



Comparative Analysis of Xinhua News and European News

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Abstract

One major difference in China compared to the media sector in Europe and Spain is that the Chinese media has significant restrictions on the distribution of non-compliant content, and information is processed with the approval of the Chinese government for information presented to media consumers. In each European country, there exists a great variety of media that present a diversity of information, segmented according to the type of interest of the consumer, in terms of information, entertainment, leisure, etc., which in turn can be divided into local media. However, many media do not reach internationally nor have an international reach, while many Chinese media have a large reach and are able to write in several languages.

Keywords

Xinhua News, European News, Comparative

1. Chinese, European, Spanish media industry

According to Barredo (2018), there are two types of Internets, Western and Chinese: the macro-technology system built by China is called the "Great Firewall", separating what we know as the "global Internet" from the "Chinese Internet". For its citizens, immigrants and visitors, it is a constant, visible and compelling device of national reality". As a result, European media outlets enjoy freedom of the press and, while they must comply with European national norms, they can present a wider range of news topics to the reading public and are not subject to prior regulation by government agencies.

Major application providers in the Chinese digital environment offer alternative solutions for the Chinese market that are based on digital platforms such as Android, IOS, etc. and allow Chinese consumers to access their content, including: First is Tencent MyApp: Tencent is the parent company of this application developer. There is also Baidu Mobile Assistant, a company that allows content search as an Internet search engine. In the European context, there is a wide variety of media that receive information from sources with different perspectives, in most cases created by the various information agencies that exist, so that information in Europe comes from different sources around the world. According to Gelado-Marcos, R., an important element of information management is the truthfulness and impartiality of information (2009).

With this in mind, the management of news in China is very different from the way it is managed in the West; however, we can also draw comparisons between the way organizations and companies present themselves to the public, the capabilities they have and the services they provide.

2. EURONEWS (European News)

This is the main European news and information channel, launched in Lyon, France, in 1993 as a relatively new medium, but which has made great strides in a global context, becoming an international news adapted to the expectations of multiple audiences, reflecting the cultural richness and diversity of Europe. In this respect, this company has achieved a wide range of management, while, thanks to globalization, it caters to the interests of all categories.

"In 2017, Euronews changed its model and made this model the core of its content since its creation, launching 12 different multi-platform editions. Different editions allow it to provide customized content relevant to each audience. Euronews' 12 editions are created by 600 journalists from more than 30 different countries, 24 hours a day, 7 days a week in Arabic, English, French, German, Greek, Hungarian, Italian, Farsi, Portuguese, Russian, Spanish, and Turkish for world news (Euronews.com, 2020).

The news company joins NBC through the sale of a 25 percent stake to NBC Group, with which it maintains a news partnership. This provides Euronews with broader access to news coverage, programming, digital content, programming expertise and resources from platforms such as NBC News and MSNBC.

"In 2016, Euronews launched its sister channel, Africanews, the first multilingual and independent pan-African news channel. From Pointe-Noire in the Republic of Congo, a team of 85 professionals from 15 countries produces news in both English and French" (Euronews.com, 2020).

In this way, the news company was able to expand the range of information management it offers in more partner regions and to continuously develop its information platform. And this is achieved by implementing locally and internationally managed information franchises for different types of audiences. The program was launched in November 2019 with the launch of the first information franchise in Tirana, Albania. By 2020, the program launches two platforms, Euronews Georgia and Euronews Serbia, which represent these brand-new channels dedicated to local, regional and international news, in the language of the local audience.

Euronews' main area of work is of great interest worldwide, as all countries are directly or indirectly linked to events in Europe, which increases the interest in such news and therefore the demand for information.

The news agency has a strong European identity. "Euronews was born out of a desire to create a strong and independent European news channel. As one of the few international media outlets with a European perspective, Euronews is the focus of the world's attention and serves as a way to hear the voice of Europe" (Euronews.com, 2020).

The channel is positioned to be the European leader in information and has a large audience. Euronews is available in 67% of homes with TV in the EU and the UK, and more than half of Europeans know about Euronews. We have more TV viewers every day than any of our competitors in Europe, and we are fulfilling our European mission every day for the overall benefit of all (Euronews.com, 2020).

This provides the company with extensive visualization and makes it a valuable advertising medium. Using this management approach, the company also provides advertising services to partially fund its own information management, managing important information campaigns for the European region and the world through all of its platforms.

