

FEATURES OF ONLINE NEWSPAPER PRODUCTION IN CHINA

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The features of the release of Chinese online newspapers and their place in the media system of China are revealed. It is shown that the goals served by China's media systems are relatively the same as in any other country. However, the organization and structuring of media systems in China can be perceived as significantly different. This difference is illustrated by the example of online newspapers in the People's Republic of China.

Key words: online newspaper; production; Chinese media; Chinese online information; newspaper agencies; perspectives.

ОСОБЕННОСТИ ВЫПУСКА ОНЛАЙН-ГАЗЕТ В КИТАЕ

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Раскрыты особенности выпуска китайских онлайн-газет и их место в медиасистеме Китая. Показано, что цели, которым служат медиасистемы Китая, относительно такие же, как и в любой другой стране. Однако организация и структурирование медиасистем в Китае могут восприниматься как существенно отличающиеся. Это различие показано на примере интернет-газет в Китайской Народной Республике.

Ключевые слова: онлайн-газета; выпуск; китайские медиа; онлайн-информация на китайском языке; газетные агентства; перспективы.

The online newspaper in China embodies the Chinese media system that illustrates a combination of different media philosophies as well as the outcomes of the long history of the Chinese civilization. In this respect, just like in other media systems, the Chinese online newspapers, the Chinese Communist Party, the government, the media professionals, the private entities, Chinese culture as well as the public individuals all have diverse roles that they play [4]. In this way they provide different forces which are emanating from different directions and in different fashions. In this respect, the Chinese online newspapers are characterized by significant control and monitoring by the Chinese Communist Party. That is with the good intention of ensuring that the Chinese people are informed on the right direction that the country is heading to and effective elimination on any form of misinformation that the Chinese people are likely to be subjected to by external media agencies which are out to cause misinformation. The online newspapers in China are constantly monitored by the state media agencies that is with the intention that the right information are published by these newspaper agencies and that the citizens are properly informed on the initiatives of the Chinese government to make the Chinese society a distinctive nation [5].

The online Chinese newspapers are characterized by sourcing their news outlets from the two established government news agencies. That is the Xinhua News Agency and the China News Services. In this respect, this feature aligns with the fact that, the online News agencies in China do not publish news contents that they have sourced themselves and verified the validity and authenticity of the information. Instead, the content that the newspapers publish online is sourced and its authenticity is verified by the Chinese government [3].

However, it is important to note that, the Chinese Online Newspaper is characterized by a rapid growth in the number of readership. At the moment the Chinese media platform is argued to have a 1.3 billion potential readerships. This proportion is significantly growing more so in the online newspaper readership because of the rapid growth in the Chinese people's use of the internet and the computing technology. It is established that the Chinese access to internet as well as smartphone are tripled over the last two decades [1]. In this respect it illustrates the huge number of readership base that the online Chinese newspapers have. This base also has the capacity to double in the next decade as China continue to stabilize its position as the world's largest economy.

In the same way, the Chinese online newspaper is seeing an increase surge in the number of applications that help in disseminating news to the Chinese people. The emergence of online platforms like WeChat which is active in publication of articles have been an easy means through which the online newspapers in China can effectively make their news article available to their target audience. However, it has to be noted that, the government plays a significant role in determining the nature and type of news outlet that are being posted on these platforms by the individual newspaper agencies [2]. In the same respect, the growth of the online platforms like Tencent, Alibaba as well as Baidu to offer an arena through which the news outlets can post the news handles online there has been significant growth and performance of the Chinese newspapers online. The reason is because of how the online newspapers have been able to integrate with online platforms that are commonly used by majority of the Chinese are their online communication platforms, video platforms as well as payment platforms. In this respect, it makes the generation and dissemination of online newspaper significantly easy [1].

Apart from that the Chinese online newspapers are characterized with a huge number of relatively 750 million people who have access to the internet and are considered active users. With such a huge platform, the online newspapers in china have significantly made use of the microblogs sites like Weibo in popularizing their news contents as well as ensuring that they reach the maximum proportion of the Chinese population. Apart from that, the online Chinese newspapers are characterized by a significant proportion of young readers. That is mainly because, this proportion of the population has high online activity and spend significant amount of their time online [5]. In this respect, the online newspapers are structured in a way that aligns with the interests of the young audience that the online newspapers are targeting. In the same way, this proportion of the population have greater capacity to utilize the modern technology of smartphones and applications with a lot of ease. In the same way, it has to be appreciated that the online newspapers in China do not only use the platforms to disseminate news and various important information. Instead they are also critical in enhancing the generation of mobile contents as well as mobile news. Hence there are greater possibilities that, the news content that are generated by the online newspapers in China might not be solely controlled by the government of China for a considerable long time and the government is not the sole source of information and news as most people have argued [6].

