

Analysis of difference in public information dissemination in social media: a comparison between Chinese and Western media

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Abstract. In nowadays globalized digital generation, public media has gradually become one of the most significant and common channels for information spread in people's daily lives, as well as one of the ways of relaxation and leisure. Public media not only represents the image of a city or even a country, but also forms social atmosphere in front of masses from all over the world. Public media platforms and websites such as WeChat, TikTok, news agency and TV programs are where people gain daily news and information, share opinions and comments and interact with others. However, due to differences in geography, culture customs and living styles, social media in western countries shows its difference with Chinese media. This report is aiming to research the differences between social media of western countries and China, while at the same time, letting more people get to know the specific differences in communication methods, ownership, and social impact between Chinese and Western public media, by contrasting their features in different fields. There are differences in positions and perspectives between Chinese and Western media, there is also a difference in social ideology.

1 Introduction

Public media includes news, television, radio, and other forms. Since the 20th century, with the rapid development of electronic technology, public media has become one of the most common forms of entertainment or learning for modern people, whether young or old. Public media transmits the latest information to people through news, it guides them to form their own thoughts and evaluation methods through the description of events in the news, and then allowing people to share ideas through social media platforms, forming a phenomenon where most people's judgments on a certain matter are basically the same. Although there are different social systems and regulations in China and Western countries, the fact that news must report true and objective content is always the same. However, Chinese and Western news media have different ways of expressing themselves when reporting on the same event, and their evaluations of the nature of the matter are also different. This kind of difference is not only reflected in content and viewpoints, but also in their positions and values. Speaking of television programs, there are significant differences in themes and forms between China

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and Western countries. From a news perspective, the ideological differences between Chinese and Western media are vastly different. Because for thousands of years, both sides have been influenced by their own countries, and due to various factors, such as war and religion, modern people have different habits of judging events in not only their daily lives, but also in formal occasions, such as news and TV programs. However, the factors that lead to differences between the public media of Western countries and China are not the main focus of this article's discussion. Here, this article attempts to analyze the differences between Chinese and Western media in terms of communication methods (including content selection and channels), audience groups, and their impact on society, based on popular topics in Chinese and Western news and famous TV programs in recent years. The significance of studying public media in both the East and the West lies in understanding the mechanisms and influences of news dissemination under different cultural backgrounds, which helps promote cultural exchange and understanding in different regions, and deepens people's understanding of global social, political, economic, and other issues. The purpose of understanding the differences in media communication between the East and the West is to improve the media literacy of modern citizens, as well as their ability to identify the authenticity of information, make their own judgments, and provide more scientific basis for national policy-making and public opinion control. This article will compare the differences between Chinese and Western media in various aspects by taking famous TV programs and news reports in China and the West as examples, analyzing the content of the TV programs and news, people's level of liking and real comments on them, as well as people's reactions after the news and programs are broadcasted. This report will first provide a brief introduction to Chinese and Western public media, then introduce the main differences between Chinese and Western media, followed by a specific introduction to the content and main communication methods. Finally, this report will discuss the differences in audience groups between Chinese and Western public media [1].

2 Literature review

2.1 The connection between media promotion and information dissemination

The reason why media can have different impacts in societies with different systems is because there is a close connection between media campaigns and information dissemination. Media campaigns refer to the act of media platforms using various media methods to convey specific information, events or news to the public, this aims to promote people's awareness, understanding of a certain event or information, and to form their own opinions and take action on it. While information dissemination is the process of conveying the information to people through online platforms and other means, and it is intended to spread information as a result. As an important mean and carrier of information dissemination, media bears significant responsibility for the degree and outcome of information dissemination. By utilizing various media platforms such as Tiktok, YouTube, Facebook, etc., media publicity can aggregate massive amounts of information through modern technology and big data, and then distribute it to various platforms. Finally, the information can be effectively conveyed to the public, and through public forwarding and comments, the information can be spread more widely, ultimately becoming a hot topic of discussion in today's era. Meanwhile, the effectiveness and impact of information dissemination also largely depend on the content and strategies of media publicity. Carefully elaborated content and early planned spreading strategies can greatly enhance the efficiency and effectiveness of communication. The development and diffusion of media have made information dissemination more convenient and efficient. The increase in forms of media promotion has also provided more ways and

choices for information dissemination, while expanding the scope and fields of dissemination. Therefore, media promotion and information dissemination are indispensable, complementary, and mutually reinforcing, jointly promoting the dissemination and sharing of information in society. It plays an important role in disseminating knowledge and promoting social development.

