

## Analysis of Weibo and WeChat Applications in Broadcast News Communication: Postprint

**Authors:** Shi Ruonan

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### Abstract

Amidst today's highly developed information industry and mobile devices, platforms such as Weibo and WeChat have emerged as the most active forces in news dissemination. The proliferation of smart devices has profoundly impacted traditional news dissemination channels like television and radio broadcasting, resulting in a growing exodus of broadcast audiences. In light of this macro trend, broadcast news should leverage the diverse functionalities of Weibo and WeChat to optimize its communication strategies. This paper examines the influence of the large-scale promotion of Weibo and WeChat on broadcast news dissemination, and explores the enhanced capabilities and challenges confronting traditional news broadcasting following the integration of these platforms, while considering their inherent communication characteristics. Through psychological analysis of broadcast audiences, it elucidates the significant impact on broadcast news communication effectiveness resulting from the convergence with Weibo and WeChat.

### Full Text

#### Analysis of Weibo and WeChat Applications in Broadcast News Communication

**Abstract:** In today's era of highly developed information industries and mobile devices, platforms such as Weibo and WeChat have become the most active forces in news dissemination. With the proliferation of smart devices, traditional broadcast news has faced tremendous disruption, leading to a growing loss of audience. In response to this trend, broadcast news must fully leverage the functionalities of Weibo and WeChat to optimize its communication methods. This study examines the impact of large-scale Weibo and WeChat promotion on broadcast news transmission and discusses the enhanced functionalities and emerging challenges for traditional broadcast news after integrating these platforms. Through psychological analysis of broadcast audiences, we illustrate the

significant effects on broadcast news communication effectiveness following the integration of Weibo and WeChat.

**Keywords:** news communication; Weibo; WeChat; application

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As China's socioeconomic development continues to advance, audiences demand increasingly higher quality news. In response to these demands, Weibo and WeChat have been widely integrated into broadcast news, significantly enhancing timeliness and laying the foundation for innovation in traditional broadcast journalism. Today, Weibo and WeChat have become integral to daily life and work, with people increasingly accustomed to actively seeking news of interest via the internet rather than passively receiving information from broadcast media.

### 1.1 Advantages of Weibo in Broadcast News Communication

As Weibo's user base expands, the platform has emerged as a crucial channel for news acquisition and circulation. All Weibo users nationwide serve as both "producers" and "consumers" of news leads. Undoubtedly, local residents—not journalists—are typically the first to obtain information about breaking events. The widespread adoption of Weibo has substantially lowered the barrier to publishing news information. Its diverse channels and rapid, convenient, real-time publishing mechanisms enable everyone to communicate and voice their opinions online anytime, anywhere. Weibo users can not only publish news from their surroundings but also provide information to traditional broadcast media platforms, which can then be effectively integrated and processed by professional broadcast journalists to create highly professional and readable news stories.

For instance, a netizen used Sina Weibo to live-stream the entire rescue process of a Chinese mountaineering team trapped in Indonesia, enabling journalists to compile numerous Weibo posts and publish timely, comprehensive coverage of the event. Similarly, during the Tianjin explosion on August 12, 2015, the hazardous on-site environment prevented media from direct reporting, but personnel on the ground used Weibo to promptly report conditions, sharing images and videos that allowed the nation to obtain the latest updates from the blast area in real time. Additionally, Sina Weibo played a vital role in the Wenzhou railway line accident, even serving as a platform for relatives to search for passengers in the aftermath. Faced with such emergencies, journalists can leverage Weibo's advantages to make on-site citizens act as "eyes" for editors. A recent example includes dashcam footage of a traffic accident published on *Boundless News*, which was provided by a Weibo user. By forwarding or providing in-depth coverage of such Weibo-sourced information, broadcast news can facilitate timely rescue operations or fair judicial proceedings.

## 1.2 Advantages of WeChat in Broadcast News Communication

**1.2.1 Extensive Reach of News Dissemination on WeChat** By 2016, official statistics indicated that WeChat's registered users had exceeded 900 million. This instant messaging software launched by Tencent boasts a substantial customer base globally, particularly in Asia. Moreover, WeChat maintains a very low entry barrier and even offers various subsidies to new users, suggesting significant potential for further user growth. Consequently, it is essential for broadcast news to develop new models integrated with WeChat. A simple "follow" action enables audiences to access broadcast news information, particularly benefiting local broadcasters in breaking geographical constraints to reach "listeners" nationwide and worldwide, thereby substantially expanding their "effective coverage area."

