

Multimedia News Web Sites: A Cross-Cultural Analysis of Online Journalism in China and the UK

Ye Hao, Shanghai Jiao Tong University, China
Guy Starkey, Bournemouth University, UK

Breaking news: Michael Wheatley to appear in court after going missing from prison

Snowden files prove spy agencies' overreach — MPs

Committee damns 'embarrassing' failure to supervise intelligence agencies
690 comments
MPs' verdict: a system fit for Smiley, not 21st century Nick Hopkins: so Snowden had a point
Editorial: Britain's legitimacy gap

Plan to let HMRC dip into accounts

MPs alarmed at idea of tax office being able to automatically deduct unpaid amounts from bank savings
895 comments

Women to get army combat roles

Defence secretary's

Alan Bennett at 80 Prolific, but not prepared to become a national treasure



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Child criminals should be given anonymity for life, say justice campaigners



Legislation is in need of reform to ensure children accused of crimes are protected from being named in media reports, the group says in a letter

Council officials investigate after pupils circulate 30-second tape with sound of groans
64 Comments

Find out which supermarkets and restaurants sell halal meat



Which restaurants, fast food chains and supermarkets near you sell halal meat, and how is it labelled?
169 Comments

Lord Haskins on halal meat row: consumers must have freedom to choose
Supermarkets must identify halal meat
Halal meat row: faith leaders call for clear food labelling

Missing prisoner charged with armed robbery



Man who went missing from an open prison is to appear in court in connection with an armed robbery at a building society

How much does your chief constable earn?

The public can now find out the pay of chief constables and all other senior officers after the information has been published in an online resource for the first time

Lover killed wealthy heiress for £300k and sent parents postcards from France, court hears

Donald Graham killed Janet Brown after



男子冒充军警骗财骗色 三女为其生育一子被卖

·事发深圳。11人受骗 嫌疑人被刑拘。骗走亲生儿子卖给朋友。冒充特种兵骗女结婚



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三星急踩刹车OLED阵营分化 或暂缓进一步投资
外媒近日报道称，韩国三星电子将取消原定今年建立OLED电视制造工厂的计划，对此，三星官方回应是：“有关OLED电视面板的具体投资目前还需要确认。”

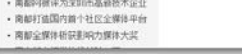
超越产品未能达到最高预期收益率
财富相对数据显示，今年一季度有44款非实物理财产品收益率最高，这些产品也均为信托理财产品。

地产股：基金的再儿 产业资本新秀
在资本市场，房地产股今年以来也遭遇新一轮的下跌，不少股民今年以来获利超过一成。

前NASA主管：将网络建设交给华为不可理解
前NASA主管对意大利和亚非拉地区电信巨头华为公司获得400亿美元网络建设合同表示耿耿于怀。



严格遵守《药品管理法》
如业内预期，国家药监局近日公布药品价格和目录清单。清单共包含533个品种，超过1100个剂型，在保持“化药3元、中药3元”以下这一标准不变的情况下，药价防征求意见时的300个剂型也有所扩容。



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中纪委邀网友晒身边党员干部纪律松弛现象



Introducing... my research partner

Dr Hao Ye, Shanghai Jiao Tong University, China



**Undergraduate degree in journalism
MA University of Leicester in mass
communication**

**PhD University of Leicester, involving
*detailed qualitative and quantitative
textual comparison* between China and
UK television advertising**

