

# **Analysis on the Integration Development Mode of Industrial Economy and New Media**

**Xiaomeng Jia**

University of Glasgow, Glasgow, Scotland, UK

xiaomengjia762@163.com

**Keywords:** Industrial economy, New media, Integrated development, Mode research

**Abstract:** With the common development and progress of China's economy, science and technology, the arrival of the new media era has greatly promoted the development of China's industrial economy. Industrial economy is a comprehensive subject, which covers all industries in the process of social and economic development, and no matter the size of the industry, it belongs to the scope of industrial economy. The new media era has made great changes in people's life, changed people's way of life, learning and working, and also changed people's way of consumption. This paper mainly analyzes the characteristics and significance of the integration of industrial economy and new media, and studies the integration development mode to better promote the innovation and development of China's industrial economy in the new period.

## **1. Introduction**

Industrial economy involves a wide range. All walks of life in social economy, regardless of scale, are part of industrial economy. At present, China's social and economic development is becoming more and more stable. The arrival of the information age is changing people's life and production from all aspects. The new media era is constantly infiltrating into people's daily life and work, and people's application of new media is constantly extensive and in-depth. Therefore, combined with the background of the times, the research on the integration development mode of industrial economy and new media has an important role in promoting the development and promotion of industrial economy, and it is also an important embodiment of conforming to the development of the times and meeting people's needs.

## **2. Analysis on the Characteristics of the Integration of Industrial Economy and New Media**

### **2.1 Build A More Harmonious Ecological and Economic Environment**

The development of industrial economy needs a good economic environment to improve the foundation, information channels to spread and share information, and certain processing of product information to make it have better communication effect and more comprehensive information introduction, etc[1]. While new media itself has strong information dissemination speed, channels, information processing ability and strong potential customers, fully meeting the needs of industrial economic development from many aspects.

### **2.2 Make Full Use of the Mass Media**

With the advent of the new media era, the mode of information dissemination has changed, which has characteristics of mass communication, and everyone can become the disseminator of information. Therefore, if the industrial economy wants to achieve a wider range of information sharing, it must recognize the characteristics of mass communication of new media, and choose the media mode suitable for its own enterprise development needs for product information sharing.

### **2.3 An Important Way for the State to Regulate and Control the Industrial Structure**

With the development of society, the structural adjustment of China's industrial economy is an

inevitable trend. The Internet economy has been constantly mature and growing. Using new media as information media is an important way to speed up the structural adjustment of industrial economy, and also an important means for our country to implement economic adjustment. The following figure shows the structure of China's industrial economy, showing the inevitable trend of realizing the integration of industrial economy and new media.

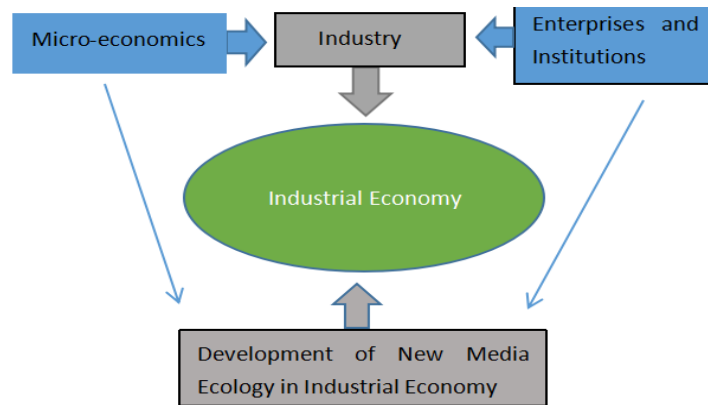


Figure 1 Industrial Economic Structure Chart

### 3. Significance of the Integration of Industrial Economy and New Media

The integration of industrial economy and new media is actually a relationship of mutual promotion, which is conducive to their common development and progress. The integration of the two can make the industrial economy achieve innovative development, innovate the mode of economic development, update the enterprise development culture and the communication mode of enterprise information. Using the great information dissemination power of new media, enterprise products and services can be released in a variety of ways. The integration of industrial economy and new media can also realize the all-round display of information, quality and characteristics of enterprise products and services according to the consumption habits of different consumers, so that the majority of consumers have a deeper understanding, and then the brand benefits of enterprises can be enhanced. The integration with new media can also better realize the interaction between enterprises and consumers, more accurately find their own defects and deficiencies, carry out targeted rectification measures, and improve the quality of products and services. New media has the characteristics of high-speed information dissemination, which can promote the high-speed and multi-channel dissemination of product information, and has a strong potential customer group. Industrial economy is an important part of China's economy, which is highly consistent with China's economic development strategic objectives[2]. Therefore, the integration of industrial economy and new media can also create a greater information sharing platform, so that more people can grasp more information and trends of industrial economic development through new media, conducive to the innovation and development of China's industrial economy. To sum up, it can be seen that the integration of industrial economy and new media has a great role in promoting the development of industrial economy.

