

## WHAT IS SELF-MEDIA

**Mu YangMengJie**

*Belarusian State University,  
Minsk, the Republic of Belarus, veryluckytion@163.com*

Self-media is a medium that encompasses a variety of forms, including blogs, microblogs, video blogs, posts, etc., where content is created and published by individuals or small groups. The rise of this form of media is attributed to the development of Internet technology, especially the popularity of social media platforms. Self-media allows individuals to express their opinions and creativity without the threshold of traditional media, while also complementing traditional media. The scholars who study self-publishing and their research are diverse and cover all aspects of self-publishing. However, the categorisation of self-media is not very clear as it covers a wide range of content and forms. In this essay, the author will explore the definition, types, forms of self-media. So this article is a step towards creating a comprehensive approach to self-media.

**Keywords:** self-media; China; individual; institutional.

## ЧТО ТАКОЕ СЕЛФ-МЕДИА

**Му Янмэнцзе**

*Белорусский государственный университет,  
Минск, Республика Беларусь, veryluckytion@163.com*

Под селф-медиа принято понимать различные формы интернет -общения с публикой, в том числе блоги, микроблоги, видеоблоги, посты и т. д., где контент создается и публикуется отдельными людьми или небольшими группами. Возникновение этой формы медиа связывают с развитием интернет-технологий, особенно с популярностью социальных медиаплатформ. Селф-медиа позволяет людям выражать свое мнение и творческие способности, не сталкиваясь с традиционными СМИ, и в то же время дополняет традиционные СМИ. Ученые, изучающие селф-медиа, пока не остановились на одной классификации селф-медиа не совсем ясна, поскольку она охватывает широкий спектр содержания и форм. В этом эссе мы рассмотрим определение, типы и формы селф-медиа. Таким образом, эта статья - шаг к созданию комплексного подхода к селф-медиа.

**Ключевые слова:** селф-медиа; Китай; индивидуальное; институциональное.

## 1. Definition of Self-Media

Self-media, also known as "citizen media" or "personal media", are private, civilian, mass and autonomous communicators. They use modern electronic means to communicate normative and non-normative information to an unspecified majority or specific individuals in new media forms. Autonomous media is a way for the masses to provide and share their own facts and news by connecting to the global knowledge system through digital technology. This form of media is different from traditional media (e.g. newspapers, television, etc.), and its main features include: self-media is usually operated by individuals or small-scale teams, and does not rely on traditional news organisations or large media corporations; self-media content is mainly distributed through internet platforms, such as social media, blogs, video websites, etc.; self-media emphasises interaction with the audience, with viewers being able to comment, share, and give feedback directly on the platforms; self media content covers a wide range of areas, including news, education, entertainment, lifestyle, etc.; compared with traditional media, the production and distribution costs of self-media are lower and easily accessible to a wide range of Internet users. The emergence and development of self-media has significantly changed the pattern of information dissemination, providing a broader platform for personal expression and niche topics [1]. At the same time, it has brought challenges in terms of information quality, copyright and ethics. Regarding some of the problems and challenges that may exist in the development process of self-media, readers can refer to Zhang Yixuan and Shang Dan's paper, "Analysis of the Current Situation, Problems, and Prospects of Self-Media Financing in China" [2].

## 2. Types of self-media

Self-media can be broadly divided into two categories, personal self-media and institutional self-media. They each have their own characteristics and modes of operation, catering for different market needs and target audiences [3].

### 2.1. Individual Self-Media

Individual self-media are created and operated by individuals, usually reflecting their interests, professional knowledge or opinions. Individual self-media usually creates content around personal interests, professional skills or personal life experience, showing distinctive personal characteristics, and is usually independently responsible for content creation, editing and publishing by individuals, which makes individual self-media more flexible and diversified in terms of topic selection and expression. In the era of self-media, all kinds of media carrying different information come from all directions, the discourse power of "mainstream media" is gradually weakened, people no longer passively receive news information from "unified media", but everyone can get information and information from independent individuals and make their own judgement on things. Everyone can get information and information from

independent individuals and make their own judgement on things. In other words, everyone can make his or her own independent judgement on certain things and express his or her own opinion, whether critical or appreciative, thus expressing his or her true inner thoughts. Individual self-media authors often interact directly with their audience, such as replying to comments and private messages, and this direct communication helps to build a strong fan relationship. Some individual self-publishers have a high level of influence due to their unique style or expertise, and are able to form a certain size of fan base. And the profitability of personal self-publishing usually comes from a variety of channels, such as advertising revenue, content payment, and brand cooperation.

