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Application of Weibo and WeChat in Broadcast News Communication Postprint

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Abstract

As a traditional mode of information dissemination, broadcasting enjoys extensive application, possesses strong practicality and authenticity, is favored by the general public, and has currently achieved considerable maturity. Moreover, broadcasting constitutes one of the most fundamental and important tools for public opinion transmission. With the proliferation of the Internet, new media platforms such as WeChat and Weibo have become widely utilized, which to some extent has also fostered the development of broadcast news dissemination. The integration of broadcast news with WeChat and Weibo represents an inevitable trend of the times; only by applying WeChat and Weibo to broadcast news dissemination can the latter achieve more lasting development.

Full Text

Abstract

As a traditional information dissemination medium, radio broadcasting is widely applied, highly practical and authentic, and enjoys great popularity among the general public, having reached a mature stage of development. Simultaneously, radio remains a fundamental and crucial tool for public opinion communication. With the prevalence of the Internet, new media platforms such as WeChat and Weibo have gained widespread adoption, which has, to some extent, facilitated the development of broadcast news communication. Integrating broadcast news with WeChat and Weibo represents an inevitable trend of the times; only by applying these platforms to broadcast news communication can this field achieve sustainable development.

Keywords: Broadcast news; WeChat; Weibo; application

Introduction

The advent of the Internet era has imposed higher demands on the development of broadcast news, presenting both new challenges and opportunities. Broadcast news reports and comments on current events through various radio frequencies, which maintain substantial listenership and ratings. In this Internet age, with the rise of new media, the integration of WeChat and Weibo into broadcast news communication proves beneficial for its advancement. This paper elaborates on the respective advantages and applications of WeChat and Weibo in broadcast news communication. Weibo's true potential lies in its capacity to generate societal news events. Among traditional news media, only radio can match Weibo's characteristics, yet they possess distinct differences: radio provides more immersive live experiences, while the Internet offers only photos and videos. Combining broadcast news with Weibo allows them to complement each other and maximize news communication effectiveness.

1.1 Advantages of Weibo in Broadcast News Communication

The emergence of Weibo has profoundly impacted the Internet landscape, providing an alternative channel for news acquisition and dissemination. To some extent, all Weibo users worldwide can become distributors of current events. Typically, the first to obtain breaking news are not traditional media organizations but on-site participants. Weibo has significantly lowered the threshold for news communication, enabling everyone to clearly and promptly understand developing situations through simple information release mechanisms, multiple channels, and live online broadcasting. Internet users can publish real-time news of what they see and hear, while also providing new hot topics for news media. Effective processing and integration of this real-time information can create highly attention-grabbing news stories. Moreover, Weibo possesses unparalleled advantages in disseminating hot events—most break first on Weibo, with latest developments presented in real-time. Compared to the heaviness of news platforms and the closed nature of WeChat Moments, Weibo's high openness makes it a natural square for hot topic dissemination. For sudden incidents that journalists cannot cover on-site, Weibo enables timely access to latest information, thereby enhancing news reporting quality [1].

1.2 Advantages of WeChat in Broadcast News Communication

WeChat, a profoundly influential social software developed by Tencent, offers distinct advantages. First, its usage cost is relatively low. WeChat operates on mobile data, allowing smartphone users to communicate for extended periods through affordable data packages, proving more economical and convenient than traditional phone charges. This provides significant cost advantages compared to earlier radio audience interaction methods like hotline calls or text messages. Additionally, evolving practices have demonstrated that text messaging has declined substantially, with users increasingly favoring free social software like WeChat and QQ. Second, WeChat communication is more con-

venient than traditional phone calls. It enables hands-free communication via Bluetooth and, with smartphones now ubiquitous essentials, has gradually replaced traditional telephony advantages. Furthermore, WeChat calls require no dialing—mutual following enables multiple communication modes, greatly enhancing convenience and superiority [2]. Third, WeChat’s voice-based interaction is particularly suitable for broadcast news communication. While WeChat’s functions have gradually expanded to include images, audio, and text, its initial development established voice as the foundational dialogue mechanism. Since radio uses sound as its medium, participant involvement becomes more vivid and realistic, a function well-achieved through WeChat voice messages [3].

2.1 Application of Weibo in Broadcast News Communication

First, Weibo application must maintain correct guidance of public opinion. Given limited manpower in broadcast news, relying solely on in-house journalists’ original content during intensive editorial work and dense news broadcasting periods is insufficient to support news channels. Consequently, broadcast news must obtain resources through various channels, with mainstream news websites being primary sources. Weibo provides journalists with additional news opportunities. However, broadcast news must uphold editorial principles of authenticity and authority, correctly guiding public opinion through careful selection of news materials and verification of focal issues before reporting. Second, broadcast news should actively leverage traditional media’s authority. Despite certain shortcomings, traditional media maintains significant authoritative advantages and higher credibility compared to Weibo’s public reporting channels with their low publishing thresholds. The lack of robust regulatory mechanisms in new media can generate serious societal consequences. In today’s era, media credibility is vital for sustainable development.

Overall, broadcast news communication via Weibo requires several considerations. First, ensuring news authenticity is paramount. Weibo’s open platform with low publishing thresholds lacks identity verification for publishers, potentially enabling users to disseminate various information and trigger instability. Therefore, traditional media must thoroughly verify Weibo information before publication, never sacrificing responsibility for attention. Second, broadcast news must be reasonably and scientifically converted into Weibo news. Given Weibo’s character limits and concise, highlight-focused requirements, journalists must pay attention to context and technique when adapting content, using appropriate language. Third, broadcast news workers must exercise self-awareness when posting on Weibo, clarifying their positioning and maintaining conscious awareness when forwarding or publishing content to ensure objectivity and authenticity.

2.2 Application of WeChat in Broadcast News Communication

WeChat’s increasingly widespread application has gained broad recognition. First, one of its primary functions is effectively guiding audiences. Diverse

participants in WeChat interactions enhance broadcast publicity while promoting comprehensive news dissemination, permeating all aspects of daily life and maximizing audience engagement. When obtaining news through WeChat, journalists must ensure information authenticity and provide positive guidance. WeChat dissemination requires strict control over the volume of content disseminated and active sharing of positive energy. Establishing WeChat editorial teams aligned with program characteristics is essential, as good programming inspiration enables creation of attractive WeChat content for effective broadcast news application.

Specific measures for WeChat application in broadcast news include: First, establishing official brand WeChat public accounts to build brand awareness, unify program branding, and strengthen publicity for greater recognition. Second, actively guiding public participation by leveraging WeChat's advantages to create special programs where audiences can easily publish voice and text messages based on preferences. When broadcasting important news reports, dedicated platforms can be established to guide public participation. Third, strictly screening push content. Due to WeChat public accounts' functional limitations allowing only one daily post, journalists must carefully select representative news content. Additionally, labels can be added to public account content—for instance, sending “1” to hear special reports and “2” for life news.

Conclusion

In summary, applying WeChat and Weibo in broadcast news represents seamless integration between traditional and new media—an inevitable product and requirement of the times. Weibo and WeChat applications constitute the correct development path for broadcast news communication, expanding dissemination speed and scope while broadening public participation channels. Their application positively promotes broadcast news development. Traditional media must maximize advantages while minimizing disadvantages, fully utilizing and exerting their strengths in combination with Weibo and WeChat to achieve sustainable development.

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Note: Figure translations are in progress. See original paper for figures.

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