2.2 Introduction of Chinese media

Chinese media covers a wide range of types and forms, including state-owned, private, and foreign-funded media. They play an important role in information dissemination and cultural exchange. Among state-owned media, media platforms such as Xinhua News Agency, CCTV, and CGTN are among the most important in China, and television, radio, and newspapers in other places also play an important role. Chinese private media such as Tencent, Bilibili, and Youku are the mainly popular ones among young people. For example, well-known social media platforms such as Weibo and WeChat have become important channels for information dissemination. Chinese media is subject to strict control and supervision by the Chinese government, so media content and people's comments are strictly controlled. Language involving sensitive vocabulary is prohibited in both news reports and short videos.

2.3 Introduction of Western media

Western media refers to media organizations headquartered in Western countries, such as BBC in the UK, CNN in the US, and so on. These big media companies have a global influence. These Western media outlets value objectivity and neutrality, and media platforms provide a variety of information and perspectives rather than being limited to expressing their own attitudes. Western media also pay attention to privacy protection. Western countries' laws require media to respect individual privacy rights and not disclose personal information without authorization. This is also an important characteristic that differentiates Western media from other regional media.

3 The main difference between Chinese and Western media

3.1 Which party controls the public media in both the East and the West

To talk about the main differences between Chinese and Western media, the article has to start with the ownership of Chinese and Western media. Chinese public media is mainly controlled and managed by the government's publicity department. In Western countries such as the United States, its public media is controlled by two political parties - the Democratic Party and the Republican Party. Here, this article will not provide too much explanation of the history of political parties in the United States, since this report has nothing to do with the USA's politics. Chinese public media, including news television stations, radio stations, and social media platforms are all responsible for all their online speech [2]. The Chinese government values the role of news in guiding the thoughts of citizens in society, so it will be very cautious through the wording of news broadcasting and media spreading on online platforms. Due to cultural and historical differences, the United States formed two political parties after its founding in 1791, namely the Democratic Party and the Republican Party as mentioned earlier. Until now, the two parties have taken turns governing, and each party has its own media platforms. For example, CNN and MSNBC, the main media in the United States, are biased towards the Democratic Party in terms of party affiliation, while Fox is biased towards the Republican Party.

3.2 The main functions of public media in both the East and the West

In addition, there are significant differences in functions between Chinese and Western public media. As is well known, the main functions of public media include conveying information, propaganda, public opinion supervision, providing entertainment and so on. And whether in the East or the West, these basic functions are equally important. The differences in the main functions of Chinese and Western media are mainly reflected in the following three aspects: content of report, news objectivity, and bias. The freedom of the press in Western media is relatively high, and media platforms are less susceptible to government intervention and have strong independence [3]. For example, in the United States, there is no government agency responsible for news censorship, and the decision-making power of news release lies entirely with the news agencies themselves. [10] In contrast, the press freedom of Chinese media is subject to certain restrictions, and the government must strictly review and regulate the content and information of the media before media platforms can publish it [4]. Sometimes, videos are even edited and sent by government officials. The second difference is the content. The dissemination content of American media focuses more on reporting scientific research inventions and academic achievements, with a strong academic color. For example, on the homepage of the official website of Columbia University, there is a section about news called "CUMC news", which highlights the scientific research achievements of the university's teachers. In China, the media coverage is extensive, covering various aspects from culture and entertainment to politics and economy. Especially in Hong Kong and Taiwan media, sometimes they even report on small things in life. Thirdly, there is a difference between objectivity and bias. Western media generally only state facts without expressing opinions, believing that the objectivity of news cannot be biased. Chinese media, on the other hand, is objective and biased, with a preference for reporting relatively positive content about their own country. However, these two are not contradictory, as bias is the ideological tendency expressed by journalists through reporting news facts. Not only are the above functions slightly different, but there are also differences in social impact between the East and the West. In terms of maintaining the healthy development of the social public opinion environment, there are differences in the objectivity and bias of news reporting between the East and the West. The proportion of neutral reporting in Chinese and Western news reporting is relatively balanced. Relatively speaking, Western media tend to focus more on negative reporting in news practice, while positive reporting is rare. This reflects that Western media tends to reveal the negative aspects of issues when dealing with news, while Chinese media may pay more attention to balancing positive and negative reporting. There is a significant difference in the usage of media platforms between Chinese and Western net users. The penetration rate of media platforms in China has reached 34%; The penetration rates in major European and American countries are all above 44%, especially in the United States, where they reach as high as 62%. Overall, the average age of Chinese users is 30 years old, while in Europe and America it is over 40 years old. The main users in China are young people, while in Europe and America, they are evenly distributed among different age groups. [9]

