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**СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ АСПЕКТЫ
 ТРАНСКОНТИНЕНТАЛЬНОГО СОТРУДНИЧЕСТВА РЕСПУБЛИКИ БЕЛАРУСЬ
 И КИТАЙСКОЙ НАРОДНОЙ РЕСПУБЛИКИ**

**ANALYSIS ON THE SITUATION AND DEVELOPMENT TREND
 OF CHINESE MEDIA INDUSTRY MARKET**

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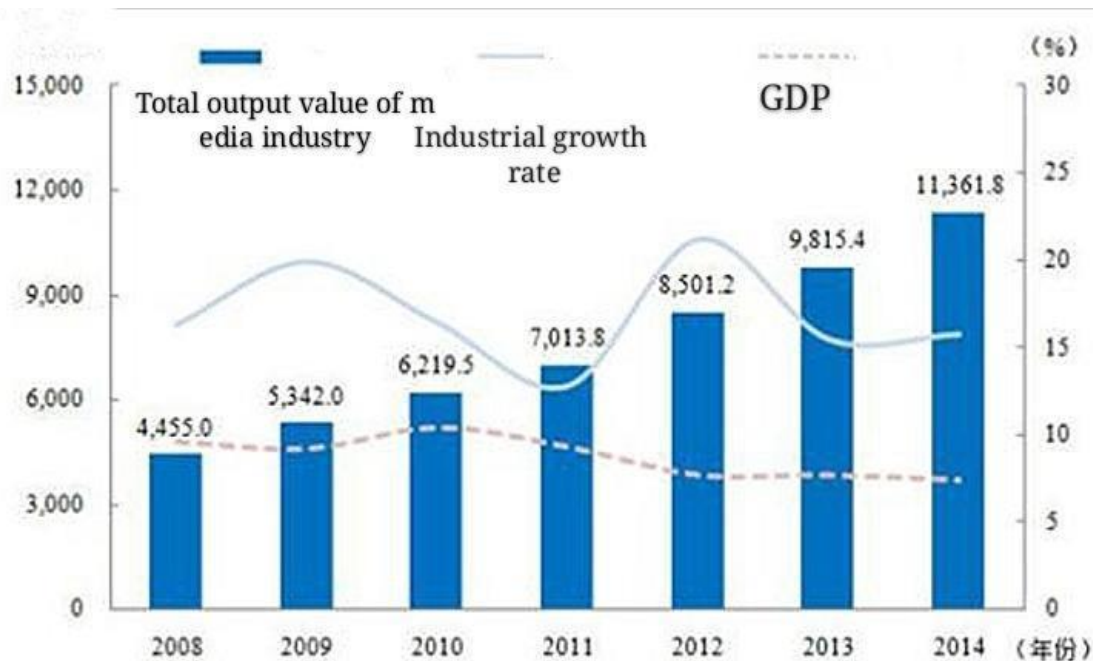
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With the continuous development of social economy and the continuous progress of Internet technology, China's globalization process is also accelerated, and the alliance with other parts of the world is becoming closer and closer. With the promotion of open communication and interaction, the relationship between communicators and audiences has changed dramatically.

The development of China's media economy began in 1978. In 1978, the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China made it clear that the focus of the work of the whole Party and the whole country was economic construction, and put forward the policy of reform and opening up. Under the guidance of this correct policy.

Current situation of media industry in China.

China's media industry structure is made up of different media forms, including ten major industries, including newspapers, books, periodicals, radio, television, movies, audio-visual, simultaneous interpreting, Internet, mobile media and advertising. In addition to the traditional media forms such as books, newspapers, periodicals, radio, television, films and advertisements, new media forms including microblog and Internet of things are emerging in the Internet industry characterized by scientific and technological innovation and application. The real state of these media forms can be described by the main data in the table below. It can also be seen from the performance of the media industry in recent years that the newspaper, periodical, book, audio-visual and other industries have no obvious change in product types and the number of enterprises, and the industrial foundation is developing slowly and lacks vitality. Accordingly, the number of cinemas and screens increases year by year directly reflects the continuous growth of the film industry; the rapid growth of Internet users and mobile phone users is also an important driving force for the development of the network industry. The growth rate of China's media industry has slowed down, and the market of periodicals and newspapers continues to shrink.



Picture 1. – The growth rate of China’s media industry

The overall development level is low. Although there are many TV media in China, they are small in scale and weak in competitiveness. The domestic media industry is in urgent need of industrial integration and concentration. In addition, the degree of internationalization of China’s media industry is low. The internationalization of China’s film and television industry is still very low. Internationalization is the guarantee of the competitive vitality of enterprises. It is difficult for enterprises to be competitive if they operate in a closed way for a long time.

Moreover, the policies and regulations are not matched and the management mechanism is rigid. China’s current media industry policies and regulations seriously lag behind the establishment and development of the socialist market economy, hindering the growth of China’s media industry.

