

# Media Management in Thailand

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**Abstract:- Just over the past only 3 decades, media management has faced tremendous fluctuations due to the disruptive technology. As a result, the condition of the media, especially the traditional media that has been growing slowly but steadily, has to be managed in a great leap from the impetus of change. In the near-term, the rapidly growing mass media management went bankrupt. As the transition to innovation, content production and service is dramatically accelerated, and rapidly growing new media is emerging. Because of the change in physical media management, such as print and radio wave, such as television, the media management approach was forced into the cyberspace in some way. Making traditional media available is not flexible. The traditional media was in a state of stasis, unable to find a way out, and was unable to move beyond the changing world of innovation. The media around the world, especially the mass media in Thailand is also break down. It is imperative to quickly find a way to manage the media in order to quickly break out of the crisis of their survival by way of the 4 particular modules of move as follows: traditional media management, traditional media are trying to mimic the content of new media, transferring traditional media content into new media, and New media management.**

**Keywords:-** Media Management Modules, Disruptive Innovation, and Thai Media Situation.

## I. INTRODUCTION

Thailand's media management is in a state of stagnation due to a dramatic shift in production and service innovation. Research results in the field of journalism & Mass Communication, teaching & learning in the university as well as the performance of entrepreneurs and executives in the society of journalism, they all are alarmed by the inability to disclose the lessons of the event to find solutions for both the academic and professional circles. The impact that the media in Thailand is not able to adapt themselves to the rapidly changing technology, even if this phenomenon is predictable before. In fact, the media institutions play an important role in the political system through the push and support of political demands in democracy. The growth of the economy must be halted due to the dependence on advertising / public relations from the mass media. The social system that makes the media struggling by presenting the illusion, selling the dream, and competing to sell news to their media institutions, even to ignore the etiquette and ethics in some way as well as to undermine the culture and belief patterns in society. Unobtrusive finding answers to the media management approach to break out of the circuits is likely to require a multidisciplinary approach to tackle the

problem of media management that is expected to continue to impact in the first half of the 21<sup>st</sup> century. Rather, the 21<sup>st</sup> century's innovations that come into force on the media hit Thailand. They have disturbed about the livelihood and the mental health of the people in society if we still cannot find a solution to the problem that is still surrounded today. Research projects in the field of mass media still face the problem of insecurity and the inability to deal with sensitive issues that can have a broad impact, as it appears globally to be the news of media bankruptcies due to disruptive technology. Nevertheless, the educational institutions in Thai society have not studied this phenomenon seriously. As a result, it is necessary to accelerate the production and integration of knowledge in new media management approaches, which will result in changes of academic. This article will strengthen media management for educational institutions and mass media institute as a pillar to sustain the society.

The refinement of editing from the central editorial department that uniquely monopolizes content will convert into decentralized editorial function is subject to scrutiny by a variety of receivers / readers, which diminishes the suspicion of unauthorized content by one person. (The new media revolution: 2012 [http://cifs.dk/presentations/speakers/anders-bjerre/the-new-ediarevolution/ %20 research.html](http://cifs.dk/presentations/speakers/anders-bjerre/the-new-ediarevolution/%20research.html)). Therefore, social media that is a new media will help traditional journalism to stimulate the traditional one on the social content in moods of various geopolitics. The cyberspace becomes a unified world that can be transmitted by the new media. This allows the receiver to judge the future with his own.

In summary, the development of the traditional media to the new media, whether in part or in total, will be a panacea for media management because of disruptive technology. The current mass media is still lagging behind the pace of revolutionary communication. This brings us to the question of whether the Thai media are managing themselves in ways that still remain trapped stasis. The configuration of the society affected by the media management should come out in what form. This is because the media in any wave, particularly from the third wave, has a tremendous influence for society and people.

## II. MEDIA SITUATIONS

In the past thirty years, the Thai mass media management has been fluctuating dramatically and intensively, according to Toffler's 1980 forecast. In Thailand, the media began to experience the tsunami toward media in the late 1987s. The "May Tamil" incident in 1992, with the appearance of the so-called "mobile phone mob", was the first clear manifestation of the use of new media in

social communication to succeed in political change. In the previous year, Thaicom launched the first satellite into the sky, generating one million mobile phone networks, which were responsible for the concession by major mobile operators. The beginning of the change of the third wave, thus, hits the first wave and the second wave. In the same decade, mobile phones have reached the print media in the first wave, which has triggered the fundraising efforts in the stock market to transform the position from normal business into a large publishing industry. The holding company has a number of subsidiaries in hand. Meanwhile, in the electronics media industry such as TV Channel 3, BEC World has also been established in the stock market. Not merely a satellite TV business, magazines from foreign countries to invest in the circles of Thai magazines such as Ells and Cleo. When it comes to the end of 1990's, the third wave has spread and hit the Internet rapidly growing in the world such as the social media web/blog, Google Facebook, YouTube, and tweeters. Media as a messenger and distributor, have been transformed into the hand of recipients who are in a position to create content that competes with the traditional media. It seems a great way since the third wave of stimulation the first wave. But later, the arrival of new media in the third wave was fast and had a severe impact on traditional media. Even though it did not step across that decade, ITVs, Wattajak, and Managers began to suffer bankruptcy. As soon as the new media in Thailand has advanced in a long way, but this is still in line with Toffler's prediction. The emergence of new social media, along with the expansion of new media already in the past decade, enables new media to be easily managed, such as Line, Digital TV and the new pace of 4G telecom is the decade that the traditional media broke down at the same time, not exception for the big, powerful, and foreign magazines. Or even digital TVs have come out of the decade and failed suddenly in the same period, such as digital television: MVTV, Loca, Voice TV, Spring New, MCOT family, TV 28 and etc. Even though the sale of shares of Amarin Printing & Publishing, and GMM Grammy, (Wirut Saengthong "The media and Thai society," *Matichon weekend*, Wednesday, January 24, 2018, and articles in the same author's collection), Post Publishing Public Company Limited or POST, many newspaper owners, whether Bangkok Post, Post Today and M2F; Matichon, MATI owns Matichon Newspaper, Kaosod, Matichon Weekend, Arts and Culture; Siam Sport Syndicate Public Company Limited or SPORT: FHM, and Siam Star; as well as foreign magazines: Cleo, Elle, Forbes Thailand etc., are also suffer similar losses.

