

# ***Comparative Analysis of News Broadcast and Chinese Tiktok Communication***

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**Abstract:** With the progress of science and technology, the popularity of mobile phones. Nowadays, young people generally have one mobile phone of their own, and some even have two or more mobile phones. TV has never been chosen by many young people as a carrier to know the news as in the past. This is due to the difference between the news broadcast and Chinese Tiktok communication. This paper, through a method of literature review, including inquired the number of people who have watched different softwares recently, analyse factors that causing the difference between news broadcast and Chinese Tiktok platform, and put forward corresponding solutions.

**Keywords:** Chinese Tiktok, News, communication, broadcast

## **1. Introduction**

Nowadays, due to the popularity of short videos, fewer and fewer people will choose to watch lengthy news. As a model of traditional media, news simulcast is no longer suitable for all people to watch, while Chinese Tiktok is a representative of the media in the emerging era. According to the data released by China Internet Network Information Center, as of June 2020, the number of short video users in China has reached 817.86 million, with a utilization rate of 87% [1].

This paper, through a method of literature review, including inquired the number of people who have watched different softwares recently, analyse factors that causing the difference between news broadcast and Chinese Tiktok platform. Finally, the paper puts forward corresponding solutions.

This paper tends to let the public understand the changes of the times, what causes the prosperity of new media and the end of the old media, and what makes the old media revived and the new media more prosperous. It can even provide people with an opportunity to think about what the media will become in the future.

## **2. News Broadcast**

### **2.1. The Origin of News Broadcast**

On July 1, 1976, according to the opinions of the national provincial TV stations, Beijing TV station tried to broadcast the national TV news broadcast program for the first time, transmitting signals to TV stations in more than 10 provinces and municipalities directly under the central government. The program became the embryonic form of news broadcast.

From January 1, 1978, the news network officially launched the subtitle of the column name and began to broadcast with a fixed name. At the beginning of its establishment, it was broadcast in the form of live broadcast. The broadcast time was from 19:00 to 19:20.

Since September 1, 1982, the CPC Central Committee has clearly stipulated that the release time of major news will be advanced from 20 o'clock to 19 o'clock of CCTV's news broadcast, and important news will be first released in the news broadcast.

## 2.2. The Transformation of News Broadcast

Short videos are so popular in this era that the news broadcast column sees the trend of the new era, On August 24, 2019, the "41 year old" news network was officially settled in Chinese Tiktok and Kwai shortVideo platform, high popularit [2].

## 2.3. Analysis on the Popularity of News Broadcast

News broadcast is a program suitable for all ages. It reports what happened in the world. What is its current popularity? In this paper, the investigation was conducted and the table was drawn as follows:

Table 1: Investigation of news broadcast's popularity

	Family name	Age	Gender	Does he/she know the news broadcast	How much time spend on watching the news broadcast in everyday/hours
1	Cai	23	female	Yes	0
2	Ma	78	male	Yes	2
3	Jiang	14	female	No	0
4	Chem	18	male	Yes	0.5
5	Qu	76	female	Yes	1.5
6	Lu	8	male	No	0
7	Wang	27	female	Yes	0
8	Wang	56	male	Yes	2
9	Weng	77	male	Yes	1.5
10	Li	66	female	Yes	2

As can be seen in the table 1, most people know the news network, except those young people. The chart also shows that people who do not spend time watching this program every day still know this program, which shows that news network has a strong popularity in the public's field of vision, and the older people will spend more time watching this program.

## 3. Chinese Tiktok

### 3.1. The Origin of Chinese Tiktok

With the popularity of mobile phones, fewer and fewer people will choose to watch TV. At this time, Chinese Tiktok software was launched in September 2016, which is a short video community platform focusing on young people's music. Users can choose songs, shoot short music videos and form their own works through this software

### 3.2. The Transformation of Chinese Tiktok

Tiktok's introduction is "record a good life", so the threshold for making videos is not high at all. Everyone can shoot and publish their own content. With the lowering of the threshold of short video, the rapid growth of user original video content (UGC) and the rapid development of mobile short video industry [3].

### 3.3. Analysis on the Popularity of Chinese Tiktok

As a new media, Chinese Tiktok's popularity cannot be underestimated, In this paper, the investigation was conducted and the table was drawn as follows:

Table 2: Investigation of Chinese Tiktok's popularity

	Family name	Age	Gender	Does he/she know the Chinese TikTok	How much time spend on watching the Chinese TikTok in everyday/hours
1	Hui	17	female	Yes	3
2	Mi	87	female	No	0
3	Lu	88	male	No	0
4	Piao	12	male	Yes	4
5	Pu	8	female	Yes	1
6	Liu	24	male	Yes	5
7	Wu	78	male	No	0
8	Niu	35	male	Yes	2
9	Niu	14	female	Yes	2.5
10	Ru	45	male	Yes	2.5

As can be seen in the diagram: Most people who know Tiktok are young children or young adults, and they spend a lot of time on Tiktok every day. Most people who know Chinese Tiktok are young children or young adults, and they spend a lot of time on Chinese Tiktok every day.

