

The New Media to Help the Remote Areas of the Industrial Development of the New Situation

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Abstract

With the rapid development of informatization and digitalization, China is transitioning to the new media era. In the remote areas with relatively lagging development, the role of new media in the rural revitalization strategy is becoming increasingly apparent, and there has been a good trend of successful integration with regional characteristics to promote the development of regional industrial economy. At the same time, the development of new media in remote areas is also faced with difficulties such as talent scarcity, lack of funds and inadequate infrastructure construction. It requires the joint efforts of all parties to give full play to the advantages of new media and lead the economy of remote areas to a new level.

Keywords

Remote Areas; New Media; Industrial Development.

1. Introduction

How to give full play to the areas with relatively remote location conditions and relatively backward economic development to follow up the overall national economic development level is an important issue of common concern in today's society. Under the rapid development of the Internet and new media, agriculture and rural industries in remote areas of our country have sprung up into the network public view, by releasing a short video or in the form of live local publicity, product introduction, food recommended phenomenon, to drive the local tourism industry, product sales and other elements of economic development to play a positive role.

2. The Concept of New Media and its Role on the Development of Remote Areas

2.1. Concept and Characteristics of New Media

Newspapers, magazines, radio, and television are the four traditional media, and new media is a new form compared with traditional media, which refers to the use of digital technology, through the computer, the network, wireless communication network, satellite channels, as well as computers, mobile phones, digital TV and other terminal equipment, to provide users with information and services of the new form of communication[1]. Strictly speaking, the new media is not independent of the existence of the other four traditional media, but the product of the constantly developing and growing new technologies, and the latest technologies such as digitalization, multimedia and network are the necessary conditions for the new media.

The most prominent feature of new media is that it can break down the barriers between media, dissolve the boundaries between regions, administration, terminal equipment, communicators and recipients, so that users can receive and process information timely, conveniently and efficiently in different time and space. In addition, new media also has the characteristics of

personalization, diversification, timeliness and interactivity, so that audiences can actively choose the information they prefer, or even choose to become the information publishers, rather than only passively accept the content provided by traditional media such as magazines and newspapers.

2.2. New Media Functions in Remote Areas

China's remote areas mainly develop agriculture, forestry, fishing, animal husbandry, breeding and other industries, and the low conversion rate of agricultural scientific and technological achievements in China is precisely because of the backwardness of high-tech industries and information industry in underdeveloped areas. Although the four traditional media have contributed greatly to the dissemination and development of industrial technology in remote areas, there are still many obstacles to the promotion of related industrial technology in China. In today's era of the rapid development of information technology, the new media is having a more positive impact on the communication mode and communication system of information technology in remote areas.

Through online platforms such as Xiaohongshu, TikTok and Weibo, various media forms such as picture notes, short videos and live broadcast rooms can connect information publishers and recipients of different time and space. From the "input" perspective, the interactivity[1] of new media allows the outside world to immediately understand the needs of remote areas in production technology and other aspects, to timely provide them with professional guidance. At the same time, information recipients can also query or back up practical information at any time through thumb up, collection and other functions, and this provides conditions for long-term communication for the two sides of sending and receiving information. From the "output" perspective, remote areas can shoot and post promotional videos in the area, to bring the public view to an otherwise unknown region, driving the local tourism industry. People can also promote the region through live streaming, forming a complete production and sales chain to drive the local economic development.

According to the 50th China Internet Development Statistical report of China Internet Network Information Center (Source: The 50th China Internet Development Statistical report of China Internet Network Information Center), as of June 2022, the number of Internet users in China was 1.051 billion, the Internet penetration rate reached 74.4%. With the continuous advancement of China's digital rural construction work, the Internet penetration rate in rural areas has been further increased in recent years. As of June 2022, the Internet penetration rate in rural areas rose 1.2 percentage points from December 2021 to 58.8 percent. Under the context of the in-depth development of "Internet +", e-commerce driven by new media has become an important way to fight poverty in China.

