



Problems in China-Russian Media Cooperation ——Taking the 《China-Russia Headlines》 App as a Research Object Chen Fenglan

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Abstract:

The media cooperation between China and Russia has always attracted worldwide attention and has achieved some practical results. The "China-Russia Headlines" client is one of them. This article mainly studies the news reporting methods, content, quantity and other aspects of this platform, so as to analyze the problems existing in the cooperation between Chinese and Russian media.

Keywords: China-Russia Headlines, China-Russia media, news reports, culture, people, platform.

Introduction.

Nowadays, the media is the main weapon of cultural soft power and plays a vital role on the international stage. Media cooperation can not only enhance the media communication effect of the country,

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but also bring more cooperation opportunities to other fields between countries. China and Russia are countries with great influence in the world. The cooperation between the two countries in economy, energy, technology, and media is developing steadily. This year marks the 75th anniversary of the establishment of friendly diplomatic relations between China and Russia. 2016-2017 is the "China-Russia Media Exchange Year".

This project has elevated the cooperation between the two countries to the national level. More than 250 projects have been jointly planned, and all have achieved very impressive results. Among them, the mobile client "China-Russia Headlines" jointly developed by the two countries has received widespread attention. in the cooperation between Chinese and Russian media, and puts forward brief suggestions.

I.Problems in China-Russian Media Cooperation: Taking the Sino-Russian Headlines APP as an example

1. China-Russia Headlines APP

The "China-Russia Headlines" app is a mobile media convergence platform jointly developed by China Radio International and Russia Today International News Agency in 2017. It is a major achievement of the "China-Russia Media Exchange Year". It is also an important platform for the continued friendly exchanges and cultural exchanges between China and Russia. Kiselev told Xinhua News Agency that "China-Russia Headlines" is the first mobile client application jointly established by Russian and Chinese media. It is an information platform that includes a variety of application functions. This client contains news information, a variety of life services, and helps the business community find business opportunities.² In addition to original content, the news



sources of "China-Russia Headlines" mainly include China and Russia Today News Agency, so the authenticity and credibility of the news are guaranteed.

When "China-Russia Headlines" was put into use, it attracted the attention of people in both countries. At present, there are 620,000 fans on Weibo and 696,500 fans on VK. In May 2019, the China-Russia Headlines APP presented the 70th anniversary of the establishment of diplomatic relations between China and Russia with the "Happy China-Russia" all-media cross-border creative event. The event was launched 10 days ago, and the number of clicks and interactions exceeded 680 million times, writing a new history of people-to-people exchanges between the two countries.³ This platform has achieved a lot of success, but as a platform connecting the people of the two countries, it still needs to reach a higher level.

II. Existing problems

1. Lack of news diversity

"China-Russia Headlines" provides international news information, rich and diverse culture, art activities, folk traditions, etc. For the people of the two countries, improves the cooperation density between the two countries, and brings the people closer. However, the current operation mode of this platform is too serious and monotonous, and the news content is mainly concentrated on international current affairs and news about meetings between national leaders. There are 6 news every day, and the last one always shows the scenery and art activities in a multi-picture list. The others are basically serious and solemn political news or economic briefs. As shown in Figure 1; after analyzing the "Headline Quick View" module from January to August 2024, there are a total of 894 news reports, of which 544 are about

national leaders or current affairs, accounting for 61%; economics accounted for 12%; literary and artistic activities and festivals accounted for 16%; tourism-related content accounted for 5%, and the remaining 6% of the content includes weather, nuclear power, aviation, space stations, photography, movies, pandas, photography, etc. In general, news reports are mainly official reports, and other people-friendly news reports are too few, which does not conform to the long-term subscription habits of the public.

