

## Research on the Development Strategy of Traditional Media from the Perspective of Community Economy

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**Abstract:** With the gradual development of social media platform, people's interaction and communication in the real world has been reconstructed and expanded by the network. Virtual community is a kind of social group accompanied by Internet social interaction. It refers to online group or close personal relationship formed by participating in Internet communication and discussion. The network community gradually formed, followed by the community economy. Discussing the new direction of traditional sport development in the context of social economy may become a favorable opportunity for traditional sport to reverse the current situation and gain a firm foothold in the context of the Internet. Traditional media should actively cultivate their own communities, increase user viscosity through labeling and branding, and at the same time, use the advantages of their traditional professional production to turn “content is king” to “product is king” and improve product quality. Through the continuous communication and sharing of the group and the ability to cultivate coordination, the community will be able to stabilize the influence of the newspaper itself and maximize the benefits of the community.

### 1. Introduction

A community is a fixed group of consumers who are satisfied with the needs of commercial products and assembled with interests and the same values. It can refer to the actual geographical area or social relations occurring in a certain area [1]. In the context of the Internet, actively embracing the Internet media industry, in addition to the newspaper radio and television platform, the Internet platform can also be used to actively build communities [2]. Traditional media is a relative concept. It usually refers to the traditional mass media, including television, newspapers and broadcasting, which publishes information to the public regularly or provides educational and entertainment exchange activities through some kind of mechanical device [3]. With the further development and maturity of mobile payment technology and communication technology, the virtual community that grew up on the fertile soil of online social media quickly attacked the city. The virtual community is derived from a form of social gathering into a new economic form. The monopoly of traditional media on information resources has been broken, facing the dilemma of the loss of readers and the decline of advertising revenues. This has prompted traditional media to make changes and actively integrate with emerging media. Traditional media maximizes the benefits by creating a group-specific content section and using Weibo to organize its own community to attract audiences [4].

Although the gradual popularization and deepening of the influence of the Internet make the audience's news needs and the needs of many other levels meet unprecedentedly on the Internet, it is not easy to locate some deep-seated, relevant and instructive information from the mass of fragmentary information [5]. The so-called community economy is the behavior of enterprises or organizations through marketing and services to meet the value needs of consumers at different levels in the community and achieve business income generation [6]. The logic of community economy is a subversion of the logic of scale in the era of industrial economy. In the era of scale economy, everything must conform to the principles of standardization and pipeline. Only in this way can we maximize efficiency and profit [7]. The early social economy formed a loose form of organization centered on interest. At that time, people were more purely spiritual communities, and a small number of people gained economic benefits through the community. Realize “community +

economy” by connecting regional users, creating social interactions within the circle, and promoting transformations [8]. The media industry should seize the community dividend, highlight self-worth in the social economy, use its own advantages to try to establish and operate the community, and develop the social economy through strict planning. The community can be understood as an organization composed of scattered points. People in the community do not know each other and the relationship between members is weak. The members of the community, even if they don't touch each other, have common habits and hobbies. They are highly unified in a certain ideological value, and exchanges can be recognized [9].

## **2. Community and Real Community Economy**

### **2.1. Characteristics of community economy**

Community economy is more like a platform, which is decentralized. In the era of new media, especially the extensive use of social media, the clustering effect of communication effect is more obvious, but at the same time, the instant conversion of users' topics and interests also brings uncontrollability which is difficult to determine, and its communication effect is more diversified and three-dimensional. When consumers are faced with unlimited choices, what they really want and the channels they want to obtain have undergone significant changes, and a new business model has also emerged. Only by meeting the different needs of the audience can we occupy a place in the Internet. At the same time, the community as a whole can also be regarded as a commodity, because it aggregates a large audience and generates market space and market value, which in turn generates the ability to bargain. The value of the product is created by the interaction between the manufacturer and the consumer in the community. “Public consumption” has begun to shift to “personal consumption”, and the demand at the end of the long tail has spawned countless “personal consumption” markets with deep depth and wide demand.

### **2.2. Re-connect readers with community thinking**

In the economic form of virtual community, commodity production is highly dependent on the community. Because the information age has removed most of the barriers to production technology. Because of the differences in needs and preferences, people have formed different circles and groups. Under the background of the Internet, the operation of traditional media has gone beyond the scope of traditional news gathering and editing business. Now it has expanded to the fields of website operation, product development, visual design, market operation and so on. Traditional media has the advantages of proximity, affinity and long-standing credibility for the audience, so it is more suitable for the construction and operation of social group circles. Lending on community thinking is an effective means for traditional media to connect readers. In the era of social economy, for the media, in addition to the news and products released by community managers to consumers, the community itself is also a product. Newspapers send news to groups and organize activities to meet the needs of the audience. For traditional media giants with better foundations, they can segment the audience, that is, focus on the business, and choose multiple groups with commercial value and purchasing power to cultivate.

