

Problems in the Media Integration and Dissemination of People's Daily and Its Improvement

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Abstract—The People's Daily, as China's largest newspaper, is also the KOL (Key Opinion Leader) in media integration and dissemination. This paper studies the current situation of media integration and dissemination of People's Daily, analyzes its problems in the integration and dissemination of paper media and Weibo, WeChat, client and other channels, and proposes improvement strategies based on this. It also calls on People's Daily to improve its own operation in new media, attract young people to read news, pay more attention to loyal users who focus on newspapers, and innovate media integration and dissemination strategies to enhance the dissemination power of media integration.

Keywords—People's Daily; media integration; integrated dissemination

I. INTRODUCTION

With the development of network technology, the survival of paper media is in jeopardy, and many newspapers have been forced to suspend publication. As the party newspaper, the People's Daily also had to survive in the cracks and grow in adversity. In the face of the new media environment, People's Daily has jumped out of traditional thinking and actively carried out media integration and dissemination to find a dissemination model that suits itself. However, in the process, it still faces many problems and difficulties in the integration and dissemination of media. Thinking and improving these issues have important practical significance for the rebirth of the People's Daily in the new media platform.

II. THE STATUS QUO OF MEDIA INTEGRATION AND DISSEMINATION OF PEOPLE'S DAILY

A. Channels for Media Integration and Dissemination of People's Daily

1) *Sina Weibo*: People's Daily joined Sina Weibo on July 22, 2012, and its first microblog was released at 4 am on the same day. As of July 22, 2018, the current number of people who follow the People's Daily's Weibo is 59.07

*This paper is the research result of "New Media Public Relations Dissemination" (Subject No.: XXXPY 1610) of the Public Relations Discipline Construction Project of Shanghai Polytechnic University; this paper is supported by the 2018 Curriculum Ideological and Political Project of Shanghai Polytechnic University (Code: A01GY 18F014-22).

million. According to statistics, the total number of microblog of People's Daily is 88,744. It publishes blog posts every day from 7:00 am to 23:30 pm, updating 1-3 blog posts per hour.

Unlike the consistently serious government style, the People's Daily's Weibo is full of "down to earth" feelings. From eating and drinking to cultural science and then to political affairs, as long as it is about the people's content, it will be released. This also proves that Weibo of People's Daily has no excessive content restrictions in its operation, which makes people no longer feel that the government is out of reach and can easily interact with the party newspapers.

Since the creation of the official Weibo, the People's Daily has created a lot of topics, and most of the time they are topic host. Because it is a non-entertainment account, People's Daily has also made the name of the topic "the most streamlined" and "most straightforward", such as refining the important content of a news, compressing it into the shortest sentence, and matching the special color of the topic in Sina Weibo, these allow the audience to immediately understand what they want to express and to extract current events in the shortest amount of time.

2) *WeChat*: Different from Weibo, the number of words that can be published by the WeChat Official Account is limited to 20,000 words, and pictures can be added arbitrarily, so that the illustrated articles are more suitable for reading in the fast-paced era. In order to prevent excessive information from interfering with users' use, the WeChat public platform limits the number of pushes of each official account. However, since People's Daily is a "party newspaper", its official account can push about 10 articles per day, and the average reading volume of per article is more than 100,000, and the number of thumbs ups is more than thousands. Naturally, the attention and interaction rate of the People's Daily official account has increased. The unique push permissions and high frequency push times greatly increase the user's usage viscosity and retention.

The articles pushed daily by the People's Daily official account are characterized by diversity and balance. For example, around 5:50 every day, the People's Daily WeChat official account will push morning news. At 10 o'clock every night, it will regularly push the article of the "Night Reading"

section. There are stories of life encyclopedia, emotional chicken soup, political and current affairs, and social science and education topics, which meet the needs of different audiences for diversified information.

3) *Mobile client*: Mobile clients require a brand or organization to explore and operate on their own. As far as news-based clients are concerned, if the layout is not properly designed, the user will feel confused when browsing the news. The client of the People's Daily is divided into "news", "review", "question", "listen", "help", "video", "picture" and other sections, which makes the client's overall look neat and clear. In its client, not only can you read the entire contents of the paper version of People's Daily, but you can also receive the fastest and most comprehensive current events that are happening at home and abroad. Its client adopts various means such as graphic, audio and video to display content, and strives to achieve high quality and diverse forms, making it a bridge and link that can communicate with public opinion. Unlike ordinary newspapers, people can freely explore and share ideas in the comment area under the news, which increases interactivity and makes readers more eager to read news and share it with other social platforms.

