

# The appropinquity analysis of weather report in Chinese middle class

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**Abstract:** *The activities of humans and weather are extremely close relationships; this essay is based on appropinquity analysis among weather reports, TV weather program, weather forecasting on the radio and Weather app to find out the trends of weather reports towards the Chinese middle class audiences.*

**Keywords:** *weather report, Chinese middle class, audience*

## 1. Introduction

With the sustained, rapid and healthy development of national economy, economic development and social progress of life and weather forecast and people have a close relationship. Human activity and is closely related to the changing weather, so that weather forecasting service plays a really crucial role in contemporary society. It not only prevents disasters and disaster reduction, but also to avoid loss in property and human lives. Its definition that weather forecast or the weather forecast is the use of modern science and technology of the future state of the Earth's atmosphere of a place to predict. A long time ago, humans had already started to predict the weather accordingly organize their work and life. (Eric D, 2007) For instance, agricultural production and military operations, etc. However, nowadays, weather forecasts mainly use to collect large amounts of data (temperature, humidity, wind direction and wind speed, pressure, etc.) Then, using the current understanding of atmospheric processes (meteorology) to determine the future of air changes.

## 2. Basic concepts

### 2.1 Weather reports

Weather forecast is the application of the regular patterns in atmospheric changes, according to current and recent weather conditions, to predict weather conditions in a certain location for a certain period of time in the future. It is based on the analysis of satellite images and weather diagrams, combined with post-comprehensive study on meteorological data, topography seasonal patterns and masses experience, etc. (Eric D, 2007)

The concrete forms of weather reports mainly refer to TV weather program, weather forecasting on the radio and Weather app. These three ways are presented through multiple Medias such as television, Car Radio and mobile phones

### 2.2 Middle class audiences

Credit Suisse released the "2015 World Wealth Report" point that Chinese household wealth totaled US \$ 22.8 trillion, more than Japan ranked second in the richest countries of the world after the United States. Meanwhile, China has the world's largest middle class population of 109 million; it goes beyond the number of middle-class 92 million in US. Credit Suisse reports data about China's wealth derived from the Chinese Academy of Social Sciences to carry out "China Academy of Social Science Survey", which in the 14 years after 2000 which were inferred by the model. Credit Suisse Wealth Report states that per person has 50,000 to 500,000 US dollars of net wealth to define the middle class adults. A study by the Chinese Academy of Social Sciences (CASS) estimated that 19% of Chinese were middle class in 2003, including any household with assets worth between \$18,000 and \$36,000. Forbes magazine has also announced the standard of a middle class: living in the city; between 25 years to 45 years old; have a university degree; professionals and entrepreneurs; Annual income is between

\$ 10,000 to \$ 60,000. Based on 50,000-500,000 US dollars net income, according to the Southwest University of Finance and China Household Financial Survey (Acronym CHFS), The latest survey data show that in 2015, the current adult population of Chinese middle class accounted for 20.1% which is much higher than Credit Suisse estimated 10.7% the proportion of the adult population these; Adults average wealth of the middle class of about \$ 139,000, far higher than Credit Suisse estimated US \$ 68 000; Therefore, according CHFS data projections, the number of Chinese middle class adult population should be 204 million people.

In this essay, the Chinese middle class refers to the Forbes standard with five critical factors, which make them have specific demand of weather forecasting so that they chose different forms of weather reports.

### **3. Appropinquity analysis**

#### ***3.1 The Appropinquity of middle class audiences in weather reports***

Appropinquity is a common term in media and news research which related the transmitter and audiences based on the results of relative theory and professional practices. In the field of weather forecasting and reports, middle class audiences are no longer totally passive, instead, they have great initiative and participatory so that appropinquity here means neither unitary nor unidirection. It represented in all elements of propagation system including transmitter, weather informations, transmitting methods as well as the mastery learning of audiences' Social Attributes, Media contact habit and particular information demand. Appropinquity stands for efforts of the transmitter moving to the audiences. In my research, appropinquity is defined as the idealogy and behaviors in the process of the transmitter creating and adjusting the weather relative informations based on the middle class audiences to meet their various demands. Appropinquity can be low or high grade, it is a dynamic variable.

