

## Marketing Media: Visible and Invisible

Wenli Niu

East China University of Political Science and Law, China

1164668180@qq.com

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**Abstract.** With the developing of the network media, a number of people find business opportunity from the internet media, in this case marketing account appear. Marketing account aim at gaining economic benefic through attracting people's attention .This article aims to use examples and pattern analysis to reveal the truth of the news which is reported by the marketing account and the difference between such news and fact. Besides, the article also try to analyze how people can still approach the truth under the influence of marketing account, laying the foundation for creating a better network environment.

### Introduction

Domestic scholars in the study of marketing account are invariably found that marketing account exist chaos, and use different phenomena as an example to confirm. This article is based on the understanding of marketing account , and try to analyze the characteristics of information dissemination of the marketing account , changing the people's thinking that the marketing account is excessive demonic. These will help in the relevant departments to control the marketing account, so that the marketing number can take into account both commercial value and social value, developing reasonably.

### The Same Thing But Some Different Reports

A few days ago , three imagines spread wildly on weibo .

The first picture is the headline news of Hangzhou Metropolitan News , the content of the headline is "Wu Siqi , the highest score of Senior high school entrance examination in Hangzhou, not only a grade ten of amateur piano but also a sports beauty girl", next to the headline is a illustration with a young girl with vigor, smiling face, which make the title and picture complement each other.



Figure. 1 These are the three pictures, from left to right are media, marketing account and truth

The second picture is released by the marketing account on weibo a few days ago, the content is " , Actually the photograph which be used in the newspaper,here is it's original picture.....", with the

picture that Wu Siqi hand in hand with a boy .Although the marketing account does not specify or explains this so-called "the original picture" represents what meaning , due to the angle as similar as the first single photo of Wu Siqi, many netizens mistakenly think that the boy is the boyfriend of Wu Siqi ,and the newspaper media cut the boy's photos, because they does not encourage puppy love.

The third picture is the truth. In the picture , there are a lot of boys and girls standing together and hand in hand . Wu Sichi and boys holding hands is not the puppy love, but only the creativity of class graduation photo. This picture is posted by the classmates of Wu Siqi ,who spontaneously to clarified on weibo. (refer with: Fig. 1)

### The Reason for the Discrepancy Between the Three Graphs

These three pictures together show us the different characteristics of different mediums in the new era. The newspaper media also means official media, it always publicized the positive image, which represented the direction of the society, so they chose graduation photo of Wu Siqi on the report, which is a recent photograph and fit report. At the same time, when a boy and a girl are holding hands in the original image, the official media deliberately cut the photo, in order to avoid the public misunderstanding the photo . On the other side, marketing account are mainly making a profit by attracting people's attention. In order to catch People's eyes, they will amplification some box news or some of the secondary factors through the individual subjective judgments .So they post picture that the boy and girl holding hands together . The third one is the picture of the truth, it can be seen by people when the audience constantly fermenting and then reaction to the disseminator.

The official media and marketing account are as the gatekeepers here, sifting through their messages and spreading them. In order to achieve different purposes and effects, these two media on the selection of information is also different, so the final results will be the two different forms of expression shown to us. In this process, a part of the truth which the media is willing to show us is visible to us .The rest of the truth is what invisible to us under the influence of the gatekeeper. In this case, if the original image is seen as the fact, then how to crop the image is the process of checking information. After cropping and sifting, the media publish the news is what we can see, there are still many facts we do not see have been sifted in the process of screening and filtered. What the media reported is only the truth , and what objective exist in the reality call the fact .truth  $\neq$  fact, truth is the fact which obscured by the effect of the purpose. This is the phenomenon portrayed by the traditional gatekeeper theory. (refer with: Fig. 2)

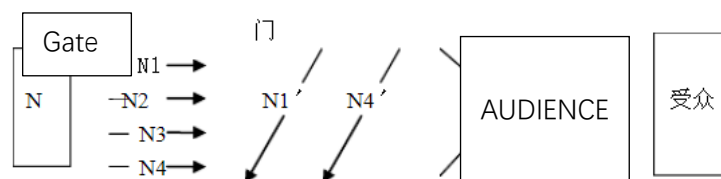


Figure. 2 Gatekeeper theory pattern by White. N stands for news source, such as news agency, it sends out a series of different messages(N1;N2;N3;N4) at the gate to pass through the gatekeeper's gate area, and N1 N4 is discarded by the gatekeeper.[1]

Nowadays, people's cognition to the outside world is mostly from the media, the media has a great effect on the formation of people's subjective impression. However, there is a gap between the pseudo reality and the objective reality, which has been found by both the news scholar and the communication scholar. And the process of gatekeeper is also a process that shapes pseudo reality. It can be said, who master the voice means who mastered the ability to shape people's subjective reality.

