

## KLJ Media Newa Online System

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**Abstract.** The more effective platform with unified technology is needed for enterprises to integrate their online businesses so as to support the future development of online businesses. Based on the ASP.NET development technology of dynamic website, the project adopts SQL SERVER2000 as the background database, designs and realizes the dynamic website system for data interaction based on B/S structure. The project is equipped with such functions as registration and login of users, posting of visitors and management and maintenance of administrators, etc. Through the practical application, the popularization of enterprises is improved and the communication channels between enterprises and customers are established. Therefore, the project has great practical application value.

### Introduction

As the “media online system” has great influence on the media of China, there are many related researches, which mainly focus on the opportunities, challenges and coping strategies faced by such industries as economic information consultation, commercial activity planning, conference development service, etiquette celebration service and enterprise brand image planning and promotion, etc.

Studies on the challenges faced with the enterprise brand image planning and promotion under the background of “media online system” show that grasping the business advantages and channel advantages has been the main study object under the environment of “media online system”.

The “media online system” has important strategic significance. Opportunities should be sought in the enterprise brand image planning and promotion to meet the challenges, enhance advantages and avoid disadvantages and a series of strategies should be formulated to improve core competitiveness. It is also the research object of many people.

From the above research materials, the influence of the great measure of striving to develop “media online system” to improve overall strength of Chinese enterprises on the enterprise brand image planning and promotion has been the hot research area of experts of the media, trade union and other aspects. The “media online system” is the general trend, which is decided by many reasons. However, under this condition, the difficulties of enterprise brand image planning and promotion in the practical process faced with challenges are rarely mentioned.

Practically, the enterprise brand image presented on the system through research and development of the project can be seen and learnt about by more people. The remaining disadvantages that can't be solved long before can be worked out, which provides convenience for the quicker data transmission and sharing of works.

## **System Analysis**

**Demand analysis.** The system is mainly for the promotion of enterprise image, renewal of related development in the industry, the product planning and promotion of some enterprises and the management of corporate members and website news. Therefore, the following functions about the website should be considered: first, the functions required in website news management; second, the functions required in corporate member registration; third, the functions required in website maintenance of the webmaster.

The media online system sets the operation role as the administrator operation, including systematic management, corporate information management, news management, exhibition product management, message management and resource management, etc.

### **Feasibility analysis**

(1) Technical feasibility: currently, many domestic software companies are working on the website development, offering reliable and feasible enterprise management systems for companies and units in different industries. Appropriate purchasing management modules can be compiled with the existing programming software after the study of programming language and basic courses in college.

(2) Economic feasibility: the function and advantages have been mentioned earlier—cutting down the company's expenditures and enhancing the competitive advantages. Therefore, developing or using the purchasing modules in the enterprise management system can bring the company large profits that exceed the cost of development.

(3) Operational feasibility: according to the processing procedures and customs of the user department, the schemes that can be accepted by users both in operating mode and process are adopted.

**Analysis on system structure.** The media online system sets the operation role as the administrator operation, including systematic management, corporate information management, news management, exhibition product management, message management and resource management, etc. The system structure diagram is shown in Fig. 1.

