

Influence of News Reports on Different Media Platforms —Taking *People’s Daily* as an Example

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ABSTRACT

In recent years, with technological innovations and scientific development in China, various forms of media have been deployed frequently in contemporary society. New media, with its outstanding advantages, have changed the overall developmental trend of the news industry. Under the circumstances of media diversification and transformation, traditional media have been establishing their new media platforms to disseminate news reports in the way of media convergence. This paper takes the news reports of *People’s Daily*, which is the official media in China and applied in newspaper, Weibo, TikTok, and the official app, as an example to analyze the impacts of different platforms on the influential power of news reports. The study concludes that news reports on different platforms vary a lot in various aspects and demonstrates different influential impacts on news consumers.

Keywords: *Media Convergence, Media Platforms, News Reports, New Media, People’s Daily*

1. INTRODUCTION

Modern media and communication technologies possess an unprecedented developmental pattern to alter the news industry. The increasing popularity of diversified platforms and new media technologies have led many journalists and news providers to present news reports differently. Not only the way journalists are presenting news is changing but the devices on which the content is viewed has also been changing. Under such circumstances, it is necessary to analyze the changing features and advantages of different media platforms and their effects or influential power on general public. The main purpose of this research is to analyze how the news reported differently on different platforms based on the example of *People’s Daily* and how *People’s Daily* succeeds in media convergence. Moreover, this paper examines how news gathering and distribution has been influenced by the technological developments and how these platforms affect audience in different aspects. Aiming to explore the competitive advantages of these different platforms, the differences in influential level between these platforms, and how media organizations or mainstream media can better deploy their news releases on different platforms.

2. LITERATURE REVIEW

There are various definitions of Media Convergence in broad sense among different scholars. For instance, Kolodzy, identifies three categories of convergence: media technological changes and digitalization; media integrated structures, including cross-promotion and

market consideration; and the fusion of journalists. Prior to Kolodzy theories, Appelgren contends that the type of journalistic convergence requires professional content production and editorial systems. Jenkins defines media convergence as cross-platform communication of content, collaboration across different industries, and shifting behaviors of audience [1]. In the process of media convergence, the media’s ecological environment is changing, and the media itself is also changing to all-round integration in this networked society. Professor Fuchs, a famous social media expert in the University of Westminster, concludes that the current development of science and technology had gone from cognition/information technology to communication technology, especially after the widespread use of social media, platform and participation becoming increasingly essential. Therefore, the media fusion is the fusion of cognition, communication, and participation in the three.

3. OVERVIEW OF PEOPLE’S DAILY

The paper of the *People’s Daily* was first established on 15 June 1948. After years of development, *People’s Daily Online* was formally launched on January 1, 1997, and the online edition was officially entered the international Internet. On 22 July 2012, *People’s Daily* launched corporate Weibo account. A mobile version in 2007 and, in 2010, was a co-founder of the *People’s Video* targeting mobile telephone TV users [1]. The phone-based client officially released in 2014. In 2017, the “Central Kitchen”, an all-media platform of *People’s Daily*, was formally established and put into use, which has become an important symbol of the transition from the “addition” stage to the “integration” stage of traditional and new

media, and an extraordinary example of Media Convergence in China. On September 19, 2019, the Smart Media Research Institute of People's Daily was established. The client app 7.0, short video app "People's Daily+", artificial intelligence media lab, all-media intelligent could, fusion media innovation research&development product, and incubation project were officially unveiled. People's Daily has foreman omnimedia matrix of "1+3+1": "1" is the main newspaper; "3" is the three platforms of new media terminal—People's Daily Online, two micros and terminals, and electronic newspaper column; and the last "1" is the "Central Kitchen". This matrix makes the best use of news data and video development to achieve diversified presentation of content and magnifies the communication effect of content in various channels in terms of communication, which not only meets the requirements of audience for diversified or multi-channel information, but also restructure the organization to integrate news product [2].

Until 2019, the number of downloads of the app has exceeded 261 million, and according to data from third-party research institutions, it ranks the first among the apps created by mainstream media. People's Daily legal micro blog has more than 114 million followers on Sina Weibo, maintaining the influence of the first mainstream media for constantly seven years. People's Daily's WeChat public account has more than 32 million subscribers in terms of communication index and comprehensive influence. The TikTok account has attracted more than 80 million followers only after a year. Plenty of short videos have refreshed the transmission record of TikTok platform.

