CHINESE AND NEW CULTURAL COMMUNICATION

BADREYA AL-JENAIBI

Professor, Mass Communication, UAEU
E-mail: aljenaibi@uaeu.ac.ae

Abstract - This research is based on social media in China. It is investigate that China is using different social media that not similar with the rest of the world. The language of the China is also different. They block Facebook, YouTube, twitter, as well as instagram because of Hong Kong as they were giving threats to people of China. The government also take effective steps for the betterment of the country. The Islam is also present in the China. Almost 2% individuals are Muslims, which shows that Islam is present in the country and the relationship of Chinese with Muslims is also strong. The multicultural communication play a significant role. In China Muslims are living in many regions and spreading further as well. Multicultural communication is also a way to communication with people that belonging to different background and nations. It is a challenging way in which individuals belonging to different cultures share their views, ideas and thinking with each other to process further. The cultivation theory is also explain in the research, which is also followed by China as this there is based on media. The media is gain a competitive advantage and is present in an innovative style within China. Similarly, learning theory is also discuss in the research because people from rest of the world use to learn things and gain knowledge in different ways. This learning theory helps the people when they go foreign for different purposes including education, doing job and operating businesses.

Keywords - Social Media, China, New Technologies, Press freedom.

INTRODUCTION

This research is based on the social media in china. China is a big country and is famous one in terms of exporting huge amount of products in the international market (Mozur, 2017). The economy of China is increasing day by day because of huge demand present of their products. The total population of the country is 1.35 billion. The culture of china is different from other (Al-Jenaibi, 2015). However, the research topic is discusses social media that is present in China. Hence, China is using the biggest social media but that is different from other. The China is operating in all around the world (Samovar, Porter , & McDaniel, 2005). The country export different products including toys, cloths, furniture, and different equipment as well. People that belong to different part of the world use products of China and the demand is also increasing day by day.

The researcher will investigate the purpose behind using different social media in China. The China is using very different media from the rest of the world. Though, the majority of country's people are using internet and are biggest users of the advance technology. It is a unique style of operating the media in the competitive market. Because to doing copy and paste is not easy with the social media of China.

The objective of China behind using different social media than the rest of the world is that to make their culture more important. Similarly, people need to understand their culture if they want to operate their businesses in China.

II. RESEARCH QUESTIONS

Certain research questions are occur from their objective that are following:

- Why the social media of China is different?
- What is the role of media and government in China?
- What is the culture and multicultural importance in China?
- What is the importance of multicultural communication between nations?

III. METHODOLOGY

The researcher used primary sources that are published in different books, periodicals, monographs conference proceedings, patents, and theses and dissertations. Also, online sources that are related to the research topic were used.

IV. LITERATURE REVIEW

Social media in China reason is Hong Kong China having different social media present in the market from the rest of the world. Hermida(2014) stated that, the country believes towards the strategy of winning. Fang (2016) wrote that the country has no Facebook, YouTube, and twitter present. The reason is that China is operating in a different way to attract their customers. So that companies that are multinational one cannot searching, listening music online and instant messaging. Similarly, these users do instant messages to but the style is different and unique. Knockel, ,Senft and Deibert (2016) indicated that China has a unique platform for doing instant messages named as QQ in which the total users are 808,000 have access towards social media of the country. According to Yu (2014) In China, almost 80% users present that use internet or online access for different purposes including online news, for,000 per year almost. Fua and Karan (2015) published that,

China is using different search engines that are not present in the rest of the world including Baidu, 360, Google, Sogou and SOSO. Moreover, the largest social network present in China named QZone. In Qzone, they have more users as compared to facebook. Further, China is using Wechat, TencentWeibo, SinaWeibo, Renren and Kaixin. The people using WhatsApp in the world is less than the total users present in China that are using Wechat (Dickey, 2017).