In the subdivisions of core media industries, mobile data and Internet business revenue increased by 21.5%; online advertising revenue increased by 12.6%, significantly slower than the growth rate of more than 25% in previous years, which may be due to the impact of overall economic growth slowdown on the advertising industry. At the same time, the adjustment of media content regulation policy is also an important factor. The regulation of traditional media and network media tends to be the same. Due to the impact of capital market and the suspension of the review of the version number, the scale of China’s online game market increased by 5.3% year on year, the slowest growth rate in recent years. In terms of radio and television media, the revenue of radio and television advertising increased slightly by 1.3%, among which the traditional TV advertising business encountered great pressure. According to the report statistics, the compound annual growth rate of the global entertainment and media industry market in the next five years will be 4.2%. Due to the increase of uncertain factors in the global political and economic situation, the development speed of the media industry will slow down. China’s stable political and economic

situation has created a good development environment for the media industry, which is expected to grow at twice the global rate. In recent years, the total scale of China's core media industry has reached 1896.67 billion yuan, an increase of 16.6% year on year. Last year, the total scale of China's media industry reached 209595 billion yuan, breaking the 2 trillion mark. The growth rate of the media industry decreased from 16.6% in 2017 to 10.5%, but it still maintained double-digit growth. The overall pattern of the media industry kept stable while undergoing deep structural adjustment and policy regulation adjustment.

An analysis of the development trend of China's media industry.

In the media society, the media is the axis, all people's activities are connected through the media axis; in the information society, all people's activities are information centered. With the development of science and technology, new media has gradually become the leading force.

Marketing thinking is also imperceptibly changing people's lives. The new media network marketing represented by wechat and Weibo has stepped out of the commercial pace, and their unique marketing mode has revealed unlimited business opportunities. Only the immaturity of the model makes it unable to achieve a faster leap. With the continuous exploration and improvement of new media, once the new media marketing mode is mature, it will be able to form and construct its own business and marketing space in the Internet business tide.

Since media society and information society belong to the same social category, why put forward the concept of media society? The emergence of any new concept has its specific research content. As the concept of media society, its core is to study the media and its position and role in social and economic activities. Information is only studied as the content transmitted by the media, with the purpose of explaining the effectiveness of the media, not the information itself. This particular research object not only highlights the characteristics of the media society, but also distinguishes the media society and the information society. In addition, the concept of media society not only highlights the concept of media, but also takes it as the pillar or axis of social activities, which fully shows the role of media in economic and social life, so as to improve people's understanding of media and better play the role of media.

Media market refers to the whole market composed of various media product markets centered on media, including hardware media market and software media market. The so-called hardware media market refers to all kinds of media equipment market. For example, printing media equipment market, electronic media equipment market and other media equipment market. The so-called software media market refers to the market composed of various manuscripts, programs, books and other products, such as newspaper market, radio and television market, book market, etc. From the above analysis, we can see that the media market is an information market with a wide range of contents, and its forms are also diverse. Regardless of the form of media market, every media market must be able to provide consumers with sufficient media products and services; media consumers must consciously and voluntarily consume these media products and services For the overall development trend of the media industry, Cui Baoguo, Professor of the school of Journalism and communication, Songhua University, said: the development of China's media industry ac-

counts for 1 / 7 of the world's media industry, which matches the volume of China's economic development;

The development speed of China's media industry is slowing down steadily, which is not only related to the macroeconomic adjustment, but also related to the national media policy reform and content regulation adjustment; The development of media industry has entered the era of mass self media communication. Mass media, platform media, self media and other media forms coexist and compete with each other; Great progress has been made in the integration of traditional media and network media, but the differentiation between traditional media and network media is becoming more and more obvious. The development orientation of media industry and media career needs further exploration and clarification. Under the background of digital economy, cyberspace, 5g and artificial intelligence, the media industry will become more complex and usher in a new period of opening, the future development trend of media is influenced by the changes of Sino-U.S. Relations and the world pattern, which has great uncertainty.

Media reported the development of China's media industry. The report makes an in-depth analysis of the development status and trend of China's media industry, interprets the annual hot spots of the media, analyzes the business model innovation and investment trend under the guidance of new technology, and draws on the development experience of the media industry of all countries in the world, so as to provide a forward-looking reference for the ongoing changes of China's media industry. According to the prospective analysis, opportunities and challenges coexist in China's media industry in the future, which will present the following development trends.

Difficulties faced by China's economic media industry.

The Internet provides a platform for every user to express their opinions and opinions. The audience can display themselves on the media platform by means of graphics, music, video, etc. at this time, the audience is not only the receiver of information, but also the disseminator of information. In the process of creating information, the audience has created the relationship between supply and demand in the media market from "supply exceeds demand" to "supply exceeds demand".

Today's media industry is characterized by fragmentation due to massive data, which requires the audience to understand the screening of valuable information and the removal of dross information. The media industry also needs to rectify the operation mode of the whole market, so that it can further develop towards standardization, civilization and integration. The media industry may fall into the Matthew effect, the stronger the stronger: because the state policy supports the listing financing of qualified cultural enterprises, encourages the merger and reorganization of more powerful cultural enterprises, social capital and media capital can borrow from each other, and many non political newspapers have completed the task of enterprise restructuring, the future development of China's media industry will be better followed The environment in which the principle of marketization operates. With the strong development momentum of network media and mobile media, the traditional media has been challenged severely. The profit model has become the decisive factor to measure the success of the media industry. After the transformation of the media industry into an enterprise, it will be tested by the market, and the investment and operation will

be developed from single operation to diversified operation according to the law of market economy. This has both the factors of new media and the influence of economic situation. However, no matter what the situation is, it is a wake-up call to the traditional media: it is difficult to maintain the development of the media by advertising alone.