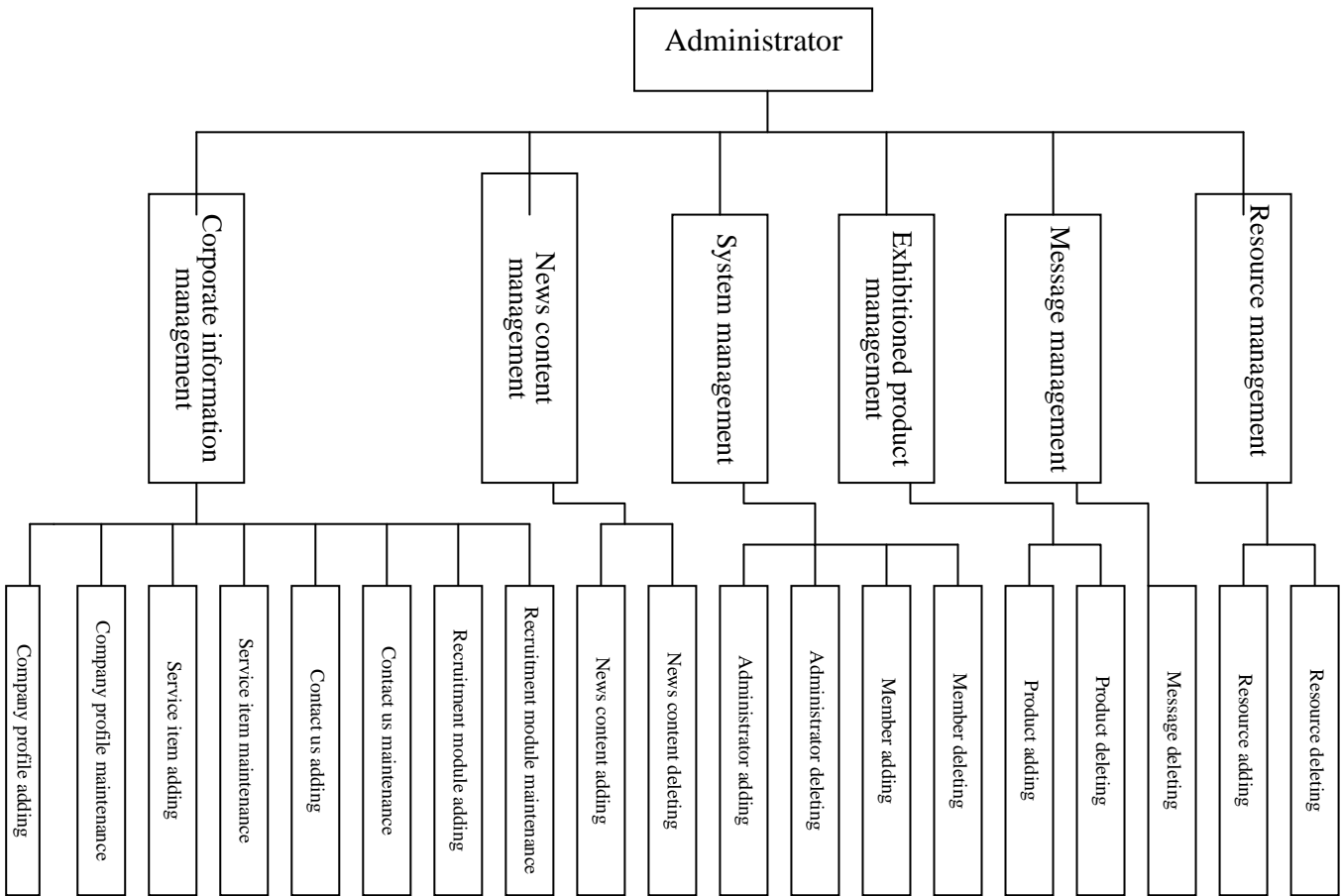


Fig. 1 System Structure Diagram

Analysis on company information management:

Company information management is the process of the administrator to handle with the company information and company information activities to realize the company goal. It is also the process of the company to collect, settle, process, spread, store and take advantage of the information by the method of advanced information technology, which conducts strategic planning on the company information activities procedure. It is the decision-making process of the company to plan, organize, lead and control the factors in the information activities to seek for the efficient allocation of resource, sharing of management, coordinate operation and creating the maximum benefit at the lowest cost. Company information management is one of the methods of information management, setting the information as the resource to be developed and the information and the information activities as the fortune and core of the company.

Company information management is mainly for the management of company’s basic information, including the company profile, contact us, service items and company recruitment, etc. The main part is the foreground page display of the background operation.