Similarly, Cook (2017) argued that the market of China is massive. In the country over 500 million individuals present that are using social media and internet users. Most of the people are depending upon smartphone and they use internet on it. Qin (2017) wrote that, people take more interest using WeChat and they not taking interest in regular sms. In addition, the market of China is different and using different social media. The international market is using Facebook, YouTube and similar but China is using different style of media for their people. Chau, Fang and Yang (2007) believed that China has its own media and restriction so that they are different from international world. Perlez (2017) debated that, the government of China not give permission to use international media because of censorship so that they made their own media and it is famous and user friendly for Chinese people. They are using Youku instead of YouTube. In this Youku, they see different videos and the platform is different from others. In videos, Chines has not short films present but are pure content present in which they are showing their culture (CNNIC, 2013). The China Youku shows pure content that attract individuals too much and they want to see videos repeatedly. Dong and Tian (2009) wrote, Chinese government restrict their people and are not able to use YouTube because they want to publically make common use of their norms and values and in this way international market also getting interest to know the culture of Chinese that is a plus point for China. On other hand, Einhorn, Lee and Womack (2010), indicated that Douban, Qzone and RenRen that is different from Facebook. The government give restrictions on using Facebook in China because they believe that USA trying to gain all demography but cannot gather China individuals and the reason is that they not using this social networking site. The Qzone of China is the largest social network that attracts their youth a lot. It is the largest operating site in the China. The students that are getting education in universities using RenRen, that is similar to the Facebook that make connection and do closer to the individuals with each other.

Correspondingly, Gao (2012) added that China is using SinaWeibo instead of twitter. The culture of china is different from other countries so that their media is also change. The SinaWeibowas launched in 2009 and gain customers attraction. In terms of microblogging, it is famous in China for customers (Gerth, 2003). Hence, the SinaWeibo give permission to user to write almost 140 characters as their status. It is similar to the twitter and is user friendly. They can post, comment and follow to their friends easily (Guo & Wu, 2009). The trend of using internet of smartphones is common in china so that SinaWeibo is also present in their cell phones. The total characters use in English is 140, which is equal to 436 words of Chinese, which is comparably better enough to deal and writ more and can say in the status to their readers .

Currently, China has blocked their instagram, twitter, and WhatApp applications completely because of Hong Kong. They giving threats to the Chinese individuals so the government of China decided to complete block them. These applications are easily use by anyone having internet access or not. The connection of these Fire chat is always enable. The connection can easily gain with the help of Bluetooth or Wi-Fi directly. Hence, everyone can use it and do anything, which was not good because of no privacy present. The Hong Kong get benefit from this application, do messages to Chinese, and started to do protest by saying that they want democratic elections back for their territory(Fitchard, 2014).

- **Media and government in China**

The internet gain famous and a way to communicate with each other in China in 2000. The media include newspapers, television, magazines, and radio. Similarly, the market of China gain maximum share by using People's Daily. With passage of time, the Mainland China gain maximum market share and became commercialize market with the help of government monitoring over it (Al-Jenaibi, 2011). The media of China were giving focus towards all the important events held in country including sports, conferences, and seminars. Similarly, the government of the country was investing in media focusing towards the PRC, which include CCTV, People's Daily, and Xinhua as well. The media of china is in the boundaries made by the government and follow all the restrictions. The main outlets were only present in Mainland China and the government is investing in the area only(Lee, 2000).

The world is moving fast and adopting the media. Similarly, the china also moving with the world but in a different manner. The China also understand the importance of media but using this technology in a different manner that is friendly with the people of the country and increasing awareness about the culture in other countries as well. Hence, China bring its all outlets at Mainland present within the country and all outlets are within it. However, there are various agencies and regulations present within the country made by government (Knapp, Enninger & Potthoff, 1987). In addition, the country has is well-organized system made by the government. These include various industries that are following:

Administration of the state of radio, television, and films:The country's government use to administer with the overseas, that owned the state along with enterprises including television, radio and are broadcasting the industry as well.

Information technology and ministry of industry: For communication with each other, the Chinese also using technological help and administering the style with a different way and their infrastructure of these communication purposes is different.

Press and publication belong to general administration: The government use to administer the newspapers, magazines, videos and audios that is present within the country.

Public security of ministry: For security purpose of the internet, the government of China administer by using cyber police force that help to secure the public with regulating the online available contents, including such pornography and frauds.

The media of China is moving towards diversification because they gain competitive advantage in the international market. As the competition is getting tough day by day, so that China is also expanding their networks to gain maximum market share. For this purpose, the present different debates, rule of law and human rights present universally in the newspapers so that readers get more interest while reading them out.The country China is depending upon liberalization so that whenever they print anything, the leaders first have to read and then giver permissions to print this.