The problem of traditional media is that it comes from the content supplier of the manufacturer, fixing distribution system, and working on the physical world, which is always delayed. Compared to new media, recipients can create content, make the consumer become a producer, propagate flows through the exposure of the receiver, and almost all work in the cyberspace. It can be said that traditional media began to exemplify greatness and decline at the same time over the past two decades (around 2540). In the same decade the new media quickly overtook the traditional media that cannot find a way out and the stagnation followed. By the

beginning of 2550, traditional media needed to fuse with the new media in some way to free themselves from the harshness of the hugely innovative. Admittedly, the production of content can no longer be under the control of the media team because social networking can create content from recipients everywhere in the world and can communicate seamlessly across the network. It's possible to create a clear follower track even with millions of recipients. While Nelson's popularity rating was based on sampling data, it was not from all the bundled users. Making advertising in the media of the cyberspace can accurately calculate advertising revenue and audience, such as the platform Facebook and Google, which accounts for more than half of all advertising revenue on the Internet. Although the recipients are consumers who produce their own content, the platform of the media owners do not have to invest in content. However, it must also be subject to the rules of the codes presented to the media. It may seem that the recipient is completely free but the platform of the media is still subject to ethics and responsibility. There are many searchable contents from the browser to access the site, for example, YouTube can produce more than 400 hours of material per minute and Facebook has over two billion users each month. This does not include the value of the mobile network, which is the solution of the major new media platforms as it appears in the cyberspace. In other words, smart phones are linked to the global business network, whether it is a bank, Startup Company, and the platform of the new media industry.

However, almost all traditional media are facing bankruptcy and shut down. The media in the first wave has been hit by the worst catastrophe, not even the great print media of the superpowers that have begun to crumble since the early decade of 2010, such as *The Independent*, *The Daily*, or *The New York Times* as well as magazines such as *Penthouse*, *FHM*, or *Zoo*. The print media in Thailand is gradually closing down as well, especially from Thai Magazines such as *Ploygampetch*, *Image*, *C-Kids Cartoon*, *Oops!*, *VIVA Friday*, *KC Weekly*, *Candy*, *Volume*, *Cosmopolitan*, *Seventeen*, *Who*, *Writer*, *Bangkok Weekly*, *I Like*, and *BanMueng*. The reason why print media was decayed. First Ads decline while the newspaper is still enough to hold some. Second, the reader also declines. Third, the distribution is slower than the new media which present content promptly while the print media requires longer time for publishing periods. And fourth, increased cost in particular, the value of the paper went up more than fifty percent of the total cost. The print media, thus has tried to solve their own internal problems by trying to bring content to online media as a supplement or free distribution or trying to create some eye-catching content or trying to find new features in the layout and reduce staff. (<https://www.mangozero.com/thai-print-in-2016/>) However, the closure of the print media will ultimately fall on the overall decline of the media beyond the media's ability to resist. Only a quick glimpse on the falling of the magazine ads budget, as in this chart.

Chart shows advertising budgets that are rapidly decaying print media;

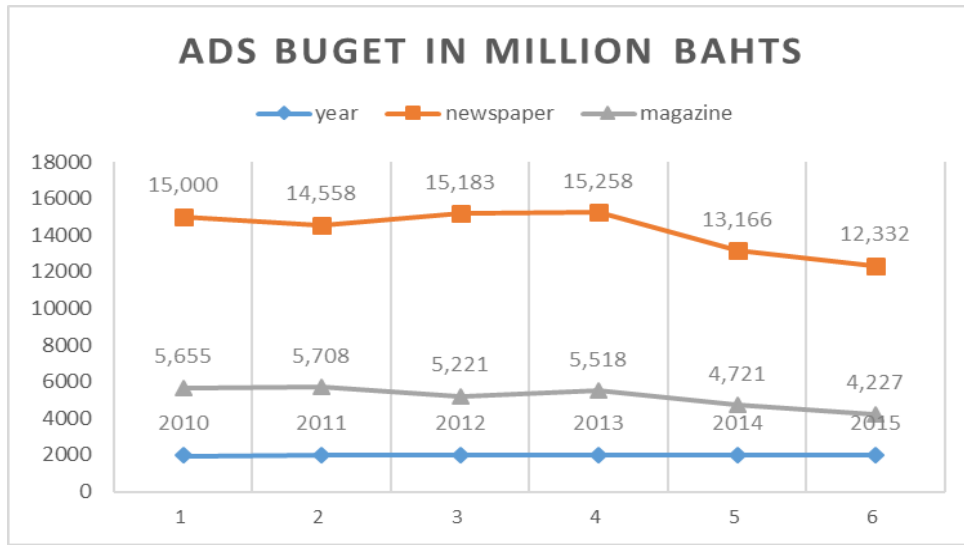


Chart 1

Thai TV Co., Ltd., the first station to drop digital television licenses at auction refuse to pay the bills, was able to win the case under the rules of the NBTC. In addition to this television channel, there is also a transfer of shares in Channel 34 Amarin and Channel 31 of the 31-1. Digital Television media, although, is a new media, it is not the media in the cyberspace because it is still broadcasting media like the media in the second wave. However, by the overall picture of the advertising budget compared to the traditional media group, it was found that the rate of advertising decreases in the following order: Satellite & Cable Television, Magazines, Newspapers, analog TV channels, Radio stations, and digital TV stations. In particular, digital television has made the government use of

its powers under section 44 to extend digital television license payments. This is a great way to relieve the financial strain of those that are very chaos ([https://www.matichon.co.th / economy / news\\_422188](https://www.matichon.co.th / economy / news_422188)) as shown in the diagram.