It is worth noting that despite the fact that the internet has come to China not long time ago, it has demonstrated a huge growth and that can be seen in how it has turned out to be the country's main source of information. That can be seen on the huge numbers of Chinese who have access to internet and make use of sources like online newspapers as their main source of information. In this regard it is argued that online newspapers in China has the capacity of surpassing the 750 million active consumers of information contents that is availed by this source.

It is also established that the current online platforms that the Chinese online newspapers use to make information available to Chinese people is Tencent, Baidu as well as Alibaba. These platforms accounts for about 70 % of the mobile usage as well as online newspaper readership [2]. However, there are greater potentials that this proportion will increase with more entrants in to the league of the platforms that offers an opportunity for the online newspaper readership. In the process, it will promote the accessibility of the information that are being circulated by the online newspapers.

Originally, the focus of the news content that the Chinese online newspapers were generating had their central focused trailed on the Chinese citizen and its population. That is because majority of these online newspaper outlets had a specific focus on providing information about the world as well as the Chinese society to the Chinese people. That has been considered to be because, the Chinese had little influence on the global scale. However, there has been new development since the reemergence of the China as a global power in education, culture, politics as well as economy [2]. This has resulted to the development of new focus of the Chinese online newspaper focusing on the global population as part of people they target to consume their news content. That is because, as China's popularity on the global stage has increased there is significant demand by the global population to learn and know more about China, its people and the things that goes on in China. It is also important because they aim at informing the world population of the roles as well as the engagements that China is having at the global level. For instance, the recent tension between China and United States of America over Taiwan as well as China and India over its borders. These online newspapers have focused their consumers to be not only Chinese but also the global population [1]. Reason being that China is also focused on telling its sides of the story about its engagements as well as activities on the global scale.

Another aspect of development that has been identified in the online Chinese newspaper is the language use. The changes in the language use can

also be tied to the role that China is currently playing in the global sphere. On this aspect, there has been a great shift on the language that most of the Chinese online newspapers are using in delivering their news. Initially most of the online Chinese newspapers used Chinese language to relay the content of their information to their audiences. That is because the target audience that most of these online newspapers had were primarily Chinese people as well as people who understands Chinese language [6]. Nevertheless, this is changing significantly, reason being that the online newspaper entities in China are also targeting non-Chinese audience. As a result, the use of globally common languages like French, English as well as German has been considerably on the rise. The aim is to reach a wider readership and to inform the global population minus secluding a given proportion of the global population on the news that are related to China.

Over the years it has been considered that the Chinese online newspapers have been promoting the interest of the Chinese Communist Party. As a result, most international news outlets have often described the Chinese online newspapers as well as the Chinese media outlets to be Chinese state machineries that the Chinese Communist Party do use to force their perspective of the Chinese citizens as well as spread propaganda. This has been refuted in significant ways and in a lot of ways with valid evidence to be not the case [2]. The reason being that what the Western societies perceive as propaganda are the information that is good for the Chinese people based on their culture and interest. Since this information do not align with the Western values they have been labeled propaganda. In this way, there is considerable increase of little involvement of the Chinese Communist Party of the nature and the form of news that the online newspapers in china publishes.

Lastly, it is important to illustrate that the Chinese online newspapers have gained significant popularity in the recent years. The developments that China as an economy has made to the global stage has resulted to huge interest of the global population casted on it. In this way, people often want to establish what China and Chinese are up to and what they are doing. In this way, a huge interest of the Chinese online newspapers has increased in the recent years due to this increased interest on the Chinese and China`s affairs at the global level.

In conclusion it is significant to highlight that the Chinese online newspapers have been going through a lot of development in the recent years. That is because of how they are structured as well as the attention that they are getting. As a result of that, the Chinese online newspapers have

become distinctive platforms for generating and disseminating news not only to the Chinese but to the world at large. That has also been enhanced by the adaptability of the news outlets to the current global demands.

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