The Concept of Media Materiality Research and Its Significance in Communication Science Based on the 5G Era

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Abstract：Based on the background of the 5G era, this article analyzes the concept of media materiality and its communication significance for reference.

Keywords：5G Era; Media Material; Communication Science; Meaning

With the advent of the 5G era, media technology has developed rapidly and has been widely used in people's lives, and has become the focus of communication research. So, what does the materiality of the media refer to? What is the meaning of communication? This content is discussed below.

1．The concept of media materiality

Regarding the materiality of media, there are several viewpoints in academic research:

The first point of view is that the materiality of media includes both media technology and facilities in material form, as well as various material resources used in communication, or the labor chain used to establish and maintain various facilities and equipment. This view mainly analyzes the materiality of media from the relationship between human and media, and reflects a level of materiality of media. Whether it is paper or mobile phones, these media forms are the subject of research. At this time, the materiality of the media has the characteristics of the object of communication.

The second view, based on the materiality of the media, incorporates the meaning of "intermediary". Some scholars have studied the materiality of communication from the dimensions of technology, space and so on. Although the materiality of the media has not been clearly stated, the connotation and direction of the media can be roughly seen, that is, the media does not point to various institutions, etc. Social forces exist in the form of intermediaries, and at the technical level, they strengthen people's subjective consciousness. Compared with the first viewpoint, this viewpoint expounds the role of the material properties of media in the entire social relationship. It not only highlights the objectivity of the media itself, but also confirms its role in the construction of social life. Nowadays, with the gradual increase of various media forms in social life, the media itself has also joined the social construction process with an important "identity". This shows that the media already has the main identity in the social environment. To give an example of a short answer, in a family relationship, spouses can not only communicate and interact in a real environment, but also communicate in a virtual environment through various media such as mobile phones.

The third point of view is to analyze the materiality of media based on the process of communication. That is, the materiality of media refers to the media composition and practice of "things" and "objects". The materiality of the medium itself is thus revealed. Although this argument embodies its materiality from the entire process of media communication, if media practice is incorporated into the analysis of its materiality of communication, its extension will be expanded and its characteristics of "things" and "materials" will be expanded. Be covered up. In the practice of communication, the original meaning of the sign and the materiality of the medium are two inseparable parts. If the two are separated and discussed, they will lose their proper meaning. In the current

life, it is a very common phenomenon for a few friends to sit around and use their mobile phones to shop, play games, and communicate with each other. When the mobile phone is connected to the Internet, users can enter the virtual environment at any time, which has many relevance to the material characteristics of the medium. However, in media practice, it is still difficult to clarify whether the mobile phone or the content inside caused the scene.

The fourth point of view is a comprehensive exploration of the impact of 5G technology on media materials. 5G not only reflects the faster transmission speed, but also represents the rapid connection and interaction between people and people, people and society. In this era, the communication environment will undergo great changes, and there will also be a more distinct relationship between reality and virtuality, which will prompt the human body to change its own cognition. Someone once integrated the communication between people and things into the scope of investigation on the materiality of media. When people and things rely on technological media for real-time interaction, the materiality of the media plays a role, that is, 5G makes a qualitative leap in the speed of information dissemination.

Taking the medical industry as an example, in the 5G era, the world can share medical resources. Doctors with advanced technology can operate medical equipment to diagnose and treat patients in the process of high-speed information dissemination. This also reflects that the increase in speed can break through the boundaries of time and space and realize the effective sharing of resources. At the same time, it also strengthens the subjectivity of communication, making the process of information dissemination smoother and more extensive. In the 5G era, the speed of communication has become faster and the interconnection of everything has been achieved, which has also brought about a qualitative change in the communication terminal. From the above discussion, we can understand that the information dissemination based on the times, the main body of dissemination, and the results are all data in the network system, and people and things are connected through technology to achieve interaction. In this process, people also possess the materiality of media.

From a certain level, when the academic community is studying the materiality of media, it is essentially discussing two aspects: First, the material form of the media, such as smart terminals such as mobile phones. The impact on the human body's habit of using media. Second, about the technical logic contained in the form of media material and the impact of this logic on the communication subject and society. For example, when it comes to the changes brought by mobile phones to people's lives, it is also discussing the impact of modern technology such as the Internet on people's lives and social development. At each stage of social development, the media forms represented by various technologies are also different, which also promotes the emergence of various media forms. The application of 5G technology is the guarantee for the realization of material connection, connection between people, and connection between people and society. And as the main body of communication, it is added to the process of social construction.

2. Analysis of the significance of communication based on the materiality of the media in the 5G era

Regarding the significance of media material communication, some scholars have analyzed the process, practice, and initiative of media, and expounded its potential significance to society. The society is constantly evolving and changing, and technology updates are also very fast. Take big data dissemination as an example. In the process of its dissemination, the habits, characteristics, time and other aspects of the individual application media all represent data nodes, which are fully used during dissemination, and become feedback information and enter the information. Spreading with the emergence of this kind of technology, some invisible abstract information such as people's psychological characteristics has become quantitative indicators. Through accurate information push, all participating subjects can participate in the communication process and become an indispensable part to innovate the communication structure.

In addition, the continuous development of media technology also complements the time research of various scholars. If language affects people's minds and forms a characteristic power structure in the process, then everyone can be a communicator in the network environment. On the huge communication network, there are a lot of communication subjects. These subjects express the emotions, opinions, and interests that may have been hidden through the expression of language, and form a special topic landscape through online response, resulting in a new group of people. The form of power expression, which gives the materiality of the media new communication meaning. Simply put, with the development and upgrading of technology, the advent of the technology-centric media era has brought new challenges to traditional communication research models. Regarding the study of communication, some scholars have put forward this view: Communication research is to re-discuss communication, to understand how its technology is integrated into social life, to re-discuss the relationship between people, things and society, and the value of

communication and human existence can have a complete theory of communication. In other words, the media plays a very important role in social life. When the media is integrated into all aspects of people's lives, it is not only able to meet people's various life needs, but also an intermediary that people can connect with society. People's thinking patterns, life patterns, etc., and society has also constructed a set of institutional systems and environments that are compatible with them.

In short, when studying the materiality of media and the significance of communication science, there are also some risks. One of the risks is how to solve the problem of artificial separation of material and content when conducting material research, that is, "simplified thinking". To put it simply, when studying the materiality of media, the "thing" cannot be forgotten, and its communication significance cannot leave the existence of the "thing".

Teacher Zhang Gehao believes that we can see more possibilities for dissemination or research and research from all levels of media generation to technological development. In the future, we can explore and study the possibility of more emerging media.

3. Conclusion

In summary, the 5G era is a brand-new era that refreshes people's understanding of communication and changes the thinking of communication. Communication studies must be carried out in conjunction with human communication practice. Because of the practical behavior of people, the reality of individual, society, technology, material, etc., is connected with the virtual. Of course, while enjoying the convenience of the times and technology, people must also keep a clear head and improve their ability to distinguish right from wrong, so as not to fall into a technological trap.

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