

Analysis on the Spatial Positioning of Community Media under the Background of 5G ——Take the construction of China's county-level media center as an example

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Abstract— *The coming of 5G era provides driving force for the development of community media. In the 5G era, the interaction between the community media and various subjects in the community will change, and the spatial relationship between the media and the community will show new characteristics. In this context, we need to rethink the spatial positioning of community media. Based on the construction of county-level media center in China, this paper will examine the spatial positioning of community media in the context of 5G.*

Keywords— 5G, community media, spatial positioning.

I. INTRODUCTION

Community media is an important link in the grass-roots communication system, which can communicate with various subjects in the community and improve the vitality of the community. "With the rapid development of Internet technology, community media is facing the dual challenges of social structure change and media transformation. The traditional function of participating in community communication is lost and its own value is constantly dispelled"^[1], in the process of convergence development, community media is also facing the pressure of technology upgrading and model transformation. The traditional operation mode has been unable to meet the requirements of community communication in the new situation.

At present, it has entered the 5G era. 5G will subvert the existing mobile Internet communication mode and empower the traditional media. The connotation of new media will have new changes, which creates conditions for the development of community media. We need to rethink the new content and operation mode of community media in the context of 5G, and then analyze the positioning of community media in the media industry and social development. Based on the construction of county-level media center in China, this paper will examine the problems existing in the transformation of grass-roots community media and the opportunities under the 5G background, and rethink the spatial positioning of community media in community communication.

II. COMMUNITY MEDIA FROM THE PERSPECTIVE OF SPACE

"The rise of community media in China is relatively late, and its development has only experienced nearly 20 years. People's attitude towards it has changed from doubt to affirmation. At present, community media has become a choice for Chinese media to seek innovation and development. At the same time, with the development of community construction and urbanization in China, the community media ushered in a good development environment"^[2], for a long time, in China's media system, more attention has been paid to the construction of mass communication channels such as radio and television, while relatively ignoring the grass-roots community media. With the progress of society and the development of media, the role of community media is gradually valued, and relevant practices are gradually enriched.

In recent years, the county-level media center is a typical representative of the development of Chinese community media. At the national publicity work conference held on August 21, 2018, the requirements of "making solid efforts to build county-level media center" were clearly put forward; after more than two years of development, each district and county in China has basically completed the construction of county-level media center.

The construction of China's county-level media center has changed the traditional spatial structure of grass-roots media. Traditional grass-roots radio, television and newspapers produce content in a closed space, but the production space of county-level media center has become open, and the relationship with various types of grass-roots communities has become increasingly close. Therefore, the construction of county-level media center has changed the spatial structure of grass-roots communities. "Space is a new perspective of media research. From this perspective, we can observe the change of the internal operation mode of the media, and also find the role of the media in the context of the change of social space"^[3], in this paper, from the perspective of space, combined with the construction of China's county-level media center, we analyze the impact of the development of county-

level media center on community space in 5G era, and then study the spatial positioning of community media.

III. THE EVOLUTION DIRECTION OF COMMUNITY MEDIA BASED ON 5G TECHNOLOGY

5G is the fifth generation mobile communication technology, which has the advantages of high speed, low delay, ubiquitous network, low power consumption, interconnection of everything, security reconstruction, etc., and can support more efficient information transmission, faster signal response and massive terminal access. "5G era has opened a new information technology revolution and completely changed the original media ecology"^[4], whether various media can seize the new opportunities brought by 5G and endow themselves with new connotation is the key to their sustainable development in the future.

China's media authorities focus on the application of 5G technology to the construction of county-level media centers. For example, the "national county level media intelligence platform" of China Central Radio and television (CCTV) was launched in February 2019, striving to empower county-level media centers in terms of media resources sharing, technology application, content innovation, etc. "5G will become the driving force for the development of community media and generate new models. Gradually form effective operation strategies in public opinion guidance, government affairs service, life service, etc"^[5], it can be predicted that 5G will soon become the basic background of the development of community media. Thinking about the concept and way of community media convergence development based on 5G will become a breakthrough to solve the current difficulties in the construction of county-level media center.