#### ***3.2 The middle class audiences in TV weather program***

Television meteorology program is a product which combined of meteorological science and television production technology, communication technology. According to the TV where modern information media is as the carrier, which provides meteorological information necessary for daily life for the people. For a long time, after the Chinese channel CCTV "news network", at 19:30 to watch "weather forecast" program has become one of Chinese peoples' daily "homework". It is a scientific, timeliness, authoritative characteristics have attracted a wide audience. For example, workers will arrange the next day's work schedule planning and life according to changes in the weather. It is because the Central Weather Bureau data broadcast, the audience will be more willing to trust it more waiting in front of the TV watching the program.

For television audiences, it has a rich sense of visual, graphic combination, more vivid. Present situation of program appears relatively simple form and content, which is the most important problem of China Meteorological TV programs. Its broadcast form and content mostly class-based forecasting service (regular weather forecasts), combined with data from the weather presenters use of meteorological satellite imagery interpretation and dissemination of meteorological information, these are contents include a day, short-term or long-term weather conditions. This static broadcast form and content of the lack of innovation, form a single, it will affect the spread of power and vitality program. (Brian W 2007)

According to the CRT's research, the demands of middle class audiences are mainly about 7 aspects: the outdoor guideline; the wearing guideline; the access to know climate situation; the connection and careness to family and friends; the access to know disaster situation; the guideline of traveling; the way to know international weather condition, etc. Middle class audiences are mostly well educated and employed and need to go out for work everyday. This pattern of live determines their differentiating demand of weather program on TV, where they are able to gether information to prepare for outgoing and suitable dressing; Middle class is a group people who make use of time and resources efficiently so that they pay attention to intensive TV weather program as the concern to family and friends as well as the guideline of traveling. Due to the relative high education, middle class audiences focus not only on the local situation but also the great weather events all over the words which will present on TV program. (López, A. Ricardo 2012) Middle class audiences mostly have regular lives which make them to have a habit watching weather forecasting in the same time and they set their centre in the family so

that TV program become one of the most important resources of their weather conditional demands.

### ***3.3 The middle class audiences in weather forecasting on the radio***

A weather radio service is a public broadcast service dedicated to airing continuous weather reports. In most locations, it requires a specially-designed radio capable of receiving "weather band" frequencies - when tuned to one of these channels, it receives a radio station that broadcasts both routine and emergency weather information. Some weather radio receivers are equipped with a standby alerting function - if the radio is off or tuned to another band and a severe weather bulletin is transmitted, it can automatically sound an alarm and/or switch to a pre-tuned weather channel for emergency weather information.

Weather radio services may also broadcast non-weather-related emergency information, such as in the event of a natural disaster, an AMBER alert or a terrorist attack. They generally broadcast in a pre-allocated very high frequency (VHF) range using FM. Usually a dedicated weather radio receiver or radio scanner is needed for listening, although in some locations a weather radio broadcast may be retransmitted on a conventional AM or FM frequency (as well as HD Radio substations), some terrestrial television stations broadcasting in MTS stereo transmit weather radio on their second audio program (SAP) channel as well as on one of its digital subchannels (where news and weather are applicable), on local public, educational, and government access (PEG) cable TV channels or during Emergency Alert System activations for tornado warnings primarily on cable systems. Radio weather forecasting is another useful approach for middle class audiences to obtain the information of weather condition. Because of the increasingly fierce competition in the media, broadcast media war intensified the competition for audience, while the target audience of China broadcasting media is too centralised: The first is focused on the movement of people, namely the drivers and their family members, the rider, who will compete to become the broadcast program groups; Middle class is a part of the high-end crowd which is also the target customers of weather reports. The mobility is one of the features among employed middle class audiences, (Abhijit 2007) as a result, radio program become the most convenient way for them to gather weather information when they driving or going outside. Moreover, in the radio weather reports, reporters also make interpretation after direct broadcast which usually combined with other useful information such as traffic situation or driving tips in certain location at certain time so that audiences have narrowed and simplified the weather reports to guide their daily lives. (Joseph Henry, 2006)

In this respect, middle class audiences consider the accuracy of the weather forecast information as the most valuable factor. Weather program on radio is normally based on city or relative small region including current time, weather information, reporter interpretation and background music and the radio program can be broadcast all day long which is distinct and continued in the scale of local city which fits the local demand from middle class audiences in order to support their daily lives in deep and as much aspects as they can. Weather reports are no longer just a forecasting tool, instead, it become the practical assistants of live.

