

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Network: Social Media and Digital Resources (9)

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IMPROVE THE PUBLIC IMAGE OF CHINESE HUMAN SPACE ACTIVITY THROUGH SOCIAL
MEDIA**Abstract**

In recent years, China's manned spaceflight continue to achieve new breakthroughs. With the extensive media coverage, the development of China's manned space flight caught the attention of the world. However, due to the lack of the normal external communication and exchange mechanism, China's manned space activities are still considered "opaque" or "having military purpose" by a small portion of western media or agencies, which caused a major obstacle to China's endeavors to carry out international cooperation for manned space. This article aims to review the present situation of public communication activities of China's manned space, analyze the occurent problems, and propose the thought of utilizing new media tools to strengthen public communication and build good international image of China's manned spaceflight ideas based on the experience of "Tiangong-1"'s microblog.