



# New Media Development Between China and the United States

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**Abstract.** Today's society is closely connected to the new media. Different countries have different media systems and standards. China's media system is mainly regulated by the national government, while the U.S. media system is related to the policies of the state governments or some official media regulatory associations. The main topic of this paper is whether there is a difference in the development and production of media under the regulatory policies of different countries. This paper discusses media development in China and the United States regarding economic, cultural, political, and production subjects. It attempts to explore the possibilities of future global media trends. By comparing the management of media systems in the two countries, the author demonstrates similarities and differences between the media systems of China and the United States. This idea also directly impacts the future direction of new media. At the end of the paper, the author discusses the results of the comparative study of media development in the two countries and offers insights, limitations, and future research directions.

**Keywords:** new media development · regulation · economics · media system

## 1 Introduction

One of the earliest signs of what is considered new media is called a blog. People can use this medium to write their thoughts or relay other people's comments on social media. Through the rapid development and influence of new media, all its media fields have different implications, making the public increasingly dependent on the media industry. Media exists in any era, and there are developments of old and new media. For example, news media organizations have newspapers and online media. Movies have evolved from black and white silent movies to colorful sound movies. Thus, the media can provide people with multifaceted integrated information integration and entertainment service. At the same time, the continual development and progress of modern media cannot be separated from digital technology and the development of computers. The current state of new media is closely linked to today's society's economic, cultural, art, and project production processes. The rapid development of new media has penetrated people's daily life and allows people to quickly receive the information they want from all over the world. The ability to send and receive information anytime and anywhere has also led to the development of a diverse trend in the new media environment. Then, the "Research

on the Current Situation of New Media Art Collection” mentioned that people are the users and exporters of information in the new media era [1]. New media is not only a generic term for all social media, such as Facebook, Instagram, and TikTok. However, it can also include all companies and technologies that produce new media, such as production, distribution, and exhibition. In the development of society, people cannot do without using media to transmit information. Broadcasting is one of the modes of media use, and the first place to start using media to transmit information is in the navy military to deliver information to teammates. Broadcast is a natural and public resource, and many media distribution companies have started to make commercial use of the media industry in response.

The concept of new media is widely used around the world. When new media cannot be separated from commercialization, under the management of each country, profit must be the first goal of commercialized media. For large media companies, producing different media products is to take advantage of the advantages and opportunities that new media can bring to the company to deliver their works to viewers or consumers worldwide in the fastest and easiest way on the internet. In other words, today’s society is inseparable from the development of new media, which is closely related to economic, cultural, political, and production themes. The rights and regulations for the free development of media vary from country to country. This paper introduces the development of new media in China and the United States to show what different countries and new media policies can bring to society. The author conducts a detailed research investigation from different directions of new media production. TV, movies, and short video platforms to understand new media trends and social and national regulations.

Digital natives are a new type of media consumption in developing new media, including digital media [2]. The development of new media is also inseparable from the development of technology - the use of digital can bring to media faster and easier transmission of information to all corners of the world. This development and use of technology in new media can bring a double effect between media companies and consumers - benefits and convenience. This development of new media can reduce the distance between different countries. The paper also examines whether there are differences in the development of new media and some measures taken by China and the United States in response to the rapid development of new media.

## **2 New Media in China and US**

### **2.1 The Current State of China’s New Media**

The current state of China’s new media is under strict government scrutiny and regulation. Since China is a typical socialist country, the primary purpose of the new media development and the connection with the Chinese government is to have a political and ideological advantage. The wide dissemination of government ideology through the media can also maintain national social stability. There is a common goal to maintain the ideological consistency of the country as a whole, which means that there are certain restrictions in the free creative media industry. For example, the content created by the media and the issues generated need to be in line with the current social, political party, and national identity. This fact is one of the characteristics of the new media in

China nowadays [3]. The content creation of Chinese new media is mainly aimed at cultural export, emphasizing the country's development and dynamics through media propaganda. This item is why political parties have dominated the media industry.

Consequently, the direct line between the development of Chinese new media and state politics is becoming increasingly blurred, and the power relations between the two are binding. China's regulatory body, National Radio and Television Administration, strictly regulate the highly commercialized content of media creation, placing it under the control of political parties. The media under the political party and the commercial media have different modes of creation and content. The government-controlled media can promote the ideas of the entire governmental leadership through all new media outlets, with the primary goal of maintaining social stability. Leaders need to consider whether their content will have some impact on the audience and whether they will have positive feedback. Nevertheless, commercial media organizations are primarily concerned with profits, and distributors are concerned with whether a project will be profitable enough. They ignore their audience's thoughts and feedback on the program.