Analysis on news content management:

The news is the form and marketing is the essence. The company news transmission is to spread the corporate goal information in the form of news report with the assistance of mass media. As the transmission is the spread of corporate goal information (corporate goal

information is the information that the company hopes to be blazed around and filtrated), it is not the common news. Company news transmission is a kind of marketing form, expressing marketing in the form of news, which is also called “news marketing”. Therefore, in the company news transmission, the news is the form and marketing is the essence. As to the characteristics of company news, the company news transmission is the brand communication method with the highest credibility. Currently, more and more companies begin to pay attention to the effect of news transmission in market promotion and brand construction. Many of them build the functional department to take charge of the market promotion, media publicity and company image-building. Company news is about the issues that happen recently inside the company. As its form is news, the general principles of news should be abided by, namely the universality of news. The company news transmission is different from the news propaganda of the social media, such as journals, televisions and network, etc. The focus of the company news transmission should be definite, i.e. company services. The company can use other news media for its propaganda but can not replace its own news transmission, for they two have difference from each other. As a result, the company news transmission has its particularity. Knowing explicitly the characteristics of company news transmission is of great importance for the company to conduct news transmission in the right way and improve the social influence.

News content management is mainly about the maintenance of the news information that the company issued, including the company news information adding and deleting. The administrator can timely upload the latest news of the company to the website so that the members and customers can learn about the news published by the company in no time.

System management analysis:

It is mainly about the basic management of the website information and the management of the members and administrator, including the members and administrator adding and deleting and the password changing setting of the administrator. Only with the comprehensive design of the administrative section of the administrator, can the system get the normal operation; only with the reasonable improvement of the member registration and logging part, can the company probably attract more customers.

Analysis on the exhibition product management:

A successful exhibition requires a team full of vitality and wisdom, which can make the company remain invincible. Making the excellent exhibition design into the module, the company can imitate the project easier and learn about the way of operating. The product display can reflect the industrial pattern and transition and show the industrial development trend. Companies tend to take advantage of the product exhibition for market survey and mutual understanding. They pay equal attention to the communication and exhibition by viewing and emulating with the peers, discussing the new technology, communicating about the professional information, negotiating the cooperation and talking about the marketing techniques and brand operation modes. Therefore, the product exhibition is of great trading function.

Product exhibition management is mainly about the basic management on the work information, including the product adding and deleting designed by the company.

Message management analysis:

The message board is one of the important modules for advertisement companies, and it is mainly used to provide a communication platform for users or to organize some collective activities. Every day, customers will communicate with the company by the message board. The company can get sustainable growth with the feedback suggestions of customers. Message management is set up for the convenience for management and modification of the website administrator. The message management part is only visible to the website administrator, but can't be seen by the common users when they log in the website. In the message management, all the information written down in the message part by people who leave the messages will be published so that the administrator gets easier to conduct the management on visitors.

Message board management is mainly about the basic management on the message information about the website by the customers. Only members can leave messages for the convenient communication between the company and customers. The company can timely learn about the requirements of customers by the message board.

Resource management analysis:

Good resources should be shared. The resource management module of the company is designed for the common sharing of good resources of the company with the customers and visitors. If the visitors come into the materials they need, they can download and use them.

It is mainly about the management of the uploaded website resources. The company resources can be uploaded to the website for customers to download and evaluate them.

## **System Design**

Based on the division of the website function modules and the authorities owned by the users, the users are divided into two kinds: first, the administrator, equipped with the authority of managing and maintaining the website, namely the right of adding, modifying and deleting the news and deleting the messages of members; second, the registered members of the company, owning the authority of leaving messages on the message board of the company.

**Login module design.** This module realizes the verification work of the users before entering into the system for management. Only with the correct user name, login identity and password at the same time, can the users enter in the system and conduct the supervisory operations. If one of the items is wrong, the system will give the reminder of error. In order to achieve the safe logging, the system is equipped with the password protection function. The password will be shown in the form of asterisks. The administrator login procedure diagram is shown in Fig. 2.

