

The Role of New Media in Corporate News Publicity: Postprint

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Abstract

With the rapid development of internet technology in China, the use of new media for publicity has been widely embraced across all industries. New media publicity methods are evolving from establishing official websites to utilizing WeChat public platforms. As researchers conduct more in-depth studies and internet users continue to increase, the effectiveness of new media publicity is becoming increasingly prominent. This paper elaborates on how enterprises should leverage the Internet+ model in the new media era to continuously improve their corporate news publicity work, and analyzes the role that new media plays in corporate news publicity.

Full Text

Preamble

The distinction between new media and traditional media lies in new media's capacity to dissolve boundaries—not only the boundaries between different media forms but also those between media and audiences. This capability enhances audience interest in news and strengthens the effectiveness of news dissemination. For corporate publicity departments, the question of how to better integrate new media into corporate news propaganda represents a direction worthy of serious attention and in-depth research, particularly given the advantageous conditions of online communication. Utilizing new media to disseminate corporate news and propagate corporate energy constitutes an innovation in traditional publicity work, capable of more effectively raising corporate visibility and playing a positive role in future corporate development. This paper addresses this issue by conducting an in-depth study on how to better leverage new media in corporate publicity, with the aim of comprehensively improving corporate news propaganda capabilities.

1.1 Strong Interactivity

Compared with traditional media forms, new media's advantage lies in its effective enhancement of interactivity with audiences. Traditional media such as television, radio, newspapers, and magazines offer only passive reception of corporate publicity content, without channels for audiences to express their viewpoints and opinions, and with significant limitations on selecting content of interest. New media, with its superior operability, provides vast amounts of information for free choice, enabling people to more freely select desired content and facilitating communication and expression of opinions, thereby increasing interactivity with platforms. These characteristics make new media more readily embraced by the public.

1.2 Richer Information Dissemination Methods

New media offers extremely rich forms of information dissemination. In contrast to traditional media's overly monolithic presentation of news information, new media can...

3. How to Better Leverage New Media in Corporate News Propaganda

With the development of the times, technology is already by everyone's side, serving people's work, life, and study. The way people obtain information through computers, tablets, and smartphones has led to the rapid development of the new media industry. According to industry analysis and projections, the number of smartphone users in China reached 1.3 billion in 2018, with almost everyone owning a smartphone. People have begun to rely on various new media methods that can connect to the internet and provide access to massive amounts of information anytime, anywhere for digital reading of all kinds of information, including news. In the face of various new media models, people can receive news and information through multiple channels and choose what to read based on their preferences. New media has become a more powerful method for corporate news propaganda. Enterprises should occupy various new media publicity channels early, release news dynamics through the internet, and transform the traditional media communication model into a new media model as people's news acquisition methods have changed, thereby improving corporate news propaganda work.

First, we should strengthen the construction of publicity carriers and build corporate publicity platforms. New media platforms are diverse, with significant differences in user numbers and user levels. More common platforms with large user bases include Weibo and video platforms that currently attract the majority of attention. Establishing official Weibo accounts has become very common among enterprises. While video platforms are still relatively new, many enterprises advertise on them through popular "internet celebrities" with large fan bases. Even some government agencies have broken the stereotype of being

rigid by producing interesting videos to promote public institutions and better integrate with the masses. These approaches are all worthy of study by corporate news propaganda departments. Only by catering to public demand can corporate news propaganda work be done well.

Second, due to the extremely large number of WeChat users, establishing WeChat official accounts can also achieve the goal of expanding publicity scale. Official accounts have mature information release systems, and followers can also reply to news content. Account managers can interact with followers, timely understand public needs, and optimize publicity content by analyzing public preferences to obtain better responses. This model is undoubtedly a virtuous cycle that can better promote the development of corporate news propaganda work.

2.2 New Media Facilitates Corporate Public Opinion Guidance

Traditionally, enterprises have relied on traditional media for news release in a one-way manner, delivering information to people who could only passively receive it. The biggest difference between this propaganda model and new media is that new media can better communicate with audiences and obtain timely feedback on information. In corporate development, negative evaluations and comments are inevitable. When such situations arise, if enterprises cannot effectively communicate with the public and provide reasonable explanations, it will cause extremely adverse effects on corporate image. In this regard, new media breaks through spatial limitations. Enterprises can understand public awareness of corporate status through audience evaluations of news, and when negative corporate information emerges, they can immediately understand public opinions, thereby addressing issues promptly by releasing information through new media, refuting some unreasonable negative evaluations, and providing reasonable explanations for existing problems. Utilizing new media communication methods enables better respect for public opinion, establishes effective communication bridges between enterprises and the public, and can better play the role of public opinion guidance to maintain corporate image.

2.3 New Media as a New Approach to Corporate Brand Marketing

The most important characteristic of new media is its ability to deliver information to every individual through mobile terminals, with high speed and efficiency, enabling more effective achievement of publicity goals. This creates convenient conditions for better corporate brand marketing, and new media possesses enormous potential in this area. Enterprises can edit news content with positive energy that people enjoy and integrate corporate brands into it, or use big data to understand current hot topics, grasp public preferences, track current events, and connect corporate brands with news content to reflect cor-

porate characteristics. When people read and like the content, they forward it, and information spreads continuously among the population. This model not only better serves the purpose of advertising for enterprises but also entails extremely low costs for brand marketing. Therefore, enterprises should value the role of new media, establish distinctive news models and content, and better utilize new media's "forwarding" and "dissemination" capabilities to create more value for corporate brand marketing.

In the new era of technological development, the advantageous role of new media has become evident, and enterprises have significantly increased their emphasis on new media. However, due to insufficient understanding, there remains a long path of exploration regarding how to better utilize new media to serve corporate news propaganda work. The information dissemination technology derived from new media is characteristic of the internet era, an advanced media publicity method of "Internet Plus" news communication that can provide enormous energy for corporate news propaganda and is highly beneficial. As corporate publicity workers, we should pay greater attention to the potential contained in new media, deepen our understanding of it, and intensively study new technologies and knowledge to better utilize new media and contribute to corporate news propaganda work.

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