**The changing public opinion landscape in the new media era**

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Author: Yi Yangang

Editor: Li Jinfang

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WeChat public accounts have become a new battlefield for the fight for discourse power. In addition to the 60,000 government WeChat public accounts promoted by the Cyberspace Administration of China, party newspapers and magazines are also competing with millions of "grassroots" public accounts for the microphone. As the cost of gaining followers on WeChat public accounts is getting higher and higher, many individual public accounts that fight alone go dormant every day, while the "national team" with advantages in resources, manpower and funds is still making an appearance. It is almost certain that those old-school party newspapers and magazines have already made a gorgeous "reversal" in the new media era.

One piece of information that can be used as evidence is that data released by the "New Media Ranking" website shows that in the WeChat official account rankings in November 2014, CCTV News and People's Daily WeChat official accounts ranked first and second in the current affairs category, and they ranked first and seventh in the overall rankings, while the second to sixth were all life-related accounts that focused on traffic conditions and clothing. In addition to these two "super Vs", WeChat official accounts with official media backgrounds such as "Xia Ke Dao", "Study Group" and "Shipping Warehouse Internal Reference" are also rising in the rankings.

It is no secret that from the era of news portals to the era of social media, the discourse of traditional party newspapers and periodicals was seriously out of touch with the times. The slogan-like and stereotyped writing style with a strong propaganda flavor once made them lose young readers. However, after the transformation and exploration of changing the "channel" in the era of Weibo, party newspapers and periodicals are familiar with the discourse system and rules of the new media. After entering the mobile Internet era represented by WeChat, various official media accounts with strong influence have gradually changed netizens' stereotypes of party newspapers and periodicals, and also allowed these media to successfully achieve a "reversal" of influence and discourse power in the era of omnimedia.

Party newspapers and magazines can stand out in the noisy new media field. The brand effect accumulated over the years is their core asset. Party newspapers and magazines are born with the "big V" gene. As long as they show their "identity", they can easily gain hundreds of thousands or millions of followers. Especially when some public accounts play gimmicks, make headlines, or even spread all kinds of gossip to attract attention, party newspapers and magazines that have always presented themselves as authoritative are more likely to gain trust online.

Of course, it is undeniable that the special status of party newspapers and journals gives them some unique advantages when seizing the public opinion front. For example, unlike many public accounts that can only publish once a day, the WeChat public accounts of "CCTV News" and "People's Daily" have top-level permissions to publish content up to ten times a day; for another example, during the APEC in Beijing last year, the WeChat public account of "People's Daily" pushed "What Did Xi and Obama Talk About at Yingtai Evening Chat?", which exclusively presented many details, which is also an advantage that other accounts cannot match.

It is also important to note that in the trend of new media transformation, party newspapers and periodicals have actively explored ways to change their communication methods. For example, in this year's New Year's speech, China Youth Daily wrote: "We will strengthen the user orientation based on readers, integrate the 'cloud' of big data, and carry our high-quality newspaper articles, integrated media articles and other multi-media products produced by China Youth Daily to newspapers, PCs and mobile terminals, and continuously provide value-added services and experiences for readers and users. Warmth is everywhere, but we may not have known each other before. Whether it is newspapers, PCs or mobile terminals, we always believe that the warmest terminal is the human heart!" Getting close to readers in a way that is more suitable for online communication, providing services, and then occupying a place in the public opinion field has become a common action of party media in the omnimedia era.

Other factors also played an important role in the "reversal" of party newspapers and periodicals in the new media era. For example, under the background of the central government's vigorous promotion of media integration, the "national team" in the new media battlefield has certain advantages in terms of human resources and financial investment; for example, the propaganda department pays more attention to the guidance of online public opinion, and strengthens the "position awareness" of party newspapers and periodicals in the transformation of the omnimedia era; for another example, research data shows that from the era of Weibo to the era of WeChat, "the audience who believes in mainstream values ​​is larger than before."

The more impetuous the Internet is, the more the media must not lose their minds and abandon their ethics. Selling "false, evil and ugly" and inciting the irrational emotions of the people is certainly a way to "brush up your presence" in the online world, but this is definitely not the direction for party newspapers and periodicals to explore the transformation of all media. Only by always adhering to values, improving self-cultivation, and meeting the needs of the audience more can we truly gain a foothold in the competition.

Some media believe that from learning Internet buzzwords to creating Internet buzzwords, from studying new Internet trends to leading Internet public opinion, from single-media presentation to all-media transformation, the high-profile entry of party newspapers and periodicals is creating a wave of "positive energy torrent". This torrent is changing the public opinion landscape in the new media era and is bound to bring many changes to Chinese society.