**Currently teaching multimedia journalism
techniques in China**

Cross-cultural researchers 跨文化研究人员

Dr Hao Ye, Shanghai Jiao Tong University, China

Professor Guy Starkey, Bournemouth University, UK



Shanghai Jiao Tong

- 104th QS world-ranked university
- School of Media & Design

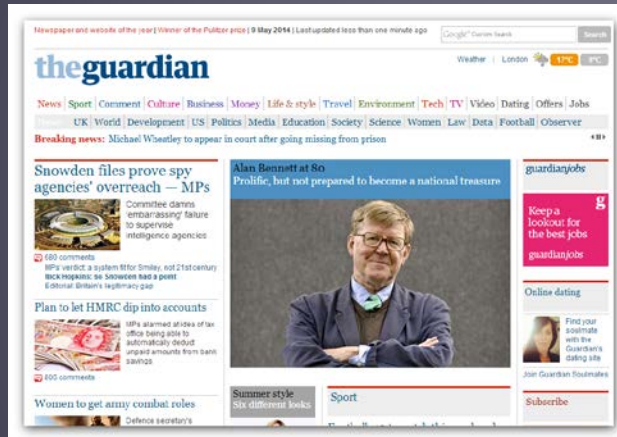
Bournemouth

- 4 QS stars
- Top 200 subject QS ranking
- Faculty of Media & Communication



Objectives of the project

- To investigate the use of multimedia elements in online news journalism in the UK and China
- To identify synergies and harmonization across national and cultural divides



The websites

China

- 新华网 Xinhua Wang
- 南都网 Nandu Wang
- 人民网 Renming Wang

UK

- BBC News
- The Guardian
- The Telegraph

The 2014 sample dates

9 May

9 June

9 July

9 May

- 新华网

The Central Discipline Inspection Commission of China invited Chinese netizens to expose party members breaching the discipline online

- 南都网

A man imitating police tricked three women into bearing children for him, and one of the children was sold

- 人民网

A speech from Xi Jinping 'we cannot use the formalism to oppose the formalism'

- BBC News

MPs raise concerns over tax collecting powers to take unpaid tax from bank accounts

- The Guardian

Snowden files prove spy agencies' overreach , according to committee of MPs

- The Telegraph

Taxman has power to raid your bank accounts

9 June

- *新华网*

2014 national college entrance examination reveals positive signs of education reforms

- *南都网*

China investigating the abolition or amendment of 'asylum education'

- *人民网*

Peoples' Daily 'We should keep high alert for traps of western-style democracy'

- BBC News

Schools inspector Ofsted to publish reports into schools infiltrated by 'Trojan' muslims

- The Guardian

Karachi airport: Pakistani Taliban claim responsibility

- The Telegraph

David Cameron is missing part of case for Scotland to remain in UK

9 July

- *新华网*
 - Xin Jinping: 'China and the United States should cooperate and avoid confrontation to benefit the whole world'
- *南都网*
 - Police claimed 'Bus fire was arson, motive of the attack is still unknown'
- *人民网*
 - Xi Jinping discusses Chinese and American relations 'We should not be puzzled by an incident, and not be harassed by a word'
- BBC News
 - National Society for the Prevention of Cruelty to Children wants law on negligence over covering up child abuse
- The Guardian
 - Israel peps up offensive against Gaza as missiles target Tel Aviv
- The Telegraph
 - Savvy shoppers force down retail prices of goods by shopping around

Breaking news: Michael Wheatley to appear in court after going missing from prison

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南都品质 地铁杂志

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70岁北京女子 高输被刑事拘留
东莞常务副市长

Apple to pay \$2bn for Dr Dre's Beats



Reports suggest any deal could be worth £1.88bn, the California company's largest ever acquisition

318 comments

Half of students feel addicted to net



Survey finds 50% of year 10 students believe they are hooked, while three-quarters take laptop, phone or tablet to bed

83 comments

EU considers meat slaughter labels



EU considering change – backed by religious leaders but not by David Cameron – to bring clarity to industry

224 comments

What does halal slaughter involve?

Oscar Pistorius defence continues



LIVE Live coverage from the athlete's murder trial as ballistics expert gives evidence for the defence

LATEST

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Not just batter Cooking with beer



Potter: the play Rowling on board



Graham Norton The £2.3m man



Gruff Rhys's American Interior

Super Furry Animal explains his 'tragicomic piece of history that is really sad and beautiful and damaged'

15 comments

Alexis Petridis on American Interior

Fiona Shaw's five-star conjuring act

★★★★★



An ingenious and powerful adaptation of Colm Tóibín's novella *The Testament of Mary*, writes **Michael Billington**

12 comments

Lyn Gardner: where are the original new plays?