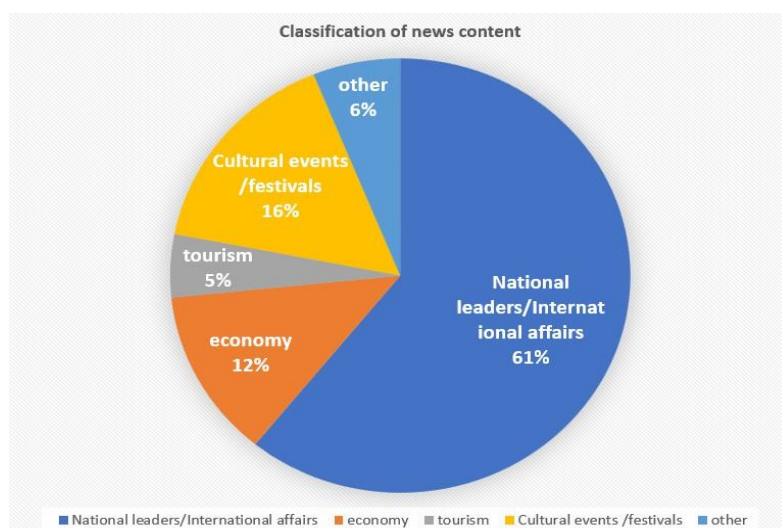


Figure1: classification of News content

2. Insufficient news mining

The news report page of "China-Russia Headlines" is in the form of pictures + text, and most of the news can be displayed in one page of the mobile phone page, as shown in Figure 2. After analyzing the news in the first eight months of 2024, if the news chapters are divided into short news (1-1.5 mobile phone pages) and long news (2 mobile phone pages and above), the proportion is shown in Figure 3. Therefore, the news mining is not strong

enough, the content is too simple, and most of the current political news is just mentioned. The shortest news is just a sentence and a picture. This kind of news can be called "headline news", just looking at the title is enough, there is no substantial content report

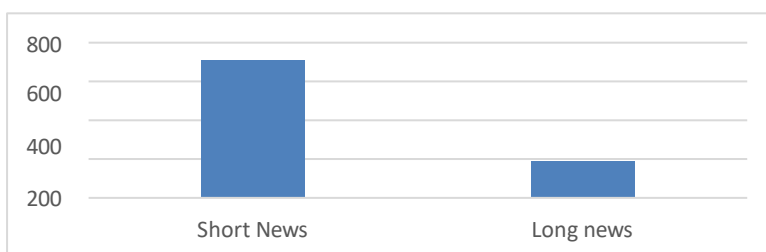


Figure2: News format

3. Imbalance in news sources between China and Russia

The number of news reprinted by the "China-Russia Headlines" from the Russian Satellite News Agency (Sputnik) is too few, and it is not possible to timely and comprehensively understand the content of Russian media reports. "China-Russia Headlines" is mainly operated by Chinese media personnel, and the content of the reports is still to report foreign current affairs activities in China's perspective, and there is a lack of Russian reports. This is not conducive to the development of "China-Russia Headlines" into the preferred international news platform for the people of China and Russia, and it is very likely to become a media used only by Chinese people.

In addition, the platform has a Russian version of the "Journey to the West" module, audio and animation picture (one piece), a total of 100 episodes; "Romance of the Three Kingdoms" also has 100 episodes and a "Chinese Mythology" module, which displays ancient Chinese myths in both Chinese and Russian. The above shows that China is using this platform to spread Chinese

traditional culture. There is no Russian cultural display module on this platform.