The country gave freedom to their magazines and journals to cover anything they want. These magazines and newspapers have freedom much more as compare to newspapers (Al-Jenaibi,2013). These magazines are allowed to right about religious factors, internal things happening in the jail as well as leaders on going things as well. No one can stop them and they do not need to ask from anyone before writing. Nevertheless, they are in ethical boundaries so that believe in these things as well. Similarly, the public is satisfy with these publications because these are helpful when they read these magazines and journals than get awareness regarding the country and things that are happening around.

The China is a developed country with above average economic present. There publics are getting education and enhancing their knowledge day by day. In this way, the economy also proving helpful for the media to increase the productivity level and give awareness to the people of China. In addition, these political trends also prove helpful to the people and media of the country. The China is a big country that include both rural as well as urban areas. So that the media needs to help to the politics to gain the belief of individuals, increase the popularity of markets, improve the resources of the government, as well as train these journalists to bring innovative ideas in the country and prove helpful. The market competition is growing day by day. There is an intense competition in the market is present within the country China. The media of China is moving from journalism towards the pure stories related to entertainment to gain attraction of the people. For this reason, it is important now for the media of China to use win strategy. They are working over it to gain financial investment to fulfill the requirement of the individuals on time. Hence, in this way, the size of the media is also increasing day by day which is in result is the profit for the government as well as for public.

In this way, the television is also getting in interest and become in focus of individuals. To generate the revenue for the government, television also playing a crucial role. Similarly, in boosting the economy of the China, television also playing his role. Further, for increasing more, it is important for government to invest because in comparison with the past, China is getting less revenue in television.

With passage of time, people of the country is getting more interest in the field of China and the reason is that the media is getting maximum market share. For individuals, they believe that journalism is the only field, which can promising one in the future. Similarly, because of a lot of limitations and restrictions occur by the government, now very few number of people present whom taking interest in the entrepreneurship or personal businesses. Because in these fields there is less opportunities present.For Chinese, they are the most users of the internet. Government trying to control and restrict many areas but network is present in the satellite as well which restriction is not that much easily ban. Similarly, the China also expanded its media in Africa and in many areas. These media including CCTV and Xinhua that helping the economy of China to increase as well as they are introducing there cultures in other countries of the world as well.

- **Chinese and cultural communication**

The language of china is difficult to understand. In the world, many languages people use but language of Chinese is far difficult to speak than other languages. Similarly, this language is tough enough to speak and learn. Similarly, there are few types present in Chinese language. Almost 1.2 billion individual speak one type of Chinese language and remaining other use other type of this language. However, the people of China believes on the face expression and the person behavior, while speaking and then Chinese judge them. While talking with Chinese, they notice on gestures, face expressions, volume, and mimics as well. The iceberg model is the best example for this situation of China. In this model almost 70%, ice is beneath the surface that not considered by people but they give value to the 30%, which they are seeing in front of them.

Similarly, the organizations that are operating in China having people that belong from different areas of the world. These people belong to different

backgrounds, cultures, and professions. When people working in an organization, and are belonging to different cultures only than ideas are share as well as people interact with each other for increasing the level of productivity. In the multicultural communication in China a model that is communication square is also prove helpful as well. In this model, communication is done effective, they send messages verbally, and need a sender and a receiver to complete the process with each other. While sending message in communication, it contain four steps that are formal level, level of self-revelation, level of relationship and last one is level of plea. Hence, this model is helpful while communication because this help to clear all the misunderstandings that occur while communicating with person or group of individuals. Chinese are concerned with a formalize way of delivering messages because it is important for them.

However, there are other ways and models are also present that are used by few cultures to communicate in the China. It include high context of communication and the other is low context of communication. In the country China, they give importance to high context for doing communication in daily basis. This context help them to communicate among one another to know their views and communicate, and to solve problems as well. Sometime, when individuals belong to two different type of culture than few misunderstandings also occur, but in China, they have individuals present who interpret for them, and made the communication easy.

