

Is WeChat an example of a non-Western Digital Media Service?

Through the case study of the Chinese social media application, WeChat, we argue that WeChat is an example of a non-Western digital media service that owes its success first to its platformization and then to the infrastructuralization of its platform model.

Is the WeChat platform model shaped by techno-nationalist media regulations?

Moreover, our findings show that the infrastructuralization of the WeChat platform model in China is shaped by markedly techno-nationalist media regulations and an increasingly overt cyber-sovereignty agenda.

Is WeChat a platform or an infrastructure?

Drawing on the results of the analysis of technical documentation, business reports, as well as observations and interviews, we first present WeChat as both a platform and an infrastructure, and then we contextualize WeChat in the history of ICT infrastructure and the development of the internet in China.

How many government affairs WeChat are there?

At present, according to incomplete statistics, the total number of Government affairs Wechat has broken the 40,000 barriers. Covering the entire China territory including Hong Kong, Macau, and Taiwan, Government affairs Wechat has become the largest government new media on the instant mobile communication public platform.

Can Weibo and WeChat complement each other?

The three platforms, Weibo, WeChat and APP, can supplement each other and expand together. In August 2014, Chinese President Xi Jinping put forward a new concept of "Media Integration" 10 which refers to traditional media integrating with new media tools in all aspects from contents to structure and technology.

Does WeChat have a "click to share" feature?

After the review of all its micro blogs, WeChat and App content, I find that most of their content is selected from traditional media. The App lacks a choice of "click to share". Though it allows users to give feedback, the function of feedback seems very weak.

Article citations More>>. Zheng, Y. (2001). On Trust. China Radio and Television Press. has been cited by the following article: TITLE: Unveiling Trust Mechanisms in WeChat Tuangou: A Case ...

communication, instead of totally relying on the traditional television, radio, outdoor advertising and so on. On the basis of traditional communication, the new media makes the information ...

WeChat Public Platform is a social marketing platform that allows government, companies, organizations and

others, even sole person to share and market products, ideas, views to ...

Social media is playing an important part in people's daily life, it is also contributing greatly to the media transformation in China. In recent years, traditional media ...

For example, the ministerial-level National Radio and Television Administration (NRTA, ????????, formerly the State Administration of Radio, Film and Television or ...

Radio and Television Business Report (RBR-TVBR), is focused on the business side of the radio and television industry, offering deep financial and regulatory coverage. RBR-TVBR Follows ...

The Impact of WeChat Platform on Social Interaction Under the ... Different from print media, radio and television, and other electronic media, WeChat offers a more diverse range of ...

Keywords: WeChat, promotional material, motivations, attitudes, intention, mobile advertising
INTRODUCTION The mobile network has turned into one of the most rapidly advancing ...

After applying for registration of unit WeChat public platform account and verification, this system builds the earthquake information WeChat public platform by using the ...

Since its creation on the WeChat official account platform (abbreviated as Official Accounts thereafter) in 2015, Mimeng has quickly gained more than 10 million followers, with an average of more than 100,000 views ...

On January 6, the 2022 National Radio and television work conference was held. At the meeting, Yang Shuo, Secretary of the Party group and director of the Beijing Municipal Bureau of radio ...

The opening of intelligent network capabilities is critical to the development of 5G applications. 5G will also enrich the radio and television customers, and will develop from traditional family ...

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