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EVOLUTION OF MEDIA IN CHINA: FROM TRADITIONAL NEWS OUTLETS TO NEW MEDIA

***Abstract:** this article explores the transformation of China's media landscape, highlighting the shift from traditional news outlets to the emergence of new media platforms. Historically, news dissemination in China was dominated by state-controlled media organizations, limiting public participation and freedom of expression. However, with the advent of the internet, social media, and online news portals, the Chinese population now has unprecedented access to information and the ability to engage in public discourse. The rapid growth of social media platforms and the rise of online news portals have challenged the traditional notion of news reporting and provided more diverse perspectives. Nonetheless, the government's censorship efforts and control of content raise concerns about freedom of expression. This article concludes by discussing the challenges and opportunities presented by the evolution of media in China.*

***Keywords:** China, media landscape, traditional news outlets, new media platforms, state-controlled media, social media, online news portals, citizen journalism, censorship, freedom of expression, government control.*

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ЭВОЛЮЦИЯ СМИ В КИТАЕ: ОТ ТРАДИЦИОННЫХ НОВОСТНЫХ АГЕНТСТВ К НОВЫМ МЕДИА

Аннотация: в статье исследуется трансформация китайского медиа-ландшафта, подчеркивается переход с традиционных новостных изданий к появлению новых медиа-платформ. Исторически сложилось так, что в Китае новости распространялись государственными медиаорганизациями, что ограничивало участие общественности и свободу слова. Однако с появлением Интернета, социальных сетей и новостных порталов китайское население получило доступ к невиданному количеству информации и возможность участвовать в публичных дискуссиях. Стремительный рост популярности социальных сетей и появление новостных порталов бросили вызов традиционному представлению об освещении новостей и породили более разнообразные точки зрения. Тем не менее, усилия правительства по цензуре и контролю над контентом вызывают обеспокоенность по поводу свободы выражения мнений. В заключение статьи мы обсудим проблемы и возможности, открывающиеся в связи с развитием СМИ в Китае.

Ключевые слова: Китай, медиа-ландшафт, традиционные новостные издания, государственные медиаорганизации, социальные сети, новостные порталы, гражданская журналистика, цензура, свобода выражения, государственный контроль.

China, a country with a rich history and diverse culture, has witnessed a significant transformation in its media landscape over the years. The evolution of media in China can be traced from traditional news outlets to the emergence of new media platforms.

Traditionally, news in China was primarily disseminated through state-controlled media organizations such as the China Central Television (CCTV) and the Xinhua News Agency. These outlets served as the primary sources of information for the Chinese population, with the government exercising strict control over the content and messaging. The media landscape was largely limited to print media, radio, and television, with little room for public participation and freedom of expression.

Previously, China's media landscape was heavily controlled by the government, with state-owned media outlets serving as the primary source of information. However, with the rise of the internet and technological advancements, the media landscape in China has undergone a significant transformation.

The emergence of new media platforms, specifically social media, online news portals, and video-sharing websites, has revolutionized the way information is consumed and shared in China. These platforms have provided the Chinese population with unprecedented access to information and an opportunity to participate in public discourse.

Social media platforms like WeChat, Weibo, and Douyin have experienced rapid growth and have become incredibly popular among Chinese users. These platforms have millions of active users who engage in discussions, share news and express their opinions. Now, individuals have the ability to report on incidents and events through citizen journalism, challenging the traditional notion of news reporting.

Citizen journalism allows ordinary individuals to capture and share news and information in real-time, often providing coverage on stories that might not be covered by traditional media outlets. This has resulted in a diversification of viewpoints and a more democratic media landscape, where individuals can share their perspectives openly.

Additionally, the advent of online news portals has also played a significant role in shaping China's media landscape. These portals provide independent and alternative sources of news, challenging the dominance of state-controlled media outlets. Online news portals often cover a broader range of topics and offer diverse perspectives, allowing individuals to access different viewpoints and make informed decisions.

Moreover, the popularity of video-sharing websites, such as Douyin, has further contributed to the diversification of China's media landscape. These platforms allow users to create and share videos, enabling the dissemination of information in a visually engaging format. They have become influential tools for both entertainment and news purposes, helping individuals connect with others and express their creativity.

Overall, the advent of the internet and advancements in technology have transformed China's media landscape. The rise of new media platforms, social media,

online news portals, and video-sharing websites has provided the Chinese population with unprecedented access to information, the ability to participate in public discourse, and a platform for citizen journalism. These developments have challenged the traditional notion of news reporting and have created a more diverse and democratic media environment in China.

Furthermore, online news portals have emerged as significant players in the Chinese media landscape. Platforms such as Tencent News, NetEase News, and Sina News have become popular alternatives to traditional news outlets. They offer a wide range of news content, often providing more diverse perspectives and independent reporting compared to state-controlled media organizations.

The Chinese government, being aware of the influence of new media platforms, has adopted both restrictive and adaptive measures to regulate the information landscape. The government heavily censors online content, particularly on sensitive political and social issues, in its effort to maintain control and preserve social stability. However, there is also an increasing recognition of the importance of media convergence and the potential benefits of new media platforms in promoting economic growth and innovation.

The evolution of media in China has brought about both challenges and opportunities. On one hand, the rise of new media has empowered individuals to voice their opinions and share information freely. On the other hand, the government's efforts to control and suppress certain content have raised concerns about censorship and freedom of expression.

In conclusion, the evolution of media in China from traditional news outlets to new media platforms has transformed the information landscape in the country. The rise of social media, online news portals, and video-sharing websites has provided the Chinese population with unprecedented access to information and the ability to participate in public discourse. However, the challenges of censorship and government control continue to persist, raising questions about the future of media in China.

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