But when it is compared with other media as non-mainstream media. It is found that the online media in the cyberspace has a higher advertising budget growth than all public media.

Chart depicts ads budgets in all media after the year of 2015;

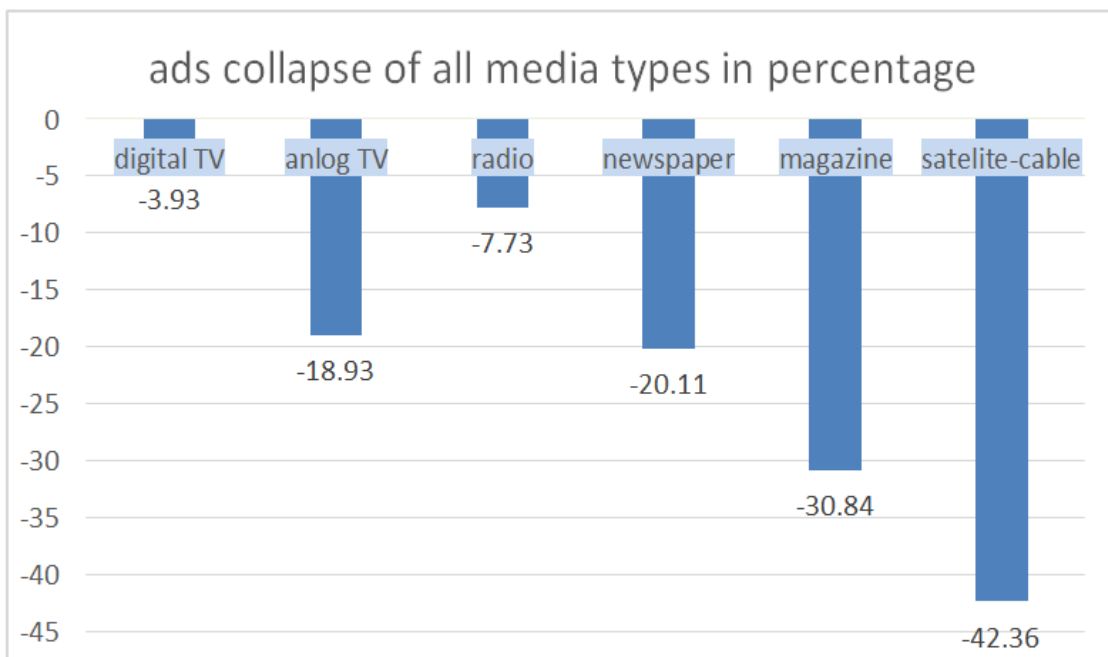


Chart 2

Chart shows advertising budget in public media compared to online media after the year of 2015

