

Research on the Interactive Connotation of New Media Under 5G Empowerment

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Abstract:

Along with the official launch and gradual expansion of 5G commercialization, 5G-enabled new media technology has become an important driving force for digital upgrading of media industry, innovation of social opinion model and even intelligent transformation of economy and society. This paper takes new media interaction as the research object, and discusses the connotation, new features and applications of new media interaction. 5G technology brings significant opportunities and challenges for the improvement and innovation of the connotation of new media interaction, and more new media applications will emerge in the future with the empowerment of 5G technology, promoting the continuous upgrade and development of new media interaction experience.

Keywords:

New Media, Interaction Design, 5G Empowerment

1. Introduction

Unlike traditional media that only provide one-way information transmission, new media platforms can realize two-way information transmission through various interactive means, such as commenting, liking, sharing, voting, live streaming and so on. Through these interactive means, users can interact with the content in real time, discuss and give feedback, and also pass their opinions and ideas to other users and content creators.

New media is a new form of media, which adopts digital and Internet technologies and is characterized by diversity, personalization, socialization and interaction, and has a profound impact on information dissemination, social interaction and business marketing. New media refers to a media form based on Internet technology and digital media technology, mainly including the following types of media: online media, such as portals, search engines, social media, etc., which provide information and services through the Internet; mobile media, such as mobile applications, mobile websites, mobile social media, etc., which provide information and services through mobile devices; digital publications, such as digital books, digital newspapers Digital publications, such as digital books, digital newspapers, digital magazines, etc., provide publications through digital technology; digital broadcasting: such as Internet

radio, Internet TV, etc., provide audio and video programs through the Internet; interactive media: such as online games, virtual communities, online education, etc., provide interactive experiences through digital technology.

In new media interaction, users play a very important role, not only as consumers, but also as co-creators and distributors of content. Through interaction, users can evaluate and give feedback on content, create new content and share it with other users, thus promoting the development and innovation of new media content. In conclusion, new media interaction is one of the important features of new media, which provides more opportunities for users to participate and express themselves, and also promotes the continuous development and innovation of new media.

2. New Features of 5G-enabled New Media Interaction

2.1. Interaction in the connotation of new media interaction

Under 5G-enabled media convergence, interactivity is an important connotation applied when understanding the characteristics of new media interaction. New media users can not only receive the corresponding communication content, but also participate in content production, thus forming an effective exchange and communication between the receptor and the producer. At the same time, 5G technology lays the foundation for more active interaction. In order to understand the systematization of this connotation of interactivity, the necessary objectivity should be fully ensured when examining conceptual proposals and theoretical structures. In fact, interaction, defined simply as "audience participation", is not very rigorous in its meaning, and is represented by the relationship between interaction and new media, or interaction and digital media. Throughout the history of traditional media and art, there has often been a demand for active participation, rather than passive acceptance. Assuming that interactivity is simply specified through such dynamic acceptance or participation, the interactivity of new media is just as indistinguishable from the interactivity of traditional media.

Therefore, VR video as a new media cannot simply specify the behavior of the audience as an act of interaction. It is only by conceptualizing interactivity in more detail that it can be considered as a unique characteristic that only appears in new media. Therefore, it is necessary to understand the interactions associated with new media, and to read them practically in order to contribute to a more comprehensive understanding of the characteristics of new media. At the same time, it is necessary to further consider how the transformation of content in the interaction points to an end, or whether its transformation is understood as a continuous process of transformation.

2.2. The role of digital technology in the connotation of new media interaction

The role of digital technology in the connotation of new media interaction is mainly manifested in the following aspects: providing digital media, digital technology provides digital media for new media, which enables media content to be stored, disseminated and presented in digital form, thus realizing high-speed flow and transmission of information; realizing information processing, digital technology can store, process, classify, retrieve and analyze a large amount of information, making Digital technology can provide various interactive functions for new media, such as instant messaging, social sharing, online games, virtual reality, etc., so that users can participate more directly in the interactive process, thus enhancing their participation and experience; realize personalization, digital technology can provide personalized

services for users, such as recommendation system, advertising Digital technology can provide users with personalized services, such as recommendation system, advertising, etc., so that users can obtain content and services that better meet their interests and needs; enhance the dissemination effect, digital technology can provide new media with more dissemination channels and means, such as search engine optimization, social media marketing, etc., so as to enhance the dissemination effect and coverage of information.