4. ANALYSIS

4.1. Change of Ways for Reporting

The ways that news is reported have also been changed due to various communicational features, audience, contents on these different platforms. Traditional media such as newspaper has regular and constant publishing volume to specific audiences, and the number of audiences have measurably declined while social media sites and online sources have gained users and followers. Social media platforms such as TikTok, Weibo and online journalism have changed our news media landscape, by offering more media and content options as well as by allowing for higher mobility and more control over content selection in the hands of their users. There are distinct cross-platform differences across types of media. For instance, online journalism includes a large amount of audios, videos, vlogs, live streams to better conclude or present a news report; instead, traditional media cannot make it possible to contain such lively deployments. Social media provide a space for users to comment their own viewpoints below a news report and exchange

opinions with each other. Moreover, we witness burgeoning trends of citizen journalism ranging from individually published news blogs to sites aggregating collaboratively filtered, edited, or Witten news items, [6] which made news consumers not only engage in as audiences but also producers; whereas traditional media platform still remain professional news production without amateur publication or commentary and audiences cannot express their ideas in an open space. The propagation path of news releases on news websites is long, but other platforms are limited. The press releases publish on the APP are not reprinted so much, but they have many comments. The amount of reprint on the website is far more than that on APP, but no comments are generated except for some news, so it can be seen that APP users are more interactive.

4.2. Influential Power of News

Influential power plays a dominant role in the social role of news, which has multiple connotations and types, and mainly includes four aspects. First, news changes the audience's understanding and forms public opinion. Second, news strengthens the idea of the audience, deepens the original tendency of thought, and makes certain attitude to things more firm. Third, news changes the behavior of the audience and makes quite a lot of people act collectively. Lastly, news causes social change and promotes social progress. To analyze the influence of news reports on different media platforms, it is essential to categorize various types of influence. There are mainly ten kinds of influence, including group influence and mass influence, global influence and local influence, radical influence and delayed influence, direct influence and indirect influence, core influence and marginal influence [3].

4.2.1. Group influence and mass influence on different platforms

News affects a crowd of audience through its effect on an individual. After each audience gets in touch with the news, their attention is simultaneously attracted to the news, causing changes in their thoughts and emotions. This kind of change only affects a certain kind of people, and becomes the group influence of news, mainly including the common occupation group, the same social identity group, and some groups with the same interests and hobbies. Since news affects only one group of people, and other groups are largely indifferent, it affects only one segment of society. Even though there are a large number of influential subjects in a group, the overall scale of the audience is relatively simple. The mass influence is related to some important news involves the interests of various groups, and can arouse universal response after reporting and spreading. At first, such effect occurs in parallel, and finally resonates through the communication

between several social groups, and its influence spreads to the general public, forming the mass influence of news [3]. Among the main four platforms of People's Daily, the client app has the most downloads and users, which is more readily to arouse collective attention and form the mass influence. Moreover, few people download or subscribe several news clients at the same time, which means they are a dominant consuming group that focus on one specific reporting origin. Sina Weibo introduced August 2009, by the Chinese technology company Sina Corporation, maintaining 430 million active users a month (by contrast, Twitter has about 326 million). Official news channels have large followers, but there is little political content that is user-generated because censors quickly remove anything that is deemed sensitive [5]. The potential news consumers on Weibo are pretty significant with users seeing hashtags or reprints of breaking news. Douyin (its international version is known as TikTok) is the younger, edgier "new kid" live-streaming site with shareable, snappy video content, as well as memes and GIFs to which users can add music, sound effects and emoticons [5]. There are 154 million active users on TikTok a month, meaning that it can target specific young groups and interests of news consumers.

4.2.2. Global influence and local influence on different platforms

The influence of news depends on the attention of the audience and the depth of social changes reflected by the news content, which results in the global influence and local influence of news. Whether news has global or local influence also depends on the coverage of the media. The communication scope of China's media is determined by three factors. Firstly, it is the status and attributes of news media that determine its communication space. Compared with local media and professional media, national media have a larger communication scope. Secondly, in the same level of media, major issues and news with high audience attention are often reported. The media covers a wide range and the news has a great influence. Thirdly, even local media can have a global impact if they report important events or news that is relevant to the lives of people across the country [3]. People's Daily Online has in its possession websites in Simplified Chinese, Traditional Chinese, Tibetan, Korean, Mongolian, English, Japanese, French, Spanish, Russian and Arabic, altogether ten lingual versions in disseminating information and news releasing throughout the world. It has also set up mirror sites in Japan and the US, with contributions from more than 1,000 journalists from over 70 stations spreading around the world and 500-plus cooperative media as an important channel for overseas readers to know China on the Internet. [4] Based on the Internet and global nature of software, new media such as Weibo, Douyin, website and client apps have no restrictions on users themselves. People all over the world can have access to such platforms, so their dissemination scope is

wider. However, for traditional media such as newspaper, only Chinese people and even special state institutions can be accessible to the relevant newspapers, therefore the scope of dissemination is limited.