The China is a multicultural country in which Islam is also present. Therefore, in China Muslims are living in many regions and spreading further as well. In the total population, Muslims are 2% and other are Chinese. Islam gets its place in China because of continuous interaction of Chinese people with Muslim society present in all over the world. In 1070, almost 5300 Muslims were called to china to settle themselves and create a zone of buffer at Beijing China. Muslims that were present at that time were focusing and working in different areas including astronomy, architecture, making designs of building and construction. Hence, Muslims given freedom as well to make relationship present in Beijing. These Muslims were freely living there and practices their norms, values, and religious belief as well. However, Chinese Muslims also tried to represent themselves around the globe. In addition, 1953, China also made an association for Muslims, which help Muslims to spread Islam within China.

The new Islamic culture is spreading itself in Beijing China through different centers present within the country(Dickey, 2017). Islam get influence by advance technology, science, different arts, and philosophical representation of Chinese Muslims. The Islamic architecture attract Chinese, they made themselves in such a way and in different styles that make the Chinese attract towards themselves.

- **Importance of Multicultural Communication between Nations**

The multicultural communication plays a significant role while dealing within different nations. The importance of multicultural communication is enhancing day by day. In many countries, multicultural communication is believed as inevitable. Now a day, international communication has its own important and the reason is that in every country people living usually belong to many cultures. Similarly, in organizations of that country also have individuals present who belong to different cultures, background, and values. Now a day, technology made life easy so that communicating with people living in any area of the world is so easy. For surviving in the world, it is important to communicate with each other. Similarly, there are many problems also present, which these individuals face while traveling to one place to another. Problems include terrorism, global warming, and destruction of natures as well. In this way, cooperation is very much important(Samovar, et al., 2005).

Similarly, the nations need to communicate with each other for different purposes including doing businesses, political reasons, import, and export and for studying. Therefore, when traveling towards other country needs to know their culture as well which made communication easier. For growing the country more, it is important to understand the culture, background, different languages as well. Hence, when individual will be aware from the culture only than communication made easy.

The multicultural communication play a significant role for different fields including management, advertising and marketing the products as well. While operating internationally, these managers need to understand multicultural for different purposes (Al-Jenaibi, 2008). Once they understand only than it is easy to spread the business and gain customer's concentration as well(Knapp, et al., 1987). When the managers are hire in multinational firms, they send these managers in different countries as well. So that for them, it is important to understand the multicultural communication. Similarly, it is also important to understand multicultural communication because it effect on health care sector, education, and other public affairs as well.

For everyone, whether for any purpose, it is important to get full awareness regarding the other culture. While going foreign for study, doing business, operating organization and for doing job, it is important to understand the nation's culture and their languages, which makes communication easy. The

population of the world is increasing day by day. In this way, education is also getting advance as well. People from developing countries use to go foreign (in developed country like United State of America, United Kingdom and United Arab Emirates) for getting education and business purposes including doing job. The technology is getting advance day by day so that many multicultural countries are interacting with each other for different purposes. The countries, that are advance one have many international students present that are getting education from them.

In the world, media is getting advance day-by-day, so multicultural communication is important to understand. In this way, media can play their roles within every country on equal basis. Similarly, countries like United States of America, they have separate way of media present, but they using English in common which is understandable throughout the world easily. Hence, China is using different style of media because they do not want to disclose their communication to others. However, the communication of China is very different so that they using their own networks and ways, which is not known, to other countries present in the world.
Further, it is important that people do communication with other effectively. For understand other cultures and communication with them, the government plays an essential role to grow more. When individuals come across and doing job or study in developed countries, then these countries also need to welcome them and not create any barrier. It is also important that the country have stable economy, good environment, adjustable cultures, easy to understand norms and values. Hence, multicultural communication is also a way to communication with people that belonging to different background and nations. It is a challenging way in which individuals belonging to different cultures share their views, ideas and thinking with each other to process further. When culture communicate with each other than there is also an exchange process occur that is to share values, norms, boost economy of the nation and generate revenue as well.

V. CULTIVATION THEORY

It is the theory, which investigate the long-term effect of television. The people that spend their time more on television is based on cultivation theory. It is believes that the people that belong to this theory usually leave the real world and live in perceptions only. Actually, the real life is different from the life that is present on television. It is believe that individuals understand and enhance their knowledge with the help of television. In this theory, the findings are based on different analysis including the following:

- There is a positive correlation present in between television watching individuals and victims criminals. It is noticed that people during watching television, they do not give concentration towards their home in result many criminal activities also happen.
- The activities that do police are perceived. Hence, in the television the activities that are done by police is a hypothetical base not in original.
- People's mistrust on general basis. Sometime, people are in doubts regarding the television programs but this is clearly true that these all are false and are based on hypothesis mostly.