B. The Strategy of Media Integration and Dissemination of People's Daily

1) *Using the advantages of the media to improve the credibility of the network*: In 2017, the survey report on China's online media credibility released by the Ministry of Industry and Information Technology showed that the People's Daily was in the first place regardless of the credibility or satisfaction of the users of the news client. Now that the original news media has sprung up, the new generation of news apps (such as TouTiao, The Paper) have the advantage of their own network technology, but they still can't have the same credibility as the People's Daily. The People's Daily uses its background identity to make people think that the news it reports is definitely more authentic and more trustworthy than other channels.

2) *Identifying politics and market positioning to give full play to its resource advantages*: Faced with the numerous news media products on the market, blindly following the trend will only be the result of being abandoned, so traditional media needs to find their own positioning. For the People's Daily, it is necessary to determine its own political position, recognize its role as the party's "mouthpiece", and identify the market that suits its capabilities and resources. For example, in the "People's Daily" client, there is a "government" section, which is not available in other news apps, and only the official media of the party can set up this section in its client.

The People's Daily also seized its position in constant exploration. In the past, "People.cn" wanted to launch its own search engine product after Google completely withdrew from China, and called it "Goso"; it ignores its own media factor, but it is not a technology-born internet

company, which causes few people know about Goso.cn and finally it is merged by other search engines.

With the experience of failure, People's Daily is now more focused on reporting on the news, not blindly following other similar news media, and presenting its content to the audience.

3) *Carefully creating a new media platform to expand its competitiveness*: In this era, it is impossible to operate a newspaper by relying on newspapers, so it is necessary to develop more new media platforms. The two social platforms, Weibo and WeChat, are the most basic bridges for communication with readers. On social platforms, regularly updating content is necessary, but not too often, as it can be annoying to the reader. As a news media, the content published by the People's Daily on social platforms must also be based on originality. If second-hand news is full of a party newspaper, it will lose its sense of majesty. Therefore, the People's Daily will reduce other news to a minimum and leave the most pages to cover political events.

C. Analysis of the Effect of Media Integration and Dissemination of People's Daily

1) *Increasing in the number of audiences*: The effect of brand communication can be visualized from the number of its audience. At the China Development Forum in 2017, the chief editor of People's Daily Yu Qingchu stated that because the People's Daily is not just a simple newspaper, it has 29 newspapers press, People.cn, People's Daily client, and People's Daily's WeChat and Weibo, and all of these users add up to 6.5 billion.¹ The integration and dissemination of media has increased the number of users of People's Daily, and the audience has received information and then disseminated the information. Finally, the number of audiences spread by People's Daily far exceeds the amount of dissemination on a single platform.

2) *Increasing attention to new media and paper media*: The more innovative activities of People's Daily, the more people pay attention to this brand. And the activities shown in the People's Daily are very meaningful and have Chinese characteristics, and their brand attention will naturally rise. In the comments of People's Daily's first microblog posting on Sina Weibo, you can see many people who "dig the grave". They think that the People's Daily's microblogs are very interesting, so they like to review the microblogs that were published before. Since from time to time, someone will look at and reply to the first microblog, so now People's Daily has closed the first microblog comment. Obviously, people are very fond of the official Weibo of People's Daily.

Although the People's Daily newspaper's current attention is not as good as the new media, the previous non-word advertisements were published, and it was shared by many netizens to the Internet. In the news newspaper

¹ <https://baijiahao.baidu.com/s?id=1562270875710063&wfr=spider&for=pc>

category, people pay more attention to the People's Daily than other peers.

3) *Increasing brand influence*: In the Baidu Index, it can be found that the search index of People's Daily is obviously larger than the search index of the two news platforms of "The Paper" and "Xinhua News Agency". Looking at the "People's Daily" search index alone, it will be found that after 2012, its search index has been rising slightly. During this period, People's Daily is in the process of media integration and dissemination. It can also be seen from these data that People's Daily is gradually improving its brand influence. Its party newspaper background and innovative thinking have attracted many other information users. And as long as it is the news released by the People's Daily, people are more willing to believe.

