Секция «Стратегическая коммуникация (подсекция на английском языке)»

The strategic communication of the Chinese government in coronavirus incidents on Chinese media: Studying public trust on isolation and openness dichotomy

Научный руководитель – Marina Shilina

Keke You
PhD
Communication University of China, Пекин, China
E-mail: 18801183110@163.com

At the end of 2019, coronavirus, a public health emergency, spread widely in China. Multichannel crisis strategic communication can improve the way governments and citizens interact [U+FF0C] but there is a gap between the communication channels governments prefer and those that citizens prefer.[1] The delay in the release of government information has led to a crisis of public trust, crisis manager minimizes organization responsibility by denying intent to do harm and/or claiming inability to control the events that triggered the crisis.[2] This paper studies the strategic communication in this incident context, to understand strategic communication models on such global public crisis.

We will make a statistical analysis about media channels and methods of the Chinese government in coronavirus incidents in the period between December 2019 and February 2020, to find the systematically conclude the avoidable errors and referable measures. The efforts of governments should focus on avoiding corruption, making government transparent, opening data and correct handling of information privacy.[3] Technologies is changing the ways we can access public services, goods and services and health information. [4] The notice or reports of four government agencies, the National Health Commission of China, the Chinese Center for Disease Control and Prevention, Government agencies of WuHan, hubei province, and People's Daily, were selected to analyze the strategies of the Chinese government in the development of the epidemic from the dimensions of government, media and science and technology.

Studying public trust on isolation and openness dichotomy, we found the specific of strategic communication on crisis of the Chinese government in coronavirus incidents on Chinese media: 1. Timely release of information is crucial in crisis events. In the early stage of the epidemic, the Chinese government missed the best time to release the information about disease prevention and control, which led to the government was in a passive condition, the public lacked preventive measures and large-scale transmission of the virus was broke out; 2. High-tech means such as big data, artificial intelligence and supercomputer play an important role in the management of public health events. The Chinese center for disease control and prevention counted the number of people diagnosed with the virus and tracked those who had close contact with the virus by big data and cloud computing, greatly improving the efficiency of epidemic prevention and control; 3. The official media is still authoritative and credible for the public. Through interviews of 50 everyday Chinese citizens, we found that the public are more willing to believe the epidemic information released by the official media.

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