An Analysis of the Historical Process of Media Marketization in China

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Abstract. Under the social background of the in-depth development of market economy, news photography must keep pace with the times, explore and innovate, actively explore and effectively meet the market demand. Besides reporting the promotion of China's socialist market economy, it also needs to work hard to enter the market. Media history is an organic part of the whole social history. From the perspective of social development law, marketization is a stage that media development history must go through. The structure of China's media market is characterized by low industrial concentration and imbalance, low differences in media products, high barriers to entry and exit of industries, and an overall unbalanced state. The development of media structures with different properties and different media is extremely unbalanced, and the spatial structure of media development is unbalanced. This paper intends to analyze the historical process of media marketization in China, in order to have a deeper understanding and forward-looking understanding of the market-oriented transformation of media in China.

Keywords: Media; Marketization; News photography.

1. Introduction

The process of an industry from restriction to gradual liberalization will undoubtedly be full of opportunities for extraordinary profits. Behind the market logic is a powerful capital logic, and the market logic of China media is gradually formed in the process of media marketization. China's media market has been in the ascendant at first, and now it's a spectacular sight. China media has embarked on a unique market-oriented road [1]. The premise of urbanization is economic development. The emergence of China media in China has a key premise, that is, the establishment of a socialist market economy has provided the possibility for the emergence of China media and brought profound changes to social life.

Under the social background of the in-depth development of market economy, news photography must keep pace with the times, innovate, actively explore and effectively meet the market demand. In addition to reporting the promotion of China's socialist market economy, it is also necessary to work hard to enter the market, effectively adapt to the relationship between market supply and demand with the help of price leverage and competition mechanism, and accelerate the development process of news photography industry [2-3]. The media industry is increasingly aware of the importance of introducing foreign capital to enhance its competitiveness, and the securities market is undoubtedly the most efficient channel for financing in various capital markets. It is in this macro background that the media accelerates the pace of listing and financing.

2. Media under market economy

The so-called media generally refers to the mass media. In a broad sense, mass media include traditional media such as radio, television, movies, newspapers, magazines, books, audio-visual products and emerging media such as the Internet. The development of news photography under the market economy must effectively adapt to the realistic conditions of the deepening reform of the current socialist market economy, and at the same time, it is necessary to effectively reflect the market economy, vigorously publicize this national policy, expand the scope of publicity, and lay the foundation for the further implementation of the market economy [4]. Nowadays, the media industry

in China has embarked on the road of market-oriented operation, and has been in line with the current economic foundation and development of China society. Although it is still relatively weak at present, the media industry may have to take some detours in the process of transformation, but it is ready to go and has begun a leap from quantitative change to qualitative change.

With the intensification of market competition, the market structure is undergoing profound changes, and China media is facing a difficult transformation. Marketization, a factor, generates structural contradictions in the mutual construction and deconstruction with the ontology and function of the media and the media ecology, that is, among various variables within the media and society, and then promotes the development of China media and even China media in multiple and complicated paradoxes.

In the society dominated by market economy, the importance of honesty and responsibility of market transaction subjects is more prominent. Equality before money and people's sense of freedom and responsibility in production and exchange are the inevitable requirements of market economy and the necessary conditions for forming market logic. High investment only obtains a qualification to enter, and whether there is a satisfactory profit return depends on the coordination of many operational links and the optimization of resource allocation [5]. Therefore, this high "threshold" capital requirement undoubtedly increases the risk of investment.

3. The historical process of media marketization in China

3.1. Enterprise management of media

Before the reform and opening-up, the TV media in mainland China implemented a completely planned economy management system, and all the expenses were borne by the government's finance. Moreover, the media had no financial control, and all their income and expenses were included in the government's plan. After the founding of new China, in 1949, the State Press General Administration held a national meeting of newspaper managers. The resolution of the meeting: "The management of all public and private newspapers in the country must adopt and implement the policy of enterprise. Adopt domestic paper to reduce the cost; Tighten the establishment and improve the accounting system; Implement democratic management and improve work efficiency; Appropriate organization of surplus labor force, engaged in sideline business.

After the enterprise management, the financial situation of local newspapers began to improve, and the proportion of advertising fees in newspaper revenue increased year by year. The distribution of newspapers is not based on the needs of readers, but only to ensure the stable subscription and complete the plan. In the following 20 years, the financial system of China's media was dominated by supply system, and government grants or subsidies became the main economic source of the media.

