

# **Analysis of Wechat Public Account Transmission Effect on Media Industry**

**Di Wu**

Sichuan Film and Television University, Chengdu, Sichuan, 610000, China

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**Abstract:** With the gradual popularization of WeChat application software, more and more traditional media have begun to use WeChat public platforms to spread news and send related information. In particular, China is currently in a new development period, and the probability that we use the Internet is increasing. It is also very common and common for us to obtain information through WeChat platforms. Because of this, the WeChat public platform provides a new way for news dissemination. This article mainly analyzes the related situation of the spread effect of the WeChat public account in the media industry, and also analyzes the spread effect of the WeChat public account in the media industry.

## **1. Introduction**

As early as 2012, Tencent added the WeChat public account function on the WeChat platform. Both individuals and businesses can create their own WeChat public account according to their own needs. On the WeChat public account, you can send text, pictures or videos to designated users, and you can have better communication and exchanges with users. Especially now that we are in an era of information explosion, interaction and communication through WeChat platforms is also a new model. Therefore, many media in the media industry have opened WeChat public platforms to achieve the dissemination and distribution of related information.

## **2. The Necessity of Using Wechat Public Account in the Media Industry**

With the gradual popularization of new media, people are more and more aware of the convenience brought by new media. Because of this, the arrival of new media has also caused a certain blow to traditional media. For example, using WeChat public account can achieve two-way interaction, and the process of this operation is more convenient and faster. It has become common and common for people to open WeChat to view information. In recent years, WeChat has also become the choice of most people, and even the popular QQ has been gradually replaced by it. Smart phones also bring better development power to WeChat. Therefore, if the media industry wants to develop better, it must develop to the field of WeChat platforms, so as to achieve better interaction and communication efficiency with users. In particular, the WeChat public platform has very good advantages, and the news dissemination effect of the WeChat public platform will be better.

## **3. The Existing Problems of Media Communication on the Wechat Public Platform of the Media Industry**

Through the WeChat public platform, although many media industries have released huge information, many users also have a lot of dissatisfaction in the process. For example, there are problems with poor user experience, less useful information, and inadequate attention to content, and these problems have led to users' needs not being met. In addition, relevant managers in the media industry can also find that the number of subscribers to the WeChat public account will stagnate when it reaches a certain level. This is because the number of subscriptions to WeChat public accounts often depends on user interests. If the information released on the WeChat public platform meets the needs of users, their loyalty to the WeChat public account will also be higher. In

addition, due to the regional nature of the media on the WeChat public platform, the problem of audience differentiation will be more obvious. At the same time, the majority of users are not very curious about WeChat, so when they pay attention to the WeChat public platform, they will not show an explosion as they did at the beginning. Because of this, the managers of the WeChat public platform in the media industry should try to avoid such problems and provide users with more in-depth and extensive information.

Due to the strong pursuit of timeliness on WeChat public platforms, some media industries only pursue timeliness in the process of information release, and do not master the reliability of the information in advance, so that the development of the media industry will have certain restrictions. Some public accounts simply reprint articles from online searches that have not been scientifically verified, which can easily cause users to receive some bias in receiving information and be easily confused. If some bad information is sent, the impact will also be very large. Even at present, many media industries have not played the social function of media communication after opening the WeChat public account, which has also brought some bad effects to the society.

#### **4. The Role of News Communication on the Wechat Public Platform in the Media Industry**

Facing the increasingly popular Internet, the media industry can use WeChat public platforms to send and promote information. Many users only need to pay attention to the relevant WeChat public platform in the media industry, and they can actively obtain information. At the same time, you can also search for relevant information that you need and are interested in by searching for keywords. This is an effect and speed that traditional media cannot achieve. In addition, there are some special functions on the WeChat public platform. For example, after following the WeChat public account, related users can send their content of interest to the public account in the form of keywords. At this time, the WeChat public platform can directly send relevant information because of the automatic reply mode. Push to the user's WeChat. This process not only greatly saves users' time, but also allows users to feel more convenient services. At present, many media industries use WeChat public platforms to set up WeChat public accounts. Not only can they send some exclusive information, but they can also rely on star programs and star hosts to build a better brand image and attract more user attention.