**1.2.2 Instantaneous Transmission Capabilities of WeChat News Broadcast** WeChat can instantly transmit various types and formats of information. Once users discover news leads, they can immediately share them through text, images, and video. Through multiple rounds of forwarding, information spreads exponentially across networks. Users can also submit news directly to broadcast news WeChat official accounts, leveraging their massive follower base to rapidly disseminate information. Broadcast news outlets can likewise conduct voice or video interviews with WeChat users. Similar to Weibo, WeChat's powerful timeliness also proves crucial during major emergencies. For example, in coverage of the Lushan earthquake in Sichuan, China National Radio capitalized on WeChat's robust push notification capabilities to gain an advantage in reporting this significant breaking event.

**1.2.3 Additional Advantages Including Low Cost, Portability, and Real-Time Audio-Video Interaction** All WeChat communication costs are calculated through data usage. With the popularization of 4G networks, smartphone users can obtain substantial data through monthly plans, while WLAN coverage continues to expand. Traditional broadcast news interaction typically relies on telephone calls and text messages, which incur relatively higher costs.

## 2. Application of Weibo and WeChat in Broadcast News Communication

Broadcast news must leverage its inherent advantages as traditional media. The low publishing threshold on Weibo and WeChat has led to an abundance of emotional and false news information, whereas traditional broadcast news undergoes both supervisory review and public oversight, ensuring high credibility. Therefore, traditional broadcast media enjoy greater trustworthiness compared to Weibo and WeChat. In an era of rampant false information, the credibility of traditional broadcast media is extremely precious and forms the foundation for its survival and development. Consequently, when introducing new commu-

nication methods like WeChat and Weibo, broadcast news organizations must steadfastly maintain their credibility, ensuring the authenticity of every piece of information before publishing or pushing it to audiences.

For example, the false rumor of “Jin Yong’s death” once widely circulated on Sina Weibo. Leveraging the powerful information transmission capabilities of Weibo and WeChat, this misinformation spread rapidly, quickly transforming from initial speculation into obituary announcements. China National Radio utilized its authority as an official broadcaster to contact Jin Yong’s associates, verify the information’s authenticity, and promptly publish a debunking report that achieved excellent results.

Traditional broadcast media should reasonably draw upon and utilize Weibo and WeChat while striving to maintain correct guidance of public opinion. Traditional broadcast journalists are often constrained by various subjective and objective factors that prevent them from obtaining sufficient authentic first-hand materials. Therefore, beyond on-site interviews, broadcast news must utilize other channels to gather information, requiring editors to find platforms with vast resources and real-time updates—precisely what Weibo and WeChat provide. However, journalists must always ensure the authenticity of news sources and learn to distinguish among various types of information. When editing hot topics from WeChat and Weibo, they must not only verify authenticity but, more importantly, provide positive guidance. Many Weibo and WeChat users, possibly due to frustrations in real life, lack objective perspectives and can “discover” negative information even from neutral or highly positive news stories. Traditional broadcast media must maintain correct guidance of public opinion, establishing proper and positive values for audiences.

Finally, although publishers can employ various methods such as images and video, most final news products remain relatively straightforward and simple. Therefore, broadcast journalists must learn to transform Weibo and WeChat news, utilizing their literary literacy and the art of writing to process and refine social media content before publishing it in the most appropriate language. Simultaneously, traditional broadcast news personnel must recognize that their published information represents not only themselves but also their media organizations. Whether forwarding or publishing Weibo and WeChat news, or obtaining news material from these platforms, traditional broadcast media must adopt a responsible attitude with high media consciousness to ensure content remains truthful, objective, and positive.

### 3. Conclusion

The popularization of Weibo and WeChat presents both opportunities and challenges for traditional broadcast news. While these platforms accelerate news dissemination speed, they also increase information uncertainty, as individual subjective interpretations during transmission may alter news content. Although using WeChat and Weibo for promotion enhances public attention to news, it

also makes information dissemination more difficult to control, with many emotional and false stories proving hard to eliminate. Therefore, how to correctly and scientifically utilize Weibo and WeChat for broadcast news promotion requires serious consideration—neither rejecting their application nor applying them without appropriate constraints. The goal is to discard the dross while retaining the essence, ensuring promotional effectiveness while avoiding negative consequences. In summary, the utilization of Weibo and WeChat represents an opportunity for broadcast news development, and traditional broadcast journalism must adapt to the trends of the times and innovate by leveraging the advantages of these platforms.

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(Author Affiliation: School of Journalism and Communication, Jinan University)

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

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