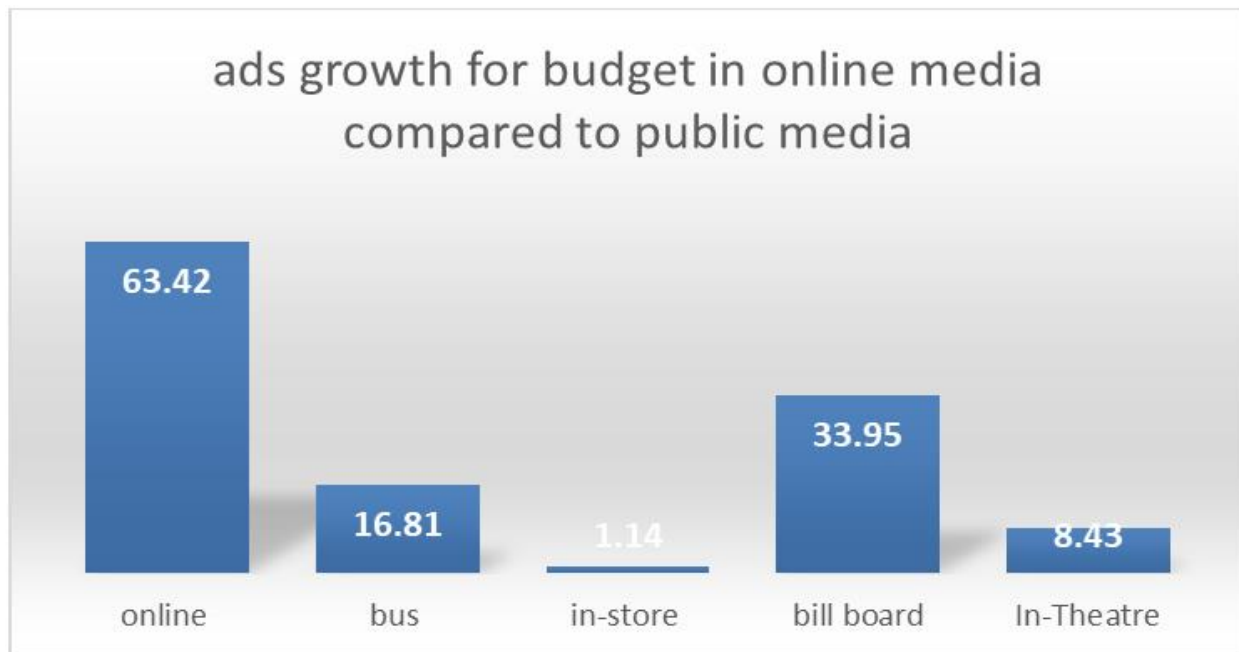


Chart 3

In summary, the current media situation cannot find the solution to the media management with traditional strategies and policies in the first wave and the second wave. This is due to the third wave, a new medium that relies on innovative production and service. It is necessary for the media to seek new management approaches that are urgently needed in order to speed up the implementation of the mass media in the current situation. The failure of today's media management will affect Thai society in the 21<sup>st</sup> century and Thai people in this century too. The effect on mental health and quality of life is inevitable. This is because news and entertainment media are confronting with the dangers from disruptive innovation in the face of the need to manage the media crisis quickly.

### III. OBJECTIVES

Department of media management in a university has been soaring itself rapidly for stepping away from disruptive innovation. Over twenty years, there has been a great deal of the course of content in this field. Both are founded in terms of academic journal and professional associations of the field. Because of disruption, the discipline remains confused, especially with regard to the scope, purpose and approach. King (2007) said that media management deals with three issues: First, the current state of affairs in this field is based on a theoretical framework that relies on the main academic content. Second, the content of management accepts the media organization where identifies characteristics and media management approach. Third, contemporary critical-thinking synthesis has become a suggestion for the future work of the field in the theoretical and directional view of the discipline. Research methodology from these problems, we take a look at the social networking and video networks that YouTube, streaming or podcast has taken to entirely impact to

transform the publishing industry, broadcasting and the cable television system. It is the fact that the media today cannot produce content to meet the needs of diverse people. Media management is likely to be reliant on content providers whether in entertainment, news, documentaries, or sports, to keep pace with disruptive technology. This makes broadcast stations, advertising companies, and content managers be in a state of confusion due to the fact that the power of the media goes through the hands of the receivers, who quickly become producers and dissemination of content by themselves (Libert, Beck and Wind 2016).

At the end of the last century, communication and journalism continue falling into the hands of the media in the first wave and the second one. In the present decade after the year of 2000, the power of the media has shifted to the third wave. In many areas, start salvaging the second wave or use it as needed. The power of new media is that the public uses a digital platform to deliver the same message as the same functions of the traditional media. For this reason, it has transformed reversely the face of the industry or the media business, especially for entertainment, for example, from the YouTube phenomenon that first began in April 2005 with a video called "Me at the Zoo". It has hit 35 million times from the past, causing tremors in traditional media, particularly in the television and music industries. Because the new generation is turning to open increasingly YouTube and Streaming instead of television. The more TV show was brought down in YouTube, the more causing the TV network to be crashed and the more music industry was stolen. The copyright was transferred to the Internet in the form of an App Store. As a result, YouTube has become a viable digital public platform, fueling the mass production of content that responds to the recipient consumers. Directly consumed by the television media has not stepped on the right track then and there. Furthermore, those in the media

are chasing the media in the same wave and turning to supporting the third wave of survival, such as AT & T, which bought Time Warner and converted itself from controlled media in order to be the only company as a big content provider on matter what AT & T's mobile phones, including Time Warner, Warner Brothers TV, CNN's news, HBO's movies, TNT's entertainment and TBS's sports. AT & T has made the gigantic property value and turned from the old network to the new virtual world. As a result, the audience changed their view from the TV screen to a mobile phone or an iPad by leaving the television industry to fall into disarray. Many companies have transformed themselves into digital platforms that have become compelling advertising into the new platforms. In addition to the Thai big media operators, all of their shares are sold out and resigned from management, as Mr. Pravit Maleenont and his son. It is possible to say that the media has come to the digital broadcasting and digital platform networking instead of traditional television broadcasting channels

For sports and entertainment, these two popular shows are similar challenges excepting in sex. Men are more interested in sports while the female interested in entertainment. A survey of the United States found that sporting events have decreased in popularity both in television and print media, despite being in season of competition. Both shows, especially football, used to be very popular in both print and broadcast media when the traditional media was popular. They were overwhelmed by the news of the presidential election. The rest was not to watch football in the stadium. It turned to social media and online media, which drew in the audience and stopped watching television, because the television set could not be portable. For this reason, Nelson's popularity measure has gaps for that reason and can no longer be relied upon as a reference to the popularity of media exposure. Also, Nelson was not able to measure the popularity of digital broadcasting because viewers can watch at any time and any area. Sports and entertainment that still use the first wave and the second wave media have started to lose a lot of exposure. Although the news of the election will be able to pull people to follow the print media and broadcast media, this phenomenon is only a moment. However, viewing on mobile phone does not need to look at the actual time and the recipients can skip the advertising.

In terms of basic needs, it's time to change the core of belief in news and entertainment. If the media needs to survive, then it is necessary to strive to reach the digital platform and network of new media, which requires the ability to create production and content details. I can say that during the transitional period, today's growing traditional media entrepreneurs still need to create new content in traditional media channels while the receivers will also create content on the online platforms. It is clear that traditional media have sought to expand the immune system to counter global media innovation, particularly from digital platforms such as Uber, airbnb, YouTube, or snap chat. Although entertainment in traditional media are traditional content owners who are major content creators. Yet, it cannot compete with the new media as well. The recently

launch of Netflix or HOOX's offerings is due to its rapid economic growth. Traditional media entrepreneurs have begun to lose confidence, though some have tried to hold back. It's different from those who have grown to be content providers like NFL, NBA, MLB, and even telecom companies such as AT & T and Verizon, which are huge, national and international networks based on their content. They expand digital platforms to audiences for sharing the initiative of the new media entrepreneur concurrently.

