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I.I.Ekadumova, Zhang Tian. BLOGGING AS A TOOL OF MARKETING COMMUNICATION IN CHINA

Blogs have become an indispensable part of our life as both tools for discussions or conveying information and a catalyst for long-term social, economic, cultural, and political change. Blogs may create and enlarge the space for conversation and collaboration. Blogs are an incredibly valuable tool of mediated social communication that may be easily adjusted to any audience and scale. The main feature of a blog is its personalized character. The blogosphere is the space where users may express themselves, interact, and create online communities. Blogging has become ubiquitous. There is nothing extraordinary in blogging today. Meanwhile, like any cultural phenomenon, blogging may reveal some features that can be interpreted from the viewpoint of marketing communication.

Blogging in China is an example of how social media may develop in particular countries and regions. The popularity of the internet and the development of network technologies in China are due to their economic effect, provided by bringing to a new level of communication between manufacturers of goods and services, opinion leaders, celebrities, and consumers. Popular bloggers in China compete with mainstream media for attention and influence. Some of them overtake traditional media in revenue. Chinese experience of blogging in marketing communication is a rather significant phenomenon from the viewpoint of rising a networked economy.

The first blog-like content online appeared in the USA in 1994. The predecessor of blogging was a genre of online diary. The first open diary was published online at the MIT Media Lab in November 1994 by Brazilian media scientist and researcher Claudio Pinhanez [7]. The mainstreaming and popularization of blogs occurred in 1997, when an American programmer Jorn Barger coined the term «weblog». He gave this name to the online records he published on his «Robot Wisdom» page linked to other internet pages. Then Peter Merholz announced in early 1999 that he was going to pronounce it «we blog». Subsequently, the word evolved to the shortened «blog», and weblog authors and editors got referred to as a «blogger» [2].

When blogging became popular, some researchers and writers began to use the term «blog-space» to describe the collective output of all the individual blogging in cyberspace. However, soon it was substituted by the term «blogosphere» that was introduced as a joke by Brad L. Graham on the 10th of

September, 1999 [1]. One decade later, blogs had come to dominate on the internet. As the cheapest, easiest, and fastest publishing tool ever invented blogging provided people a way of communication they didn't have ever before.

The core of blogging is composed of user-generated content (UGC) – content that can be seen as the sum of all ways in which people make use of social media. The term gained popularity in 2005 and it is usually used to designate the various forms of media content that are publicly available and created by end-users. According to the Organization for Economic Cooperation and Development, UGC is the content that fulfils three basic requirements: «First, it needs to be published either on a publicly accessible website or on a social networking site accessible to a selected group of people; second, it needs to show a certain amount of creative effort; and finally, it needs to have been created outside of professional routines and practices» [6]. A sceptic may warn that our culture is suffering from the superficial, unedited, and opinionated flow of online information spread by bloggers. Blogs may distribute misinformation and rumour and contribute to the prevalence of amateurs over the experts. They may cause some issues with copyright. Meanwhile, blogs have gained their niche. Blogs satisfy one of the basic human needs – the need for self-expression, the need to be heard, and to have an audience. Like any social media, blogs overcome the border between private and public media. Web-platforms for blogging provide their users with a great choice of modes of communication with varying degrees of privacy and amounts of people a person may wish to interact with.

Blogs are often regarded as a tool for social innovation and cultural change. These are really beneficial outcomes of blogging. The drivers and the very nature of blogs are in people's sociality which is leveraged by new media. Opportunities for blogging encourage people to strive to be read, listened to, and seen by a very large audience. Blogging as an activity has been transformed from a personal tool for inner dialogue and self-representation into a personal digital networked media appropriate for organizing new ways of economic activity where user-generated content is the key asset.

Over 2 billion blog posts are being published each year worldwide. That's 5,760,000 blog posts published per day, and 4,000 blog posts published each minute (2018, Internet Live Stats). All that blogging is being done not only by individuals but also by businesses. Economic implications of the blogosphere development are mostly related with marketing communication. 85% of B2C marketers and 91% of B2B marketers say their companies blog or use other types of content marketing (2018, Content Marketing Institute) [3]. 77% of Internet users read blogs. Blogs have been rated as the 5th most trustworthy source for gathering online information. Websites that also have a blog are shown to have 434% more indexed pages. 46% of bloggers edit their own work, while 54% have editors or have at least shown their work to someone else to review. 77 million new blog comments are generated by readers each month.