Utilizing the WeChat public platform to more easily and quickly understand user feedback. Users only need to send their own ideas to the WeChat public platform in the form of a dialog box, so that the managers of WeChat public account can better understand the user's needs. This is because in the face of the general public's information, whether it is serious or entertaining, timeliness is very important. By understanding the needs of users, it is possible to screen the vast amount of information for valuable content, so that the information presented to the public is more able to meet the needs of most people. People can also get more desired information through the WeChat public platform, and they will gain more on the WeChat public platform, so that more people on the WeChat public account will pay attention.

At present, many media industries often need more interaction with users, so that they can better understand the information of the audience, and also need to organize and feedback. This form of interaction can be seen in many large media communication forms. For example, during the news reports of the two sessions of CCTV, the WeChat public platform was used on the WeChat public account. Not only can the hot information of the two sessions be interpreted, but also feedback from more users can be collected, which is conducive to enhancing the value of the entire brand. In addition, because many audiences have a lot of positive opinions about CCTV's more grounded reports, more information can also be obtained on the WeChat public platform.

Today, the media industry promotes its own products, and then aggregates user needs through WeChat public accounts to achieve a better fit with user needs. Through continuous improvement and improvement, it is also very helpful for the development of their industry. In addition, since the forms of information released by WeChat are diversified, relevant managers can enrich the original information through voice, video and other forms, forming a more diverse form of media interaction, which greatly enhances the original efficiency and quality of information reporting.

With the development of China's Internet companies, the relevant media industry can more accurately locate business information based on the public platform. For example, if there is a WeChat public platform related to science and technology, then you can broadcast the first time when some Internet technology events occur, and you can also publish relevant interpretations, and users who follow can be more convenient and quick To grasp first-hand information. In addition, other new models can also be implemented on the WeChat public platform, which will better meet user needs.

## **5. Analysis of the Effect of Wechat Public Account News Dissemination in the Media Industry**

Due to the current shortcomings of the traditional media's information publication and interaction, using WeChat public platform to push can well compensate for this problem. The media industry can collect more user information through the platform, adopt a vertically integrated communication mode, and better improve the release of information. In addition, the use of WeChat public platforms for interaction has also greatly saved labor costs and also achieved better results in the dissemination of news. At the same time, if the media industry can be more attentive when developing public account projects, users will also have a sense of interactivity and temperature about the relevant WeChat public accounts. Using the interactivity of new media can also enhance the WeChat public. The credibility and effectiveness of the information released.

The WeChat public platform can also achieve precise positioning. The media industry can divide audience groups according to their own needs, so that they can provide more distinctive information services to audiences through narrow-broadcasting. Since some information in the media industry is more professional, it can serve them better through accurate positioning. Especially in recent years, there are many industries and fields, even individuals have opened WeChat public account, everyone can use WeChat public platform to release information, which has led to the homogeneity and non-identification of information. Scientific phenomenon. However, if the information can be distributed, classified, and professionally processed, and the tastes and hobbies can be more finely divided, it can attract more loyal users of the WeChat public platform. Because their requirements for information are more sophisticated, if the platform can meet their individual and niche needs, it can also truly realize the market positioning of the WeChat public platform in the media industry.

Because the WeChat public platform is often affected by some factors during the release process, some media industries are prone to information loss during the process of sending information. Mainly because when traditional media information is released, there will be no personalised information. However, due to the personal characteristics of WeChat public platforms, if the quality of publishers cannot be restrained better, it will also have a great impact on the development of the entire WeChat public platform. Therefore, this also requires the presence of professional gatekeepers on the WeChat public platform in the media industry. Before the news is sent, relevant information must be screened to ensure the accuracy and authenticity of the information. Only in this way can it be established. A better WeChat account.

Due to the excessive pursuit of eyeball economy on the WeChat public platform, this has also made the WeChat public account not suitable for more serious news dissemination. Therefore, the media industry should also avoid too serious news topics in the process of publishing information on the WeChat public platform. In addition, since the letter public account can only push one news per day, when the information is released every day, this information should be fully maximized, so that the information push can be truly achieved. purpose.

## **6. Conclusion**

In short, in the process of information dissemination by the WeChat public account in the media industry, the professionalism of public account managers should be guaranteed first, so as to provide users with more scientific and professional information. In addition, the advantages and disadvantages of the WeChat public account should be used to enhance the effectiveness of information release and provide users with more personalized services. They should also

communicate and communicate with users to continuously improve the operation of the WeChat public platform. Expand the effectiveness of information dissemination.

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