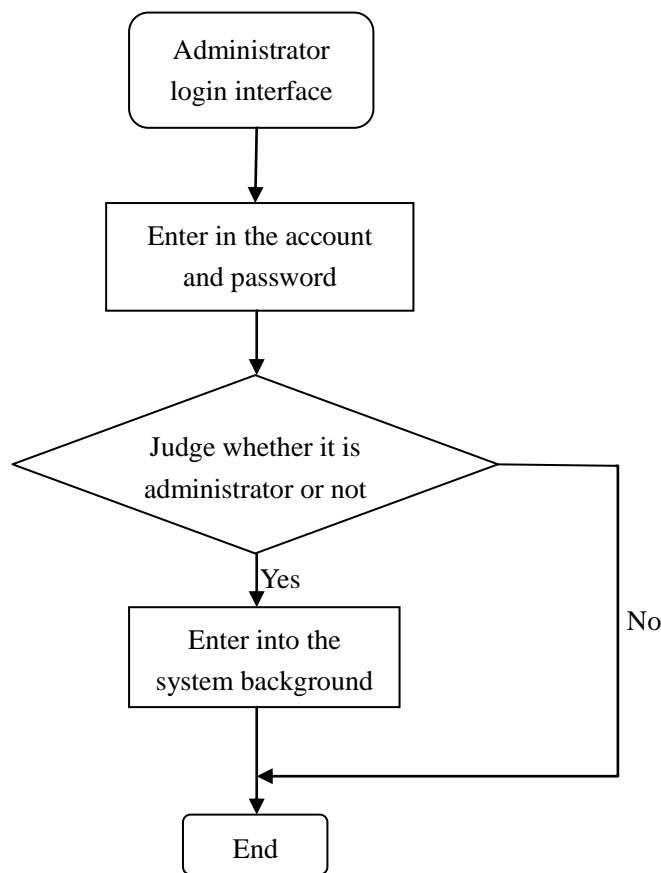


Fig. 2 Administrator Login Procedure Diagram

**System overall function.** According to the business procedure of the system, the system is mainly divided into system management, company information management, news management, exhibition product management, message management, resource management and dictionary maintenance.

Company information management design. This part includes four small modules, namely the company profile module, service item module, personnel recruitment module and contact us module.

Customers can learn about the development history of the company in the company profile module. The administrator can log in the background to update the data in the database of the company profile module, and the company profile content that has been changed by the administrator can be shown in the foreground by transferring the lmnr form.

Customers can learn about the service items of the company in the service item module. The administrator can log in the background to update the data in the database of the service item module, and the service item content that has been changed by the administrator can be shown in the foreground by transferring the lmnr form.

Customers can learn about the position vacancy and requirements of the company in the personnel recruitment. The administrator can log in the background to update the data in the database of the personnel recruitment module, and the personnel recruitment content that has

been changed by the administrator can be shown in the foreground by transferring the lmnr form.

Customers can know the contact information of the company in the contact us module, such as the name, position, company website address, contact telephone, mailing address and postcode, etc. of the contact person. The administrator can log in the background to update the data in the database of the contact us module, and the contact us content that has been changed by the administrator can be shown in the foreground by transferring the lmnr form.

News content management design:

The company news are exhibited and managed in this module. The administrator logs in the background interface by the user name and password and inputs the company news timely into the database by the operations of adding, deleting and modification on the background news module. The news exhibition and links can be achieved in the foreground interface by reading the xw form in the database.

System management design:

This module is composed of two parts, namely the administrator part and the member part.

After the initial design, the administrator can log in the administrator module in the background interface to add or delete the administrators or reset the password, so that the company website can be maintained and managed by more administrators. The administrator can conduct the adding, deleting, modifying and checking operations on the other modules. Meanwhile, the administrators can be set to manage one of their own modules.

The member part is essential nearly for every website. The amount of the members reflects the company performance or the website design to some extent. Members are a group enjoying better services than the common users and they can enjoy some rights between the administrator and the common users. For example, as to the message board, the users can leave message on the website only after the member registration. The members of some websites should pay for registration and they will enjoy more rights.

Exhibition product management design:

The exhibition and management of company products are realized in this module. The administrator logs in the background interface by the user name and password and inputs the company products timely into the database by the operations of adding, deleting and modification on the background product module. The product exhibition and links can be achieved in the foreground interface by reading the cp form in the database.

