



The Promoting Role of the Media Industry in the Development of the Cultural Industry

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Abstract: This paper delves deeply into the promoting role of the media industry in the development of the cultural industry. Firstly, it clarifies the concepts and relationships between the media industry and the cultural industry. As a crucial carrier of cultural dissemination, the media industry is an important part of the cultural industry. In terms of the promoting role, the media industry provides platforms for content creation and dissemination, accelerates the spread in content creation and dissemination, helps with marketing promotion and cultivates the consumer market in market expansion, and drives technological upgrading and promotes creative transformation in innovative development. Through case studies at home and abroad, such as Huayi Brothers, Douyin, and Disney, etc., this is further corroborated. Meanwhile, it also points out problems such as the limitations of the media industry itself and the insufficiency of collaborative development. Finally, targeted countermeasures and suggestions are put forward, and the future development trend is prospected, emphasizing the importance of in-depth research on the relationship between the two.

Keywords: Media industry; cultural industry; promoting role; collaborative development; innovative development

1. Introduction

In the era of globalization, the cultural industry is increasingly important in the global economic pattern. With the development of information technology, the media industry has risen rapidly and is closely related to the cultural industry. It is both an important part of and a key promoter of the cultural industry. Research on its promoting role is significant. It helps understand the internal mechanism of cultural industry development theoretically and has practical significance for meeting cultural needs, enhancing national cultural soft power and international competition. This research uses methods like literature research and case analysis to comprehensively analyze the promoting role and related relationships.

2. Concept Definition and Relationship Elaboration of the Media Industry and the Cultural Industry

The media industry is an industrial group of media entities spreading information and knowledge. It produces and spreads information products in various forms like text, graphics, etc., and offers value-added services. It includes traditional news, publication, radio, and television, as well as Internet new media[1]. Media entities meet the public's information needs and build an industrial system. It has characteristics like fast dissemination and wide influence, and is an important carrier in cultural dissemination.

The cultural industry focuses on producing and providing spiritual products to meet cultural needs. It has a wide scope, including cultural and artistic, cultural tourism, cultural entertainment, cultural and creative, and cultural convention and exhibition industries. It creates cultural content and realizes cultural value, turning cultural resources into valuable products and services through industrialized operations.

There are complex connections between the two industries. The media industry is part of the cultural industry. Its information content is a form of cultural presentation. For example, a movie is both a media and cultural product. The media industry drives the cultural industry's development with its dissemination channels. Conversely, the cultural industry provides content for the media industry. For instance, cultural programs use cultural heritages as materials. In conclusion, they are interdependent and promote each other, and play an active role in cultural and economic development.

3. Specific Manifestations of the Promoting Role of the Media Industry in the Development of the Cultural Industry

First of all, the media industry has strong dissemination capabilities. Through various forms such as news reports, program production, and network promotion, the media can widely spread the information of various products in the cultural

industry. Whether it is traditional print media, radio and television, or emerging online media, it can make cultural products reach a wider audience. For example, when a movie is released, the media industry can use movie reviews in the news media, topic - creation on social media, and television advertisements and other dissemination channels to quickly spread the relevant information of this movie, attracting audiences to enter the cinema, thereby increasing the popularity and influence of cultural products and laying a solid foundation for the marketing of cultural industry products.

Secondly, the media industry provides a diversified display platform for the cultural industry. In modern society, the display of cultural products is no longer limited to traditional offline venues. New media platforms in the media industry, such as video websites and social media, provide new display spaces for the cultural industry[2]. Works of art and culture can be displayed through online platforms, and cultural tourism attractions can use the virtual display technology of the media to let tourists experience their charm in advance. These display platforms not only break through the limitations of time and space but also can present cultural products in more vivid and rich forms, stimulating consumers' interest and consumption desires for cultural products.

4. Case Analysis of the Media Industry Promoting the Development of the Cultural Industry

Take the Disney Company as an example. Disney itself is a large - scale enterprise integrating multiple cultural industries, and the media industry has played a huge role in promoting its development.