III. PROBLEMS OF MEDIA INTEGRATION AND DISSEMINATION OF PEOPLE'S DAILY

A. *Losing Paper Media Readers Due to Too Much Emphasis on New Media*

Although the People's Daily is in a leading position in this industry, it has done a great job in media integration, but after all, it is growing in an immature environment, and it is inevitable that there are deficiencies. First, the biggest flaw in media integration dissemination is that it is too focused on the new media platform. Its series of dissemination marketing activities are basically based on the new media platform, and all flow through the client to the moments to form an "explosion" campaign. In the long run, people will only wonder: Has the People's Daily gradually phased out its paper media and is fully transforming into new media?

The current national conditions do not allow the newspaper industry to disappear, because many middle-aged and elderly people are not good at using mobile phones, so they are more willing to subscribe to a newspaper to read the news. There are also some readers of traditional paper media. Compared with the lively state of the People's Daily in the new media, they prefer the serious atmosphere on the paper media, because the rigorous words can convince the readers. They think that the news on Weibo or other platforms is too messy and has nothing to do with them, so they don't want to read.

B. *The Homogenization of New Media Content Is Serious*

Due to the "central kitchen system" of the People's Daily, many news media can use this system to broadcast the same news, so readers will not need to follow other news media after following the People's Daily. On the contrary, if you follow other media, you don't need to follow People's Daily anymore, because the news they broadcast is almost the same, without any "personality". In the past, "exclusiveness" and "professionalism" were the key points for a newspaper to win the market. In the new media, all news media are broadcasting the same news, and the homogenization of the content is serious. For example, in the Weibo of People's Daily, a large amount of video content is borrowed from

other websites, and only the form of text + image is completely original content.

C. *Passing Rumor Information Is Not Comprehensive*

Rumors have never been new. Mark Twain once said: "When the truth is still wearing shoes, the rumors have already traveled halfway through the earth." Today, more than 100 years later, advances in technology have made rumors run faster and pass farther. The People's Daily publishes articles every few months, which will gather a few rumors that have been the most widely spread and the most serious, and then refute rumors. But it is a pity that even if rumors have been refuted, some rumors are still "flying in the sky." Most people who believe in rumors are old people and adults. The former are people who are not in contact with new media, and the latter are people who are not in contact with the news media. The paper version of the People's Daily sometimes cannot publish too much information for reasons of space, which leads to rumors that can only appear on the Internet platform, so these two groups of people happen to be in the gray area between rumors and refuting rumors.

D. *Blindly Embracing the Internet and Forgetting Its Own Attributes*

In the traditional media, newspapers have always been reading materials that are dominated by news (including politics, entertainment, society, etc.) and supplemented by advertisements and humorous columns. In the current new media platform, in order to emphasize its own existence, the People's Daily published a news every hour, which led to the use of various life-style articles "to make up the number" due to the lack of news. For readers who regularly use new media, this is indeed a way to improve communication effect, but most people don't read news on their mobile phones all the time. If you want to know the news and current affairs while using social software, you can only know from the daily "morning news" of the People's Daily WeChat official account. Usually, readers can only see a lot of useless information when browsing news on their mobile phones. On the client, People's Daily has better maintained its own news attributes, and there is little advertisement, but there are not many people who open the client to read the news in their spare time.

E. *Focusing on Content but Ignoring Technology and Lacking of Targeted Dissemination*

In this era, all companies or organizations advocate the marketing idea of "content is king". The People's Daily's content disseminated after media integration is rich and interesting. It is the benchmark for paper media transformation, but in terms of technology, they are not mature enough. In the client, it has a section that can increase the locality based on the location of the phone. In this section, people can more easily browse the current events happening around them. However, on platforms such as WeChat and Weibo, they have integrated domestic and foreign reports and forced them to be distributed to everyone. In the paper medium, because the People's Daily is a unified typesetting

and unified printing, it is really impossible to spread news according to the region. However, in the new media, whether it is possible to combine the technology to increase the targeted dissemination function, and to implement "one-to-one marketing" for each reader according to the reader's geography, interests, and habits, this has become the focus of the future.