Continuously watching on television is not good that affect individuals in many perspectives. Nevertheless, getting information is also a way, which can possible with the help of this theory. If individual use television for a good purpose but in time than this is a positive effect also. Individual can take different advantages from this television. While using cultivation theory, individual get more knowledge about multicultural communication and can learn many different things. There are many individuals present in the world, which belong to this theory. In this way, individual get significant influence with the help of television and changes different individual's belief and norms (Wordpress, n.d.).

VI. A THEORY ABOUT MEDIA FREEDOM

In this over all research, theory, which is present, clearly is Learning theory. In this theory, people try to learn from different ways and then gain their knowledge. Similarly, this theory is a conceptual framework in which information is being process. This theory is made by combining behavior of different individuals, cognition; transform emotions of one another and environmental influences. In this theory, individual gain knowledge, and skills about other things including different cultures and languages as well, which is important to understand while, doing businesses and operating worldwide.
In the learning theory, individual need to learn about different things and understand the education. In this theory, they need to understand behaviors of others as well gain related knowledge as well. Similarly, when individuals sit across and transform culture of each other than they understand cultures easily and in active manners. This learning theory is further divided into many theories including educational psychology, neuroscience education, multiple intelligence, and multimedia learning.

In educational psychology, it contain behaviors of other individuals, cognition of human experience, learner involvement to construct new knowledge and increase self-growth. In transformation theory, individual learn about multiple culture by sharing

views and ideas with each other. Similarly in the neuroscience education, individual use to process new information and required a good information where processing of information become easier. Further, the multiple intelligence is a human being that existing, which include different intelligence of different people. In multimedia learning, individual use technology to introduce learning with other including video, computer and audio based learning.

In social media of China, it is important for individuals present all over the world to understand their language, which is a process of learning. To understand their languages as well as culture it is important to use learning theory.

CONCLUSION AND DISCUSSION

From the overall research, it has analyzed that Chinese need freedom and they want to live from their own style. They are living by using media in different style that is not similar with any country. They are operating Youku instead of YouTube. They using SinaWiebo, RenRen and QZone. They have different style of operating business and companies in different methodologies. The China have multiculture present. Almost 10% minorities are present that are living in China and they adopted their cultures, values, and language as well. Similarly, the people of china is following communism theory in which socioeconomic system is present. in this theory, structure is present in a common worship that include ideology of economic, similarly, socioeconomic is present in China and they are operating along with this theory and are gaining competitive advantage in the world in an respective manners. Communism is a common universal practice so that China do but their style is different.

REFERENCES

[1] Al-Jenaibi, B. (2015). Current issues about public relations professionals: challenges and potentials of PR in UAE organisations. Middle East Journal of Management, 2(4), 330-351.

[2] Al-Jenaibi, B. (2015). Current issues about public relations professionals: challenges and potentials of PR in UAE organisations. Middle East Journal of Management, 2(4), 330-351.

[3] Al-Jenaibi, B. (2008). The effects of media campaigns on different cultures.Proceedings of World.

[4] Al-Jenaibi, B., & E-collaboration. public relations and crises management in UAE Organizations. International Journal of E-Collaboration, 11(3), 10-28.

[5] Al-Jenaibi, B. (2014). The impact of leadership style on employee job satisfaction in the UAE. Leadership and Policy Quarterly, 3(4), 207-226.

[6] Al-Jenaibi, B. N. A. (2011). The changing representation of the Arab woman in middle east advertising and media. Global Media Journal, Arabian Edition,1(2), 67-88.