Media entrepreneurs need to read out what they have to manage and act on what the consumer who wants to be entertained and satisfied at any time and any place. It also includes video conferencing in digital platforms that make it look like a real meeting of people in the same family. Technology / innovation gives us freedom without reason but depending on the mood, where people are able to expose the mobile phone or a cable television that receivers may schedule themselves to watch, without having to rely on fixed scheduling by a station. The receiver is the creator of the schedule as required. If the owner of the media can do this, it will be valuable to the future of the entrepreneur. It is giving the audience space to plan their shows and extend to the global network. There is today's proven success from YouTube, Facebook and etc.

#### IV. RESEARCH QUESTIONS

The questions of this article base on objective and problematic in mass media business. They are the urgent problems in finding solutions of media management of entrepreneurs and media professionals in Thailand from the present to the future on the basis of content, management and methodology. These can be classified as modules of the development of media management as follows (see table below).

1. What is the existing management of the traditional media in Thailand? How long can the traditional media survive? And how do media manage to adapt themselves to the innovation that has been coming?
2. How will the management of traditional media trying to imitate the content of new media have a management approach that maintains the traditional media? How does it try to survive by removing the content presented in the traditional media and substituted by new media content imitating in their traditional media or modification of content that imitates from new media?
3. How does media management remove content from traditional media into the platforms of new media? How long will the deal be? How does this manage to change from traditional media to new media?
4. How does new media management work? How long may be possible to this kind of management begin? How does media management transform from traditional media to new media? How does media management determine the future of the new media?

However, assumptions for all of the above modules are media management no matter where the media is in any modules, there must be a management approach to reduce

the technological / innovation gap so that receivers reach the message equally. The theoretical framework and literature review underlie the conceptual framework below in the name of the media management modules.

The table represents the media management modules;

Module	Traditional media platforms	New media platforms
Traditional media contents	I Traditional media management	III Transferring traditional media content into new media
New media contents	II Traditional media are trying to mimic the content of new media	IV New media management

Table 1

## V. THEORETICAL FRAMEWORK

In the field of journalism, theories may have a loose meaning that includes paradigm, conceptual framework, model, normative theories, and actual theories. It consists of a different frame of constructivism but is systematically related in the form of a statement linking of the network to be the cause supported by the observed phenomenon. This leads to an abstract generalization to be used as a tool for both describing and forecasting media management approaches that need to establish linkages between general management theory and specific theories for the media industry business.

The media management in the past and will be in the future. Many theories have been used to produce a blueprint for the study of media management. The structural context refers to the assumption of the relationship between the organizational structures to the outcome of its performance. It accepts economic rationality, which is measured by the highest efficiency and by the performance. This is in line with the specific and existing situations within the marketing environment. Attempts to adhere to the structuralism of the newspapers, radio and television is the mainstream media. After 1996, almost all mainstream media were in the same direction. This is because mainstream media, which is the traditional media, is attached to a fixed structure of management. In addition, the media organizations are not only interested in leadership in changing management styles but under the harsh and changing climate that surrounds the organization. Leadership is probably the only way to be compatible with organizational behavior that is attached to conservatism. Considering the following: lifestyle pattern and character of leader and follower, the situation of the leader, diagnosis diagram of communication plan, motivation and job satisfaction, necessity and power in the organization, and the management of change require psychological theory to help understand. This is due to the impact of changing conditions of disruptive innovation to which is difficult for ordinary

leaders to adapt. In the past, the choice of strategy for management of the media organization is still traditional, which involves the structure-conduct-performance or SCP. This holds the norms for freedom of the press on social responsibility. The success must be based on the foundation of resources. This calls for a resource-based view or RBV that keeps the strategy going. It is dependent on the ecology of the media system that represents the position of one media with respect to other media. There are scarce and limited resources. Radio waves keep advertising and receivers in a unique form that enables the media industry to adjust itself from its competitors, particularly on the wide-open new media to anyone accessible under unlimited resources. Over the past two decades, media companies have moved into the global marketplace, affecting economic leverage and the need for transnational media management. Interesting issues have many reasons. However, it is still a question that no answer. First of all, the globalization in all directions has affected the financial position of the media. Second, globalization, such as ICT, has an impact on the content and quality of the news, the movie, and the product items for the domestic market. Third, media content from the gigantic international market is produced for foreign market specifically. Forth, the consequences testified to how to present transnational media content, which affect the political, economic, cultural, and public interests. In small countries that receive foreign content into their land still rely on the superpowers. In the past 1960s, the term "global village" was broadcasted as a means of crossing the border. In the 1980s, almost all types of media were merged into media companies. And the physical expansion of multinationals began to regress because of the competition. When the 21<sup>st</sup> Century opens with the globalization of the Internet seriously, the same of Thai circumstance is still true in term of the content, especially the drama and the movie, to foreign countries, with the traditional media management. He attempts to the transition to a transnational media management with neighboring countries. However, it has turned to the use of platform on the Internet to help their narrowcasting nowadays.

