

Ju Yang

student

Peoples' Friendship University of Russia

Moscow

THE ROLE OF NEWS APPLICATIONS IN SHAPING PUBLIC OPINION IN CHINA: INFLUENCE ON POLITICS AND SOCIAL MOVEMENTS

***Abstract:** this article examines the role of news applications in shaping public opinion in China and their impact on politics and social movements. WeChat and modern information technology and mobile applications, such as Weibo and WeChat, have played a significant role in transforming the media landscape in China. The article analyzes how news applications have become an important tool for informing and mobilizing society, and also examines the impact of these applications on political processes and social movements in China.*

***Keywords:** news applications, China, public opinion, politics, social movements, information technology, media landscape, mobilization, social media, Weibo, WeChat.*

Цзюи Ян

студент

ФГАОУ ВО «Российский университет дружбы народов»

г. Москва

РОЛЬ НОВОСТНЫХ ПРИЛОЖЕНИЙ В ФОРМИРОВАНИИ ОБЩЕСТВЕННОГО МНЕНИЯ В КИТАЕ: ВЛИЯНИЕ НА ПОЛИТИКУ И ОБЩЕСТВЕННЫЕ ДВИЖЕНИЯ

***Аннотация:** в статье рассматривается роль новостных приложений в формировании общественного мнения в Китае и их влияние на политику и общественные движения. WeChat, а также современные информационные технологии и мобильные приложения, такие как Weibo и WeChat, сыграли значительную роль в преобразовании медиа-ландшафта в Китае. Автор анализируется, как новостные приложения стали важным инструментом информирования и*

мобилизации общества, а также рассматривается влияние этих приложений на политические процессы и социальные движения в Китае.

Ключевые слова: *новостные приложения, Китай, общественное мнение, политика, социальные движения, информационные технологии, медиаландшафт, мобилизация, социальные сети, Weibo, WeChat.*

In today's information society, news applications play a key role in shaping public opinion. These applications have become especially important in countries where information technology is widespread and the Internet is the main source of news and information. China, one of the world's leading economies and political forces, has become an exception in this sense. With the development of mobile technology and the widespread use of smartphones, news applications such as Weibo and WeChat have become firmly embedded in the daily lives of Chinese citizens.

The study of the role of news applications in shaping public opinion in China is relevant for several reasons. First, China has a huge population and is one of the most mobile countries in the world, where mobile apps play a central role in accessing news and sharing information. Understanding how these applications influence public opinion is of particular importance for understanding the political and social dynamics in a country.

Secondly, news applications in China face special challenges such as censorship and manipulation of information, which has a significant impact on shaping public opinion. The study of these challenges will help to better understand how the information environment in China is regulated and how it affects political processes and social movements.

Thirdly, in recent years, significant socio-political events have taken place in China, which have played a role in changing public opinion and the political atmosphere. News apps played an important role in informing and mobilizing during such events. Studying this connection will help to reveal the relationship between news applications and socio-political processes in China.

Overview of the main news apps in China

1. Weibo: Weibo is one of the most popular social platforms in China, providing the opportunity to communicate, share content and receive news. It is a microblogging platform where users can post short messages known as «tweets». Weibo has a huge user base consisting of millions of active users and offers a wide range of news channels and thematic blogs, allowing users to follow and discuss the latest events [1].

2. WeChat: WeChat is another popular multimedia application that includes instant messaging, social networking and news platform features. However, WeChat not only provides the opportunity to communicate, but is also the main channel for receiving news information. Users can subscribe to the official accounts of various news outlets and receive updates and articles directly in their chats. WeChat also provides functionality for discussing news and exchanging opinions in the comments.

3. Toutiao: Toutiao is a news aggregator platform that uses artificial intelligence to personalize the news feed for each user. It offers a wide range of news and information sources based on user preferences. Toutiao also analyzes the intensity of interaction with various news and events in order to more accurately adapt the feed to the interests of each user. This allows users to receive personalized news, as well as comment and share it with others.

News applications in China play a key role in shaping public opinion and influence political and social processes in the country. Here are some of the main aspects of their role and influence:

1. The main news source: News apps have become the main source of news for many people in China. They provide access to a wide range of news materials, including the latest events, political news, economic reviews, etc. Most users receive news through their mobile devices, which makes news applications the most popular way to get information.

2. Information filtering: Due to the peculiarities of the information space in China, news applications face the challenge of filtering and censoring information. There are certain rules and regulations that govern the posting and distribution of news in China, and news apps are subject to these rules. This may limit the diversity and objectivity of information, which affects the formation of public opinion [2].

3. **Social Interaction and Discussion:** News apps also stimulate social interaction and discussion among users. They provide functionality for commenting and exchanging opinions, which gives citizens the opportunity to express their views and unite around certain topics and ideas. This can influence the formation of public opinion and activate social movements and protests.

News apps play an important role in mobilizing society and supporting political movements. They provide an opportunity to quickly and widely disseminate information about political events, government actions and other important topics. This allows citizens to stay informed and discuss the political situation in the country.

They allow activists and organizers of political movements to effectively coordinate actions and mobilize supporters. They provide an opportunity to quickly organize rallies, protests and other events, as well as collect signatures in support of political initiatives. This helps to maintain pressure on the political system and express a civic position.

News apps also promote online activism and online opposition. Citizens can use news apps to publish and disseminate information about human rights violations, corruption, political persecution, and other issues. This allows the public to be aware of such events and draw attention to them.

The opposition uses news apps to organize campaigns against the government or the political system. They can agitate, call to action, and support discussions about critical issues. News applications allow users to share information, coordinate their efforts and influence the political situation.

News applications have a significant impact on the formation of political preferences among users. Thanks to personalized news feeds and content selection algorithms, applications can offer users information that matches their preferences and interests. This can lead to the creation of a «filter bubble» where users receive information confirming their existing beliefs and do not encounter other points of view [3].

In addition, news applications can use advertising and manipulate news display algorithms to influence users' political preferences. This can lead to the formation and strengthening of certain political attitudes and ideologies.

News apps play a significant role in organizing and coordinating mass protests. They provide citizens with the opportunity to quickly receive information about events related to protests, such as the place and time of rallies, potential participants and government actions. Thanks to this, the protesters can quickly gather and coordinate their actions [4].

News applications also play an important role in social movements and the activation of civil society. They provide a platform where citizens can express their opinions and ideas, share information and organize actions. This helps to form and connect communities with common beliefs and goals.

In the course of this study, we examined various aspects of the role of news applications in shaping public opinion. Based on the analysis, the following main conclusions can be drawn:

1. News applications have become an integral part of our information life, providing a wide range of users with access to a variety of news and analytical materials from various sources. This contributes to a more informed society and provides an opportunity to obtain a variety of points of view on current events.

2. The role of news applications in shaping public opinion should not be underestimated. They play an important role in creating an information environment in which citizens can discuss and analyze current events, express their opinions and influence public opinion. This contributes to the development of democratic processes and ensures more active participation of citizens in public life.

3. News applications can influence politics and social movements. Thanks to the possibility of rapid dissemination of information and instant feedback from their audience, they become a platform for mobilizing citizens and organizing mass protests, as well as for interacting with political leaders and government structures. This can lead to changes in political processes and the formation of new political trends.

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