### ***3.4 The middle class audiences in Weather app***

With the arrival in computers, smart phones and other media as "new media era", the audience viewing habits have also changed. Traditional weather programs have been severe challenged. People are more accustomed to the use of weather services on their phone because of convenient, fast and rich and varied content. In addition we can see basic weather information; you can also get a variety of instructions based on the weather, such as clothing, sports, car washing, etc. What is more, you can see the temperature and weather conditions for each time period. (Pielke, Roger 2002)

Different users check the weather may have different reasons, but sum up its essence is the same, through weather forecast information to guide their behavior. From this essential requirement we can get some common specific scenarios.

Before going to sleep at night to see the weather to decide what to wear the next day. Go to somewhere on business or tourism, according to local weather conditions to select the appropriate carrying luggage; Want to know what the weather conditions at different times of the day, the maximum temperature of the number, whether it will rain; If you would like to arrange an activity one day in the future, see what the weather is suitable. To know the outdoor air condition, whether it is suitable for outdoor activities. Look at the weather trends in the next few days, not sure whether is cool or hotter, whether there is rain, etc.

The weather forecast should not only provide the user with a variety of figures, but these figures to be converted into workable instructions. It allows users to more easily understand the weather information means that they need to do, or what can be done, allow users to better organize their daily lives. It is going to rain to remind the user to take an umbrella, sudden cooling of the alert the user to wear extra clothes. Through these activities are closely related with people's information, allowing users to more in-depth understanding of how the weather affects their lives. Weather forecast APP was designed from the human point of view to find the user's needs, then use the most intuitive information to show up to help users make decisions. (Frank & Jeffrey 2002)

Mobile devices with internet technology has pushed the accuracy into next level, GPS located every user precisely and deliver the message though internet very fast. On the other hand, the contents are also plentiful with live based information and entertainment.

#### **4. The trends of weather reports towards the middle class audiences.**

There are many ways of further development of weather reports based on the middle class audiences. The main three aspects are Improve visibility, Increased entertainment and Increase interactivity.

##### ***4.1 Improve visibility***

New media age, people need to be able to receive large amounts of information in a short media. If the weather overall program in a fixed manner to present the weather situation, or just the host stand in front of the map gestures, reported a wind and rain day, the really easy to make the audience have a "aesthetic fatigue". As time passes, resulting in huge loss of fixed viewing population. Increased visibility is not only a change titles or background, but the program layout, construction, production and packaging to make an accurate grasp of the overall style. For example: mention that "cool amplitude" we can create a line chart comparing the performance of a strong temperature difference, people immediately think of the cold wave struck, in order to attract the audience's attention.

##### ***4.2 Increased entertainment***

People sitting at home watching TV, nothing more than to relax and feel, as well as access to the necessary information, if the form of weather reports is boring and lack of usfull information with personalised customization, audiences espacially middle class audiences would have no reasons to choose the form. If add other forms of expression in the program, to enhance the image of the program of entertainment and vivid, the audience will be able to attract to the front of the TV. For instance, some developed provinces and cities in the meteorological program appeared as dance, rap and even "the Mouth" and other expressions, which is a good interpretation of meteorological characteristics entertaining program. In addition, In Weather program, hosts' clothing, ways of speaking, communication with the audience, directly affect the viewing audience's enthusiasm. If only handsome or beautiful hosts, however all with relatively serious, old-fashioned hosting style using solemn language, formally reading meteorological science knowledge, it will make the audience feel alienated and strange, but also make the audience feel boring, and lose interest on watching. Thus, entertainment is an vital factor in program.

##### ***4.3 Increase interactivity***

TV weather programs and other forms of weather reports need more audience to participate in, "interactive" program formats. It also can plan meteorological theme activities to attract media coverage and public attention. For example, the opening of a social media platform Weibo and WeChat, make the weather becoming the topic of people most concerned about the hot topic and use of website launched a number of special weather programs, the weather situation, living information, hot news skillfully combination, which enhance sense of participation and a sense of communication with the audience, so that the characteristics of television weather show with interpersonal communication and expand the influence of the meteorological department and the media

## 5. Conclusion

Undoubtedly, Meteorological type of program would be the majority of the daily needs of the people, especially for the middle class, This paper mainly analyzes Chinese middle class people in the level of demand for television weather programs and the situation of using other meteorological forecast forms. Such as broadcast, weather app. This research based on the appropinquity analysis of weather report in Chinese middle class to explore the relationship between weather reports forms and the demand of middle class Chinese people, the result shows a trend of development with visibility, entertainment and interactivity.

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