

A Study of the Communication of Shaanxi's New Image Based on New Media Matrix

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Abstract: New media, as a new hotspot in the construction of communication power, is a hot topic in recent years. Based on the changes in the media industry, studies mainly analyze the new media from several aspects: different types of new media, different levels of institutions or the transformation of organization media. From the perspective of media practice, in the context of media integration, different media have exerted the influence of new media in more and more different media, constantly innovating reporting forms, and supplementing and improving new media types. It is found through research that over 80% of mainstream media in the country have completed the layout of Weibo and WeChat. At present, the spread of new media is mainly measured by the evaluation system of three indicators: WeChat Communication Index (WCI), Weibo Communication Index (BCI) and Mobile Application Download Index (ADI). In the context of "The Belt and Road" national strategy, it is also of great practical significance to study how the media can better play the role of mainstream channels, build a new media matrix, and take responsibility for economic, political, social and cultural development in Shaanxi.

1. Background of New Media Matrix Communication

The transformation of the industrial structure brought about by information technology has profoundly affected social production. Based on the development of the Internet and mobile technology, the media also has new functions and roles in social shaping and construction. In the new era, changes of social contradictions means the changes of social and cultural environment. Therefore, the study of communication needs to not only incorporate new types of communication but also consider the new media environment based on the new media characteristics. Particularly, with the rapid development of the 4G and 5G communication technologies, the convenience and portability of mobile devices have become prominent, and people have truly become the terminal nodes in a networked society, and space-time experience, social relations, self-identification, etc. are reconstructed due to the mediating role of mobile media. In the era of new media, information production, delivery and distribution have become comprehensive, rapid, efficient and diversified, and massive information in the new media matrix has been continuously recorded and effectively tracked. These information and data generated from communication contain rich information of various aspects such as individual behavior, interpersonal communication and group cognition, thus providing big data materials for exhibiting the image of Shaanxi also remind us that the communication of public opinion and news must follow the trend and it is necessary to deeply explore the new contents, new methods and new laws of news in the era of new media.

New media matrix, as the key to the construction of communication power, has been a hot topic in recent years. Based on the changes in the media industry, studies of new media matrix mainly analyze different types of new media, different levels of organizations or the media transformation of organization by discussing more cases. From the perspective of media practice, under the background of media integration, different media have exerted the influence of the new media matrix in a nationwide environment, constantly innovating report forms and improving the layout of new media. It is found through research that over 80% of mainstream media in the country have completed the layout of Weibo and WeChat. At present, the propagation power of the new media matrix is mainly measured by the evaluation system of three indicators: WeChat Communication

Index (WCI), Weibo Communication Index (BCI) and Mobile Application Download Index (ADI). In addition to the new media matrix layout of the media industry itself, the government, enterprises, and universities are also affected by the media environment and the development of medialization. They continue to improve their new media layout, increase the recruitment of media professionals, and improve the new media literacy of relevant personnel. As an exploration of media transformation, there are still a series of problems in the construction of the new media matrix, such as the imbalance in the development of new media between different institutions or organizations, the lack of diverse new media platforms, and the characteristics and laws of the new media matrix. Insufficient research, etc.

2. Significance of New Image Communication

Regional image communication research is an important part of communication research. The role of new media in national, regional or urban image communication is also part of new media research. Regarding the definition of regional image, some scholars believe that it includes the image of regional reality, the image of regional communication and the image of regional public perception, while some scholars are divided into cultural image, economic image, government image, media image and public image. As the main channel for people to receive information, new media is regarded as an important way and means of image formation and dissemination. How to effectively use new media's strategic research is an important part of regional image dissemination research. The rapid development of new media has released the "right to speak" of image formation and dissemination and brought new challenges. The change of communication pattern in the new media environment means not only need to adapt to the changing external environment. In addition, it is necessary to recognize, understand, and master the laws of change from the inside, so as to lay a solid foundation for making full use of the new media and exerting its role in image dissemination.

For the study of the dissemination of Shaanxi image, some scholars believe that based on the characteristics of Shaanxi Province, a strategy for the dissemination of Shaanxi regional image should be proposed. At present, the image dissemination of Shaanxi Province is more from a cultural perspective, focusing on how to transform Shaanxi cultural resources into realistic communication power. On the macro level, starting from the soft power of culture, some scholars believe that Shaanxi's rich historical and cultural resources have a practical effect on shaping Shaanxi's image. At the same time, Shaanxi Province has red cultural resources. How to make these two resources have the power to spread is an important subject to be considered. On the macro level, studies of media activities, Shaanxi-style TV drama, movies and documentaries such as "Open the Altar" and "Competition on Huashan Mountain" are carried out to explore the influence of media in shaping the image of Shaanxi Province. In the study of Shaanxi image communication based on cultural resources, a very important part is the study of Shaanxi's tourism image. Some scholars have found that tourism image has a significant impact on tourist loyalty. The visual symbols are an important part of Shaanxi's tourism image, and they are related to the perception of Shaanxi's image by tourists. Integrating the advantages of multiple platforms and types of media to achieve integrated communication is the key to the effective dissemination of the tourism image.