First, community media can expand communication channels based on 5G. In recent years, the community media cannot promote the development of deep integration, the core reason is that one-way communication channels have been marginalized in the context of new media. In order to integrate into various new media platforms, community media have to allocate human and material resources to edit the program again according to the requirements of new media platform. The central and provincial media have enough resources to organize personnel and even set up specialized companies to take charge of new media operation, but most of the community media cannot do this. Based on 5G technology, bandwidth, network traffic cost, download speed, etc. will no longer restrict the mobile communication, especially the transmission of video. The high-quality content of community media can be widely spread through various channels, not only to reach the audience in the community in all directions, but also to get the opportunity to spread in the whole network platform.

Second, community media will be strategically connected to the Internet of things. Mobile communication is of strategic significance to community media, but under the current communication pattern, there are difficulties in the mobile transformation of community media. The development of 5G provides a new way to solve this problem, because 5G not only means the improvement of mobile communication speed,

but also creates conditions for the realization of the Internet of things, Under the background of 5G, the Internet of things will bring about the adjustment and even reconstruction of the media pattern. The community media will have a new way of association and interaction with the social development and the life of the audience. The current dilemma of mobile communication will be solved. How to play a greater role in the social development based on the Internet of things has become a new problem for the community media to think about.

Third, the reconstruction of video ecology will provide a new development platform for community media. Text, picture, audio and other media forms have different requirements for mobile communication. The threshold of image and text mobile communication has already been crossed. The audio ecosystem represented by network radio is also developed based on the upgrading of mobile Internet. 5G will break through the last wall of video mobile communication, so that the audience can browse video like watching pictures and texts on the mobile terminal, realize social interaction based on video, and realize the application of VR, 4K, AI and other emerging technologies. Community media will usher in a huge development opportunity, not only can access to video communication channels, but also can realize the leap from one-way communication to interactive, intelligent and personalized communication.

IV. INNOVATION STRATEGY OF COMMUNITY MEDIA UNDER 5G BACKGROUND

Community media with 5G empowerment has a broad space for evolution. Community media needs to fully tap the potential of 5G, face social development and audience information needs, and explore new development path with the operation mode innovation as the foothold. At present, the successful experience of the construction of the county-level media center in China has broken through the operation mode of the traditional media, changed the single advertising profit mode, and significantly changed the media function, production process, communication mode and audience feedback. Based on the successful experience of the construction of county-level media center in China and the development trend of community media under the background of 5G, this paper analyzes how to promote the innovation of operation path of community media.

First, construct regional discourse influence. The traditional one-way publicity mode of community media can not adapt to the development of public opinion in the emerging media environment, which has a lot to do with the inability of community media to form effective information interaction with local audiences. 5G can help community media to break through many limitations of traditional one-way communication. After being empowered, community media should first explore the application of new technologies and new capabilities to enhance regional discourse influence, play a greater role in the construction of mainstream public opinion, and become the main platform for grassroots public opinion guidance. The content production process and communication mode of community media will produce

quality improvement in this process, and the management concept, organizational structure and talent structure will be continuously optimized.

Second, expand diversified business forms. 5G will not only close the relationship between community media and county audiences, but also break the digital fence between different departments in the region, creating great convenience for community media to carry out government services based on video interaction. The absence of government services and communication, poor channels or improper ways are the important reasons for the problems. Community media can rely on 5G technology to build a communication platform between the service department and the audience, develop business forms according to the needs of different service departments, and reflect the social responsibility and value of the media in the assistance service.

