

Application strategy analysis of computer technology in media field in new media era

Ying Yang

Hunan Vocational College for Nationalities, Yuyang 414000, China

Abstract: With the rapid development of science and technology, the new media era is coming. In this context, computer technology has had a profound impact on various industries, especially in the field of media. The application of computer technology has not only changed the mode of communication of media, but also improved the production efficiency and quality of media content. On the basis of analyzing the specific application of computer technology in the field of media, the paper actively explores the specific application strategies of computer technology in the field of media in the new media era.

Key words: New media era; Computer technology; Media field; Applied strategy

Introduction: The rapid development of computer technology in the age of digital intelligence has caused a huge impact on the field of media. The traditional media is declining gradually, while the new media era based on computer-related network technology is rising constantly. In the media industry, the application of computer technology has gradually become a consensus in the entire industry, but also an inevitable development trend in the entire media industry. The wide application of computer technology makes its related nature in the media industry gradually change, and some media industries are constantly developing and updating in the process of widely applying computer technology, such as VR technology, video processing technology, similar images, etc. With the rise of new media, through the relevant functions of data processing and analysis of computer technology, It can timely discover all kinds of problems in the media industry as a whole, and carry out accurate processing and analysis at the same time, and then get a sound solution to the problem.

I. The influence of computer technology on the media field in the new media era

1. Digital media content production

With the deepening application of computer technology, the content production in the field of media has gradually realized digitalization. Computer technology can assist media practitioners to carry out efficient information processing, image processing, audio processing, etc., which greatly enriches the presentation form of media content and improves the quality of content. In addition, the digital production mode also enables the media industry to better meet the individual needs, achieve accurate push, and improve user experience.

2. Diversified communication channels

In the era of new media, the development of computer technology has brought many communication channels to the media field, such as social media, mobile applications, short video platforms, etc. These channels not only broaden the scope of information transmission, but also improve the speed of communication, so that the media industry presents a highly interactive, real-time update characteristics. At the same time, the diversified communication channels also enable the media content to better cover different audience groups and improve the communication effect.

3. Intelligent media services

With the help of computer technology, the media field is developing in the direction of intelligence. The application of big data analysis, artificial intelligence and other technologies in the media field has made the functions of information screening, recommendation and retrieval more accurate and efficient. In addition, the development of intelligent speech recognition, virtual reality and other technologies has brought a new interactive experience to the media industry, enabling audiences to access and consume information more conveniently.

II. The application strategy of computer technology in the media field in the new media era

1. Improve content quality and innovate content form

In the era of new media, the media field needs to make full use of computer technology to improve the quality of content. Through HD images, short videos, live broadcasts and other forms, the presentation of media content can be enriched to improve user experience. At the same time, media practitioners should constantly explore new forms of content to meet the needs of different audience groups.

First of all, through the application of high-definition image technology, media content can be richer and more vivid. High-definition images can present more details, so that readers have a deeper understanding of the scene of the event, characters, etc., so as to enhance the appeal of the content. In addition, high-definition images can also bring a better visual experience and make it easier for users to empathize. Second, short videos, as an emerging form of content, have attracted wide attention in the era of new media. Short video is favored by the majority of users for its simple, intuitive and vivid characteristics. Media practitioners should give full play to the advantages of short videos, pass on valuable information through refined content and creative forms of expression, and improve user stickiness. Thirdly, live streaming, as a form of real-time interactive media, has gradually emerged. Live broadcast can bring users immersive feelings and meet the audience's sense of participation and interaction needs. Media practitioners can report hot events and carry out online activities in a timely manner through live broadcasting to form a close relationship with users. In addition, media professionals should constantly explore new forms of content to meet the needs of different audience groups. For example, the application of technologies such as VR and AR can make

media content more immersive and provide users with new experiences. At the same time, customized content products are launched for people of different ages, interests and hobbies to meet their individual needs.

In the new media era, the media field should make full use of computer technology to improve content quality, enrich presentation methods and improve user experience. At the same time, practitioners should be innovative, explore new forms of content, and meet diverse needs to achieve sustainable development of the media industry. In the future development, the combination of computer technology and media industry will become more and more close, showing a more prosperous scene.

2. Expand communication channels and realize cross-border cooperation

In order to adapt to the development of the new media era, the media field should make full use of the advantages of computer technology and constantly expand communication channels to meet the needs of the masses for information acquisition. First of all, media enterprises should carry out in-depth cooperation with Internet enterprises and scientific and technological enterprises. By joining hands with these companies, they can make full use of computer technology to bring innovative changes to the media industry. For example, advanced technologies such as big data and artificial intelligence can be applied to news gathering and editing, content recommendation and public opinion monitoring to improve the overall efficiency and quality of the media industry. Secondly, with the help of computer technology, media enterprises can innovate communication methods. In the era of traditional media, information transmission is limited by time and space, while the era of new media offers unlimited possibilities. Through computer technology, we can realize real-time transmission and precise push, so that information can be delivered to the audience more quickly. In addition, the development of virtual reality, mobile Internet and other technologies has also provided the media industry with a new form of communication, so that the audience can feel the news events more intuitively and three-dimensional. Thirdly, computer technology can help the media industry to improve its competitiveness. In the era of new media, the speed and scope of information dissemination continue to expand, all kinds of media have emerged, and the competition is becoming more and more fierce. Through the application of computer technology, the media industry can improve its core competitiveness, such as improving the timeliness of news reports and enhancing personalized services for content creation. At the same time, computer technology can also help media enterprises realize the intelligence and digitalization of internal management and improve the overall operation efficiency. Finally, in the process of using computer technology to expand communication channels, the media field should also pay attention to the inheritance and innovation of traditional media. Traditional media plays an irreplaceable role in information dissemination, social education, etc. On the basis of respecting tradition, we should use computer technology to inject new vitality into traditional media.

