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**Opinion leaders: strategies of shaping public opinion (the case of  
CCTV and the Oriental Selection live streaming platform)**

Master's Thesis

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# INTRODUCTION

In the current social environment, opinion leaders play a very important role, they can significantly influence the public opinion and decision-making process. With the acceleration of the speed of information circulation and the diversification of media ecology, the ways and methods of spreading public opinion are also evolving. This dynamic background makes opinion leaders who play a key role in public opinion dissemination become the focus of research.

**The research topic of the dissertation:** on the concept of "opinion leaders", specifically referring to those individuals who have extensive influence and charisma in the society, who lead the direction of public opinion through personal behavior and speech, and bear the dual responsibilities of public opinion dissemination and shaping. In the field of information communication, the choice of media platform and its communication strategy have a core influence on the shaping of opinion leaders and the exertion of their influence.

Take China Central Television (CCTV) as an example, as the benchmark of traditional media, it exerts a profound influence on public opinion by virtue of its extensive influence and authoritative news reports. CCTV is not only the leading television broadcasting organization in China, but also represents the highest news authority. Its communication content has shown a high degree of credibility and influence due to its wide coverage and numerous users. In contrast, the emerging media represented by the Oriental live broadcast platform show higher flexibility and innovation potential in the scope and mode of communication. The platform uses network broadcast technology to realize the immediate transmission of information and direct interaction with the audience, which enhances the user's participation and the loyalty of fans.

In view of this, this study selects CCTV and Oriental Select live broadcast platform as the research object, aiming to deeply analyze the differences in information dissemination strategies of opinion leaders under different media environments, and comprehensively deconstruct their influence. Through the analysis of these two different forms of media, it reveals the strategies and modes of opinion leaders in communication practice, as well as the mechanism of how media platforms promote and enhance their influence. This exploration has great value for deepening our understanding of the law of public opinion communication, optimizing the design of communication strategies, enhancing the connection with the audience, and enhancing the effectiveness of public opinion guidance.

**The main problem** under discussion in this thesis is the following. How media-government interactions affect public perceptions and attitudes towards

specific social issues in today's global media environment. How opinion leaders' communication strategies on social media platforms influence audiences' information reception, opinion formation and behavioral decisions. The content analysis method was used to conduct an in-depth analysis of the communication content of opinion leaders on the CCTV and Oriental TV live platforms, in order to reveal the characteristics and influence mechanisms of their communication strategies, and to provide strategic suggestions for the development of the media platforms.

**The object of the research: opinion leaders and their role in shaping public opinion.**

**The subject of the research:** strategies of shaping public opinion by opinion leaders (the case of CCTV and the Oriental Selection live streaming platform).

**The purpose of** this study is to deeply analyze the communication strategies of public opinion leaders in CCTV and Oriental Select live broadcast platforms, and to evaluate their influence. Through comparative analysis of the characteristics and strategies of opinion leaders in traditional media and new media platforms, this study will further clarify the key role of opinion leaders in the generation and diffusion of public opinion.

**The aims of the research:**

- 1) Analyse how the media shape public opinion through strategies such as news reporting, commentary and programme content.
- 2) Explore how government agencies guide and regulate media content and how these regulations further influence public opinion.
- 3) Conduct an in-depth study of the role of opinion leaders in the process of information dissemination and opinion formation, especially in the two platforms of CCTV and Oriental Selection.
- 4) Analyse the characteristics and strategies of opinion leaders on different media platforms through a case study of CCTV and Oriental Selection live broadcasting platforms, and explore their role in the process of public opinion dissemination and the impact they have on the audience

**Research methods:** literature research method, content analysis, case study method, survey and comparative analysis method.

**The areas of possible practical implementation:** mass media, public relations, government relations, scientific sphere.

**Structure:** the thesis consists of an introduction, three chapters, conclusion, list of references. The total length of this thesis is 70 pages. The list of literature used contains 50 sources.

