Analysis of the Situation Faced by New Media Propaganda in State-owned Enterprises

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Abstract. In recent years, various new media platforms such as Weibo, WeChat, news client, and TikTok have developed rapidly, and have even become the main front for state-owned enterprises in news propaganda. Therefore, the focus of brand building work of state-owned enterprises and the external situation they face are also changing, such as the urgent need to implement ideological work responsibilities, the more complicated ecological environment, the higher requirements for reform of state-owned enterprises, and the more convenient facilities provided by scientific and technological means. Faced with a new situation of new media communication, state-owned enterprises must change their brand building ideas and continuously improve the ability of network public opinion guidance and new media communication.

1. Introduction
In recent years, with the rapid development of digital technology and information technology, the wave of new media has come, and the old way of disseminating news information has undergone profound changes. New media ecology and communication patterns have been formed.

2. New situation of ideology construction
Public opinion has always been an important force affecting social development. The work of news and public opinion is at the forefront of ideological struggle. In the long-term revolutionary struggle, a major theoretical achievement of the Marxist view of journalism is the formation of the “lose-mouth view” of journalism. The news media must become a public opinion position of the party and the people. News propaganda should become a means of public opinion supervision. General Secretary Xi Jinping pointed out in the report of the 19th National Congress that it is necessary to firmly grasp the leadership of ideological work and improve the communication, guidance, influence and credibility of news and public opinion. At the National Publicity and Ideological Work Conference in 2018, General Secretary Xi Jinping once again pointed out that building a socialist ideology with strong cohesiveness and leading power is a strategic task that the entire party, especially the propaganda and ideological front must shoulder, must take the initiative to speak of the Chinese Communist Party. The story of governing the country, the story of the Chinese people's struggle for a dream, and China's insistence on a peaceful and cooperative cooperation and win-win story, let the world better understand China.

In the era of Web 3.0, ideological construction work was greatly challenged. The new media has broken the information access rights of traditional media, providing the public with the freedom to approach the media and use the media to express their opinions, providing more space for the expression of discourse by ordinary people and civil organizations. On the new media platforms, the public's nerves become more susceptible to being triggered by the fissile spread of information and the viral spread of
ideas, and individual appeals and wills are more likely to be aggregated to form powerful public opinion. With the rise of the folk opinion field, the opinions of the people tend to be liberalized and emotional, and the opinion leaders have become more diversified. The right to speak of news media is no longer completely in the hands of a few mainstream media in the traditional media era, and there is an equalization trend. A large number of influxes from the media have also promoted the arrival of the era of “all voices.”

In January 2017, the General Office of the Central Committee of the Communist Party of China issued the “Detailed Rules for the Implementation of the Party Committee (Party Group) Network Ideology Work Responsibility System”, emphasizing that network ideology work is the top priority of ideology work. It is necessary to firmly grasp the leadership of network ideology work, and ensure that the cyberspace is clearer and the party's voice becomes the strongest voice in cyberspace. A number of policies and regulations on the Internet news industry were intensively introduced in 2017, the establishment of the Central Radio and Television General Station in 2018, etc., further clarified the public opinion orientation and work requirements of state-owned enterprises' news propaganda, while strengthening the party's control over important public opinion positions.

Nowadays, the official public opinion field built by the mainstream media, which relies on the party media as the core, still bears the important responsibility of spreading the mainstream ideology. In the face of the folk public opinion field that gathers diverse forms of social thoughts and values, the state-owned enterprises must firmly grasp the leadership, practically strengthen management right, and focus on improving the right to speak. As a responsible central enterprise, the state-owned enterprises are not only the backbone of the national economy, but also an important position to promote and strengthen ideological construction. It must implement the ideological work responsibility system, firmly grasp the main line, make the state-owned capital stronger and stronger, and provide ideological assurance, spiritual strength and public opinion support for cultivating world-class companies with global competitiveness.

In 2018, the network content supervision work was frequently carried out. Not only the two short video platforms "quick hand" and the heads of today's headline "Volcano Video" accepted the network letter office interview, and some of the misguided, low-profile client software, WeChat public account, and network audio-visual program were ordered to shut down by the State Administration of Radio and Television. The Internet application store also suspended the download service of four news information apps such as today's headlines. At the national level, the management of network content is becoming stricter, the rectification measures will be implemented one after another. The closure of APP, and the offline of online audio-visual programs will not be a case. The clean-up of the network environment will bring new value-oriented and communication trends. The content of the network with a little bit of heat, and only attracts the eye will be less and less, the attention of users and the layout of the network will also change. In general, the new value orientation will surely bring about a new network ecological landscape.

The continuous deepening of ideological work puts forward higher requirements for the news public opinion work of the central enterprises in the new era. The company must take full responsibility for the duties and mission of the news public opinion work, and must follow the rules of news dissemination, change the inherent communication concept, and innovate methods and methods to enhance work-oriented, master the initiative of work, while consolidating and expanding the party's news and public opinion positions, effectively enhance the influence of the party's news. State-owned enterprises must firmly grasp the changes in the current ideological communication trend, consolidate the company's dominant discourse power in the official public opinion field, and enhance the mainstream ideology to guide the public opinion field, thus achieving the same frequency resonance of the two public opinion fields.

