

Entertainment Culture in the Age of New Media: Influence and Reflection on People

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Abstract: This paper discusses the influence of entertainment culture on people in the era of new media, and puts forward the reflection on entertainment culture. Firstly, the paper introduces the promoting effect of digital media on the development of entertainment culture, as well as the diversity of entertainment content of digital media. Secondly, the article analyzes the influence of entertainment culture on people, including psychological influence and behavior habit influence. Finally, the article puts forward a reflection on the entertainment culture, emphasizing that the entertainment culture should pay attention to art and social responsibility, avoid excessive commercialization, and people need to use digital media rationally. Through the analysis and reflection of entertainment culture in the era of new media, this paper aims to improve people's awareness and understanding of digital media and entertainment culture.

Keywords: New media; Entertainment culture; Influence; Reflect

1. Introduction:

With the rapid development of digital media, people's lifestyle and entertainment are constantly changing. Digital media has brought more possibilities and opportunities for the development of entertainment culture, and the diversity of entertainment content is becoming more and more rich. However, the influence of digital media on people cannot be ignored. This paper will discuss from three aspects: the influence of digital media on entertainment culture, the influence of entertainment culture on people and the reflection of entertainment culture.

2. The promotion of digital media to entertainment culture

Digital media refers to media forms based on digital technology, such as network, mobile devices, social media, etc. With the development of digital media, entertainment culture has been more widely disseminated and promoted. The promotion of digital media to entertainment culture is mainly reflected in the following aspects.

2.1 The wider dissemination of entertainment products

The emergence of digital media enables entertainment products to be spread more widely. Through the Internet, mobile devices and other digital media platforms, entertainment products can quickly spread to all over the world, and the audience can enjoy high-quality entertainment content anytime and anywhere. For example, Netflix and other online film and television platforms enable high-quality movies and TV series to be quickly spread to the world, and audiences can watch them at any time through mobile devices.

2.2 Personalized recommendation of entertainment products

Through big data, algorithms and other technical means, digital media platforms can recommend entertainment products more in line with users' individual needs. For example, video sharing platforms such as YouTube and TikTok automatically recommend video content that meets users' tastes based on their browsing history and interests, improving users' satisfaction with entertainment products and user experience.

2.3 Innovation and change in the entertainment industry

The emergence of digital media has promoted innovation and change in the entertainment industry. Digital media platforms provide the entertainment industry with more business models and profit models, such as paid subscriptions, advertising and so

on. Digital media also provides more possibilities for innovation in the entertainment industry. For example, the application of virtual reality, augmented reality and other technologies can enable users to obtain more immersive and personalized entertainment experience.

2.4 The globalization and diversification of entertainment industry

The emergence of digital media makes the entertainment industry more global and diversified. Digital media platforms can promote quality entertainment products to all over the world and also provide users with more diversified and diversified entertainment content. For example, Korean Wave, Japanese comics and other cultures have been widely concerned and sought after around the world. Digital media platforms provide a more convenient and efficient way for the promotion and dissemination of these cultures.

In short, the promotion effect of digital media on entertainment culture is more and more significant in the era of digital media. The emergence of digital media makes entertainment culture more widely disseminated and promoted, and also brings opportunities for innovation and change to the entertainment industry. Digital media's promotion of entertainment culture has both positive and negative effects. Next, the analysis is done in the next section.

3. The negative impact of digital media on entertainment culture

The negative impact of digital media on entertainment culture is mainly reflected in the following aspects.

3.1 The vulgar and rampant entertainment products

With the emergence and popularization of digital media platforms, a large number of entertainment products can be widely disseminated on the Internet. In this case, some low-quality and vulgar entertainment products are also mass-produced and disseminated, bringing bad effects to the audience. For example, some vulgar variety shows, network novels and so on, easy to let the audience addicted to them, affect their values and behavior.