3. Examples of New Media Helping Development in Remote Areas

New media effectively solves the problem of time and space distance and information exchange, so it is popular with people in remote areas and many people began to try to contact and vigorously promote social applications such as Weibo, TikTok, WeChat video in local area, combining its own characteristics and local characteristic industry with new media, seizing the new media to drive the development of industry.

3.1. New Media and Tourism

In November 2020, the Tibetan guy Ding Zhen, with short video recorded his pure simple smile, quickly gained popularity on TikTok. The number of Ding's single video thumb up had exceeded 2.7 million, then ding Zhen himself in TikTok, Kuaishou, Weibo and other network social media, was soon hired by local state-owned enterprises Litang tourism ambassador, even the CCTV media, the party media and other official traditional media also actively focus and spread the

popular ambassador. Moreover, the foreign ministry spokesman Ms. Hua Chunying also sent three Twitters for him. So far, "Litang Ding Zhen" has 7.987 million followers on TikTok, and has received 83.983 million likes. In the process of Ding Zhen becoming the top web celebrity harvesting more than 10 billion traffic, the public's focus is not only focused on Ding Zhen himself, but his hometown Xiazetong Village, Ranrika Village and other places have thus become one of the places for tourists to punch in Litang. Under the effect of "Ding Zhen effect", Ranrika village, the once relatively closed plateau village received a huge number of tourists, where many herdsmen to breeding, animal husbandry, digging herbs way to make a living, began to start the business of home stay facility for tourists. By this way they not only earn more income than before, but work intensity is much lower. Today, more than 60 percent (Source: Xiaoxiang Morning Post news account) of the villagers' disposable income comes from the tourism industry.

3.2. New Media and Products

In June, 2020, Nehe city's first red matsutake cooking skills competition live scene hot throughout the network. In the two-day final, professional cooking teams from more than 40 large and medium-sized catering enterprises in the city show their cooking skills in the way of live broadcast, combining the product promotion activities throughout the live streaming. By the end of the event, 0.75 million kilogram of red matsutake had been sold offline and online. The total amount of the sales contract signed is 9 million yuan, attracting the intention of the investment amount of 18 million yuan. The online attention and clicks of this activity exceeded 1 million times, allowing the local high-quality food material red pine mushroom to ride the "hitch" of live video broadcast and enter the "highway" of the new retail industry. Nehe city actively explore the Internet and new media in poverty engines and the important role of rural revitalization, take the lead in promoting the "electricity + live" sales model, to carry out a series of theme live more than 20 sessions, introducing Nehe characteristic products to introduce fans and promotion, drive the output of local specialties like Xingwang red pine mushroom, Liuhe flavor sauce, Longhe cold spring tofu, Hesheng red valley millet and so on (Source: Heilongjiang Daily), vigorously promote the development of the local industrial economy.

On June 22, 2021, TikTok released its first data report on agriculture, rural areas and farmers. In the past year, TikTok rural video has received 12.9 billion likes, and the income of rural video creators has increased by 15 times year-on-year. Zhang Zhouqing, by selling potatoes in TikTok has a stable flow and sales channels, not only established a highly personalized and sustainable vitality of the brand, but also with 100 farmers to purchase agreements, to ensure the delivery quality and after-sales quality of agricultural products, which promoted the modernization of local agricultural industry. Now his TikTok runs more than 5 million yuan a year, helping more than 500 poor households generate income. Typical successful cases like Zhang of using new media to sell agricultural products have created new ideas for residents in remote areas across the country, and have played a very positive role in promoting the economic development of poor areas.

3.3. New Media and Cultural Communication

On June 23, 2022, in Rongjiang County, Qiandongnan Miao and Dong autonomous Prefecture, Guizhou Province, the atmosphere is in full flow. The anchor Wang Hongdan and the local female embroider introduced the local embroidery and textile skills. Anchor Wu Jiamei introduced batik art and promoted colorful handmade batik products in the new media industrial park, and anchor Zhang Zhenfeng broadcast the fern weaving process in the workshop (Source: Guangming website). Anchors popularize various handicrafts of cultural inheritance to the majority of netizens, which can not only attract more people's pay attention to the local intangible cultural heritage, but also promote cultural products as a fixed income way for the handicraft industry and drive the coordinated development of local cultural