## 2.2. Institutional Self-Media

Institutional self-media refers to self-media platforms that are run by companies, organisations or teams. Institutional self-media usually has a team responsible for content planning, production and editing, and the content is more professional and covers a wider range. Institutional self-media is usually operated on a larger scale, with a specialised operation team, marketing and technical support. While personal media is in full swing, companies and other organisations are not lagging behind, and have opened public numbers, bypassing the media and releasing corporate information directly to the public, no longer having to worry about journalists taking their information out of context or misinterpreting it arbitrarily. Enterprises use them to publish or forward information related to themselves, with the intention of strengthening the interaction between the enterprise and its fans and customers, in order to expand the influence of the brand. The rise of enterprise self-media is not only due to the rapid development of the Internet, but also because the media's ability to report is changing, and more and more enterprises are beginning to follow the example of the mass media by producing videos, publishing reports, magazines, and even opening microblogs and weibo directly in the name of the entrepreneur's personal name. Some enterprises are trying to create corporate self-media with obvious mass media characteristics. Compared with individual self-media, the profit model of institutional self-media may be more diversified, including advertising, content marketing, data analysis services and so on.

Overall, individual self-media and institution self-media are both important content distribution channels in today's information age, although they differ in their operations and goals.

## 2. Forms of Self-Media

Self-media comes in a variety of forms, with different types having their own characteristics and adapting to different content needs and audience groups.

### 3.1. Graphic Self-Media

Graphic self-media is the most traditional and common form of self media, which mainly conveys information through words and pictures. The content usually includes articles, blogs, news reports, etc., combined with relevant images to enhance the visual effect and efficiency of information conveyance. It can be subdivided into types such as articles, galleries, and micro headlines. Commonly found on various blogging platforms, news sites and social media, such as Weibo, Zhihu, etc. It is suitable for in-depth analyses, news reports, educational content, professional knowledge sharing, etc.

### 3.2.Video-based self-media

Video self-media through video content to disseminate and share information. It includes long videos, short videos, live broadcasts, instructional videos and other forms, which mainly convey information through intuitive expressions. The length of the video can be determined according to the content and platform characteristics, such as small videos of about 15 seconds and long videos of more than 1 minute. Video self-media is mainly distributed in video platforms such as ,Kuaishou,Bili Bili, Tiktok, etc., which is suitable for visual expression, emotional transmission, teaching demonstration, entertainment and interaction.

### 3.3.Audio Self-Media

Audio self-media mainly conveys information through sound, in the form of podcasts, audio lectures and so on. It is commonly found on various audio platforms, such as Himalaya. Its biggest feature is that it focuses on sound content, which users can listen to while doing other things, such as driving, sports, etc. This type of self-media is suitable for storytelling, news broadcasting, professional lectures, psychological counselling and so on.

### 3.4.Question and Answer (Q&A) self-media

Q&A self-media provides information and knowledge mainly through the form of Q&A. They are characterised by providing information by answering specific questions from users, in the form of text answers, video answers, etc. Typical platforms are Wukong Q&A on Headline, Zhihu Q&A on Zhihu platform, and certain forums and social media platforms. Q&A self-media is suitable for providing professional advice, answering doubts, sharing personal experience, and promoting knowledge exchange.

Each form of self-media has its unique advantages and applicable scenarios, and creators can choose the appropriate form according to the characteristics of their content and target audience.

## 4. Genres of self-media

Self-media can be categorised into different genres according to their content themes and styles, including the main genres familiar to the public.

### 4.1. Life Self-media

This type of self-media usually revolves around various aspects of daily life, such as food, travelling, home decoration, parenting education, etc. They tend to share life experiences, tips and tricks, or about improving and educating

children. They tend to share life experiences, life tips, or content about improving and enhancing the quality of daily life.

#### 4.2. Sports Self-Media

Sports Self-media that focus on various physical activities and sports. This includes analyses of specific sports, teaching of sports skills, fitness guidance, interviews with athletes, and other content. This type of self-media tends to attract a large audience interested in specific sports or overall health and fitness.

#### 4.3. Technology Self-Media

Technology Self-Media covers technology news, product reviews, technology tutorials, industry analyses, and so on. This type of self-media focuses on the latest technological developments and trends and attracts audiences who are interested in technological advances and innovations.

#### 4.4. Entertainment Self-media

Entertainment Self-media covering films, music, TV series, celebrity gossip and other content. This type of self-media provides audiences with entertainment news, commentaries and analyses, and usually has a high level of audience engagement.

#### 4.5. Educational Self-media

Educational Self-media focuses on providing educational content, such as online courses, study tips, and test preparation. This type of self-media targets students, educators, or adults interested in lifelong learning.

#### 4.6. Financial Self-media

Financial Self-media provides content such as financial market analyses, investment strategies, and economic news. These channels typically attract audiences interested in the stock market, financial products, and economic trends.

#### 4.7. Beauty and Fashion Self-media

Beauty and Fashion Self-media deals with make-up tips, fashion trends, and personal styling. This type of self-media attracts audiences interested in beauty and fashion.

These categorisations represent only a portion of self-media, the field of self-media is actually very broad and constantly evolving in response to social and technological developments.

### **Библиографический список**

1. Zhou, F.(2014).Self-media and its "Chinese" development. *Communication and Copyright* (02), 104-105.
2. Zhang, Yixuan & Shang, Dan.(2016). Analysis of the status quo, problems and prospects of self-media financing in China. *Young Journalist* (28), 49-51.
3. Li X.(2018). Research on the current situation and trend of China's self-media development under the new normal of the Internet. *China Media Technology* (07), 121-122.