



Studies on the Importance and Problems of Mass Media Management

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Abstract. The media has become a catalyst for the transformation of the media industry to meet the new era of development. In the current integrated media environment, media companies are required not only to keep pace with the times, but also to highlight their own characteristics, and actively face the new opportunities and challenges. For financial management, where management data is increasing, and management content is expanding, it is imperative to use information technology to empower financial management. Based on marketing channel theory, this paper explains the importance of mass media marketing channel management to the development of mass media, analyses the problems in mass media marketing channel management, and puts forward the management countermeasures.

Keywords: media management, marketing channel theory, media convergence

1 Introduction

Compared with western countries, the development of China's media industry has a relatively short history, and there are still many shortcomings in resource integration, content construction, technological innovation, and other aspects [9]. The continuous development of society has given rise to the explosive growth of information in various fields, including financial management. Management data is increasing, and management content is expanding, so it is imperative to use information technology to empower financial management. Based on the reform of government accounting system[14], we analyze the significance of informationization of financial management of media institutions, sort out the problems in financial management of media institutions, and propose ways to improve the construction of financial informationization of media institutions [6] Total budget management is an enterprise's strategic goal-oriented approach to comprehensive forecasting and planning of business activities and financial results for a certain period in the future, allocating resources scientifically and reasonably, analyzing the implementation process, evaluating and giving feedback on the implementation results, and guiding the improvement and adjustment of business activities [6]. This requires China's media enterprises to actively study and learn from the

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advantages of Western business management and combine them with innovative integration according to their development, so as to ensure that they can occupy a place in the increasingly fierce market competition aspects [9]

2 Literature Review

2.1 Overview of the Background of Media Convergence

Due to the shifting demands of economic and political development, media convergence is a new development trend that is emerging against the backdrop of a significant change in the media landscape[3]. The year 2014 is a very important year for new media convergence, with the development of the Internet and mobile. The development of the Internet and mobile Internet technologies has brought about profound changes in the way news and information are disseminated. The development of the Internet and mobile Internet technologies has led to profound changes in the way news and information are disseminated[13]. People also began to seek media convergence, from the initial radio and television integration to the integration of online media today. In this context, China's media convergence has also experienced the development from non-existent to existing, from low level to high level In the Internet environment, the new media and the online media have been integrated. In the Internet environment, new media and traditional media The new media and the traditional media can learn from each other[4], complement each other's strengths and weaknesses, promote each other, and develop together, thus achieving automation and efficient dissemination of the products of the times, the spirit of the country, and the people's livelihood[2], thus strengthening the new public opinion guidance and supervision. Under this circumstance, media In this context, media convergence gradually replaces the single communication of traditional newspapers and media. Media convergence continues to strengthen the links between the media and efficiently integrate various news resources [6].

From a global point of view, media integration development includes traditional media and emerging media. The result of long-term joint efforts by the media Such as Britain, the United States and other countries are all on traditional media. It has been deeply integrated with new media and achieved success. Comparison, The integration of traditional and new media in my country started relatively late. With the advent of the Internet and big data eras and the accelerated pace of people's lives, traditional media's overall content production, channel promotion, audience interaction, and other modes have all taken root. Nature changes. In the deep integration of traditional media and new media, information Technology is the core drive, content construction is the foundation, and all-media communication is the foundation. The "all media" form of the path has become increasingly prominent[2]. In terms of audience, people pursue the timeliness of information, the unbounded location[12], and the diversity of connections are becoming more and more Accustomed to obtaining information through fragmented reading methods[5], so that mobile terminals will become the main carrier for users to obtain information in the new era. And media convergence can Help human beings obtain fragmented information and create useful information for scattered reading in efficient and convenient conditions. At present, my country's traditional media and new

media have formed. It has become a platform such as "central kitchen" and "two micros and one end", integrating channels, content[13]. The platform is deeply integrated, optimized, and upgraded, and text, image, audio, and video are superimposed to provide users with richer information with strong interaction and inclusiveness. In addition, with the popularization of smartphones, many video apps are widely used. To fully meet the entertainment and information needs of the people in the new era, Promote greater progress in media convergence[15]. With the continuous development of media, the way and ecology of public opinion are also gradually changing [6]

2.2 Strengthen Comprehensive Budget Management to Help New Mainstream Media Construction.

At present, the ecological environment and the media industry landscape have undergone profound changes, and domestic media enterprises are generally facing new challenges and new tests of survival, transformation, breakthrough, and development[1]. To strengthen the overall effectiveness and constraint of comprehensive budget management and establish and improve a budget system that is compatible with the new mainstream media. management system, it is crucial for media enterprises to standardize management and improve efficiency. It plays a vital role in standardizing management, improving efficiency, tapping potential and releasing vitality [3]

In the process of promoting the strategic integration of traditional media and emerging media, we create new products, build new media[6], develop new channels, develop new platforms, carry out diversified operations, grow comprehensive economic strength, and promote new platforms, carry out diversified operations[16], strengthen comprehensive economic strength, and promote The support of a comprehensive budget management system is indispensable to promoting the integration of traditional and emerging media. The support of a comprehensive budget management system is essential. Comprehensive budget management is a powerful tool for media enterprises to implement their strategies. The strategic planning of media enterprises is the realistic basis of comprehensive budget management [4]