4 Differences in media content and communication methods

The following article will focus on the differences in content between Chinese and Western media, mainly reflected in the stance, viewpoint, and values of news. Values are the basic orientation and overall concept of the value of a certain thing in people's minds, manifested as a stable belief in a certain thing [5]. Values are reflected in people's behavior patterns and behavioral norms. Values exist in people's minds, manifested in their social practices, and also reflected in news reports. Due to differences in values and culture, there are significant

differences in the selection and expression of news content between the East and the West. Different countries and ethnic groups have their own historical and cultural traditions, as well as specific social and cultural environments. News dissemination is not only the result of the historical and cultural development of different countries and ethnic groups, but also a reflection of the current culture of different countries and ethnic groups and plays a positive role in cultural construction [6]. This article will take Xinhua News Agency and Global Times as examples to carefully study the differences in content reported between the two.

Taking a well-known incident as an example, on August 7, 2016, Beijing time, Australian swimmer Mark Horton said in an interview with Australian media, ". . . I also don't want to respect a drug scammer (referring to Sun Yang). " Subsequently, Horton's social media account was occupied by Chinese net users in the form of emojis, and they demanded an apology from Horton [1]. After that, Sun Yang won the silver medal in the men's 400m freestyle final, and pictures of him crying with a sports journalist after the competition circulated on Weibo. On August 8th, the Chinese Swimming Association officially called the Australian Swimming Association to demand an apology from Horton, but the Australian Swimming Association refused to apologize in any form.

Sun Yang said in an interview with Chinese media about the 1500-meter swimming that he doesn't know Horton, but he is the true king of the 1500-meter freestyle competition. The news report briefly described Horton's attack on Sun Yang, which was widely reported by both Chinese and Western media, with Chinese, Australian, and British media as the main force. Overall, British and Australian media hold the same position and support Horton's remarks. Chinese media, on the other hand, hold a negative stance and oppose Horton's remarks, demanding an apology from Horton. On August 8th, the Daily News of Australia quoted a report from the Football Times, stating that Chinese media had gone too far in this matter and published an article titled "Is Sun Yang a doping athlete or just a jerk?" once again denying Sun Yang. Australian media, such as numerous broadcasting companies and Eureka Street magazine websites, have elevated this matter to the level of national action. Eureka Street, titled "Horton vs China, " points out that China views criticism of Chinese public figures as criticism of the country, and therefore can easily escalate to the diplomatic level.

According to the relevant media reports above, it can be clearly seen that the dispute between the two athletes has developed into two countries with opposite positions. It can be seen that the reporting of different news content in the two countries is reflected in different cultural concepts and values. In the eyes of Western media, Sun Yang's "drinking medicine" behavior has affected the "fairness" of the competition and Horton's interests, so Western media believes that Horton's behavior is correct. Chinese media, on the other hand, provided an explanation of "accidental ingestion" regarding Sun Yang's medication. This also shows that Chinese and Western media have different perspectives on this time. For the same matter, Chinese media first state the true process of the event, and then from a collective perspective, strive for the maximum interests of their own athletes and safeguard their legitimate rights and interests. On the other hand, in Western media, the expression of this matter is more based on the individual perspective of the athletes, and in language, it safeguards the interests of the athletes, but does not consider the impact of the media's words and actions on Australia's national image.

5 Differences in audience groups between Eastern and Western media

There are also differences in the communication channels between Chinese and Western media. In the wave of modernization and globalization, with the arrival of the digital television era, the West has begun to use new media, while more than 70% of households in China still choose traditional analogue television [7]. The information acquisition in Western

countries has a high degree of autonomy, and people can freely obtain the information they need through search engines, social media, and other means. In contrast, China's government has a certain degree of censorship and management over the internet and media, which limits the freedom of the public to access information [8].

6 Conclusion

Finally, this article has briefly described the differences in audience groups between Chinese and Western media. Chinese public media, including news, newspapers, radio, and other forms, have gradually disappeared from the sight of young people. Instead, it has been replaced by self-media platforms on the internet. Looking at Western media again, it is common for television programs to invite amateur viewers in front of the TV to assist in recording the program, so both young and old people spend more time using public media. In summary, this article has briefly described the main differences between Chinese and Western public media and introduced the differences in content selection between Chinese and Western media through examples from Global Times and China. com. In the future, more research will be focused on the differences in content dissemination between Chinese and Western public media, and more examples will be cited to compare the stronger differences.

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