The development and progress of network technology and new media technology highlight the concept of "audience-centered" value. The birth of virtual community is the inevitable outcome of this trend. Social media is a media organization that produces content for the community and content produced by the community, which is consistent with reader clubs and website forums. But the activity and development of the community can not stay on the Internet, it must extend to real life. On the Internet or even on the mobile phone, the audience can get news content published in the major newspapers and magazines on the same day. At the same time, the distribution mode is increasingly diversified, and the traditional mode of physical bookstore, supermarket and newsstand has declined in some areas. In the future, when the media targets a specific niche market and attracts a specific and loyal user base through content that is focused, deep, and highly relevant to the target audience, it can be considered to provide quality content to these users. Charge, or open

the appreciation of the platform, to obtain profit points. The purpose is to enable users to rely on the community and identity. "The true social economy is based on a certain 'attitude'. The 'tag' formed by this attitude is posted on some people. These people are Your users are "associated with users of the label" and will be distinguished from other audiences.

### **3. Development Strategy of Traditional Media in Community Economy**

#### **3.1. Definite self-orientation and rebuild media image**

Traditional media, especially vertical media, which have been deeply cultivated for many years in some fields, often have certain attraction and cohesion to both upstream resource providers and downstream users by relying on platform advantages and historical accumulation. Before establishing and activating community groups, traditional media should re-orientate and think about themselves. The orientation of "big and complete" will only make the media unable to take into account, so the traditional media should adhere to the principle of "small and beautiful". The community has established and formed a clear and definite goal, through which individuals in the community achieve self-value satisfaction, whether through the implementation of newspapers and offline activities in the early stage, or through micro-blogging and micro-messaging in the late stage to achieve interaction with readers, it has always been implementing the concept of personalized positioning of this product. The virtual community can accurately locate a certain group of consumers with common characteristics. At the same time, because of the self-organization of the virtual community, the marketing entity can truly deliver the required marketing information to the target audience in the most direct and cost-effective way. Community tags give community members an invisible pressure similar to a sense of responsibility and community honors. This pressure also encourages community members to maintain an ecological balance and information balance within the community, with individuals as nodes. Contribute intelligence and financial resources to the community.

#### **3.2. Strategic Innovation**

The media need to build a community platform to create opportunities for the interconnection of audiences. Through a series of online and offline activities, members are accustomed to and willing to exchange information with each other through this platform. Extend the virtual network community to real life, really strengthen the relationship between individuals, and then form the "fans" of the media, ensure the audience, improve the competitiveness of the media. It is enough to highlight the characteristics and main information of the product. In addition, public welfare events can also be used as the intervention point to achieve the promotion of brand marketing, which can not only enhance the brand image and reputation of enterprises, but also gain more brand trust of potential consumers in a broader range. Communities can provide a mass basis for the construction and development of Internet brand in the transformation of traditional media. When members of the community have a sense of belonging and trust in the community, they can not help publicizing the brand in the community. Voluntary participation and active communication of members of the community will greatly reduce marketing costs. Traditional media are actively transforming to the Internet, especially the mobile Internet. One path is to build a new platform for mobile Internet users, but this road has a long chance of success; the other is to make full use of the existing social platforms such as WeChat and Weibo to build a certain community to gain certain benefits.

The economic form of socialization presents a small system. In theory, a product can survive well only by serving the needs of the fans. Products do not need to blindly pursue sales increment, seize the product itself to do value-added experience, attract more fans' attention. In the community economy, the traditional marketing mode from propaganda and promotion to viral communication is also an opportunity for the development of journalism. The traditional advertising marketing is weakening the role of the audience, and the viral spread of the community is easy to show explosive growth. Communication is becoming more and more refined and professional. Broad mode of communication is obviously not suitable for the development of the times. Whether it is the

growing prosperity of community economy or the growing popularity of community newspapers and Group newspapers shows the importance of clear positioning. The subject publishing field is getting deeper and more specialized. Many publishing houses are actively changing their passive work to take the initiative to plan. "In addition to careful selection of topics in publishing the theme books, the publishing house pays more attention to historical materials from multiple angles. The collection and organization, the choice of perspective, and the enhancement of readability. If traditional media uses social media to strengthen the connection with users, develop the social economy, and firmly grasp the users of the market segments. Can play the role of social media well.

#### **4. Conclusion**

This paper studies the development strategy of traditional media from the perspective of community economy. Community economy is still a rare basis for traditional media. In the network age, facing the loss of readers, the first thing traditional media should do is to reconnect readers. The audience groups of traditional media have the potential of forming a community naturally. Can the traditional media people change their way of thinking in the context of the Internet community economy. Can they put aside the previous Monopoly Authority posture and consider more from the perspective of the audience and the market so as to open up their own way of development in the era of Internet community economy with innovative and positive posture. The steady development of community economy has a great impact on the media's mode of communication and management. Traditional media want to take a firm foothold in this economic trend. Practice is the sole criterion for testing truth. In the process of media integration and development, we will profoundly understand the results brought about by the innovation of editorial ideas, and the realization of this achievement requires the joint efforts of the editors. The future economic form will shift from economies of scale to economies of scope, and consumers will shift from passive acceptance to active participation. User operations are more important than product sales, and brand marketing will also enter with the rapid development of virtual communities a new era.

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