## ABSTRACT

Master's thesis: 70 pages; 7 figures; 50 sources.

**Keywords:** OPINION LEADERS, COMMUNICATION STRATEGY, AUDIENCE, TRADITIONAL MEDIA, NEW MEDIA, CCTV, ORIENTAL SELECTION

**The purpose** of the thesis is to conduct an in-depth analysis of the strategies adopted by public opinion leaders in the communication process on CCTV and Oriental Selection live streaming platform, and to study and evaluate their influence. By comparing the characteristics and strategies of public opinion leaders on traditional and new media platforms, we can reveal the important influence of public opinion leaders on the formation and dissemination of public opinion.

**The research aims:**

- 1) Analyse how the media shape public opinion through strategies such as news reporting, commentary and programme content.
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- 4) Analyse the characteristics and strategies of opinion leaders on different media platforms through a case study of CCTV and Oriental Selection live broadcasting platforms, and explore their role in the process of public opinion dissemination and the impact they have on the audience

**The research object:** opinion leaders and their role in shaping public opinion.

**The research subject:** strategies of shaping public opinion by opinion leaders (the case of CCTV and the Oriental Selection live streaming platform).

The **results** of the research: It explores the interaction between the media and government agencies, discusses the role and influence of opinion leaders in the process of public opinion dissemination, analyses the strategies adopted by two different forms of media, traditional media - CCTV and new media - Oriental Selection, on different platforms and their influence on the audience, and demonstrates the respective advantages of the opinion leaders in traditional media and new media, providing a certain research theoretical basis for the better development of media communication.

## РЕФЕРАТ

Магистерская диссертация: 70 страниц; 7 рисунков; 50 источников.

**Ключевые слова:** ЛИДЕРЫ МНЕНИЯ, КОММУНИКАЦИОННАЯ СТРАТЕГИЯ, АУДИТОРИЯ, ТРАДИЦИОННЫЕ МЕДИА, НОВЫЕ МЕДИА, CCTV, ORIENTAL SELECTION.

**Цель магистерской диссертации** – провести углубленный анализ стратегий, принятых лидерами общественного мнения в процессе коммуникации на платформе видеонаблюдения и прямой трансляции Oriental Selection, а также изучить и оценить их влияние. Сравнивая характеристики и стратегии лидеров общественного мнения на традиционных и новых медиаплатформах, мы можем выявить важное влияние лидеров общественного мнения на формирование и распространение общественного мнения.

**Задачи исследования:**

1) Проанализировать, как средства массовой информации формируют общественное мнение с помощью таких стратегий, как освещение новостей, комментарии и содержание программ.

2) Изучить, как государственные органы направляют и регулируют контент СМИ и как эти правила влияют на общественное мнение.

3) Провести углубленное исследование роли лидеров мнений в процессе распространения информации и формирования мнения, в частности, на платформах CCTV и Oriental Selection.

4) Проанализировать характеристики и стратегии лидеров мнений на различных медиаплатформах на примере платформ прямого вещания CCTV и Oriental Selection, а также изучить их роль в процессе распространения общественного мнения и влияние, которое они оказывают на аудиторию.

**Объект исследования:** лидеры мнений и их роль в формировании общественного мнения.

**Предмет исследования:** стратегии формирования общественного мнения лидерами мнений (на примере CCTV и платформы прямых трансляций Oriental Selection).

**Результаты исследования:** исследуется взаимодействие СМИ и государственных органов, обсуждается роль и влияние лидеров общественного мнения в процессе распространения общественного мнения, анализируются стратегии, принятые двумя разными формами СМИ, традиционными СМИ – CCTV и новыми медиа – Oriental Selection, функционирующими на различных платформах, и их влияние на аудиторию, продемонстрированы соответствующие преимущества лидеров мнений в традиционных и новых медиа, представлена определенная исследовательская теоретическая основа для лучшего развития медиакommunikаций.