## **2.2 The Current State of the U.S. Media**

The current state of the U.S. media industry is commercializing. The film and television industries were particularly prominent back in the last century. For example, the television concept was first proposed in the 1840s but did not develop immediately. People could not figure out what it could be used for at first. The most it would be, some thought, was a way to send still photos, kind of like a fax machine. It became popular and profitable until nationwide advertising, the simultaneous success of radio, the migration of families from cities to villages, and the idea of television as a way to communicate entertainment and information emerged. The U.S. national conditions also determine the U.S. media industry. As a capitalist country, each state in the U.S. has slightly different policies, and the state is relatively liberal in its control of the media industry. The U.S. film industry also has an independent, rich experience in film production. People are mainly commercial in their approach to media production. In other words, as a melting pot of cultures, the United States has a blend of different cultures throughout different countries, so the content produced by the media industry will be more inclusive.

## **3 Comparison of New Media in China and the United States**

The media industry in both China and the United States has been overgrowing in recent years. There have been tremendous changes in politics, economics, culture, and production models. At the same time, there are many differences between the two countries.

### **3.1 Similarity**

#### **3.1.1 Commercial Production**

The similarity between the Chinese and American media lies in the apolitical aspect. In other words, the commercial production aspect is very similar between the Chinese and

American media. For example, in the U.S., the developer provides the development costs for film production and converted into production costs and marketing costs only after the project is approved. Developing a media product or program in China also requires a specific planning program. After the program has been accepted, the producers can go to the investment, looking for sponsors to provide the appropriate funding. The sponsors will decide whether invest in the program based on the content of the program and the mix of guests.

The commercial goal of the media in both countries must be to make a profit. Project investors need to consider whether they can profit from the project not, as in the non-commercial model, what the state needs to know about what the public likes and what messages to deliver to the audience will stabilize social harmony.

### **3.1.2 The Direction of Digital Media**

The similarities between the United States and China are particularly striking recently in the direction of digital media in the new media landscape. Since digital media was developed in Europe and the United States, China was relatively late in introducing digital media. However, China has also been greatly influenced by the digital media industry [4]. Yang Guobin from “The Power of the Internet in China: Citizen Activism” explained that China got full-function connectivity to the internet in 1994. Then, Yang continues to show the data that “By June 2008, the number of Internet users had reached 253 million [5]” This data better explains that after the development of digital media technology in Europe and the United States, Chinese citizens have started to use the internet to get the information they want daily. The impact of the internet has brought more people into contact with the media industry. In the United States, the beginning of the digital peak was in the 1980s, especially with the rapid development of the home video. The digital projection of the film could make the media development very rapid. Almost every household is inseparable from the convenience that digital media brings to people. Because of the development of the digital media field, people can see the movies they want to watch at home without any impact on image quality.

## **3.2 Differences**

### **3.2.1 Politics**

In terms of politics, Chinese media is more influenced. Chinese media need to pass the strict censorship of the state before they can promote and broadcast the projects they produce. Because the media spreads very fast, sometimes some lousy influence will also develop very quickly in the media. Thus, to avoid some bad influence on the psychological health development of children or adolescents, China has developed some media content regulations and policies to protect them. For example, the restriction of The National Radio and Television Administration, the film and television industry had a massive influence on programs. At first, the change could be traced from the name change. For instance, some TV shows originally named as “The countercurrent of sorrow” has been renamed “The flowing good time.” Another “In New York” series is now “I’m waiting for you in Beijing [6].” In addition, another example could explain the change in how media is related to the public in the new media industry. For example,

Sina Weibo, a famous Chinese media software, has the primary function of quickly delivering news and entertainment worldwide to its viewers. It can also serve as a feature that connects the government and the media. To a certain extent, the central government also needs to rely on the speed of media communication or monitoring to maintain social stability and harmony [7].

In contrast, the United States has relatively little control over the media on the part of the government. The United States prefers to organize official associations to regulate the media industry. For example, the Motion Picture Association of America (MPAA) is an official association to manage the film industry in the film industry. In other media industries, the Federal Communications Commission (FCC) was used to regulate television, radio, and other media industries. In the United States, media regulation is less politically charged than in China and allows for more creative freedom. The U.S. media industry likewise possesses the same restrictions that are regulated. The rating system is the best explanation. From the motion picture field, MPAA had a rating system separated by different ages. MPAA recognizing that some media programs with sensitive themes such as violence and pornography can affect the healthy development of adolescence, the MPAA has introduced an age-based rating system. The U.S. rating system is regulated differently from the central government control in China. The U.S. rating system allows for filming relevant and sensitive subjects, but with different viewing restrictions for different age groups. Next, Nalkur and some authors consider that MPAA has also added PG-13 to its rating system to control the thematic content of U.S. media productions more strictly, especially in the areas of sex and violence [8]. Thus, producers and investors have more freedom of choice in the U.S. media industry and less involvement with state government restrictions on media project development.