3.2 Fragmentation and overstimulation of entertainment products

Digital media platforms are characterized by large amounts of information and fragmentation, and so are entertainment products. Fragmentation and over-stimulation of entertainment products tend to make people fall into the pursuit of short-term satisfaction and pleasure, affecting people's concentration and thinking ability. For example, short videos and pop-up ads on social media tend to distract and disorient people, leading to a waste of time and reduced efficiency.

3.3 Information overload and misdirection of entertainment products

Digital media platform has a large amount of information, information overload and misdirection is also a negative impact of entertainment products. Information overload in entertainment products may cause people to be unable to distinguish between real and fake information, misunderstand the real world, and be susceptible to bad information. For example, some rumors and fake news spread rapidly on digital media platforms, causing great misdirection and confusion to people.

3.4 Commercialization and profitability of the entertainment industry

The commercialization and profitability of digital media platform is one of the trends in the entertainment industry. In order to pursue commercial interests and profits, some digital media platforms may over-cater to the tastes of audiences and over-emphasize hot topics and entertainment effects, thus affecting the quality and depth of entertainment products. This trend towards commercialization and profitability may lead the entertainment industry to pursue market success and commercial value, while ignoring the value of culture and art.

4. The positive impact of digital media on entertainment culture

The positive influence of digital media on entertainment culture is mainly reflected in the following aspects.

4.1 Diversification and innovation of entertainment products

Digital media platforms have brought more opportunities for innovation and change to the entertainment industry, and entertainment products have become more diversified and innovative. For example, online games, short videos and VR on digital media platforms have brought more novel and rich forms of entertainment and experiences to the entertainment industry.

4.2 The globalization and cross-cultural communication of entertainment products

Digital media platforms break the restrictions of time and space and national boundaries, providing a broader platform for the globalization of entertainment products and cross-cultural communication. For example, music and movies on digital media platforms can be widely disseminated and recognized worldwide, which promotes the exchange and integration between different cultures.

4.3 Democratization and user participation in the entertainment industry

The emergence of digital media platforms makes the entertainment industry more democratic and open, and users can participate more actively in the production and creation of entertainment products. For example, live broadcasting and UGC on digital media platforms enable users to participate in the production and interaction of entertainment products and improve user participation and satisfaction.

To sum up, the influence of digital media on entertainment culture is multifaceted, both positive and negative. In order to maximize the role of digital media in promoting entertainment culture, more efforts should be made to protect the rights and interests of users and improve the quality of entertainment products. At the same time, it is also necessary to guide users to use digital media correctly, give full play to the positive role of digital media, and create a better entertainment culture.

5. The future impact of digital media on entertainment culture

The influence of digital media on entertainment culture will continue to develop and deepen, and the following trends may emerge in the future:

5.1 Digital media will continue to drive innovation and change in the entertainment industry, pay more attention to personalized and customized services, and improve the quality and depth of entertainment products.

5.2 Digital media platforms will pay more attention to the construction of content ecology and ecological chain, so as to form a more complete and organic entertainment industry ecology.

5.3 Digital media platforms will pay more attention to social responsibility and public welfare, so as to achieve sustainable development and social value of the entertainment industry.

5.4 Digital media platforms will pay more attention to user data protection and privacy protection, and improve user trust and satisfaction.

6. Conclusion:

The influence of digital media on entertainment culture is multifaceted, both promoting and negative. By promoting the innovation and reform of the entertainment industry, digital media has realized the diversification and innovation of entertainment products and brought more extensive and diversified market demand for the entertainment industry. At the same time, digital media also brings some negative effects, such as excessive information, blind pursuit of hot topics and so on.

In order to maximize the role of digital media in promoting entertainment culture, more efforts should be made to protect the rights and interests of users and improve the quality of entertainment products. At the same time, it is also necessary to guide users to use digital media correctly, give full play to the positive role of digital media, and create a better entertainment culture. In the future, the influence of digital media on entertainment culture will continue to develop and deepen, and more attention should be paid to the construction and improvement of content ecology, social responsibility, user data protection and other aspects, so as to realize the sustainable development and virtuous cycle of digital media on entertainment culture.

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