[7] Al-Jenaibi, B. (2013). Managing conflict in workplace: A case study in the UAE Organizations. International Business Strategy and Entrepreneurship: An Information Cox, Taylor Jr. (1993) Cultural Diversity in Organizations: Theory, Research and Practice. San

[8] Chau, M., Fang, X., & Yang, C. C. (2007). Web searching in Chinese: A study of a search engine in Hong Kong. Journal of the American Society for Information Science & Technology, 58 (7), 1044–1054. DOI: 10.1002/asi.20592

[9] Cook, S. 92017). [Online] Available at China's Next Internet Crackdown. http://thediplomat.com/2017/05/chinas-next-internet-crackdown/

[10] CNNIC (2013). A study report of Chinese Internet users' search behaviors 2013. (2013 zhongguo wangmin sousuo xingwei yanjiu baogao). Retrieved from http://www.cnnic.cn/hlwfzyj/hlwxzbg/ssbg/201308/P020130828331153376173.pdf

[11] Dickey, L. (2017). The WeChat Phenomenon: Social Media with Chinese Characteristics. [Online] Available at:http://thediplomat.com/2017/06/the-wechat-phenomenon-social-media-with-chinese-characteristics/

[12] Dong, L. & Tian, K. (2009). The use of Western brands in asserting Chinese national identity. Journal of Consumer Research, 36, 504-523. DOI: 10.1086/598970

[13] Einhorn, B., Lee, M., & Womack, B. (2010). Google stays in China. And Baidu keeps on winning. Bloomberg Businessweek, (4188), 39-40. Gao, Y. (2013, July 27). Qiangnei de zhongguo gaoxiao jiujing shao le shenme? (What do Chinese higher education institutions within the "wall" lack of?) Retrieved from http://cn.nytimes.com/education/20130727/cc27gaoyuxin/

[14] Fang, A.(2016). 6 CHINESE SOCIAL MEDIA SITES YOU SHOULD KNOW ABOUT. [Online] Available at:http://blog.tutorming.com/business/chinese-social-media-sites

[15] Fua, T. and Karan, K. (2015). How big is the world you can explore? A study of Chinese college students' search behavior via search engines. Social and Behavioral Sciences 174 (2015) 2743 – 2752

[16] Gao, Z. (2012). Chinese grassroots nationalism and its impact on foreign brands. Journal of Macromarketing, 32(2) 181-192. DOI: 10.1177/0276146711428808

[17] Gerth, K. (2003). China made: Consumer culture and the creation of the nation. Cambridge, MA: Harvard University Press.

[18] Guo, K., & Wu, Y. (2009). Media consumption and global visions among urban Chinese youth. China Media Research, 5(4), 80-94.

[19] Hermida, A.(2014). How Hong Kong's protesters stay ahead of China's social media censors. [Online] Available at :https://www.theglobeandmail.com/

[20] Knockel,J. ,Senft, A. and Deibert, R.(2016). WUP! There It Is: Privacy and Security Issues in QQ Browser. [Online] Available at: https://citizenlab.org

[21] Mozur,P. (2017). Google's AlphaGo Defeats Chinese Go Master in Win for A.I. [Online] Available at: https://www.nytimes.com

[22] Perlez, J. (2017) The Tech Challenge of Reporting Under China's Watchful Eye. [Online] Available at: https://www.nytimes.com

[23] Technology Perspective: An Information Technology Perspective, 165.Anderson, V. and Graham, S. (Feb. 25, 1999). Border Checks. People Management: CIPD, 25, p. 54

[24] Fitchard, K., 2014. As Hong Kong protests escalate, FireChat sees a surge in off-grid messaging. [Online] Available at: https://gigaom.com/2014/09/29/as-hong-kong-protests-escalate-firechat-sees-a-surge-in-off-grid-messaging/ [Accessed 23 October 2014].

[25] Knapp, K., Enninger, W. & Potthoff, A. K., 1987. Analyzing Intercultural Communication. s.l.:Walter de Gruyter.

[26] Lee, C. C., 2000. Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China (Media Topographies). 1st ed. s.l.:Northwestern University Press.

[27] Qin, A. (2017). Chinese Censors Have New Target: Celebrity News. [Online] Available at: https://www.nytimes.com

[28] Samovar, L. A., Porter , R. E. & McDaniel, E. R (2005). Intercultural Communication. 11th ed. USA: Cengage Learning.

[29] Wordpress, n.d. CULTIVATION THEORY. [Online] Available at: http://masscommtheory.com/theory-overviews/cultivation-theory/ [Accessed 24 October 2014].

[30] Yu, W. (2014) China has 618M Internet users, 80 percent on mobile. [Online] Available at: http://www.zdnet.com/

★★★