Disney has its own media networks, including TV channels, websites, etc. In terms of the film business, through the promotion of the media industry, Disney's animated and live - action films can gain extremely high attention worldwide. For example, for the "Frozen" series of films, Disney used its media resources to carry out all - round promotion through media means such as TV advertisements, online trailers, and social media topic interactions before the film was released[3]. These promotional activities made the story and character images of the film quickly known to the public, attracting a large number of audiences to go to the cinema to watch. The film achieved great box - office success and also drove the development of related cultural products, such as peripheral toys, clothing, and related items in theme parks.

In terms of theme parks, the media industry also plays an important role. Disney continuously showcases new attractions and activities in theme parks through the media, attracting more tourists to come and play. At the same time, Disney's animated films and other media content also provide rich materials for theme parks, and theme parks have become the physical display platforms for these media content. The two promote each other. Moreover, Disney's media industry also further enhances the cultural connotations and popularity of theme parks by reporting cultural activities and special performances in theme parks, thus promoting the continuous development of the entire Disney cultural industry.

5. Problems and Challenges in the Process of the Media Industry Promoting the Development of the Cultural Industry

Firstly, in terms of market competition, with the continuous development of media technology, the media market is becoming increasingly saturated, and there is fierce competition among numerous media enterprises. This may lead to excessive competition in the media industry when promoting the development of the cultural industry. For example, in order to compete for limited audience resources, different media platforms may over - hype cultural products while neglecting in-depth exploration and accurate dissemination of cultural connotations. Some media, in pursuit of short - term traffic and attention, may misinterpret or distort cultural products one - sidedly. This is not only unfavorable to the healthy development of the cultural industry but may also mislead the audience's understanding of cultural products. Moreover, the competition among a large number of media enterprises may also lead to the dispersion of resources, making it difficult to concentrate efforts on effectively promoting and supporting high - quality cultural industry projects.

Secondly, from the perspective of content creation, the media industry faces innovation pressure when promoting the development of the cultural industry. On the one hand, modern audiences' tastes are becoming increasingly diverse and changing rapidly. The media needs to continuously create novel, unique, and in-depth content to attract audiences' attention to cultural industry - related products. However, innovation is not easy, and there is a homogenization phenomenon in much media content. For example, in terms of film and television promotion, many promotion models and routines are similar, making it difficult for cultural products to stand out. On the other hand, in the context of globalization, the integration and collision of cultures are intensifying. When creating content, the media has to maintain local cultural characteristics while taking into account the acceptance of international audiences, which imposes higher requirements on content creators. If not handled properly, local cultures may lose their characteristics in international communication or may not be accepted by the

international market.

Finally, from the perspective of audience acceptance, the media industry faces the challenge of accurately meeting audience needs when promoting the development of the cultural industry. In modern society, with the information explosion, audiences receive a large amount of information every day, and they are more cautious and personalized in their selection of cultural products. The media industry needs to have an in-depth understanding of audiences' needs, interests, and consumption habits in order to promote cultural industry products in a targeted manner. However, audiences' needs are complex and changeable, being influenced by multiple factors such as age, gender, region, and social class. For example, young audiences may be more inclined towards fashionable and trendy cultural products, while elderly audiences may be more concerned about traditional cultural products. If the media industry cannot accurately grasp these differences, it will be difficult to effectively promote the spread and development of cultural industry products among different audience groups.

6. Conclusion

The media industry plays an irreplaceable role in promoting the cultural industry, influencing every stage from content creation to market expansion and innovation. Through case analysis, we see its practical impact, but challenges like limitations in media development and collaboration issues exist. To enhance this role, the media industry must improve competitiveness, adapt to technology, and strengthen collaboration with the cultural industry under policy guidance. With emerging technologies like AI and 5G, new opportunities will arise, making further research on their interaction crucial for sustainable cultural industry growth and national cultural soft power enhancement.

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