

Analysis on the Profit Mode of Post-Modernized New Media Communication

Meilin Ye

Admiral Farragut Academy Tianjin. Tianjin 300042, China

2630557512@qq.com

Abstract. Post modernization has broken the single and conservative social ideological trend and behavior patterns of the traditional society. Its idea for freedom and diversification is coincided with the characteristics of new media. In this condition, new media communication has also broken the traditional media's controlling status, leading to various new-type media and communication patterns' springing up. Accordingly, profit patterns of new media have largely changed from traditional advertise profit to flow profit and content payment as well as other diversified profit modes such as peripheral derivative profit. The formation and development of these profit modes has very close relation with the new technology's development and the post modernization's subversion of traditional mode. Deep research on the profit mode could better improve and exploit new profit mode that meets the era's progress and promotes the new media's healthy and sustainable development.

Keywords: post-modernization, new media, profit pattern.

1. Introduction

Postmodernism can be considered as the most representative and influential culture ideological trend in western world in 20th century. This thought came out based on the concept of modernization and it was widely used in various ideological fields such as in art, literature, sociology and history. The appearing of post modernization is close to the development of information technology. Post modernization opposed to everything that modernization proposed and asked for breaking tradition and advocating diversification. While new media's emerging challenged the traditional media's position in information communication domain with the development of internet technology, which precisely matched the idea of breaking the single cultural pattern and proposing diversification culture types appealed by post modernization. Therefore, new media showed a striking characteristic of post modernization on its way.

New media's emerging fundamentally changed the eco-environment of news communication, along with which, the profit pattern of new media has changed accordingly. Differing from past traditional media's relying on advertising and releasing for profit, new media has a more diversified profit pattern. This paper analyzes their differences and summarizes the new media's profit pattern so as to achieve a better development for new media in post modernization mode.

2. Literature Review

Post modernization grows up on the basis of postmodernism. Postmodernism has arisen a strong reaction when it appeared; therewith, post modernization came into being.

2.1 Postmodernism

The western scholar Eagleton thinks that postmodernism is a kind of culture style; it reflects some aspects of that times by a superficial, centerless, baseless, self-rethinking, simulative, eclectic and diversified art. This art obscured the culture of "the elegance" and "the mass" as well as the art and daily experience. [1]. Hence, it is now classified as postmodernism once this kind of philosophical theoretical school is endowed with this anti-traditional theory tendency. In fact, postmodernism is objected to every modernized theories and behaviors, against tradition, reasons and so on. Actually, postmodernism could be considered as a transcendence and criticism to modernism.

2.2 New Media

New media does not have an accurate definition in academic circles up to now. Owing to the information technology's development, the connotation and extension of new media has expanded. Based on the above point of view, this article defined the concept of new media by method of reversed programming "differing from traditional media". Namely, compared with the traditional mass communication media such as traditional newspapers, broadcast, television etc., the new media we discussed means a new emerging media type which is based on digital transmission, capable of information's timeliness and interactivity by the terminal equipment including computers, cellphones and television and so forth with the support of new technology. [2]

In fact, new media reflects information technology's application and development in information dissemination domain, which is also represents how technology progress changes people's lifestyle and information communication mode.

New media could be classified as following according to its transmitting medium

(1) Relying on internet technology and online new media such as gateway website, search engine, network forum and post bars and so on

(2) Depending on digital network of new media including car TV, digital screen and so forth.

(3) Supported by wireless networks: cellphone, IPad, and different APP.

(4) Based on cross-network new media: IPTV.

2.3 Transmission Mode of New Media

In early days, information transmission was a simple interpersonal communication; when traditional media came into being, interpersonal communication transformed to media communication; and later, the appearing and popularizing of new media coexisted the both. Compared with traditional media, the transmission mode of new media has embodied its new features as follow:

2.3.1 Real-time Transmission

New media could transmit timely and real-time news within 24 hours which means it could disseminate information at any moment. Taking Sichuan earthquake in 2019 as an example, when an earthquake prediction came out, new media transmitted the earthquake news to dodge the earthquake which won precious time for people, having proved the new media's timeliness transmission's significance.

2.3.2 Unrestricted Transmission

Traditional media need rely on intermedia, wireless signal and so forth for transmission; while new media could achieve unrestricted transmission in the whole area globally when there is network and receivers.

2.3.3 Mass-participated Communication

In new media era, anyone could be a producer and releaser for news. The boundaries of professionals have been broken, and it has been a time that anyone could be an anchor or a journalist.

2.3.4 Omnimedia Communication

At present, transmission mode of new media has broken the traditional media's depending on newspaper, magazines and television as a carrier and came into an omni media era, which demonstrated that any medium was able to transmit information.

2.3.5 Omni-channel Communication

In new media times, there are a variety of channels for information releasing. Any network terminals such as computers, cellphones, IPads and even Apple watches could release news easily.

2.3.6 Fully Interactive Communication

During the information transmission process, the audience' passive role has been reversed, where they could directly be a part for news' producing, releasing and interacting with others by comments.