### 3.2.2 Culture

Regarding media culture, China and the United States also have differences. Traditional Chinese culture can be distributed in different areas, from history to pottery, to language, to food. Each of these areas reflects the cultural development of the Chinese tradition. The same culture is reflected in the media industry. The United States, as an ethnographic melting pot, possesses a diverse culture but differs from China in developing its traditional culture. This difference can be reflected in the media industry. Culture has become so lucrative in the Chinese media field in recent years that it has led many people to invest in the field of art and cultural media phalanx [9]. In media products, producers consider the public's favorite direction. They will involve other work areas and positions, such as going to art, animation, involved, IT, and other fields, to enrich the aesthetics of their media products and give the public more choices. These jobs can be added to large new media companies like TV and film. Moreover, such companies need skillful aesthetic talents to help create more excellent works [9]. According to Chinese culture, media development, art, and culture have always been controversial topics, while people produced media products as traditional Chinese culture can influence politics and the market.

However, the U.S. media culture developed mainly from technology. The invention of the projector gave rise to the movie industry. Digital technology created special effects and the use of 3D technology. Race and religion have created some controversial topics

in the media industry. All of this stems from the fact that America is a melting pot of cultures, and people's creativity comes from combining different national cultures. Religion culture is an extraordinary existence in the media industry. Sometimes, people would like to create some theme media products to spread religious thoughts. Religious culture is an excellent way to give the media industry a direction to create media with hot topics.

### 3.2.3 Subject Matter of the Projects

Another difference between China and the U.S. in the media industry is the subject matter of the projects produced. China is a country with a rich history. The national government will be a positive, optimistic attitude to make more young people in the media industry development at the same time, know how difficult the country's historical development is. Such historical subjects in China usually have to be materialistic, realistic, and accurate to life. The Chinese media censorship system for film titles is that all TV and movie scripts, special reports, or finished productions must pass rigorous reviews. Firstly, they have to be strictly reviewed by themselves, followed by the city review, then sent to the province for review, and finally given to the official film bureau for review and approval. Such media works are tested and passed before being broadcast on the official social media application platforms [10]. In the end, the development of Chinese media is like the above two points. All media industries cannot be separated from political and cultural influences. Media producers have limited creative freedom to choose relatively conservative content to create for their audience.

However, in the U.S., there is more freedom in the choice of subject matter. Although there will also be some regulatory oversight, there is more freedom in the right to choose. There were some controversial scenes in the film. These scenes on the screen have two naked women. This movie has a very indecent image but still appears in this film. The film was strongly opposed and boycotted by the public because the images in the film depicted indecent language too vividly and too often [11]. Despite the language, the scenes are very controversial and opinionated in this drama, but they still managed to be broadcast. Hence, it is easy to see that the United States has more freedom of choice in media products on sensitive themes.

## 4 Conclusion

For the rapid development of new media, the author analyzes a wide range of implications of new media from economic, cultural, political, and production topics. The convenience of new media can be seen in different industries - ease and speed. The study clarifies how new media is developed between China and the United States and how national governments and official regulatory organizations effectively control the development of new media interests. It is important to note how the national government balances media companies' interests, consumers' needs, and the government's propaganda requirements. The development of new media between China and the United States has been relatively rapid, especially from a technical point of view. In the era of digital development in the United States, this technology - digital development, and later 3D technology can

effectively help media people to make more media products to sell to the public. China has also introduced these technological advantages very effectively. The advantages of new media are not only to meet the needs of society but also to meet the needs of the state that wants to maintain social stability. In the media age, the state can quickly publicize the ideas of the government through the media internet. People can see the information they want to know anywhere, at any time, in a short time. Therefore, nowadays, no one can leave the new media age altogether. This feedback is because people's ability to keep up with the times must be matched by their ability to quickly learn about information from around the world through various media websites or media products. In terms of the limitations of this paper, the author discusses the positive effects of the rapid development of new media between China and the United States and compares the differences between the two countries. The author has not yet analyzed the disadvantages that new media can bring that can also have some adverse effects on both countries and the public. For future research, the author may include some random field interviews to survey the evaluation of new media usage users as a random sample for analysis.

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