accepted from other places	Province	Number of satellite TV channels accepted from other places
Shanghai	36.2	Tianjin	15.4	Zhejiang	24.8
Beijing	30.4	Hebei	14.3	Jiangxi	22.4
Qinghai	22.1	Shaanxi	17.7	Guangdong	15.5

However, policy barriers and administrative intervention have caused Market failure. If we calculate the total revenue of 88 media groups that have basically formed a scale in 2022, we find that they accounted for 54% of the total revenue of the media market that year, exceeding 6% of the total market volume. This indicates that media groups with a certain scale economy have become important providers of media revenue in China's media industry market. Therefore, for the media industry that is gradually entering market-oriented operation, this article believes that currently measuring the market performance of the media industry, profit margin cannot be the most important indicator, but should mainly consider the scale structure efficiency, resource allocation efficiency, technological progress, and other aspects of the market under specific media market structure and market behavior conditions.

From the perspective of the content characteristics of media production in communication psychology, modern society also requires the media and media people to change from the simple role psychology of information providers in the past to the media role play of intelligent information providers such as "information stewards, current affairs consultants, and Opinion leader". According to this understanding of the unique level, there should be a considerable amount of research content in communication activities, because theoretically any psychological theory or principle can find its own unique manifestation in communication activities, and this is also the focus of communication psychology research.

4. Conclusion

In the information society, China's media industry needs to actively carry out exchanges and cooperation with foreign media industries, whether developing the domestic market or the international market. Learning does not mean simple copying and imitation, but should learn from the experience of foreign media groups and media enterprises in operation management and product development process. This paper attempts to study the development of media industry in China from the perspective of communication psychology. From the perspective of communication psychology's

research scope, news psychology, advertising psychology and other research on psychological problems in specific communication business areas should also belong to the scope of communication psychology. Therefore, this paper analyzes the mathematical statistics from the perspective of communication psychology. The results show that in the middle and late 1990s, the influence of price changes on newspaper circulation was as high as 60%, that is, 58% of the amount of circulation decline caused by price increase and circulation increase caused by price decrease came from price factors. As far as the development of media industry is concerned, the quality of domestic demand market is more important than the scale. Market demand is the fundamental driving force for the development of the media industry. Whether the market demand is competitive or not directly determines the development of the media industry. Market demand includes domestic market demand and international market demand, and domestic market demand has a decisive influence on the development of media industry.

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