industry and economy. Rongjiang County, Guizhou province, was once a key county in national poverty alleviation and development work, and was listed as a key county in national rural revitalization assistance in 2021. In recent years, after clarifying the regional advantages and positioning, Rongjiang County has adhered to the implementation of the new media to help the rural revitalization action, collecting 12,000 local non-genetic inheritors, returning young entrepreneurs, relocated people, and left-behind women in villages, providing language, technology and other skills training, flow support and other enabling services. By 2023, Rongjiang County will build more than 2,000 local online live broadcast marketing teams, create more than 10,000 jobs, and make full use of the concept of "new media + industry" to help rural revitalization.

4. Restrictions on the Development of New Media in Remote Areas

Although new media has been rapidly accepted in remote areas and promoted the development of local economy, most remote areas have outdated ideas, scarce talents and backward facilities, which restrict the further role of new media in rural revitalization.

4.1. Lack of Awareness of Using Scientific and Technological Information

The working people in remote areas are not only the audience groups of agricultural and rural science and technology information, but also the practitioners of transforming scientific and technological achievements into productive forces. From the reality can be found that under the condition of the new market economy, most of the remote area workers due to narrow knowledge, relatively old ideas of their own quality, make its demand for agricultural and rural science and technology information, unable to adapt to the needs of the development of the new situation, the full use of science and technology production ideology and professional scientific production skills need to be improved. Their demand for media is almost for entertainment [2], and they do not know how to use network resources to absorb agricultural science and technology information and apply them to agricultural production, making the production technology always stagnated, the industrial capacity level cannot be improved, and the regional economy is difficult to get substantial development.

4.2. There is an Extreme Shortage of Professionals

The media industry is updated and iterated quickly, and professional talents are crucial for the sustainable development of new media in remote areas. Due to the content of filming, production, processing, and account the data of operation of construction, technical problems existing in such aspects as talent lack, lead to produce works of prone to single content homogeneity, subject matter, quality is rough and so on, so the people in remote areas want to take advantage of new media to improve production and living patterns also appears more. In addition, people in remote areas lack a high-level and professional editing team, so it is difficult to comprehensively collect, organize and edit effective information, and cannot display and play the role of scientific and technological information to the greatest extent. At the same time, the number of educational institutions and scientific research institutions in remote areas is not large, and the number and level of professionals who can be trained are limited, so the scientific research achievements will be relatively small, leading to the low level of regional scientific and technological innovation. In addition, the relatively low level of economic development leads to the limited investment in the local big data industry, and the fact of limited and low salary makes the remote areas less attractive to high-tech talents.

4.3. Backward Infrastructure

Under the influence and restriction of geographical location, historical development, cultural environment, national policies and other comprehensive factors, the remote areas have

appeared in a relatively backward economy. Remote areas in the transportation facilities, public infrastructure, network infrastructure relative shortage and backward, such as the southwest mountain area still has a lot of villages from road is very far away, both purchasing supplies and agricultural products need wading, which not only limits the mountain people's living standards, but greatly limited the industrial development and economic growth in these areas. Also, in wireless broadband and 5G construction[3], for example, long-term labor-intensive industry, structure makes the remote areas of technology and information technology industry development slowly, low level, compared with developed areas, remote areas in network infrastructure, due to poor network, service does not reach the designated position, remote areas residents difficult to realize the convenience of the Internet fast, which seriously restricts the development of information technology industry in remote areas.

5. Solutions to the Development of New Media in Remote Areas

In view of the various constraints on the development of new media in remote areas, the following three directions to solve the problem can be roughly put forward.