3. The development of state-owned enterprises opens a new journey

In recent years, with the implementation of the “One Belt and One Road” construction plan and the international capacity cooperation action plan, the internationalization of state-owned enterprises has
made great breakthroughs, and international exchanges and cooperation have become more frequent. It is necessary to enhance the visibility, recognition and reputation of corporate brands through effective news promotion, and vigorously expand international communication channels.

Through the global social media platforms, state-owned enterprises can break the monopoly of Western mainstream media on international discourse channels, enhance their international communication competitiveness, and make full use of the advantages of new media to make state-owned enterprises’ brand goes out, and thus continuously enhances the company's international influence and voice, and builds a world-class state-owned enterprise brand that matches the world-class enterprises with global competitiveness.

Since the 18th National Congress, the deepening of the reforms has broken the ice. State-owned enterprises have taken the opportunity of reforming state-owned enterprises to improve quality and efficiency, reduce physical fitness, actively serve and promote the transformation and upgrading of related fields, and have embarked on a road of development quality and efficiency. However, the situation and challenges faced by state-owned enterprises are still grim. It is necessary to continuously strengthen brand promotion to show the public the sustainable competitive advantage of the company and reflect the comprehensive strength of the company. The rapid development of new media has caused the number of information faced by the public expanding rapidly, and the attention to each piece of information has been decreasing. Therefore, the state-owned enterprises have to increase the quality of the content of the works while increasing the number of transmissions. The company should realize the precise promotion of classified communication by changing the form of communication, expanding the communication platforms, and optimizing the content of communication, and effectively raise the public's attention and recognition of the brand of state-owned enterprises.

The 19th National Congress of the Communist Party of China and the Central Economic Work Conference emphasized the importance of optimizing the business environment for building a modern economic system and promoting high-quality development. This has also become one of the key tasks of the company in the new stage. The role of new media in optimizing the business environment is not only to enable users to keep abreast of the company's new service initiatives, but also enhancing communication with customers, closing the distance with customers, and closing relationship with customers. Through the new media platforms, the company can respond to customers’ needs in a timely manner, respond to social concerns, enhance user interaction, help to enhance customer understanding of the company, and establish friendly relationships with customers to optimize business environment and increase convenience for the people.

4. Public opinion presents new features
At the end of 2017, short video platforms such as Kuaishou, TikTok, and watermelon video have risen rapidly and started to grow amazingly. The Kuaishou has accumulated 700 million users, and the daily life surpasses today's headline main APP. Compared with Weibo and WeChat public account, the more visual and sensory short video is obviously more popular among young people nowadays. The new media layout originally from Weibo and WeChat is changing quietly. In the face of strong shocks, Weibo and WeChat are fighting back in their own way.

Weibo has been changing. Compared with WeChat, Weibo lacks the number of innate users of WeChat as a communication tool, so it chose to sink. According to the “2017 Weibo User Development Report” released by Weibo Data Center, as of the end of September 2017, users from third- and fourth-tier cities have accounted for more than 50% of Weibo monthly active users. At the same time, the content format covered by the Weibo platform has become more diversified. In addition to the mainstream graphics, the comprehensive popularity of the headline articles and Weibo stories has also ushered in a new spring for Weibo. The diverse display methods can meet the needs of different user groups, so that the originally lost users will slowly return, and new users will start to grow steadily. The resulting changes in user groups and changes in product forms will have an impact on the way and focus of the Weibo platform. The company needs to reposition the official Weibo, and fully adapt to the
communication potential of the platform function while adapting to the transformation of the Weibo platform itself.

Compared to Weibo, the change of WeChat seems to be somewhat restrained. According to the statistics of the new list, the WeChat public number in 2017 provided 12.9% of the daily WeChat public platform, of which 52% of the “100,000+” articles came from the top 500 accounts. The large-scale pattern has been relatively solidified, and the new public number is difficult to make a comeback. Even the operating public number is facing bottlenecks such as fan powder removal, slow reading growth, and low article opening rate. The head effect is becoming more prominent. Although WeChat launched the “look and see” function as early as the end of May 2017, users can read the recommended public number article by means of information flow, but so far it is still only a function plug-in lying at the four-level entrance, many people haven't used it, even never heard about it. WeChat, which faced a lot of crisis, finally made an important revision in June 2018, transforming the way in which the subscription number was presented into a form similar to “information flow”, presented in updated chronological order. The new way of reading may lead to a “big reshuffle of the traffic” – the trumpet with good content but always suppressed will get more favor, and the large size of the intrinsic fans will face more competitive pressure. In order to highlight the encirclement, it is necessary to work hard on the quality of the products, to grasp the relationship between the quantity of the release and the quality of the content, not only to ensure the activity of the public number, but also to avoid the decline in the number of fans caused by the excessive release of low-quality products.