Message management design:

Management of messages is realized in this module. The administrator logs in the background interface by the user name and password and conducts the operations of adding, deleting and modification on the background message module. The message module is input into the database in the foreground and deleted in the background, which reflects directly the thoughts of members and customers. Therefore, the message board is of great importance to the portal websites.

Resource management design:

Management of company resources is realized in this module. The administrator logs in the background interface by the user name and password and inputs the latest company resources timely into the database by the operations of adding and deleting on the background resource

module. The resources exhibition and links can be achieved in the foreground interface by reading the zy form in the database.

The system adopts SQL Server2000 as the database server, and database name is “db\_jiaoyi”. This section will state the detailed design of the database.

**Dictionary maintenance.** The dictionary maintenance module is mainly used for setting all kinds of basic information, including service item, contact information and personnel recruitment, etc. The service item is applied to the setting of the principal management direction, title and content; contact information is to the setting of contact us, and personnel recruitment to the setting of company recruitment.

## System Implementation

This chapter explains the implementation of basic framework of the system, including company information module, news module, product exhibition module, system management module, resource management module and message module.

**Administrator login.** The administrator logs in the background through the verification on the user name and password on this page and conducts operations on the modules in the foreground.

**Main interface of the system.** System background page framework

The background interface of the system is actually a framework document, composed of three parts, i.e. the banner framework (top), the contents (left) and the main framework (right).

System foreground page framework

The foreground page of the system contains the general contents of three modules, i.e. company profile, news and products, for the purpose of the effect of reference. The customers can first learn about the company information and the latest design products.

**Company information management realization.** This part includes the company profile, service item, contact us and personnel recruitment.

The company profile shows directly the development history of the company and its service target. The customers can get a general understanding about the company by the company profile. The service item displays all the operating items of the company.

**Resource management implementation.** The resource management module is mainly used for adding and deleting website resources. The operations of adding and deleting are conducted in the background and the added resources can be downloaded and used in the foreground.

**Product exhibition realization.** Product exhibition foreground

This page realizes the product exhibition designed by the company and customers can view the products. The customers will cooperate with the company to create more fortune only after they get confidence in the company by understanding the products.

Product exhibition background

After the product content information is input in the background, the system will generate the product records and publish them on the website immediately. The online submitting method is supported in this module. Multiple pictures can be uploaded and the operations of adding and deleting on the product can be carried out.

**Message management.** The company message module is the message board in the form of questioning and replying and it is suitable to the business websites. Through the message



module, the company can better know demands of customers and listen to their suggestions timely.

**News content management.** It is mainly used for setting the news information of the system, including the news information browsing and adding.

News information browsing

The news release system is to conduct the centralized management to the information that needs frequent changes, such as the news & trends, release of new products and the industrial events. The information management realizes the updating and maintenance of the website contents and provides the functions of inputting, checking and deleting news in the background, etc.

## Conclusions

The design has met the primary demands of media online system and achieved convenience for both users and administrator. It has a simple and practical interface and its operations conform to the habits of users. However, many aspects of the design are imperfect and many functions haven't been applied well in the overall situation. For example, some performance functions can be defined in the same document; some concrete pages need direct reference again; the efficiency of the implementation of SQL sentence is low; as all the media online operations are concentrated on the same page for implementation, there may be confusions, which is disadvantageous for the program change and testing. If the SQLServer2008 and Microsoft Visual Studio 2010 are used, the program running speed may be higher.

Problems encountered in the design mainly include the database connection (for example, the SqlDataSource control can be connected to the data connection objects of SQL Server database, and also contain the data order objects of SQL Select, Update and Delete sentences), the use of GridView, DataList and Repeater control (which can display the data in different ways; every control also supports other functions, including ranking, paging, compiling the data records and inserting new data records, etc.). Besides, the binding between ListBox and DropDownList controls is also a problem. Finally, all of them are solved.

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