Under the management structure of the media, culture is a powerful force of media organizations. The content of the news within cultural pattern is spreading throughout the world. This includes the way media is managed by the culture in which operates the lives, especially from transnational powers. Organizational culture that comes with innovation contributes to decision-making, prioritizing - priority Influencing behavior, and the effect on results that is different from the previous century. Organizational culture is a tool for cultivating culture in a confrontational society. This idea was developed and embedded in major media companies in the globalization era, becoming a culture of media organizations used as a tool to pressure society and weaker media companies. While the views of the new constructivism relate to the methods of technology / innovation in the production of media / message. Factors of organizational culture influence the professionalism of the workplace. Organizational culture is the result of access to innovative management which underscores the inevitability of managing and operating media.

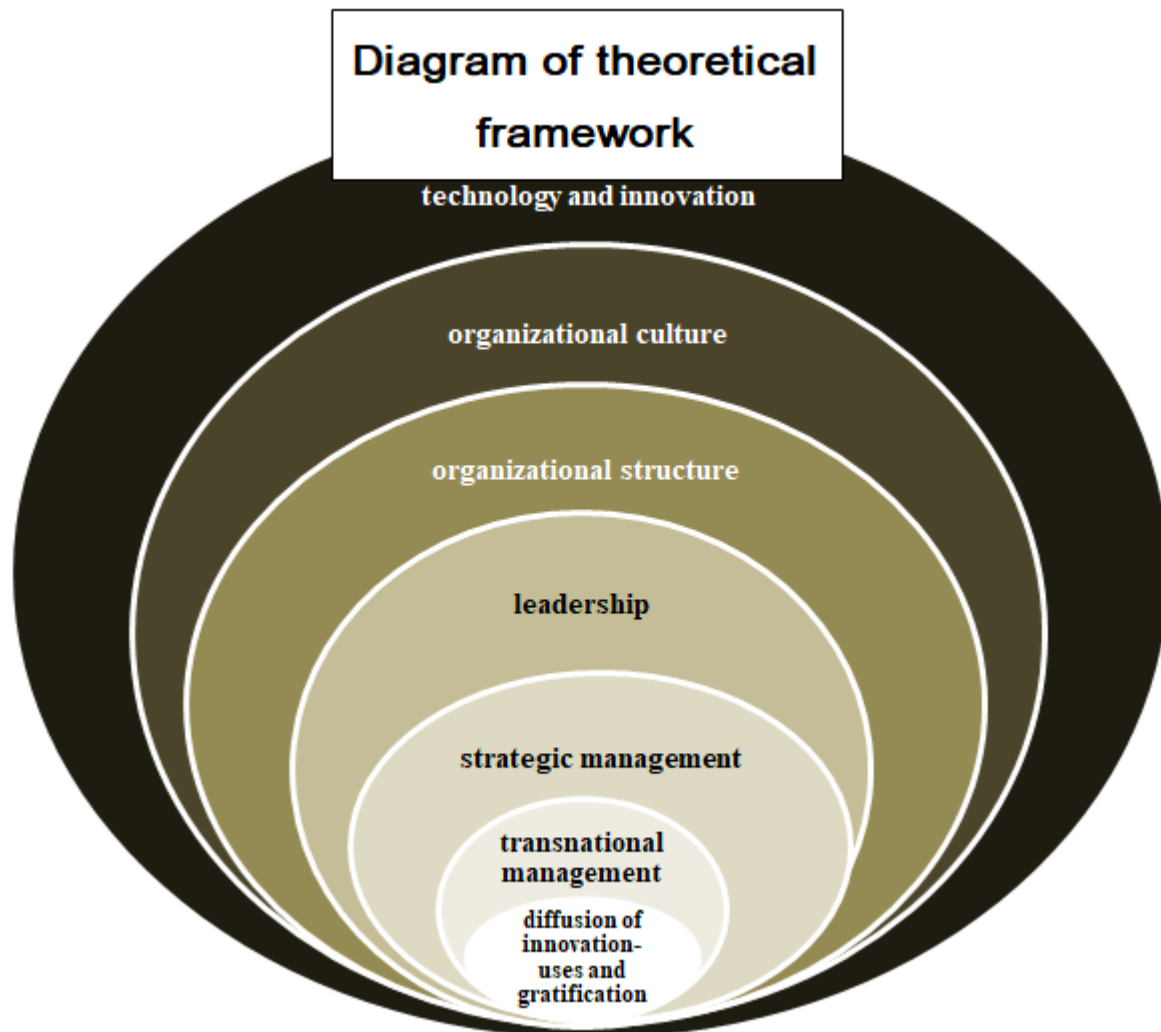


Fig 1

It is a driving force in the media industry in terms of volume and speed in the media sector. Technological innovation has dramatically altered the way of production, service, content, and both advanced and intense management of the media industry, especially in the face of unfamiliar marketing. The new media is making the new platform where is based on innovative diffusion theory so that the recipient consumer accepts new media innovations with providing consumers behavior that responds to this platform. It is noteworthy that diffusion of innovation theory is often coupled with the uses and gratifications of the media. Consumers' perceptions about the products, services, and content of new media, i.e. receivers select exposure to some new media, and how satisfied they do. These theoretical frameworks are used as a frame of reference in this research. (Mierzejewsk. 2010: 13-30 and Surapongse Sotanasathien 2016). The diagram is shown above.

## VI. FINDINGS FROM LITERATURE REVIEW

Based on the research questions, the following modules can be replied by describing in the research questions.

### ➤ *Module 1, Traditional Media Management*

Traditional media management (Surapongse Sotanasathien 2016) is the struggle of old media due to the fact that their media offers traditional content and presentation methods in term of the first wave and the second wave. As Oliver (2003) states, media landscapes are rapidly changing in terms of its size and figure. They will occur in the near and far future to the point where it is vague and unclear. This puts managers in charge of media management and strategic development in competition and dynamic environment where media managers are challenged in both business and operational strategies.