In the context of "The Belt and Road" national strategy, it is necessary to study how the media can better play the role of mainstream channels, build a new media matrix of the communication layout, and take responsibility for Shaanxi's economic, political, social and cultural development. This not only supplements related research, but also has important practical significance. This topic is based on the development of the new media matrix. From the perspectives of communication practice and communication psychology, this paper explores the characteristics and rules of news communication in the new media environment, and clarifies the positioning and function of media in the communication of Shaanxi's image. Secondly, technological empowerment has led to social individuals further gaining the right to disseminate information, and has a profound social impact. Therefore, the scope of news dissemination should also be continuously expanded and diversified. Based on these two changes, the spread of news in the new media matrix has undergone new

changes.

The practical significance of studying the image of Shaanxi lies in the new extension of the connotation of Shaanxi's image in the new era. With regard to the means and purpose of image transmission, new models and characteristics have emerged against the background of the continuous development of the new media matrix. Therefore, studying the news dissemination under the new media matrix is of great significance for giving full play to the advantages of Shaanxi cultural resources, enhancing the soft power of Shaanxi culture, and achieving effective Shaanxi image dissemination. The theoretical significance of this topic is that the research on the connotation of news has enriched the research on regional image. At the same time, the research of new media matrix in the process of dissemination is the hot and difficult point of current media research, and the function and positioning of new media in regional image dissemination is also an important direction of media research.

3. Contents and Scope of Studying the New Image of Shaanxi in the New Media Matrix

With the rise of the Internet society, the Internet as a high-dimensional medium has activated social individuals, and the construction of the new media matrix is also an important change in the development and transformation of the media. Therefore, research on news dissemination under the new media matrix is to be considered from the following three aspects:

Cognitive analysis of the public image of Shaanxi and analysis of news content. In order to better grasp the process of Shaanxi image dissemination, it is necessary to analyze the public's perception of Shaanxi image, the law of new media use and the effect of media dissemination. At the same time, based on the new media matrix, it is necessary to explore what has changed in the news and what new levels and dimensions have emerged.

Based on the new media matrix, the study of the main body of news communication, that is, the circle of communication actors. For the research of actors, on the one hand, it is necessary to clarify the functions and roles of different subjects in the communication process; on the other hand, it is necessary to find out which new actors have appeared.

Research on media strategies for news based on different media features in new media matrix. It is necessary to start from the research of the new connotation of news, the research of communication subjects and the effect of the new media on Shaanxi's new imagination, combined with the current changes in the media environment and structure, and propose corresponding media strategies.

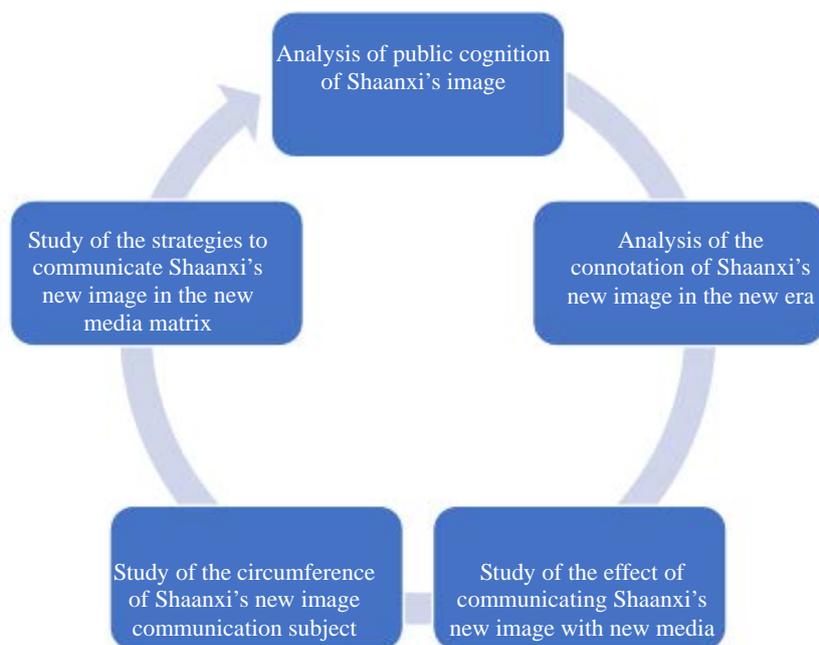


Figure 1. Shaanxi New Media Communication Analysis

Research on public cognition of Shaanxi's image in the new media environment. This is the basis and difficulty of this topic. On the one hand, research on public cognition needs to obtain effective public portraits, on the other hand, it is necessary to operate Shaanxi image and related concepts such as public cognition to improve the accuracy of the research.