However, with the development of the information age, along with the freedom, efficiency and interactivity of online communication, it seems that the way people spread the mass information has

been expanded. The traditional media is not the absolute gatekeeper of mass communication, even not the original communicator. It becomes the ordinary communicator, who collects information and publishes the information, and then conducts its initial network communication, and then through the mass media (network, television, newspapers, etc.) for a larger area of mass communication (special reports, follow-up reports), thus completing its entire process of dissemination. The entire process can get such a propagation pattern[2] (refer with: Fig. 3)

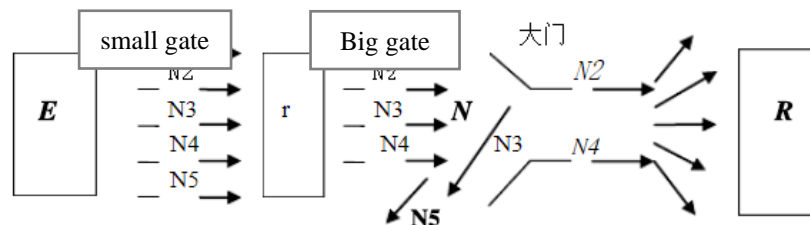


Figure. 3 The gatekeep pattern in the internet age

Marketing account as a We-media, its appearance is a huge impact to the official media while propaganda their mainstream. The traditional media, which needs a step-by-step interception and audit, and what presented to people at last are already arranged. However in the We-media era, the public can express their own thinking, especially on the weibo platform which is a rear-mounted gatekeeper, the majority of its restrictions is mostly completed by the Netizen's reaction and public opinion. Weibo marketing is a emerging network marketing methods using a personal microblog or enterprise microblog as a marketing platform, and use the follow mechanism of microblog to disseminate enterprise or product information to every potential customer (i.e. fans), so as to establish a good corporate image or brand image. The characteristics of the new media of Weibo provide a public platform for the marketing account to spread rumors. [2]

### The Distance Between People and Truth During the We-Media Era

In We-media are, everyone is likely to become the subject of communication. So it comes to a question, are we closer to the truth or more and more distant? Can we see the truth in the era of We-media?

It can not deny that the emergence of social media provide everyone with the opportunity to convey their own thinking. The sound online is become bigger and bigger. After an incident, more and more people begin to share their known information through people's discussion on the platform. It may be able to restore the truth to the public continuously. The information is extremely informative, and the angle is extremely diverse, thus we can get rid of one-sided and single angle time. But in fact, more and more information also means the situation become more and more complex, so we have to choose to listen to the voice of some micro-broad V and large IP, because they are more authoritative and persuasive. They played a role as opinion leaders in the way. In this way, this pattern is no different from the traditional official media. Both of traditional media and We-media are listening to the opinions of minority opinion leaders to set up audiences' agendas. But the source of power of the We-media is not the official power, it is a more complex marketing - operation mechanisms. Weibo marketing account use the agenda-setting function, repeatedly push some news reports to the public, in order to let people recognize the importance of these news and have a more far-reaching impact. But some of the unscrupulous marketing account, confuse right and wrong, steal dragon turn chicken, civet cat for Prince, just want to win more attention. *coverage is covered*, in English, *Cover* is a word that has both the meaning of *Interviews, reports* and the meaning of the *cover, Shade*. Ro Changping, a well-known media person, also commente that many netizens commented that the official media have sometimes told the truth, some irrelevant box news have been omitted, but some marketing accounts have fanned the flames of fiction.[3] The reason why Frankfurt School strongly resists the cultural industry is that the products produced by the culture industry are not the works of art, but are strongly related to the market. The cultural industry with the commodity attributes put the consumer as God. As long as

the needs of the public, whatever can be mass-produced, for catch People's eyes. The marketing account is a kind of typical culture industry which appears under the development of technology.

If you pay attention to the marketing account on Weibo for a long time, it is easy to find that many marketing account will have some interaction, they will forward each other's content, or the same news will be published by multiple marketing account together. The information produced by the marketing account tends to be the same. If a audience follow a number of marketing accounts, these marketing account will change the audience's agenda when they release the same information together, and make audience mistakenly believe that the Information produced under the manipulation of commercialization is very real and important.

So in my opinion, in the era that marketing account have a great influence on information dissemination, whether people can be closer to the facts, depending on how much attention is paid to the information released by the marketing account.

There is also a case, the German students Black Mass event. In 2018 year 2 months a marketing account released a girl's contribution information on weibo, the girl claimed to be a student study in Germany, and said that she encountered a bizarre incident: She was fed four sheets of paper in succession from a crack of the door ,the paper seen as a threatening letter from black mass of satanism. Panic rapidly spread, a lot of people comment that the girl should repatriate hurriedly .Influence become larger and larger gradually, until alarmed the embassy and the Communist Youth League. In the process of increasing influence, many people also questioned the authenticity of the incident, the embassy found that this thing did not happen after the overtime investigation. At the end of the event is the client tweeting that the incident was a hoax.

As an audience, people will be willing to give feedback to the communicators when they receive the information. But whether can be more receptive to the truth, I think it should depend on the effect of the feedback. The more people pay attention to the incident, or more feedback be gotten and more information people share, the more you can focus on the truth. In this German students Black Mass case, the marketing account published false information, so that the audience get a wrong understanding. In the cause of the impact of the wrong understanding growing, people gradually to find more information in order to find the truth. So I think if you want to judge whether the truth can come to the public or not , it mainly to see whether this matter can get the attention of the public. In this event , If the audience's participation is not high, perhaps it can only attract the attention of the minority, and the embassy and other authoritative bodies will never be dragged into, so that the final event is difficult to find out.

As a typical representative of a new medium in a modern era, marketing account still needs people's attention for its characteristics and functions.

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