There are receivers and profit as drivers. The propulsion for strategic change needs to be learned in order to be responsive to disruptive innovation. The force of compelling from the cyberspace influences the changing environment and the media market. The media industry is moving into a competitive environment in a way that has changed a few years ago. Period of just planning for a 5-year is subject to unstable management conditions that come from the influence of social media in the cyberspace. Even example, the landscape of broadcasting in the UK are still the traditional media management approaches. It also needs to be understood in the context of the media struggling with changing conditions. Even traditional media still need to consider the processes of the organization that manage the media by developing strategies and tools for managing uncertainty. This reflects the struggles of traditional media. The long-term viability of traditional media management can become a management myth. Dawn (2018) mentions eight things to know about traditional media, which may be reflected in the student is eager to be a media student. By the media, the students think about fun specially to watch the celebrities as a news anchor who read news in print, broadcast, or film. All of them create the illusion for journalism students. Because when you really study, no one will be like that. These students often wonder the right if they have chosen this career path. However, today's learning styles are usually learned in the traditional media with doubts.

In summary, Module 1, traditional media management is a content management and platform that is in the first wave and the second wave by working under the management of the physical world as opposed absolutely to an Internet world or cyberspace.

➤ *Module 2 Traditional Media Tries to Mimic the Content of New Media.*

It is a module that uses the presentation method in the traditional platform but is trying to mimic the content that appears in the new media platform. This research examines the economics of digital media convergence and mass media divergence. Doyle (2010) states that television broadcasting in the UK has changed from traditional media into multi-platform strategy or digital system. The research found that the change in television media required employees to invest and adjust the content during the downturn of traditional media. The content will be selected more, coupled with the creation of diversity in parallel to the new media. Returns are even low from new media at start, especially on online media, because the economic viability of online media remains strong. By offering content all around, it adds value to content in all its forms and provides additional opportunities for viewers. It draws viewers who have reached a consensus in the traditional media to watch online as an alternative media. The response of the audience in the online media also reflects back to the producers of traditional media.

Media organizations tend to be more content-driven because of the intense content on-demand, with up to one-third of the readers in the new media platform. Or around

half of the visitors read about half a page. A very small number of readings is to beat people to read more page content. It needs to be presented with more innovation and more agility. Innovative media organizations are moving from traditional marketing media to holistic approaches to sustaining the growth of traditional media users. (<http://bit.ly/1APBoi9>. 2014) That is the traditional media relies on legacy models, which focus on content that brings revenue. The new model is along with the integration from the way to the goal by tracking the content into the new platform as possible as it can. It is not just a co-ordination for growth, but it also develops opportunities for sustainable value creation. The management of the second module is a trend that is gaining in popularity due to the following features. First, the niche market becomes better suited to the traditional media and better distributed than it is in the new media. Second, the new media is rapidly expanding with a number of platforms available. And last, these receivers will have to integrate wisely and share the message between the traditional media and the new media. The reason is because the new media has changed the cost reduction, because it is managed in the cyberspace, which abandoned the physical world's consumption. Especially, young people become increasingly new media followers. In the case of this module, the traditional media organization collaborated to find innovation with the new media. Content provider and the sharpness in the presentation of information or advertising of new media platform that the traditional media also needs to imitate as well. It seems as a physical content but the virtual world is driven by the push to deliver cutting-edge message services with just a click of a button. Innovative audiences are often stymied to drive or push themselves in every area where the traditional media will mimic. Therefore, its recipes and ingredients should be sent directly to the receiver every hour. Opening up the ads in media in term of a window shopping by integrating moving content into social media to provide compelling content for imitation from traditional media. The growing advertising capacity will make the media organization create its own branded content team, so the traditional media will need a new team capable of selling their own news products /content by imitation of new media. To make the physical nature, while the area of the content is digitized, it can be easily fragmented into sections. The reason is that traditional thinking has become a great way for people to return to when compared to virtual media, such as turning back to traditional recordings over podcasts. People like to come to a group together, especially fan clubs, rather than gather in cyberspace.

Conclusion, observation and use of judgment or reasoning occurs in media organizations that are not sensitive to the way of new media platforms whether in experiments, failures, learning, and growth can be measured reliably in media organizations. It cannot be denied that some target audience still needs a traditional platform even though it will have to adjust the stagnant atmosphere of the new media. There will still be movement of the physical world along with new media. The future is so potential for new media that traditional media mimics new media. Nevertheless, it still does not entirely abandon traditional



media. What is to be done is an innovation and strategy that is a specialized consultancy in supporting invention, decision making, and product / content strategy planning. They can learn to take advantage of the new media that comes back to traditional media.

➤ *Module 3: Transferring Traditional Media Content into New Media*

In this module, the media will be transformed by introducing old content already existing in the first/second wave to presenting it coupled with a new media platform. It is the traditional media content that is used in virtual networks of new media to support the traditional one by transferring the content to new one both in part and in whole while preserving the traditional media content (Cavis 2015). If the traditional media focused on the relationship between the new media and the receiver based on innovation in the presentation of the contemporary story. Replace into the new media, such as food and kitchen interchange, especially interactive demonstrations of chefs in a virtual media platform. Nowadays, people go out to eat whether they are on a regular basis or on a special diet, to try their best at home cooking as cooked in a virtual world, or to offer a tour of creating an experience that immerses you in local influences by spending your leisure time traveling around the city's various attractions, or to reach out and immersing yourself in a virtual 3D world or to replace of traditional media events into networking of the virtual world. Bloggers can present in a beautiful way from graphics to support the writing of traditional media.