## 4. Comparison between News Broadcast and Chinese Tiktok

### 4.1. Creation Type

There are many types of Chinese Tiktok's creation, such as UGC, PGC and OGC. UGC type short videos are widely used. We use QQ, Weibo and wechat And we know that these apps can be seen everywhere. UGC is mainly used to make users pay attention to and like or add friends to conduct social activities. In 2016, the short video of Papi sauce was welcomed by many users and caused great repercussions. It is through the UGC mode that she produces her own videos and has received a lot of praise and attention from the public. Now she has become a representative in the field of short videos and has gained tens of millions of fans; PGC is mainly used in traditional media fields such as news media or other media., and OGC is the content of occupational production, and its types are all related to occupational aspects [4].

However, there is only one type of news broadcast creation, that is PGC. From this, we can find that Chinese Tiktok has more creative space than news broadcast.

## 4.2. Viewing Place

It is known to all that the news broadcast can only be watched on TV at first, which makes it difficult for people to see such programs when they are working outside. Unlike Chinese Tiktok, as long as there is a mobile phone, you can watch various short videos anytime and anywhere.

## 4.3. Market

This is the longest research in this paper, and also the biggest reason for the different popularity of Chinese Tiktok and news broadcast. As a TV program watched by the older generation in China, news broadcast covers a wide range of knowledge. However, if we go abroad and ask foreigners whether they know about news broadcast. Without exception, no one will say that they know. Because there is only one commercial market in China, Chinese Tiktok is different. Chinese Tiktok short video, watermelon short video and volcano short video are all products of today's Toutiao. Relying on the powerful algorithm mechanism of today's Toutiao, they have a certain position in the field of short video. There are many short videos in China. In the face of competition from different platforms, Toutiao is carrying out its plan in an orderly manner. In February 2017, today Toutiao acquired flipagram, an American short video company. In November of the same year, today Toutiao completed the acquisition of musical The acquisition of ly will merge it with Chinese Tiktok and promote the further development of Tiktok. In August 2017, Chinese Tiktok was announced to enter the overseas market, and the overseas version of Douyin was named Tik tok. Today's Toutiao has obtained a greater layout in the short video field. On January 23, 2018, the overseas version of "Tiktok" ,tiktok was ranked first in the free list of Thai app store [4].

## 5. Solutions

### 5.1. Solutions for Creation Type

Chinese Tiktok's popularity and type have achieved great success. Therefore, the corresponding project, namely news broadcast, needs to be changed. Although the news broadcast can not change its fixed creation type, it can change its own language expression. Its previous condescending speech will cause people to have psychological exclusion. The proper use of network catchwords can make the program suitable for all ages and no longer boring and boring. For example: In the past year or two, CCTV announcer Zhu Guangquan has been called a "joker", and his humorous and relaxed broadcasting style has been widely praised[5] Therefore, The content, form and concept of news broadcasting are also constantly updated. For example, the innovation of packaging and vision shows that the innovation of packaging and vision is at least reflected in the following aspects: (1) a large number of reports of big data visualization are introduced, such as the introduction of the visual presentation method of "physical scene + virtual reality scene", which can be represented by the "according to the year" section during the Spring Festival transportation. (2) try to match different visual and packaging symbols according to different reporting topics [6]. Such revisions have achieved great success, and the ratings are also growing at a visible rate.

### 5.2. Solutions for Viewing Place

By staying in the short video platform, the popularity and exposure rate of news broadcast can be greatly improved. On August 24, 2019, news network officially launched Tiktok. As of January 10, 2022, the number of fans of news broadcast on Tiktok platform has reached 32.873 million, and the number of likes has reached 280 million; The number of fans in Kwai reached 41.335 million, and the praise reached 490 million [7].

### 5.3. Solutions for Market

Through continuous progress, Chinese Tiktok has reached the expected level of the company. And the news broadcast should make corresponding measures and changes to adapt to the current era. Therefore, this paper proposes that news should be popular: get rid of formalism, take the mass line, and thus establish social consensus. Since the news network cannot go abroad, it should show its most real and simple side to the public. The market has changed from focusing on the elderly and adults to spreading to all Chinese people. According to the research, the civil and political reform of CCTV's news network can be said to be an exploration of the mass line activities in journalism. As an important channel for uploading and transmitting news, the provincial news broadcast should also improve its work style in time, improve the level of the program, and enhance its own guidance and dissemination through the revision of the civil society [8].

## 6. Conclusion

By asking passers-by as a step of the investigation, this paper concludes that Tiktok's popularity is widely known among children and adults, while the news network, as the viewing representative of the elderly, has also changed the communication mode and channel, and is more and more sought after and watched. This article also lets you know that although the project cannot be changed, people can immerse the audience by changing the way and tone of speech. The originally dull forms of expression can also become vivid. Instead of staying in place, it is better to join the popular forms of expression to obtain higher and more. In this study, a total of 20 different people were selected as the characters in the charts in the text. These examples are not too many, which leads to the lack of credibility of the conclusion of the article. The author can select a large number of people as experimental subjects in the future expansion of the study on the change of Tiktok. In the future, it will be in this project.

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