5.1. Solve the Problem of Talent Scarcity

Science and technology and talent is the key to the development of new media. Remote areas due to lack of funds, equipment, imperfect facilities, lead to talent treatment of scientific and technological talent inner expectations, so that remote new media related professionals' shortage, therefore, need to rely on the government's guidance and support and enterprises attract investment for professionals willing to into the construction of new media industry in remote areas. On the one hand, can increase investment in science and technology, policy and financial support to colleges and universities, universities offer new media related courses, and its "production research" fusion mode, encourage students to return home entrepreneurship, will learn to practical information transmission to every corner of remote areas, quickly improve the remote areas since the media practitioners' basic quality and professional skills. Through social vocational training institutions, on the other hand, vigorously promote new media training programs, focus on rural since the media operation, short video clip skills training, improve the level of creation and content quality, but also through preferential policies, such as registered permanent residence, children's education, medical care, insurance, attract city professionals to help people in remote areas realize the desire of industrial development and economic development. At the same time, we should make full use of TV and radio and other mass media that are more accepted by people in remote areas to publicize and popularize the basic common sense and positive significance of new media, and enhance their awareness of informatization and understanding that the society is transition to digital.

5.2. Solve Problems in Infrastructure Construction

One of the keys to the economic development of the remote areas is the development of the agricultural products industry, and the main reason for the slow development speed is the lack of information, and the remote areas do not master the methods and channels to promote and transport the products out, and the outside world does not know that the area has high-quality characteristic products. To solve this problem, we need to improve the transportation conditions in remote areas and improve the construction of information infrastructure in remote areas. First, the government needs to increase investment in the construction of remote areas of road traffic, vigorously build roads, railway, waterway, air transport channels, make remote good products have the opportunity to promote to all over the country and the world, but also let the external new things can timely circulation to remote areas, let the people in remote areas to keep up with the pace of the development of the times. Second, new media, as the most efficient way of information communication, first depends on the construction of basic

information. It is very common that the infrastructure in remote areas is backward, so the latest achievements of the information industry should not only be applied to urban infrastructure, but also accelerated to underdeveloped areas such as rural areas and towns. In remote areas, through learning and exchange activities with developed areas, combined with the actual development situation of their own development, we should introduce the existing or developing science and technology in big cities, and improve the construction of information infrastructure, including radio and television networks, telecommunications networks, computer networks and supporting facilities. By the end of 2020, China Unicom had covered 100 percent of more than 90,000 towns and townships nationwide, and the total number of administrative villages had exceeded 460,000 (Source: 2021 China Unicom Digital Countryside White Paper) villages. In remote areas, the improvement of infrastructure can promote the integration of urban and rural construction, narrow the gap between urban and rural development, and its informatization and industrialization development will be further enhanced under the joint efforts of all parties.

5.3. Solve the Problem of Lack of Funds

In remote areas, the relatively low level of economic development restricts the development of various industries. To solve the capital problem, we should start with the government, enterprises, the people and other parties. First of all, the central and local governments should take the lead in playing the role of finance [4], constantly increasing the investment in the media and information industry in remote areas, and solve the problems of grass-roots information construction and talent training. Secondly, enterprises should actively provide and build platforms to attract external capital investment, vigorously carry out investment attraction activities, strengthen exchanges and cooperation with the eastern coastal areas, and make use of their advantages in order to strengthen their own industrial development in terms of capital, technology and talents. In addition, local banks can appropriately relax the loan conditions for the information industry and media development projects, provide appropriate subsidies or give preferential loan policies, and solve the problem of funds for the development of the information and media industry. Remote areas, of course, also want to have a clear cognition of their own positioning, cannot follow suit blindly, to find to find the actual regional advantage to continuously improve their competitive strength, at the same time absorb advanced development concept and management methods, improve their independent innovation ability, attract domestic high quality investment enterprise investment, fundamentally solve the capital problem.

6. Conclusion

In the era of informatization and digitalization, if the remote areas are backward in science and technology, information and media industries for a long time, it is inevitable that the development gap between the developed areas and the underdeveloped areas will be increased. It is a desirable direction for economic development in remote areas to open a virtuous industrial cycle. The government, enterprises, and the people should identify the core problems in light of the regional actual conditions, formulate targeted solutions, and resolutely implement the feasible strategies. At present, new media has a positive trend to help the economic development of remote areas. All parties should make more efforts to promote the practical application of new media in remote areas, accelerate the industrial and economic development in remote areas with the help of the vane of the information age, and realize the narrowing of the gap between urban and rural areas and the promotion of urban-rural integrated development.

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