IV. IMPROVEMENT OF MEDIA INTEGRATION AND DISSEMINATION OF PEOPLE'S DAILY

A. *Innovating Thinking to Turn Some of the Audience's View to Paper Media*

Media integration and dissemination refers to the dissemination of information through various media platforms, rather than completely replacing traditional media with new media. The People's Daily has made more efforts in the new media, but has neglected the dissemination of information on paper media. Newspapers are a kind of reading, but also a feeling. In the past, people read newspapers, and now people browse mobile phones. Although these readers can get information, the feelings brought by newspapers are different. The relationship between new media and traditional media should be complementary. Under the impact of the Internet, the People's Daily should look more at the paper. Since most political events are not as readable and interesting as entertainment news, as party newspapers, People's Daily should be bold and innovative. "No word advertising for VIVO mobile phones" can be a good start. People's Daily can combine various new media to spread its own paper media on the Internet. This is interesting and creative, which also attracts more young people to buy newspapers and read newspapers.

B. *Paying Attention to Copyright and Exclusive Reports*

Due to the convenience of the network, the phenomenon of "plagiarism" and "cottage" is endless. Together with the "central kitchen system" of the People's Daily, there are fewer and fewer exclusive reports. As it can be seen on its Weibo, People's Daily will forward news of various video websites every day (for example, Pear Video of The Paper). In the People.cn, it is common practice to forward the report of Xinhua News Agency. Other websites can easily reprint news from People's Daily. It is recommended that the People's Daily add an exclusive column, and the news in this column prohibits the reprinting and publication of other websites. By having information that others do not have, it is more attractive to the public to read and browse. It is impossible for the journalism to implement a monopoly, but every newspaper reports the same thing, so there is no point at all.

C. *Improving the Countermeasure Mechanism for Rumors*

There are ancient idioms "Three People Make a Tiger", there are rumors where there are people. The press will confirm the authenticity of the information before printing, and the unconfirmed information on the Internet is really numerous. The Weibo and WeChat Moments are the

divergence of rumors. Although the People's Daily has been insisting on refuting rumors, its sponsored "screening uniform photo" has also been questioned as a phishing website. Although clarified at the first time, there are still many people who do not receive this information immediately, and continue to spread the rumors. So, for the People's Daily, they are more aware of the dangers of rumors. In the subsequent media integration activities, People's Daily should clearly mark its own icons and information on the page, so that users can know who the organizer of the event is, so as to avoid misunderstanding and lead to the spread of rumors. On the social platform, the People's Daily should also pay attention to the authenticity of the news. It is forbidden to misunderstand the children in order to spread the information first.

D. *Strengthening Its Own Attributes and Paying Attention to Journalism*

While paying attention to copyright and exclusivity, People's Daily should also stabilize its own attributes and report "exclusive news" rather than "exclusive living information". As the netizens have said, "Now the TV is all inserted in the advertisements", the social platform of the People's Daily has become "a little news inserted in the life information." In the era of information explosion, when readers browse news on social platforms, they want to receive today's current hotspots instead of life skills. It is the right thing to reduce the frequency of posting such news and increase the length of the news.

E. *Increasing the Number of Technicians and Understanding the Importance of the Database*

The lack of technology has made the Goso of the People's Daily tasteless. "People's Daily" should start from targeted dissemination, and determine the social news to be disseminated by obtaining the user's geographical location, which can let more people know about their own affairs. People's Daily can add a regional section to WeChat's small procedure or official account, as long as readers enter this section, they can easily get news. Secondly, "People's Daily" can summarize the social news that took place in the country every day in this section. Although there is regional news in the client, the probability of opening the client is not as high as the possibility of opening the social software. The news is pushed regularly every day, and the mobile phone notification is carried out according to the type of news that the user likes (such as pet news + travel news), realizing "one-to-one marketing".

V. CONCLUSION

With the continuous innovation of technology, the experience of media integration and communication will be more and more perfect. The People's Daily, as China's largest newspaper, is also the KOL (Key Opinion Leader) in media integration and dissemination. In addition to improving their operations in new media, in order to attract more young people to read the news, it is necessary to pay more attention to loyal users who focus on newspapers, and

innovate media integration and dissemination strategies to enhance the dissemination power of media integration.

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