Research on the effect of new media matrix on the communication of news. This is the key to the research of this topic. The research on the impact of new media on Shaanxi's image and its significance needs to be based on a large amount of new media data.

Research on the subject of news communication. The development of new media has led to a stratification of the public. Therefore, the main bodies of news communication in different circles have different functions and roles. Based on the research of communication subjects, how to establish the relationship between the public and the news, and the corresponding communication strategies proposed for the subjects of each circle are also one of the research focuses.

4. Main Viewpoints of Shaanxi's New Image under New Media Matrix

After the 19th CPC National Congress, China has entered a new era. Facing new changes, new environments and new situations, the media also faces new opportunities and challenges. With the continuous enrichment and innovation of media development, there are too many unpredictable changes in the future. Both the development of the media itself and the external environment are becoming more diverse and complex. Therefore, grasping the new trend of media change is an important process in the face of the advent of the media age. The endless stream of communication methods, media changes and changes require a clearer understanding and grasp of its development characteristics and participation in media change. The development of new media has always been the focus of communication practice and communication research, and has triggered the whole society's thinking about the future of media.

In the new era, in order to highlight Shaanxi's new image, it is necessary to first explore the connotation of news in the new media era in combination with the current economic, political, social, and cultural background. The arrival of media is already an irreversible trend in the society. The construction of Shaanxi's image is inseparable from the dissemination and promotion of new media. Therefore, in the process of news dissemination, it is necessary to consider the current changes in the media environment and adapt to the development trend of the media. Shaanxi has unique cultural resources, which is the basis of cultural construction in the new era and provides support for cultural development in the new era. Therefore, making good use of cultural resources is not only the advantage of spreading Shaanxi's image, but also the key to improving Shaanxi's cultural soft power. In order to better disseminate news, the advantages of new media need to be brought into play, and the layout of new media dissemination must be established in many aspects such as form, content, and audience.

The new media matrix is a key step in media transformation. The construction of the new media matrix of mainstream media not only plays a guiding role in public opinion but also promotes social development. The dissemination of news is inseparable from the thinking and research of the new media matrix. Therefore, regarding how to make good use of the huge communication power of the new media matrix, it is necessary to examine its positioning and function in news communication. On the one hand, as a tool for information dissemination, new media plays the role of image dissemination carrier. On the other hand, as a new force of social mobilization, new media plays a role of condensing image recognition and integrating social consensus.

In the process of news dissemination, the subject of dissemination as the power is the key to image dissemination. Due to the change of media environment and public perception, the subject of news communication is constantly expanding, and its composition, identity background, and learning habits are becoming more and more diversified. Therefore, there are significant differences in news awareness, attention, and loyalty. For the research of communication subjects, it needs to be further subdivided according to its own cognition of news, and its overall circle structure is drawn. Communication actors form a circle from inside to outside, and their functions and roles in the process of news communication are significantly different.

Based on the new media matrix's communication effect and the main research of new image's communication, a corresponding media strategy is proposed. The construction of news must not only clearly define the purpose, content and scene of communication, but also combine the communication layout of the new media matrix, and use the social forces behind new media to achieve effective, accurate and continuous news communication.

The study of New Image communication based on the new media matrix in Shaanxi helps to enhance the public awareness of Shaanxi image and the connotation of news, and provides a quantifiable reference for exploring issues related to the communication of Shaanxi's image. The new media matrix should be used to conduct circle research on the subjects of news dissemination, and to clarify the communication functions and positioning of different subjects; based on the study of the subject circle and the study of the effects of new media communication, it is possible to propose strategies for news communication for Shaanxi to increase its influence. Under the new media matrix, the promotion of news is not limited to television, radio, and newspapers, but integrates these traditional media with WeChat, Weibo, short videos, and other communication methods to form a three-dimensional and comprehensive communication.

Conclusion

Based on the public's perception of Shaanxi's image and the analysis of news connotation, this paper explores the effects of new media communication, the main circle of communication, and communication strategies in the new media-based news communication in the new era. This is a long-term and constantly changing subject. Starting from the purpose of news dissemination, our current research proposes corresponding media strategies based on the new media matrix, the main structure of dissemination, and the effects of new media dissemination. Therefore, we need to study how to use the changing news media for a long time to improve the image of Shaanxi, and then extend this experience to different provinces and cities, and increase the value of news dissemination in the whole new media field. In this way, the news communication under the new media matrix of one-time writing, multiple editing, and multi-channel publishing can be truly realized, laying a solid foundation.

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