### 4. Research on the Integration Development Mode of Industrial Economy and New Media

#### 4.1 Feasibility Study on the Integration of Industrial Economy and New Media

Through the new media, the wide and rapid dissemination of the product value, brand and trend of various industries in the industrial economy can be realized. The feasibility of integrated development of industrial economy and new media mainly includes the following aspects. First, the integration of industrial economy and new media is an important measure to implement the

adjustment of industrial structure in China. National policy support is the basis for the integration of the two. With the development of China's social economy, science and technology, the new industrial economy has developed in a new period and has a growing trend. And many advanced enterprises have realized the mode of integration with new media, and achieved the corresponding results. For example, Suning e-buy and Jingdong Mall all develop under the new media economy system. They use the new media to improve their product popularity and sales performance. Second, the mass communication mode of new media promotes the wide and rapid spread of industrial economy. New media has diversified information channels and rapid information dissemination speed, achieving a wider range of information dissemination and obtaining huge potential customers, and realizing the transformation of economic development. In addition to the above analysis, in the integration of industrial economy and new media, enterprises should pay full attention to their own characteristics, select suitable new media technology for application, improve the effect of product processing, enhance the scope and speed of information dissemination, and obtain targeted potential customers. With the development of new media itself and the promotion of its status, its own communication effect will also be improved, so the integration and development of industrial economy and new media are very necessary and feasible.

#### **4.2 Integrate Media in the Integration of Industrial Economy and New Media**

The research on the integration development mode of industrial economy and new media needs to realize the integration of media, but it does not simply refer to the combination of traditional media and new media, but to make full use of modern information technology to realize the innovation of technology and the sharing of information data. For example, through the application of big data information technology, enterprises can obtain more relevant information resources, and use the data classification, analysis, processing and development functions of big data information technology to realize the optimization and full utilization of enterprise resources and social resources, improve the utilization rate of resources, and then play a promoting role in reducing the operation cost of enterprises. Through big data information technology, enterprises can obtain more strategic development directions and decision-making information, fully combine the current situation and strength of enterprises, adjust relevant development trends, strengthen corresponding management, improve product quality, expand product types, improve service quality, etc. New media can also be used to achieve a more comprehensive and diversified display of their own products. For example, the new live broadcasting mode introduces related products by selecting the personnel who are consistent with their own enterprises, pays full attention to the development of customer groups, attaches importance to the construction of brand effect and the recycling of brand benefits. The effective integration and application of new media in industrial economy can promote the innovative development of enterprises in the new era, improve the management level and product quality, broaden the information channels and business channels, and constantly improve the market adaptability of their products, so that enterprises can maintain enough vitality and enhance the market competitiveness.

#### **4.3 Use the Internet to Achieve Economic Growth in the Integration of Industrial Economy and New Media**

With the rapid development of China's economy, Internet technology has been widely used and in the development process of all walks of life. The arrival of the Internet economy era has brought great impact and challenge to the traditional industrial mode. In terms of relevant policies, the state has continuously strengthened the management and standardization of the Internet economy, which has made the Internet economy develop more scientifically and standardized in recent years. At the same time, the state has also given certain policy support to the Internet economy through the corresponding regulatory system, which provides policy guarantee for the construction of the integrated development mode of industrial economy and new media. The in-depth development of Internet economy in industrial economy can solve the bottleneck problem of traditional economic mode and realize more development ways. For example, relatively speaking, the economic development of remote areas lags behind. Many local specialties can't achieve the construction of

information release and sales channels. After integrating with new media, they can have a wider range of dissemination and faster dissemination speed, which improves the development of local economy[3]. The integration of new media can not only realize the development of enterprise products themselves, but also promote the common progress of other local economies, such as the expansion of product information and sales in remote areas makes the local culture and scenery receive certain attention, and then can carry out the tourism economy.

## **5. Conclusion**

This paper mainly analyzes the characteristics and significance of the integration of industrial economy and new media, and studies the mode of integration development. Through the analysis and research, we can see that the integration of industrial economy and new media can build a more harmonious ecological economic environment, make full use of the mass media communication mode, and is also an important way for the state to regulate and control the industrial structure. Through the study of the feasibility of the integration development of industrial economy and new media, and through the integration of media and the use of the Internet to achieve economic growth and other integration mode exploration, the industrial economy can realize the development and progress in the new era, promote the more comprehensive sharing and faster dissemination of product information, and broaden the sales channels. At the same time, the Internet economy can also promote the development of other industries. Generally speaking, the integration of industrial economy and new media is an important way of national economic regulation, an inevitable trend of enterprise development, and a significant way to realize industrial economic growth.

## **References**

- [1] Wan Jie. Research on the Development Mode of Integration of Industrial Economy and New Media. *Science & Technology Economy Market*, no.11, pp.133-135, 2020.
- [2] Li Mengqi. Discussion on How to Strengthen the Development Mode of Industrial Economy and New Media Integration. *Modern Marketing (Business Edition)*, no.01, pp.34, 2020.
- [3] Huang Yong. On the Development Mode of Integration of Industrial Economy and New Media. *Science and Technology Communication*, vol.11, no.13, pp.133-134, 2019.