From the assessment point of view, comprehensive budget management is the standard, reflecting the progress and proportion of economic indicators completed. Total budget management makes detailed plans and arrangements for each link and each work of production management and operation. and arrangements, so that each economic activity has a relatively unified measurement standard that provides a yardstick for subsequent performance evaluation, assessment, reward, and punishment. Media enterprises Media enterprises can regularly or irregularly assess the completion of performance targets and budget execution of each department as part of the assessment, use budget execution as the basis for assessment and incentive, and provide reference for future business management decisions [3]

From a financial perspective, a comprehensive budget is the leader, reflecting the scale and structure of "income" and "expenditure". Total budget management assigns the strategic objectives and tasks of media enterprises to employees in each department, reflects the rights and obligations in the form of quantitative data, and then unifies the economic activities of each department into the overall enterprise budget through

reasonable authorization and scientific coordination. Comprehensive budget management can balance income and expenditure with It helps to enhance the planning of economic activities of media companies, to give full play to the effectiveness of all resources, reduce financial risks, and maintain effective operation of the enterprise [3]

2.3 Analysis of Internal and External Causes

The term "omni-media" has emerged in the lexicon of modern society, marking a significant shift in how media is perceived and utilized. This term reflects the integration and convergence of various media forms, facilitated by advancements in network technology and the pervasive influence of the internet. Unlike the limited scope of ancient media, today's omni-media era encompasses both traditional media, such as radio, newspapers, and telegraphs, and the expansive reach of digital and social media platforms. The advent of social media has not only revolutionized communication but has also played a crucial role in societal progress, enhancing people's lives and streamlining daily activities such as travel. This transformation bears significant social implications, highlighting the evolving trust and reliance on media in contemporary times[7]. As the influence of omni-media continues to grow, its coverage and impact on society are expected to expand further, necessitating adaptive changes in media development models to align with the dynamic demands of the era[6].

The growth and adaptation of media groups in the omni-media era can be attributed to both internal and external factors. Internally, for a media enterprise to remain relevant and competitive, it must continuously evolve its development model to keep pace with technological advancements and societal shifts. This internal drive for innovation is crucial for achieving long-term success. Progressive business leaders understand the importance of balancing immediate gains with sustainable growth, recognizing that aligning enterprise reform with the evolving landscape is essential for maintaining a competitive edge. There is a heightened sense of urgency in adapting to industry dynamics to ensure that the enterprise can secure a prominent position in the competitive media landscape. By understanding market needs, monitoring industry trends, and responding in real-time, media companies can attract and retain public trust and attention, which is vital for their sustained success[8].

Externally, the broader context of social and industrial development also significantly influences the media landscape. The industrial revolution and subsequent technological advancements have played pivotal roles in shaping social productivity and accelerating societal progress [9]. These historical milestones have driven the continuous advancement of various industries, including media. As industries evolve, they bring about changes in social structures and consumer behaviors, necessitating that media companies adapt to these external pressures to stay relevant. The accelerating pace of technological innovation and industrial development underscores the importance of external factors in shaping the strategic direction of media enterprises. By leveraging these external developments, media companies can enhance their productivity, reach wider audiences, and remain at the forefront of the industry's evolution[10].

In summary, the omni-media era presents both internal and external challenges and opportunities for media enterprises. Internally, continuous adaptation and innovation are crucial for long-term success, while externally, leveraging industrial and technological advancements can drive significant progress. By understanding and addressing these factors, media companies can thrive in the dynamic and ever-expanding media landscape.

3 Conclusion

In summary, the robust development of new media is fundamentally anchored in the advancement of mobile digital technology and the widespread application of internet technologies. This digital transformation has revolutionized the media landscape, necessitating the integration of traditional and new media to stay relevant in the contemporary era. Historical experiences have demonstrated that the successful convergence of traditional and new media hinges on the effective utilization and management of digital content. Digital content serves as the core foundation for this integration, enabling media companies to harness the potential of new technologies while preserving the depth and quality of their content.

One crucial aspect that warrants attention is the strategic incorporation of new media technologies by traditional media enterprises. To effectively navigate the evolving media environment, traditional media companies must leverage technological innovations as a pivotal breakthrough point. This involves embracing new media technologies and seamlessly integrating them into their existing operations. By doing so, these companies can enhance their competitive edge, optimize their operational efficiency, and broaden their reach to engage a wider audience.

However, it is equally important to recognize that technology alone cannot fulfill the comprehensive needs of media consumers. The mere reliance on technological advancements may sometimes lead to a superficial engagement with content, thereby diminishing the depth of users' thinking and interaction. To mitigate this risk, media companies must prioritize content creation and enrichment alongside technological integration. This dual focus ensures that the media products and services offered are not only technologically advanced but also rich in substance, catering to the intellectual and informational needs of the audience.

To achieve this, media companies should continually innovate in their product offerings and communication channels. By diversifying their content forms and distribution methods, they can better cater to the varied preferences and consumption patterns of modern audiences. The convergence of traditional media with digital technology should be aimed at creating a synergistic relationship that enhances the overall user experience. This approach not only retains the loyal audience of traditional media but also attracts the digital-savvy generation, ensuring a broader and more engaged viewership. Furthermore, it is imperative for media enterprises to adopt a holistic and forward-thinking approach to media management. This involves integrating comprehensive budget management systems that align with the strategic goals of media convergence. Such systems

play a vital role in standardizing operations, improving efficiency, and ensuring sustainable growth. By effectively managing financial resources and aligning them with strategic initiatives, media companies can navigate the complexities of the omni-media era with agility and foresight [7].

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