

Xu Wenxiao

Student

Patrice Lumumba Peoples' Friendship University of Russia

Moscow

THE ESSENCE OF NEW NEWS MEDIA IN CHINA

***Abstract:** the article examines the essence of new news media in China, their role in the formation of public opinion and the development of information space. This article analyses the influence of new media on the society and culture of China, as well as their transformation in the conditions of modern information space. Special attention is paid to social networks and their use for news dissemination, formation of public opinion and interaction between people.*

***Keywords:** China, media, new media, social networks, news, Internet.*

Сюй Вэньсяо

студент

ФГАОУ ВО «Российский университет

дружбы народов имени Патриса Лумумбы»

г. Москва

СУТЬ НОВЫХ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ В КИТАЕ

***Аннотация:** в статье исследуется сущность новых новостных медиа-средств в Китае, их роль в формировании общественного мнения и развитии информационного пространства. Проводится анализ влияния новых медиа-средств на китайское общество и культуру, а также их трансформации в условиях современного информационного пространства. Отдельное внимание в статье уделено социальным сетям и их применению в распространении новостей, формировании общественного мнения и социальном взаимодействии.*

***Ключевые слова:** Китай, медиа-средства, новые медиа-средства, социальные сети, новости, Интернет.*

New media refers to modern generation media (mass media) operating on the basis of digital, network and information technologies, which differ from traditional media in the way they disseminate information. The emergence of new methods of communication has raised questions related to the definition of the status of new media, trends in their development and promotion. The changed conditions have internationalised common interests in terms of scientific understanding of global practices. Among the researchers in the field of communication are professors of famous universities, heads of research centres, inventors, ideologists of theoretical concepts, scientists from Europe and the USA. Chinese scholars are also involved in interpreting the current state of the information process with the concretisation of new media.

The study of new media is becoming a topical area given their influence on the youth audience, the possibility of improving the image of foreign countries, the consolidation of the Internet community on various social, political and economic issues, the interaction of traditional and new media, including the structural transformation of the media, which is largely due to changes in the technological sphere. From this follows the aim and objectives of this analysis, which are related to the functionality of Chinese new media and are not limited solely to meeting the information and communication needs of the user audience.

With the development of new media in China, mobile applications of various social networks occupy the first lines of the popularity ranking, and the largest providers are China Telecom, China Unicom and China Mobile, providing both home connectivity and cellular services [4].

Thus, it can be stated that new media in the People's Republic of China have developed to a certain extent and have an advanced technological structure. They are quite heterogeneous, represented by numerous web services and various Internet platforms, various social networks, access to which is provided, including through appropriate mobile applications, which allows producers of media products to meet not only the basic information and communication, but also cognitive, educational, recreational, utilitarian and domestic and other needs of a huge and diverse audience, to ensure its expansion [2].

The PRC government is involved in the process of new media development. This is expressed not only in the creation of official content, but also in legal assistance. To fully protect national security, public order and public interest, as well as the legitimate rights and interests of citizens, legal persons and other organisations, the State Internet Information Bureau and other departments have successively drafted a series of regulations on the management of Internet information services. In February 2018, the «Regulations on the Management of Microblogging Information Services» was issued, explaining the relevant provisions on the basic responsibility of microblogging service provider, authentication of genuine information, hierarchical classification management, industry self-discipline, social supervision and administrative management. In November 2018, the «Provisions on Security Assessment of Internet Information Services with Public Attributes or Social Mobilisation Capabilities» were issued to supervise and guide information service providers to operate in a safe and orderly manner, preventing harm caused by the illegal spread of rumours and false information [1].

China's new media are becoming an independent type of media resources and complementing the country's traditional media system. The trend of new media development in China is irreversible due to the ever-evolving information technology. Chinese information products are becoming popular not only in the country, but also actively transcend national borders.

New media is a channel for spreading China's positive image in the world, expanding its influence, and increasing the effectiveness of the state's «soft power» abroad. The state supports and participates in new media, using them as a modern and effective platform for interaction with society.

The Chinese media sphere seems to be becoming an increasingly hostile environment for the working journalist. Recent reports record how the Chinese state is gradually squeezing out foreign reporters, banning liberal Hong Kong media on the mainland and relegating Chinese journalists to the level of party scribblers [6].

However, this disappointingly bleak picture underestimates the dynamism of the Chinese media. Despite political constraints, a new wave of media entrepreneurship is

emerging, surviving and reinventing itself in China. These enterprising initiatives vary in terms of organisations and media products.

The media system in China is not very different from the systems in all other countries in the world. In this article, we will discuss the nature of the media system in China and its internal mechanisms from the Chinese perspective. The media system in China is a combination of different media philosophies and the result of the long history of Chinese civilisation. In this system, the Chinese Communist Party, the government, private enterprises, media professionals, public figures and Chinese culture play different roles and create different forces acting from different sides and in different ways [5].

News communication in new media is a multi-directional and interactive communication between the media and the audience. Interactivity, also known as interactivity, involves one-to-one, one-to-many, many-to-many, many-to-many and many-to-many communication methods that embody a combination of mass communication and interpersonal communication, and are a characteristic and advantage of online media. Internet forums, discussion boards, noticeboards, chat rooms, e-mail, ICQ and MSN and other instant messaging software have attracted a large number of network users to actively participate in activities such as information dissemination, news commenting, discussion of news topics, etc., greatly improve the dissemination of online news, social influence [3].

One of the main functions of the network is multimedia, which enables network media to technically realise multimedia communication. The multimedia nature of network communication is related to the use of digital technology on the Internet, which is compatible with the communication methods of newspapers, radio and television and comprehensively stimulates the various senses of the audience. Network communication takes various forms such as text, images, audio, video, FLASH animation, etc [3], Enriching reporting methods, making news more intuitive and vivid, and enhancing the sense of presence and impact of news. Since traditional media can only provide communication using a single medium, audiences can only choose media that is available in the media. Network media combine text, sound, images and other forms of communication, which breaks down the boundaries between traditional media and deprives the concept of network media as a whole of the tripartite power sharing of traditional media in real life. Comparing

with new media, we can easily find the shortcomings of traditional media in some aspects: The distribution modes are not rich enough [1]. Newspaper news is mainly spread by words, magazines are mainly combination of text, broadcasting based on sound, television is mainly video. It is difficult to have traditional media that includes all modes of dissemination. Lack of interactive feedback.

All traditional media are one-way in disseminating information, that is, the media is audience-centred and the audience can only passively receive information with little feedback. Lack of personalisation

Due to the huge circulation of traditional media, it has to cater to the orientation of most people to read information. Content is standardised and lacks characteristics, so it cannot fully meet the content needs of an increasingly personalised audience. Slow updating. Due to the limitations of traditional publishing time and production processes, the update rate of general newspaper news can only be in a «day», the statute of limitations is far behind the network.

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