China is one of the greatest markets for internet giants like Google, Microsoft, and Yahoo, and Cisco Systems. Blogging influences how the online and offline are

related in everyday China. Although rather little is known about aspirations and opinions of Chinese bloggers, the most obvious and definite assumption on blogging in China could be made is that the blogosphere in China is developing vigorously.

According to the 46th Statistical Report on China's internet Development Status released by CNNIC, as of June 2020, the number of internet users in China is 940 million, the internet penetration rate is 67%, and the mobile internet is 99,2% [8].

The Chinese blogging community is actually huge. The total amount of population in China is 1,44 billion. There were 854,5 million internet users in China in January 2020. Active social media users comprise 1,04 billion. The percentage of internet users aged 16 to 64 who own smartphones comprise 95%. The number of social media users in China increased by 15 million (+1.5%) between April 2019 and January 2020. The average daily time spent using the internet on any device by each internet user was 5 hours and 50 minutes. 2 hours 12 minutes of them were spent on using social media in January 2020 among internet users aged 16 to 64. 98% of the same cohort were actively engaged with or contributed to social media in the previous month [4].

The regulation of blogging in China defines how the blogger's personal IP is established, how the domain name, the blogger's name, the publishing area, and other parameters are selected. The planning of content placement and blog positioning starts in the early stage of its development. According to the blog positioning, it should be clarified what type of texts to publish further. Clearly positioning the blog and improving the quality of the content is the main work that provides the blog's prospects for a profit. Blog content influences and stimulates clicks. The followers' attention accumulated by the clicks form a competitive ranking. Blog-hosting services are allowed to operate as far as they comply with the regulations of setting their software tools and organizing business processes that ensure governmental control of the internet content. Chinese bloggers have no choice but to accept these conditions in order to blog and actually have an audience inside the People's Republic of China. Despite a situation with freedom of speech that looks rather oppressive from the perspective of people who live in Western democracies, outsiders are surprised to discover that many Chinese bloggers rankle at the Western media's focus on censorship of blogs, and the disregarding of many positive accomplishments of the Chinese blogosphere [5].

The development of the blogosphere in China encourages the development of e-commerce platforms. 80% of the Chinese population have accounts with a financial institution, 21% have credit cards, 49% make online purchases [4, p. 50]. Businesses that provide blogging software and hosting services to Chinese users have played a significant role in shaping the Chinese social media ecosystem.

Celebrities (movie stars, reputable writers, TV presenters, sportsmen, established entrepreneurs, and leaders of the industry) may hold a significant fan base in the blogosphere. China had made concerted efforts at the outset on establishing links with and attracting celebrities as a way to encourage them to use

China's blogging platforms. This mutually beneficial strategy served to raise China's profile as well as further increase the platforms' subscribers base, along with enhancing the popularity of individual celebrities. Making use of celebrity blogs to promote blog services can be considered a prominent characteristic of the Chinese online space. As the popularity of blog services began to diminish, China persisted with promoting celebrity blogs on its micro-blog service. The celebrity effect was one of the most important strategies conceived by China to distinguish itself from the competition.

Peoples interest, attention and creativity are the main drivers that turn blogging into a national economy asset. Although nowadays the actuality of personal page blogging is decreasing a lot, professional information still catches the eye because specialized information gets into the top list more easily. The percentage of internet users who use social media for work purposes was 45% in January 2020 [4, p. 38]. For benefit, Video Blog and Combine software are used successfully. Another type of blog with rewards promising for bloggers is a resource of hot issues, followed by notable people. To publish his or her blog one may use WeChat Vlog, then entertainment or political medium. A good example is the Shanghai Ladies Group and iPhone 12 conference, China's hot issues recently.

Rewards are available to video channel owners with millions of subscriptions. Many people follow the videoblogging path, it's a good way for earnings, although this is not easy to achieve millions of subscriptions.