4.2.3. Radical influence and delayed influence on different platforms

Most of the audiences seldom consider the information they get. When they get powerful hints or propaganda of facts from the media, they will immediately react strongly and take corresponding actions, which is a sign of the radical influence of news [3]. In fact, newspapers, television and online news may produce both radical and delayed influences. The key to distinguish radical influence and delayed influence is whether the reporting contents have urgent effects on audience daily life. In modern times, with the emergence of internet media, it has imparted people with a variety of news and the way people be well-informed. Plus, nowadays almost every hour, people can gather new updates on the latest news, which strikingly contrasts with news delivered through newspaper. Thus, internet media can form radical influence more than delayed influence, but newspaper to a certain extent, have better savings than network transmission function, it can be a few months or a few years later. If someone suddenly thought of some reports from the past few years and painstakingly found resources in the library, he or she could end up reading old newspapers. Although the time flies, precious reports can still be approachable for people from newspapers, which is the most vivid embodiment of news delayed influence.

4.2.4. Direct influence and indirect influence on different platforms

The direct influence of news includes two meanings: one is that news expresses opinions frankly and straightforwardly, and the audience can accept these opinions without any trouble and without any doubt; the other is that it means that the audience learns about an event and the reporter's opinion from the media that reports a news for the first time, and any intermediary is excluded in the process of learning. If the words expressed by the media are wise and sincere, they will attract the attention of the audience and have a tendency to accept the news directly. On the contrary, indirect influence also has two corresponding meanings: first, many people learn about news not from the media that first reported the news, but from the transmission of the news by others or reprint by other media; second, the audience's understanding of news facts does not come from the interpretation of reporters, but from the interpretation of other audiences [3]. On platforms where users can express their own opinions, such as Douyin and Weibo, the official media may control the comments given by other users, or the audience can see the opinions of others when contacting

news, which indirectly affects the influence of news itself. Audiences have access to first reports through social media, and they tend to obtain information through other intermediary channels, so it may have indirect influence. Whereas newspaper may not have opinions from other users, it may only contain the commentary or straight reporting from professional journalists.

5. DISCUSSION

Media ownership should deploy different platforms to maximize the values of news communicational reporting. First, the media ownership should explore the idea of media convergence and build up multiple platforms based on more multi-media, for instance, the all-media matrix of People's Daily. They are supposed to continue to give priority to mobile communications, build their own mobile communication platforms, manage and use commercial or social internet platforms, and ensure that mainstream media, with the help of mobile communications, firmly occupy the commanding position of public opinion guidance, ideological guidance, cultural inheritance, and serving the people. New technologies, mechanisms, and models are demonstrated to accelerate the pace of integrated development to achieve the maximization and optimization of publicity effects. Second, media ownership should standardize the concept of multi-platform news reporting and the format or content requirements of each news reporting platform, and adjust the proportion of texts, pictures and videos according to the communicational advantages of different platforms. For example, the news concept of People's Daily client is "no interaction, no news", which means although content is the supreme truth of news, it is not only content that determines the effects of communication. The communication method also determines the success of news reports and dissemination. Third, journalists or news providers should have new professional requirements, changing the traditional ways of working, and make it possible for talents and materials to flow across departments. People's Daily has very flexible working methods, as for personnel flow, adopting linkage platform for content production, which is built up by all the media center, editing and technology center. Employees from three major centers unite as a team to complete production work of the specific news. As for news materials, different materials would enter into a unified material library after being interviewed by reporters. Multiple teams can produce or process all-media news products according to their own needs. Faced with the requirements of different forms of content, editing center and technical center can also provide real-time support to product conception and ultimately realize from one collection to multiple generations. Lastly, news producers should pluralistically present the content and explore diversified news reporting skills. To enrich boundaries of communication forms, People's Daily actively uses emerging technologies to maintain its news production from graphic and micro-video to H5, short

video, vlog and 5G+VR live broadcasting, including input in data news. The multiple forms of visual presentation method make data news occupy an important advantage in the reporting process, which can better achieve the analysis and extraction based on data and comprehensively present the news content with visual language such as map and timeline.

6. CONCLUSION

In conclusion, different media platforms do affect the influence of news reports. Mainstream media or media corporations should use proper releasing platforms in accordance with the features of different news reports to better harness the chance of media convergence. All these issues are worth further research and a great deal more theoretical exploration. With the changing nature or emergence of new platforms, further researches to analyze both the advantages and disadvantages of multi-platforms news reporting are necessary for future development and improvement.

ACKNOWLEDGMENT

First and foremost, I am grateful for the support of many professors in the writing of this report. I am especially indebted to Jingjing Zhang for her support of this work and for her insights and feedback on early drafts. Further, I would appreciate my friends and parents who give me plenty of encouragement and support. I could not have completed this thesis without their enlightening instruction.

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