There are also attempts to make the circulation of newspapers more readable while readers have access to digital media newspapers. Challenges change media platforms by making news happenings of interest through promoting strategic innovations from new media that bring greater interest to the content than the presentation method of traditional media. So, content from traditional media can deliver messages to receivers and advertisers in the form of multimedia. News reports and advertisements in newspapers has to be fresh for the traditional media. However, news and adverts are added in a special way in the new media because social media and online media reach millions of people in a way that feels new. It has become an adult for newspaper and social media for the youth. (<http://www.acculistusa.com> / [innovative-media-tactics-offer-ideas-for-growing-2017-circulation/](http://innovative-media-tactics-offer-ideas-for-growing-2017-circulation/)) Withal, the new media may be some or all have to learn to bring content from the traditional media to the new media. Journalists in the near future will have to learn in the education curriculum that the groups of innovator and entrepreneurs need to be involved in propelling the innovative education curriculum to develop the entire output of new media and media products, with sustainable business growth. The development of the new media is managing content and distributing it to receivers to increase the revenue of traditional media with the support of new media. Things that entrepreneurs need to contemplate are: media innovators, strategic planner, and content strategic developer. All handle of new media products (such as articles and programs), along with pushing the curriculum

on what traditional media has to learn from new media platforms:

1. The methods of storytelling that produce the traditional media through relying on new media, are possible to affect the wider audience.
2. The positioning of the media business that supports the success of a virtual team (startup team) to make it possible for media organizations to embark seriously on new media in the future by doing so in the following: designing, and researching by transforming the receiver's needs into product ideas to present in the virtual world; developing for agility such as creating software or App Store that keep it working in looping friendly for users;; innovations that support business models and focus on ways to create and earn revenue in the virtual world; strategic placement by using content and social media to find and engage with consumers; startup-based development that starts with problems, solution, and the core of the organization that responds to the echo of the consumer in the physical.
3. Awareness of what are the traditional media factors that impel media business through new media?
4. How to create online software and technology where people seek and wish to consume content fast.
5. How to work by the technology that entrepreneurs and investors bring it to respond to real ideas from the physical world to the virtual world.
6. How to make a career converge on journalism, media and innovation to create success for traditional media.

➤ *Module 4: New Media Management*

The new content management approach is introduced into the entire new media platform by abandoning the traditional media, i.e., the media has transformed itself from the abolition of the traditional media to the full new media by the closure of the traditional media completely. In the near future, new media, especially social media, will be the largest area in the whole world due to turning into new media. (Guzman: 2016) It is found that social media was used more than a piece of soap. Even Facebook will be the largest country in the world. Elderly people, found, are the ones who use the most tweeter. Three-dimensional image is info-graphics it is used over other types of content. At the end of 2018, it will be able to control devices by a smart phone. The change of social media or virtual world will be radically transforming the world by accepting that new media.

With the importance of social media, efforts are being made to enter new media platforms through innovation due to the fact that innovation is the introduction of the invention into the marketing and social components. What influences media innovation refers to the following: the advancement of technology increasing new opportunities in business, products and services; the chaos arising from the influence of innovation; rapid dissemination and distribution when transferring into new media; restrictions on types of owners.; and the value of advertising and journalism and editorial independence (Storsul & Krumsvik 2013). However, the virtual world, especially the social media, will

have to develop four types of media strategies: *improving operational efficiency*, *marketing opportunities* that respond to emerging trends: the balance between stability and change, and *the uncertainty of the environment* without relating to security. The heart of the new media management is to take into account the concepts for discourse analysis of innovation and change of media, structure and management to illustrate how to policy making frames a structured framework of innovation, as well as services and consumers for looking at the role of consumers in a new way of the virtual world.

However, the way that the media management organization in the virtual world is the most innovative organization is to become a content company. The response in the virtual world, which is not the new media platforms is rapidly increasing, but also the lack of response in the content enough. As in 2008, the People Republic of China has surpassed the United States as the country with the largest Internet market of the world. Since Western media has been distributing information over the Internet, although it is a new medium to China. Western media interviews, such as Wall Street Journal, Financial Times, Reuters, and The New York Times, expedite the distribution of content to Internet users in China with the Chinese language. Internet transcends geographic, cultural, linguistic and political barriers, these Western media have duties for surviving from the challenges and for the opportunities of the Internet. These media from USA. have to deal with the new pace of multinational media content management in the wealthy Chinese market under the form of the Chinese patterns. Even though the West is a developed country, there are still issues with the media in developed markets as well. As in the case of the United States and England, they face many problems. The media market is saturated and decline in advertising revenue. The breakthrough of Internet communication innovation is needed to penetrate the Chinese market with approximately 700 million Internet users (Chyi and Tennant 2017). It's such the biggest market that the US market can reach 50.30% of Chinese Internet market. Publications such as Mediapost integrate print and conference companies to provide directional and extensive resources for media, production, marketing and advertising professionals. The success of Bob Garfield, regardless of writers, critics, broadcasters, novelists and commentators dedicated his life to the media landscape and marketing as a critique of advertising, public radio, and broadcasting partnership. He has won numerous journalism awards as a book writer and speakers all over the continent in 37 countries. He has described the arrival of drastic annihilation in the productivity of the traditional media in the digital age. In summary, major issues of digital media are community networks, Internet governance, Internet of Things, and mutually agreed norms for routing security.

The conclusion of findings for media management in Thailand has been interfered by disruptive innovation by self-surviving form the step-to-step of module 1 in traditional media management, to module 2 for mimic content of new media, next with module 3 transferring

traditional media content into new media, and then module 4 for an absolute new media management at last.

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