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Beyond Control and Resistance: Transforming Journalism in the Chinese Microblogosphere

Abstract:

This paper examines the transformation of journalism in the Chinese micro-blogosphere. The Chinese microblog (Weibo) plays a role of news platform, an alternative news channel for journalists and the general public. The corporation of Internet service provider (Sina as a case study) is maintaining a balance between political safety and profitability as a news platform, as a broker of journalistic freedom. Journalists participating in Weibo blends the boundary between professional and citizen journalism, which brings about multiple authorities in shaping an event, putting pressures on traditional media and the state.