Media promotes communication and understanding among countries. The globalization of politics, economy and culture is based on mutual understanding. Especially the network media and the influential well-known media of various countries play an important role in the process of globalization. Therefore, we must do a good job in the media industry to promote the development of China's media industry and promote economic development

Although the media plays an increasingly important role in promoting economic development, there are still problems that need to be improved. China's media industry started relatively late. The traditional mainstream media has long been responsible for the authoritative reports of national policies and leaders speeches, and relatively ignored the voice of the people. With the impact of popular and commercial media, the degree of public attention has been weakened. But the economy can develop well not only when the government makes policies, but also when the people are the first contacts and beneficiaries, who can empathize with each other to find the characteristic economy suitable for local development, and put forward reasonable ideas.

In recent years, the media hype has been increasing, which has seriously damaged the principle of objective, fair and comprehensive reporting. Some propaganda reports report without full understanding, and publish their own thoughts to control the audience's mood, which to a large extent destroys the professional ethics of the media people, and violates the accuracy and objectivity of the facts. In addition, some media, driven by economic interests, intentionally or unintentionally lose their due independent critical attitude. This kind of bad practice has seriously harmed the image of the media itself, which will inevitably lead to the audience's rejection, thus affecting the trust of the audience. Any other publicity of the media in the future will not get the economic benefits.

We should have a basic judgment on the development of the media industry. That's the intellectual property law that beat the brain. The basic logic of the development of cultural industry depends on how its endogenous power combines with the market to make money. Although a huge amount of money does not necessarily equal high-quality content, high-quality content must be supported by a considerable amount of capital flow. This flow cannot always rely on external financial support, but must depend on the stable flow provided by the cultural industry form and endogenous operation mode. Based on the income source accounting, we can put forward targeted input indicators for producers to guide their positive development.

But the question is, does the whole cultural media industry have a reliable industrial model to support its innovation and development? According to the situation we mentioned above, most of the enterprises have died suddenly, except for the individual enterprises who realize that they want to make original works. In the original enterprises, there are different grades. Some enterprises are big but not strong, and spend a huge amount of subsidies to reward the original team, but in the logic of operation and distribution of revenue, it seems very subsidized.

In today society, whether it is radio, television, network platform, or major shopping malls, streets and lanes, the media is everywhere. The media plays an important role in promoting the economic development of our country. Through the ubiquitous media communication channels, people's choice of commodities largely depends on the daily advertisements, and businesses get endless profits, so as to achieve the media and economy A perfect ending for common development.

In a small sense, the weight of local media in China's media industry has begun to increase. Leading by mixed system, private enterprises show outstanding performance in New Media. The traditional news media is dominated by state-owned enterprises such as newspapers and TV, which can be directly controlled by the party and the government. With the development of socialist market economy, private enterprises and individual businesses began to flow in. The media industry environment is no longer dominated by traditional state-owned capital and mixed enterprises. The new media market is outstanding because of the advanced rate of private enterprises. In a pluralistic society, the media industry needs to publicize the unitary requirements of the country, and also needs to express pluralistic opinions. Pluralistic development is a good thing, but it may also lead to a chaotic situation of "unclear theme and four noises". The state media and party and government organs should conform to the trend of Internet development and the call of Comrade Xi, accelerate the construction of their own media platform, and consult with private enterprises, so as to implement the principles and policies of "party management media" and consolidate the leading position in the new media.

How to deal with the problem?

Technology changes media form, media form determines content, content meets audience's use, and audience promotes technology progress again. Nowadays, the "central kitchen" mode of people's Daily has been operated normally, which has made an important contribution to promoting the optimal allocation of news production resources. High quality content can be adapted to multiple channel terminals. With the continuous development of new technology, mainstream media still dominates the news market with its authority and credibility. However, we need to be alert that only by continuously following up new technology and ensuring the combination of content quality and technology production can we make great progress. We should vigorously promote the cultivation of media talents. The employment direction of media industry management major: media, media enterprises, government departments, universities and other related fields. The employment direction of international cultural trade major is: senior professionals engaged in foreign cultural trade, management, research, hairstyle, planning and other aspects in cultural media institutions, foreign economic and trade departments, enterprises and institutions, and government agencies. Only with the talented as the foundation, the media economy will develop more and more rapidly, and use its own development to boost the development of the national economy.

The employment direction of cultural industry management major: media enterprises, government departments, universities and major enterprises and institutions. The overall development of the media industry is stable, but the structure has undergone profound

changes. China's economy maintains a steady growth trend, and the media industry is expected to continue the momentum of rapid growth. With the promotion of triple play and the development of new media, there is still a huge market space for China's media industry.

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