3. Deepen intelligent service and realize accurate push

Media enterprises should make use of computer technology to deepen intelligent services. Through big data analysis, artificial intelligence and other technologies, they can achieve accurate information push and personalized content customization to improve user satisfaction. First of all, the application of big data analysis in the media field is of great significance. With the help of big data technology, enterprises can quickly collect, organize and analyze massive user data to gain a deep understanding of users' needs and preferences. On this basis, companies can provide tailored information and services to users according to their characteristics. This precise push method helps to improve the reception rate of information and the user's usage stickiness. Secondly, the introduction of artificial intelligence technology will bring revolutionary changes to the media industry. Through AI, enterprises can achieve automated and intelligent content production and review, and improve content quality and efficiency. At the same time, AI can also play a role in user interaction and community operations to further enhance user experience. In addition, personalized content customization is also a goal pursued by media companies. With the help of computer technology, enterprises can provide personalized content recommendation for users according to their interests, behaviors and other data. Such personalized services help cultivate users' loyalty, thus improving the market competitiveness of enterprises. In a word, media enterprises should make full use of computer technology and deepen intelligent service. Through big data analysis, artificial intelligence and other technical means, to achieve accurate information push and personalized content customization, so as to improve user satisfaction. At the same time, enterprises also need to constantly explore new technologies and businesses to adapt to the changing market environment and ensure an invincible position in the fierce competition. In the future development, the deep integration of computer technology and media industry will become a trend to provide users with more high-quality and convenient services.

4. Strengthen technology research and development to promote the development of the media industry

In the era of new media, the media field is facing rapid changes, and it is particularly important to strengthen technology research and development to promote the development of the media industry. In order to adapt to this development trend, media enterprises should actively adjust their development strategies and increase investment in technology research and development to realize the transformation and upgrading of the industry. This paper will discuss from the following aspects, to explore how to strengthen technology research and development, promote the development of media industry.

First, strengthen the cooperation with universities and scientific research institutions. Media enterprises can cooperate with universities and scientific research institutions to jointly carry out technical research and apply advanced technologies to media practice. This mode of cooperation is conducive to transforming the research results in universities and scientific research institutions into actual productive forces and promoting technological innovation in the media industry. In addition, universities and scientific research institutions have rich talent resources, and media enterprises can take this opportunity to introduce high-quality talents and improve their own research and development strength. Secondly, emphasis should be placed on the cultivation and introduction of talents. Media enterprises should pay attention to personnel training and improve the technical innovation ability of employees. Enterprises can improve the professional skills of employees

by internal training and going out for further study. At the same time, enterprises also need to increase the introduction of talents to attract senior technical talents to join the media industry. Through the construction of talent team, it provides strong support for the technology research and development of media enterprises. Thirdly, the investment in technology research and development should be strengthened. Media enterprises should take technology research and development as an important pillar of enterprise development and increase investment. The enterprise may set up a special technology research and development department, which is responsible for researching new technology and new business. In addition, companies can set up research and development funds to encourage employees to actively participate in technology research and development projects. Through continuous investment, the core competitiveness of media enterprises can be enhanced. Finally, promote the combination of technological innovation and industrial application. Media enterprises should pay attention to the close combination of technological innovation and industrial application, and quickly transform research and development achievements into actual productivity. Enterprises can strengthen cooperation with partners such as technology providers and equipment manufacturers to jointly promote the application of technological innovation in the media field. In addition, companies should also pay attention to market dynamics and adjust the direction of technology research and development in a timely manner to meet market demand.

In the new media era, the application of computer technology in the media field has brought unprecedented development opportunities for the media industry. In the face of the new technological environment, the media field should keep up with the pace of The Times, innovate the application strategy, and constantly improve the content quality and communication effect, so as to achieve the sustainable development of the media industry. At the same time, media practitioners should pay attention to the improvement of their own quality and adapt to the development requirements of the new media era. Only in this way can the media field gain a foothold and develop in the tide of the new media era and make greater contributions to China's cultural communication.

References

- [1] Yang Song,Zhiyong Zhang. Application of computer technology in media field in New media era [J]. Mass Standardization, 2023, (22): 184-186.
- [2] Zejing Niu. Application of Computer Technology in Media in New Media Era [J]. Satellite Television and Broadband Multimedia, 2020, (13): 239-240.
- [3] Zhi Zhang. Application analysis of Computer Technology in Media in New media era [J]. Wireless Internet Technology, 2020, 17 (01): 160-161.
- [4] Bo Zhang. Application of Computer Technology in Media in New Media Era [J]. Electronic Technology and Software Engineering, 2018, (22): 130-131.