2.4 Profit Mode of New Media

Profit mode of traditional media could be categorized as releasing, advertising, and providing services. Relatively, advertising dominated the traditional media's revenue. Owing to improving its transmission mode, profit mode of new media has transcended traditional media's types and showed its own advantages as follow:

2.4.1 Profit Mode of Gateway Networks

Now the operators of new media could classify as enterprises and individuals. Most of new media operated by enterprises are gateway networks and network platform that offers services. For instance, the main business of gateway networks including the old brands NetEase and Sohu are news transmission and their profit modes are quite similar who earn profit by news and advertising. In addition, there are some networks gaining revenue mainly by selling goods directly such as Taobao, Pinduoduo and Microshop and so on. They charge fees by promoting goods or advertising for the goods for online storekeepers.

Besides, there are massive online platforms containing Tencent Video, iQIYI and Youku etc. making a profit by VIP Payment and this kind of profit mode is considered as the mainstream; while their primary purpose is to attract users and then attract paid users by the flow of users' browsing the platform.

2.4.2 We Media Profit Mode

Except for gateway networks, we media have two types of profit mode. One is relying on the platform that gateway networks offered, on which We media users produce commodity and their audience paid by sending gifts or pre-payment when watching the products and then We media gain profit according to proportional share-cropping with the gateway networks. This kind of We media are Douyin, Kuaishou and Huoshan Video. Additionally, some We media sell goods by living broadcast for profit and share the revenue with supplier, Jiaqi Li, who is famous for selling making-up, is a representative of this kind.

Furthermore, there are We media who are depending on its knowledge-paid products for profits, such as Lizhi micro-class, 10 dian reading and Himalaya etc.

Some of Wechat official accounts gained profit by combining selling knowledge-paid products and other goods along with receiving gifts online. For instance, a free media professional of We media launched a donation in WeChat public platform for his leukemia daughter, which is also a kind of We media profit mode.

3. Case Study

Similar with traditional media, profit mode of gateway networks is relatively simple. For instance, Tencent, NetEase, Sohu and Sina have their own focus on the profit mode: Tencent and NetEase gain their profit by online games; advertising, online games and searching engine are three paralleled sources of profit for Sohu; while Sina concentrates its profit on news. For example, Sina is well-known as a leading online media enterprise for its widespread service for Chinese people and even the global Chinese community. In 2018, Sina reached a gross revenue of 14.5 billion RMB and its advertising revenue increased 36%, about 12.4 billion; the rest revenue is from non-advertising, which is 2.1 billion. Tencent's profit source is quite analogous with NetEase, which is mainly from online games. Tencent's total revenue was 312.7 billion in 2018, a year-on-year growth of 32%, and the profit achieved 78.7 billion, a year-on-year increase of 10%. Smartphone-games industry gained a revenue of 77.8 billion, and computer games won about 50.6 billion, both of which accounted 128.4 billion. [3]

Referring to the revenue of We Media platform, the annual revenue prediction of stream ads at Trill is about 9.5 billion RMB, and the well-known Trill anchors' income could reach millions. When it comes to knowledge-paid products, Himalaya is well-known for its voice-paid products; in 2016, its annual revenues came to 0.205 billion RMB; in 2017 it reached 0.73 billion which won a year-to-year increase of 256%; and in 2018 it achieved 2.5 billion. [4]

In domain of WeChat Official Account, “Mimeng” can be a representative, the article reading always kept more than 100 thousand; according to the exposed information by netizens, one single ads revenue peaked in some We Media platform. In 2017, interviewed by CYZone, Mimeng revealed that the official account has helped her earn millions of incomes yearly, 8900 thousand Wechat users and 3000 thousand active readers per day; while in January 2018, its Wechat users have increased to 14 million. [5]

From the cases above, new media’s profit mode has tended towards more diversified which not only inherits traditional media’s profit mode but also brings forth its own innovation.

4. Conclusion

Post modernization has broken the single and conservative society trends and behavior patterns of the traditional society. Its idea for freedom and diversification is coincided with the characteristics of new media. In this situation, new media communication has also broken the traditional media’s controlling position, leading to various new-type media and communication patterns’ springing up. The famous short video could be a typical example in the diversification and innovation development of post-modernized new media communication.

New media’s profit mode has changed with the transmission mode’s changing which proves that the profit mode has also been more diversified and integrated. Furthermore, media’s profit does not limit itself to the products that the media offeres; a mass of derivative products has also been an important way to earn profit. For new media, although the profit mode has been diversified, whether it stands the time still needs to be seen, which is also an inevitable process for new media’s development. New media only make progress and improves itself by conforming to the social ideological trend’s evolution, can it achieve a long-term and sustainable profitability.

References

- [1]. Steven Connor. Postmodern culture [M]. Commercial press, 2002.
- [2]. Kun Zhang, New media advertising [M]. Huazhong University of Science and Technology press, 2016.3.
- [3]. https://www.sohu.com/a/309422775_100106891.
- [4]. <https://baijiahao.baidu.com/s?id=1610814639857626046>.
- [5]. Shiyong Zhang, Criticism and transcendence of "postmodernism" to "modernity", [J]. Journal of Peking University (Social Science), 2007, 01.
- [6]. Huiping Chen. Deep interpretation of postmodernism [J]. Journal of Capital Normal University (social science), 2001, 01.
- [7]. Geng Yang. Rethinking to the relationship between postmodernism, modernism and Marxism [J]. Literature, history and philosophy, 2003, 04.
- [8]. Jun Chang. Postmodernism and Mass Culture [J]. Journal of Xinyang Normal University, 2003, 06.