In addition, WeChat is also trying to change the original message mechanism. In April 2018, the friends’ message function was officially launched. The friends’ messages will be directly visible to friends without filtering by the public number before it can be displayed to everyone. However, it is It has already gone offline in less than 2 months. In addition, the message function of the newly registered public number is also suspended, and the message authority of the original account is also restricted. Although this change has reduced the interaction and social attributes of the WeChat public account to a certain extent, it also reduces the risk of public opinion. After the public message has been reviewed and screened, most of the sensitive information is blocked, and it is difficult to form key opinions by leaders or distinct public opinion orientations, the influence and scope of public opinion are naturally more controllable.

Apart from Weibo and WeChat which are developed relatively stably, the emerging short video platforms have brought new heights to the development of the media. Different from Weibo, WeChat and other platforms to “force push” messages to fans, the intelligent information push method of emerging platforms such as headlines, TikTok, and Kuaishou is based on user needs and hobbies, which helps users complete the information screening. The process of information screening frees users from massive fragmentation information, eliminating the need to waste a lot of time paying attention to invalid information. The change to the inherent new media landscape, the suppression of fans and readings of Weibo and WeChat are only appearances. The deeper impact is that it has a huge impact on the way in which the quantity of reading is determined by the number of fans. The propagation way which relies solely on innate new media platforms will be difficult to achieve the desired communication effect. The information flow-based reading method focuses more on the users’ hobbies and habits, and fundamentally adjusts the relationship between fans and the platforms. Users will not only have the right to freely choose information, but also be recommended for information is more suitable for them. The popularity of the content will not only affect the spread of a piece of information, but will also result in subsequent information being unable to be effectively disseminated because it is not recommended.

5. New changes in technology
The development of new media puts forward higher requirements for the timeliness of information. The method of artificial writing alone can not meet the readers’ demand for fresh information, and writing robots have emerged. In recent years, Xinhua News Agency, Today's headlines, Baidu and other companies have launched their own research and development of writing robots and put them into use. Although the manuscripts produced have much room for improvement in depth and temperature, it does
not hinder “machine news writing” becoming a phenomenal level of artificial intelligence technology in the field of news communication because of the writing speed, data mining breadth, comprehensiveness and timeliness of information collection of writing robots which are better than artificial writing. In the writing of manuscripts such as finance, sports and entertainment news, the speed and the output of writing robots are very alarming.

In December 2017, Xinhua News Agency released the first media artificial intelligence platform “Media Brain” at the 5th China Emerging Media Industry Convergence Development Conference. It has a smart media production platform, news distribution, honey collection, copyright monitoring, face verification, user portraits, intelligent conversations, speech synthesis and many other functions, which covers the news thread, planning, interviewing, production, distribution, feedback and other full news links. In the NPC&CPPCC in 2018, “media brain” was officially put into the post. In just 15 seconds, the first NPC&CPPCC video news was produced, which received a lot of attention. The “media brain” application can help the media get news leads and news materials faster, more accurately and intelligently, thus greatly improving the efficiency of news production and dissemination. In addition, the “media brain” can also provide a diffusion scheme that meets users’ needs and propagation rules by analyzing heat and user images to achieve optimal communication effects.

Artificial intelligence technology satisfies readers' pursuit of speed. VR and AR technologies focus on improving the readers' experience, and enable users to reach deep interaction with communication content through immersive and interactive expression. This kind of reporting method that can create a 360-degree panoramic view breaks the limitation of time and space, allowing users to immerse themselves in a “simulated” news scene. Users no longer look at news reports from a third-party perspective, but directly from the first perspective. Participating in the report, the information it can obtain is more comprehensive, objective, and multi-dimensional, users can grab the information of interest according to their needs, without being limited by the angle of the report and content. Xinhua News Agency, People's Daily, CCTV and many other media have also used VR technology to produce news and achieved good communication effects. For example, Xinhua Net used VR technology to lead the audience into the national NPC&CPPCC venue, and Xinhua News Agency launched AR series reports which provide users with the opportunity to study together with General Secretary Xi Jinping. In this way, the users can feel the actual situation on the spot more deeply, and the sensory experience becomes more stereoscopic, thus gaining the impact and shock power unmatched by the graphic and video reports.

In the era of "traffic", the application of big data analysis in new media is no longer new. The operation and maintenance of new media accounts, the effect of product communication, and the degree of user attention to each content reflect the strength of new media are all the targets of the application of big data analysis technology. It is the daily life of every new media person to accurately describe the user's portraits, and then create, push, and disseminate products and content that meet the needs of users by analyzing the basic information, attention content, behavior changes of the platform users. The extensive use of big data analysis technology makes it possible to push accurate and personalized information. It is necessary to make good use of big data analysis methods, dig deep into the inner meaning of data, respect the characteristics and laws of data, and always maintain the sensitivity of development and changes in user demand.

6. Conclusion
The rapid development of new media has made it necessary for state-owned enterprises to face up to changes in their external situation, pay attention to changes in the ideological field, actively respond to the challenges of state-owned assets reform, grasp the public opinion ecology under the influence of new media, and fully utilize various technical means to build a new media communication system which is proper for national requirements, people’s needs and the development of state-owned enterprises.

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