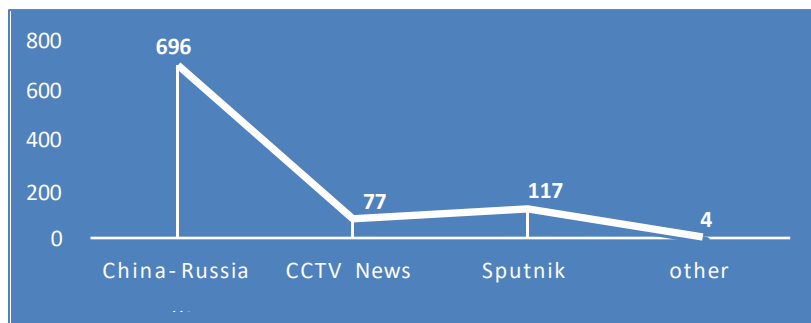


Figure3: News Source

4. Lack of personalized recommendation function

Personalized recommendation is the biggest difference and advantage between new media and traditional media. In an era of a wide variety of new media and information flying everywhere, only by firmly grasping the attention of users can a media platform ensure its long-term development. The realization of personalized recommendation content relies on a personalized recommendation system, which can collect relevant information of users through computer algorithms, analyze and understand their preferences, and then provide them with personalized recommendation content that meets their preferences.⁴ The personalized recommendation function of "China-Russia Headlines" has hardly been developed, with only a few fixed modules, which is very unfavorable to its own publicity ability. From the columns that users of China's "Today's Headlines" pay attention to, we can see that among the students majoring in journalism surveyed, 43.1% of the students like the "hot spots" column, and 33.3% of the students like the

columns that match their interests.⁵ Moreover, the audience of "China-Russia Headlines" is mostly young people, who are eager for new things, but at the same time they are picky and have a strong tendency to jump out of the platform. The SOR model is a theory about human behavior, which uses internal and external information to stimulate individual behavioral decisions. If "China-Russia Headlines" wants to retain users and continue to develop, it must abandon the serious model of "treating everyone equally" and use big data, AI analysis and other functions to push personalized news, enhance the matching degree between users and platforms, and ensure user stickiness.

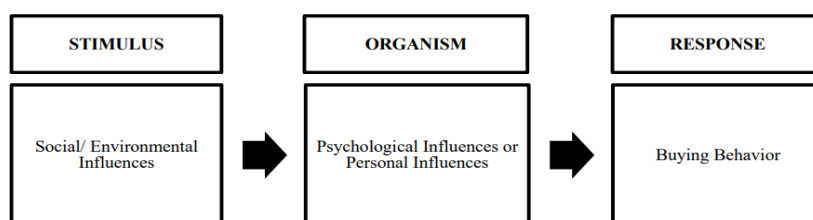


Figure4: Stimulus - Organism - Response (SOR) model⁶

III. Conclusion

The long-term and effective cooperation between Chinese and Russian media is not only a matter for media organizations, but also inseparable from the participation of the people of the two countries. "China-Russia Headlines" is a news information platform jointly developed and operated by the two countries. Its development to a certain extent reflects the cooperation between Chinese and Russian media. The foundation of the media is the people. The deep-seated need for the cooperation between Chinese and Russian media is to enhance cultural identity and consolidate the foundation between the people. Therefore, if "China-Russia Headlines" wants to develop healthily and



sustainably, it must not only report current affairs and international news, but also pay attention to the depth and diversity of news, improve the level of closeness to the people, penetrate the daily lives of the people of the two countries, and become a solemn but not indifferent media platform.

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¹ Luo, T.C. (2021). Cross-cultural communication barriers and optimization strategies of the new media platform "China-Russia Headlines" (Master's thesis, Dalian University of Technology). Master.

² Xinhua News Agency (2017), Overview: "China-Russia Headlines" bilingual client creates a new platform for promoting Sino-Russian people-to-people exchanges
http://www.xinhuanet.com/world/2017-07/04/c_1121263182.htm

³ Tian, J. Liu, S.h. (2020). Exploring new paths for Sino-Russian media cooperation in the era of converged media: Taking Sino-Russian Toutiao APP as an example. Media (14), PP.50-52.

⁴ Zeng, X.Q. He, M. Shen, M.li. Xu, W.P. (2019). Research on subjective evaluation indicators of music recommendation system: Taking NetEase Cloud Music as an example. Journalism and Communication Review (06), PP. 94-107.

⁵ Zhang, Q.Q. (2024). The importance of "gatekeepers" from the perspective of news apps. Journalism and Communication (10), PP. 25-27.

⁶ Daniel Collin G. Jornales. (2023) . The Stimulus-Organism-Response (SOR)

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