Thus, the development of blogging in China has significant economic implications. The main realm of the blogs' economic impact is marketing communication. The overall features of the blogosphere in China today are the following.

1. The development of blogs in China is vigorous, involving internet users of all ways of life. With the strong promotion of major portals, the number of blogs has grown drastically. Among them, news blogs and financial blogs are the most popular, and people often browse news blogs. Most of these blogs are created by individuals and play a tangible role in conveying information about various news and events, providing a way for the internet users to publish their comments and involve in online conversations. Blogs are also a new public opinion monitoring platform.

2. Many blogs are launched for profit. The main way of getting profit for most of blogs is still advertising as is the most direct and most extensive way. Total spend on digital advertising in China in 2019 was 52,51 billion dollars [4, p. 60]. Many blogs contain an advertising code. According to clicks and other metrics, an advertisement is placed on a certain blog. Meanwhile, advertising is not the only profit model for blogs. Fans may also contribute to a blog's profit by giving a reward directly to a blogger. Among the most promising ways of gaining profits for blogs in China there are raising the click-through rate, rewards, advertising, brand exposure, product promotion.

3. The profit model of blogs should be adjusted for mobile devices. 95% of internet users in China access the internet via mobile phones [4, p. 25]. There were

1.61 billion mobile connections in China in January 2020 [4]. Most of the wireless value-added services are for mobile blogs, including mobile phone domain binding, mobile publishing, functional classification, etc. Due to transactions via mobile devices, e-commerce is now developing at the best speed.

4. Participation in the further development of online shopping. Online shopping is very popular. 93% of internet users in China reported in February 2020 that they visited an online retail store on the web in the past month [4, p. 51]. In the future, the development of blog marketing may be directly related to the value created. By integrating blogs and C2C websites, people can be the owners of small online shops. As they can also be bloggers at the same time, they can display the things from their shops in their blogs. A blog can also become a C2B website so that the blog can serve the company, and the blog can be used to become a consulting platform for consumers.

5. The quality of blog sites is an issue that cannot be ignored. Regardless of whether the blog is carried out by an enterprise or an individual, one thing is common: breakthroughs and innovations in content can attract the attention of consumers. By resonating with consumers, a blog may continue its click-through rate in the long run. With the increase in quality, the marketing effect of the blog also becomes more obvious.

At present, the total number of blogs in the world has exceeded 500 million. The influence of blogs is rather significant and they have good prospects. On this background, Chinese blogs may be expected to develop towards a more professional pattern, and they will probably become more diverse and more profitable.

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М.В. Зубко. КОЛЛЕКТИВИЗМ / ИНДИВИДУАЛИЗМ В СТРУКТУРЕ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО МЕНТАЛИТЕТА БЕЛОРУСОВ

Социально-экономический менталитет является одним из неформальных социально-экономических институтов, наряду с традициями, обычаями, нормами поведения, принятыми в обществе, то есть всем тем, что влияет на экономическое поведение и решения хозяйствующих субъектов, но не имеет официального юридического статуса.

Национальный социально-экономический менталитет формируется под влиянием природно-климатических, геополитических, социокультурных, идеологических факторов. В свою очередь, он влияет на экономическое поведение людей, что позволяет характеризовать его как движущую силу развития экономики. Цели хозяйственной деятельности людей, выбираемые ими пути достижения этих целей различаются в разных странах и в разные эпохи в зависимости от того, какова социально-экономическая ментальность этих людей.

Хотя менталитет народа обладает высокой устойчивостью по отношению к происходящим в мире изменениям, но в переходные эпохи он неизбежно претерпевает изменения. Поэтому менталитет переходной эпохи характеризуется своей сложностью, непоследовательностью, противоречивостью, когда прежние ментальные характеристики или уже исчезли, или существенно изменились, а новые еще не закрепились. В значительной степени этим можно объяснить трудности переходного периода, возникающие в процессе реформирования общественных отношений.

Вышесказанное имеет непосредственное отношение и к белорусскому национальному менталитету. В доиндустриальный период, когда и формировались ментальные характеристики белорусского этноса, Беларусь