3.2. Diversified property rights of media

After the government's decentralization, the media has gained certain autonomy and income rights, but it has not changed the property rights relationship between the media and the state, and the media management is weak. The media still stays in the business system and enjoys the policy dividend. Although it has entered the market, its willingness to innovate will be greatly restricted because of various vested interests.

The reform of media property rights presents the following characteristics: the media is divided into public welfare media and business media, the government functions are changed, the government and capital are separated, the business media resources are allocated under the market mechanism, and media mergers and acquisitions continue to be carried out under the leadership of the government, and capitalization operations are carried out. Non-state-owned economic components can enter non-news propaganda media, and the editing and management are separated. The operating media is transformed into enterprises, and the operating part of public welfare media is listed for financing. Media enterprises begin to implement modern enterprise system and adjust and optimize the media governance structure [6-7].

Under the complicated background of China, while following the general development logic and path, the media must also meet the profound contemporary social and times requirements. The vested interest groups are too powerful to distort the whole logic of reform. China's existing media development path is a mixed road under the market orientation. Figure 1.

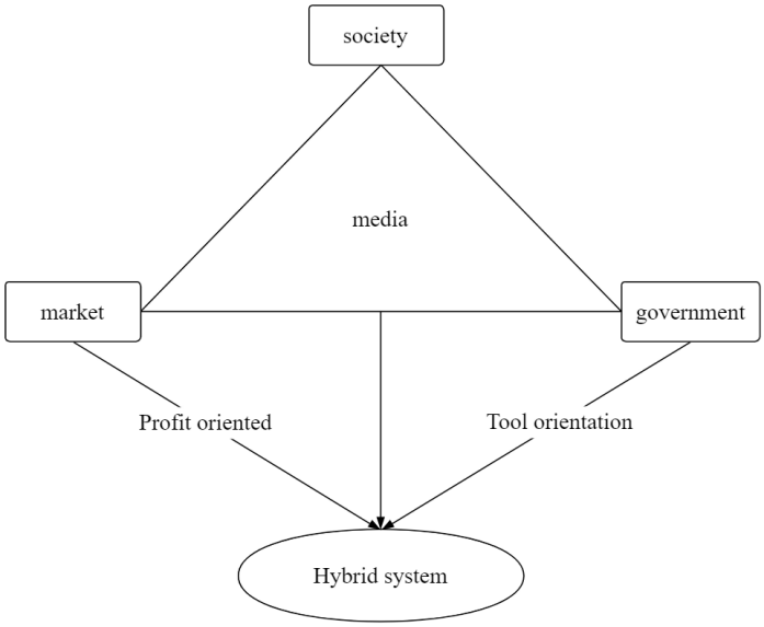


Figure 1. Media development in the relationship among government, society and market.

Different from the property right reform of state-owned enterprises, it always needs to be dynamically adjusted and constantly changed to adapt to the development of the media, which cannot be achieved overnight. Therefore, in order to coordinate conflicts of interest and control risks, the state chooses a gradual reform method. With the change of the external market, the inherent defects of the internal system of the media will be exposed, which will become the key factor to hinder the development. In order to meet the needs of the enterprise's own development and the long-term goal of the government, the reform of the existing property rights system of the media will inevitably occur, and a new and more efficient property rights system will be pursued.

After the cultural system reform in 2003, the media was transformed into enterprises, which promoted the diversified development of media property rights investors. The media property rights policy is gradually relaxed, showing a gradual transitional feature. Continuous policy adjustment makes the property rights system arrangement deepen and the old and new systems replace each other [8]. The identification of property rights of non-state-owned capital investment media is a typical example.

3.3. Capitalized operation and group reorganization

Along the way of TV media marketization in China, the obvious result is that the income of TV media in China has soared, that is, the market potential of TV media has been continuously developed, and the market potential of TV media in China has been developed. It is realized by the continuous promotion of its marketization, and in fact, it can be said that it is also realized by the continuous display of the industrial attributes of TV media. The investment in media should be a big investment with enough strength to cross the market threshold. Because the development of media has reached an era of large-scale competition, objectively, a threshold for capital intervention and the formation of communication scale has been set. Because of the contradiction of capital itself-it breaks the old restrictions and constantly produces some new restrictions, the contradiction of capital itself is "alienated" in interpersonal relations, which is manifested as the dependence on things in interpersonal communication [9]. However, the phenomenon of "alienation" in the media market

under the restriction of capital is manifested as the entertainment tendency of news in the process of news production.