Third, rely on life services to stimulate business vitality. The application of 5G will further enlarge the advantage of "close to the audience" of community media, which can not only build a video platform for government services, but also deeply integrate into county life, and become a new provider of life services. Based on 5G mobile communication, new information communication channels, interaction modes and user culture are born. Community media innovation is a new ecological adaptation process. The concept of "media + life" will open up a wide range of application scenarios for community media. This path can not only re aggregate the audience, greatly enhance the audience stickiness, but also open up the market profit space and stimulate the business vitality of community media.

V. THE SPATIAL POSITIONING OF COMMUNITY MEDIA IN THE CONTEXT OF 5G

Under the background of 5G, the community media has broken through the positioning of traditional grass-roots media. With the further application of 5G, the operation path of community media will be constantly updated, and its update frequency and innovation degree will be beyond imagination. Now we can't predict the specific business form and operation method of community media after 5G empowerment, but we can think about the positioning of community media prospectively. 5G has changed the technical platform framework and information interaction mode of community media, and its innovative operation will be deeply linked with smart community, Internet of everything and big data; community media will become a mobile and intelligent communication point, realizing zero distance interaction with community life and audience. Based on this leap forward change, the positioning of community media under the background of 5G will be re examined.

The positioning of community media in the audience's life scene needs to be reconsidered. "The development of community media must be closely combined with the real background, select the appropriate content and way for the service object, and help the service object integrate into the community through various information"^[6], for example, as a communication scene in the audience's family, the influence of living room is gradually weakened after the rise of mobile

Internet, and 5G will give the media the initiative to re-enter the living room and "occupy" the living room. Community media also need to think about how to realize the repositioning in the audience's life scene. Various screens will be transformed into smart home terminals based on 5G technology. The repositioning of community media in the audience's life scene is the evolution from "seeing" to "using". We should not only pay attention to what programs the audience likes to watch, but also think about how the audience can use information to solve problems in life. Therefore, the community media will be based on the audience's life entrance into the construction of intelligent, information-based community.

The role of community media in the community communication pattern needs to be repositioned. 5G change communication mechanism is reflected in many aspects, such as the expansion of application scenarios, the network access speed in densely populated places such as stations and streets has been greatly improved; and the change of user group structure, such as more and more elderly people and low-income people will get more convenient network access conditions. "Community media can promote communication between different communities, build trust and mutual understanding"^[7], the coverage of the community media in the community communication pattern needs the multi-media and even the main body with the function of information production and communication to complete together. Therefore, the community media will become the leader, promoter and executor of the reconstruction of the grass-roots communication pattern.

The positioning of community media in the process of urbanization needs to be redefined. "The construction of county-level financial media center is not a static reconstruction of spatial form, but more importantly, the change of spatial power and the redistribution of spatial resources, aiming to form a new spatial ecosystem"^[8], In the 5G era, the construction of smart city and town will step into a new stage. The media has a new function of deeply involving in social life, and also has new opportunities for transformation and development. Community media, based on 5G, can play a greater role in management, service, communication and coordination in county social production and life. The supervision and guidance of public opinion, the landing of government services, and the expansion of life services will be intelligently embedded in County space. This is the position of community media in the process of urbanization in 5G era, that is, to break through the traditional media operation concept, based on All kinds of intelligent technology and information service channels realize the function of social service in advance, and transform from a single "communicator" to "communicator + server".

To sum up, 5G has brought opportunities for the transformation of community media. Combined with the construction of China's county-level media center, the successfully transformed community media has new functions in social space, such as innovation of public opinion guidance mode, assistance in government services, development of life service business, etc., but with the in-depth application of 5G,

community media still needs to break through these operation paths and achieve further innovation. Spatial positioning needs to be based on the function of media in community spatial structure under the background of 5G, which is also conducive to promoting the innovation of community media operation mode. “Social change can open up media space for new actors, and community media is an important part of it, which can provide conditions for the public to participate in public opinion and strengthen the role of community managers”^[9], in the 5G era, community media will break through the traditional spatial positioning, turn into community opinion center, dialogue center and cohesion center, change from information disseminator to the core node of mobile and intelligent interaction, and change from content one-way exporter to all-round life server.

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