-Euronews shareholders Media Globe Networks (60%)

Universal Studios Universal Studios Limited (NBC News) (25%)

-Public shareholders and local authorities (15%):

CT (Czech Republic), CyBC III (Cyprus), ENTV (Algeria), ERT (Greece), TT (Tunisia), ERTU (Egypt), France (France), PBCU (Ukraine), PBS (Malta), RAI (Italy), RTBF (Belgium), RTE (Ireland), RTP (Portugal), RTR (Russia), RTVSLO (Slovenia), SNRT (Morocco), SSR (Switzerland), TVR (Romania), TV4 (Sweden), YLE (Finland), Metropolitan Lyon, du Rhone, Rhone-Alpes region, ADMIC (Abu Dhabi).

3. Comparison and analyze.

If we summarize the differences and similarities between Xinhua and Euronews, we will see that their main difference is that Xinhua is a news organization with its own management model for digital media, while Euronews is a self-managed news channel with different programs and a multi-platform strategy supported by self-funding.

A highlight in the comparison was that when examining the structure and management of Euronews' network, no social media was found on its official platform, while the Chinese news agency has social media in both the West and the East.

Table 1. Comparison between Xinhua News and European News

EURONEWS (European News)	Xinhua News Agency
Launch:1993, Lyon, France	Launch: November 1931, started to enter the digital world in 1997
Business scope: Covering nearly400 million households in 160 countries	Business scope: More than 200countries, more than 80 million visitors per day
A team of 600 journalists from more than 30 countries	Team: Over10,000employees worldwide
Number of editions:12 Euronews	Number of versions:3 own digital versions
Program: 17	Program: Provide information for TV media in China and around the world.
Coverage: World news coverage 24 hours a day, 7 days a week	Coverage: World news coverage 24 hours a day, 7 days a week
Languages: Arabic, English, French, German, Greek, Hungarian, Italian, Farsi, Portuguese, Russian, Spanish and Turkish	Languages: Chinese, English, Spanish, French, Russian and Arabic

This study has been able to establish that both news organizations have significant influence, and although they are considered competitors in the same sector, it can be argued that they both operate in different markets and that their role is to complement the information received by consumers. Because the content of the information that is constantly being generated is so broad, a single news organization, with all the resources it has, cannot capture all of this information.

Origins and History: In this comparison, we find that while Xinhua is a much older institution than Euronews, Euronews is a relatively new media outlet with origins in the late 20th century (1993), while Xinhua dates back to the early 20th century (1931).

Digital: In the digital field, Xinhua News Agency started to use digital media in 1997, and Euronews, born in the digital age, has had a presence in this media since it entered the market in 1993, some time before Xinhua started to enter the digitalization of news resources.

In this respect, Euronews is slightly ahead in terms of digital media. However, by studying its website, we found that the European news agency does not have a social media connected to its parent site, while Xinhua has the upper hand in this element, with a large following.

Development Strategy: The strategic development of the two companies is very different, while the Chinese news agency focuses on international expansion and direct information, the European news agency has created different information channels that serve as references for the media, which in turn form direct information channels with their own image, presence and information presentation.

Impact: Xinhua has greater influence in more countries than Euronews' network. The Chinese news agency's relationships with a large number of countries reflect China's interest in maintaining access to information in areas of core interest. As such, it also reports to the government and can provide the government with important information for trade negotiations, agreements between countries and other actions in China's interest that benefit its economic development. For, in turn, it simultaneously establishes direct information management for large companies that need information about changes occurring internationally to develop their business strategies.

Version: Euronews has a circulation that exceeds that of Xinhua, thus gaining a larger project and audience, as mentioned earlier. Its information network is available in 12 multi-platform editions, accessible to users in Europe and around the world. The combination of these platforms provides this European agency with a greater reach.

Project: Euronews has a greater diversity of resources and media, with more news programs, while Xinhua covers a large number of Chinese and worldwide media, and its influence is not yet certain.

Coverage: In this regard, both media have a wide reach, as they both need to meet international demand, so in this sense they operate in the same way in this regard.

Language: Euronews holds and manages more languages, and Europe is a multicultural country with close ties to

neighboring countries and a large presence in Africa and the Middle East, requiring communication in multiple languages.

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