From the development of western media, it can be seen that the social market economy has developed to a certain extent, the conditions for the media to go to the market have gradually improved, and the information needs of the audience are biased towards the social life field during the transformation period from the propaganda "speech paper" in the revolutionary period to the mass information "newsprint". Emerging structures have not shown enough enthusiasm for the transition to the mainstream. Although their anxiety is most acute in the face of homogenization, the mainstream means that something sought after by the market may be rejected. China's economic system has undergone fundamental changes, so news photography must effectively reflect the new things in the market economy, and present the new things in the market economy reform with a camera lens. In particular, it is necessary to go deep into work practice, effectively capture new problems, new situations and new contradictions under the market economy conditions, grasp the key difficulties and hot issues, and launch special reports, series reports, in-depth reports, etc., presenting news reports with the characteristics of the times.

The interest attribute of the media is determined by the basic survival rule that it must rely on certain material conditions to survive as a part of the whole social system, and thus it produces the desire to occupy more material wealth, including the motivation and behavior of the media to obtain economic benefits and the operating mechanism formed in the pursuit of benefits. In the exploration of market-oriented operation mode, the media gradually realized that it was facing a market with great profit potential, and advertising, distribution, diversification and other business activities brought rich income to the media. Within the media, the driving force of market-oriented operation is gradually strengthened with the development of market operation behavior. Since the development of marketization, interest has become the internal driving force of media marketization.

4. Comment and prospect on the evolution of media marketization in China

Today, the marketization of TV media in China is advancing, and the pace of marketization reform is accelerating, and it is entering the core level. For the channel frequencies with good industrial operation prospects and enterprise operation conditions, such as sports, transportation, film and television, variety, music, life, finance, science and education, on the premise of ensuring that channel frequencies are not sold as national exclusive resources and that the final judgment and broadcasting rights of programs are firmly in the hands of radio and television stations, After approval, we can set up a company to explore the enterprise management of channel frequency. If the purpose of our expansion is to effectively resist the competition of foreign communication and fully hold the full share of China's communication market, it is also a major misunderstanding. Based on the actual resources of China's current media industry and the limit of realistic development. The potential of capital itself is far from being brought into full play. In many cases, it needs to be packaged by some traditional ideas, and even realize its value through rent-seeking of political power. In the current China press, some seemingly contradictory phenomena are quite common [10].

News photography under the market economy must grasp the pulse of the market, sing the leading role, truly present the news photography works that can be called loudly, and give full play to the great value of news photography. In addition to improving their photography skills, constantly learning and mastering diversified lens languages, news photographers should grasp the news rules and strengthen their research and analysis on the news rules, so that the works they produce can be comprehensive and can be the works that sing the leading role. News photographers must seek novelty, truth, difference and intercession, that is, be good at using brand-new themes, perspectives and ideas to report the most authentic people, policies and scenes; Make news reports full of meaning and artistic conception; Express sincere feelings in news photography and play the role of conveying feelings. Only in this way can we create excellent news photography, adapt to market rules and enhance the vitality of development.

The internal system of media capital operation includes technology, system and management, and the further development of media capital operation needs innovation in technology, system and management. Through technological innovation and accumulation of technological advantages, the media can be in a favorable position in capital operation, and expand and release energy through technology shareholding and other means, so that the capitalization ability of stock elements can be strengthened. It is necessary to improve the legal system of property rights transaction and protection, clarify the rights and responsibilities of property rights subjects, and protect the rights and interests of state-owned property rights and private property rights. Management innovation is the integrator and intensifier of capital operation. Through management innovation, the media has been developing in an orderly, coordinated and efficient way, and has become an efficient, dynamic and flexible media management system, which not only maintains the original core competitiveness, but also continuously explores, promotes and breeds new core competitiveness, constantly strengthens the power of media capital operation and promotes the development of capital operation.

5. Conclusions

The media industry is increasingly aware of the importance of introducing foreign capital to enhance its competitiveness, and the securities market is undoubtedly the most efficient channel for financing in various capital markets. It is in this macro background that the media accelerates the pace of listing and financing. And in this environment, we will gradually broaden the news photography market and enhance the competitiveness of the news photography industry. The photojournalism industry needs to take the development of photojournalism under the market economy as an important research topic, adjust the industry structure with the help of market mechanism based on the actual situation, promote industrial upgrading, and also play an important role as its own propaganda carrier. Whether China's media can break through and move towards the future is a test of the independent innovation ability of China's media industry, and also proves the country's historical expectation and firm confidence in development from one aspect.

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