From a technical point of view, the interplay of chance is facilitated by the weak certainty of the digital code used to produce the content information. Users who re-edit movies, for example, prefer editing applications that allow for the freedom to make changes with immediacy. The content involved in new media editing, as well as the editing tools, would not have been possible without the foundation of digital technology.

3. 5G-enabled Applications of New Media Interaction

3.1. 5G-enabled new media and vertical industry deep integration

Under the background of 5G empowerment, new media and big data, Internet of Things, AI intelligent system, blockchain and other emerging technologies continue to integrate and develop, realizing multi-level and all-round deep coupling. In the process of deep media integration, the new media industry takes advantage of the “Internet +” industry to extend to vertical industries, driving other related industries such as performing arts, cultural creation, film and television, theme tourism, e-commerce platforms, etc. to gradually push the deep integration of vertical industries.

In order to realize the strategy of vertical integration of all related industries with new media as the center, all related industries should cooperate with each other from the content, platform and marketing side to explore vertical segmentation opportunities, actively break the “barrel principle”, and use the “media +” strategy to To maximize the value of the media industry chain[1] and actively explore the blue ocean in order to achieve the “Matthew effect”, we are working to develop local services, smart city construction and other fields.

3.2. 5G enables new media to make short videos the main mode of traffic aggregation and information dissemination

With the strong development and innovation of 5G-empowered new media, short-form video, with its strong interactivity and participation and its adaptability to the current “fragmentation” era, occupies the “C position” in the current network communication mode. According to the 45th Statistical Report on the Development of China's Internet, released by the China Internet Network Information Center, as of March 2020, the size of China's short video users was 773 million, an increase of 125 million over the previous year, accounting for 85.6% of all Internet users. Short videos have become the main mode of traffic aggregation and information dissemination.

Compared with the traditional video shooting and production, with the continuous upgrading of smartphone HD camera function and recording and editing software, the lower threshold, more convenient operation, more intelligent application and other qualities bring infinite possibilities for short video shooting and production, which has given rise to new forms of network communication such as Vlog and even Plog, which are even regarded as the new communication mode in the network information

era. The new forms of online communication, such as Vlog and even Plog, have been regarded as the new mode of communication in the Internet information era, and are respected by the majority of Internet users and even online opinion leaders.

3.3. 5G-enabled new media participation in intelligent upgrading is becoming more and more prominent

With the rapid development and upgrading of 5G + new media, the comprehensive development of AI artificial intelligence technology and the support of big data analysis and blockchain, the construction of digital governance capacity and smart country construction has become an important consensus in social development and social governance and has been rapidly promoted and implemented. Under the threshold of 5G + new media, intelligent human-computer symbiosis becomes possible, and everything becomes interconnected, so it can be seen that 5G empowers new media to participate in intelligent upgrade mode.

Along with the strong promotion of AI artificial intelligence technology, 5G-enabled new media, such as AI robot news writing, AI artificial intelligence synthetic anchor, AI robot news interviewing, etc. in the field of news communication continue to promote the intelligent upgrade of media communication, which is indeed "the era of intelligent media, the future has come "[2]. It is foreseeable that the next step of 5G-enabled new media function upgrade and innovation will be media intelligence.

4. Conclusions

Along with the deepening of media convergence, new media information dissemination is facing disruptive innovation and reconstruction from environment to production and distribution, as well as personality support and user experience, driven by the new technology represented by 5G. [3] New technologies give traditional media powerful energy and new opportunities. The development and innovation of 5G new media content and applications, as the driving force for optimizing and upgrading communication forms, will continue to drive the advancement and innovation of the media industry.

It is foreseeable that the 5G-enabled new media field may evolve into the era of "fourth media" in which everything is media. In order to build a true "four-all media" and achieve a comprehensive media integration, we should look at the connection between digital fusion and new media in terms of interactive connotation, conduct a more comprehensive and in-depth inquiry and investigation, actively learn and integrate the emerging technologies represented by 5G, artificial intelligence, big data, Internet of Things, etc., build a mainstream media value system, and make every effort to build a new core competitiveness.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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