Noah: the three books of the film



Darren Aronofsky's biblical special effects blockbuster has three incarnations in old-fashioned print, but novels spawned by films are nothing new

37 comments

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河南新安房管局开发楼盘 局长：不搞房地产没饭吃



房地产公司认为，公司根据上级批准成立，并一直合法经营，解决房管局全体职工的工资问题，并无不妥。

沂蒙山万斤供品煎饼遭游客抢空 原定送福利院孩子



祈福仪式一开始就有游客不顾劝阻抢夺这些作为供品的煎饼，随后短短十多分钟，近万斤煎饼就被哄抢一空。

新疆阿克苏市处置一起袭警案 嫌疑人投掷爆燃装置

民警在对一嫌疑车辆盘查时，犯罪嫌疑人突然持刀袭警，并向巡逻车投掷爆燃装置。民警果断处置，击毙1人，抓获1人。处置过程中造成一名协警重伤。

70岁高瑜涉嫌泄露中央机密文件到境外 已经被刑拘



归案后，高瑜表达深刻忏悔，称甘愿接受法律惩处。在1993年，她曾因泄露国家机密罪被判判处有期徒刑6年。



美国佛罗里达州航空小镇家家有私人飞机

在美国佛罗里达州一片别墅住宅区内，坐落着风格各异的房屋，而每一栋房屋门前都停放着1架或1架以上的飞机。房屋门前的大道整齐宽阔，并直通毗邻小区的一条修葺完整的飞机跑道，跑道上不时地会有飞机起飞或降落。



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- 五彩广东 粤式精彩
- 粤生活 粤精彩
- 315策划：互联网时代怎能被坑
- 特别策划：两会数图汇
- 2014全国两会
- 南方都市报年终作品集
- 2014广州两会
- 2014广东两会
- 2014春运
- 图刊：马上有年终奖
- 南都网体育策划：角力2013
- 南都网科技策划：疯跑2013
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- 记者与他们的微信平台

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News front page structure

China	Scrolling ticker	Refreshing ticker	Display advertising	UK	Scrolling ticker	Refreshing ticker	Display advertising
<i>Xinhua She</i>	Y	N	Y	<i>BBC News</i>	N	Y	N
<i>Nandu Wang</i>	N	N	Y	<i>The Guardian</i>	N	Y	Y
<i>Renming Wang</i>	N	N	Y	<i>The Telegraph</i>	N	N	Y

Streams and feature pages

China	live radio stream	live TV stream	feature pages	UK	live radio stream	live TV stream	feature pages
<i>Xinhua She</i>		9 (XINHUA TV)	764 678 528	<i>BBC News</i>	1 (BBC Radio 5 Live)	1 (BBC News Channel)	15 14 15
<i>Nandu Wang</i>			43 46 57	<i>The Guardian</i>			65 61 45
<i>Renming Wang</i>		14 (RMTV) 14 (Renming TV) 12(RMTV)	281 331 345	<i>The Telegraph</i>			4 10 7

Number of stories featured on the news front pages of the six sites surveyed, subdivided into international and national

China	International	National	UK	International	National
<i>Xinhua</i>	5	100	<i>BBC News</i>	9	27
<i>She</i>	2	82		12	26
	4	92		12	37
<i>Nandu</i>	3	63	<i>The</i>	12	11
<i>Wang</i>	2	61	<i>Guardian</i>	7	18
	1	61		11	15
<i>Renming</i>	6	59	<i>The</i>	8	22
<i>Wang</i>	2	68	<i>Telegraph</i>	7	24
	3	51		7	24

Number of news front page stories with visible links to multimedia content

China	Any multimedia content	Video content	Audio content	UK	Any multimedia content	Video content	Audio content
<i>Xinhua</i>	4	4	0	<i>BBC News</i>	11	10	1
<i>She</i>	4	4	0		9	9	0
	2	2	0		9	9	0
<i>Nandu Wang</i>	0	0	0	<i>The Guardian</i>	0	0	0
	0	0	0		1	1	0
	0	0	0		1	1	0
<i>Renming Wang</i>	0	0	0	<i>The Telegraph</i>	5	5	0
	0	0	0		3	3	0
	0	0	0		3	3	0

Conclusions

- China multimedia news websites have three times as many stories as the UK sites
- Both China and UK focus on national news at the expense of international stories, which are mainly lower down the page or in specialised sections
- UK sites feature more international stories than the Chinese sites
- Both China and UK multimedia news websites use mainly text and still image to present content, with relatively very little use of video and audio elements to illustrate stories



Thank
you for
listening!

