Reporting Framework and Responsibility Analysis of Chinese and American Media in Trending Events

Yuchun Gan*

Liufang Campus, Wuhan Institute of Technology, Fozuling Street, Jiangxia District, Wuhan City, Hubei

ABSTRACT: In the era of mobile Internet, news client, as an important platform for the public to obtain news information, can not only provide users with completely open news information, but also meet the audience's desire to understand hot events based on absolute timeliness. However, traditional media should correctly deal with the challenges brought by network media according to their authority and depth. Because of the hot issues and human daily life, social equity has a direct relationship, such as transmission range will be improved as the audience's attention and growing, so in the new era of development, press the client to understand the user group characteristics, on the basis of fully show themselves in the release and guiding force in the influence of the social hot issues, only in this way can guarantee social stability development. Therefore, on the basis of understanding the reporting framework of hot events, this paper compares and analyzes the different characteristics of Chinese and American media during news reporting and summarizes the development direction of modern media news clients.

1 INTRODUCTION

At present, China's social development is in the stage of transformation, social structure and economic system have been effectively changed, and social ideas are diversified. The audience not only want to learn about hot events as soon as possible according to the news client, but also want to better understand the society and the world from the news client. Therefore, countries have higher requirements on the media field. It is also an important opportunity for new media to enhance communication and guidance. Understanding the living environment of media at this stage, we can know that Chinese media are in the tension between national politics and market economy, and various media have different ways to deal with it. Therefore, effective reform path should be sought in systematic research. Under the market economy dominant social audience as a visual rendering, the needs of the consumers get self accumulation and self development, let the market become the key factors influencing the media survival, at this time if you want to get the audience recognition and support, must choose the way they can accept to report the news event, such not only can improve the ratings, It can also increase circulation. In his research, the communication scientist Schramm pointed out that in addition to obvious political and economic functions, mass media also performed general social functions, including coordinating public will, exercising social control and delivering social norms. It can be seen that mass media not only have entertainment function. However, some media regard this function as the main basis of media competition. Although it can obtain more economic benefits in a short time, it also ignores the social

responsibility of mass media, and the public interests will be exposed to the danger of market orientation. In the construction and development of modern society, in the face of endless hot issues and events, only by assuming their own social responsibilities can media platforms improve their core competition level on the basis of building good credibility. [1] Under the trend of economic globalization, there are great differences in the framework and responsibility of the media in different countries. Take American TV media and Chinese TV media for example, when they choose news facts and related information, they will pay different attention to different emphases, and there are also differences in the processing and packaging methods of the symbolization of facts, so there are differences in the reporting framework selected by the media of different countries. This paper mainly discusses the differences between the reporting framework and responsibilities of Chinese and American media in trending events, so as to provide effective basis for the development of modern news clients[2.3].

2 METHOD

2.1 Information Selection

When reporting trending events, CNN can choose a wide range of information sources, which are mostly authentic and reliable. Taking the missing Malaysia Airlines flight incident as an example, although CNN has a quantitative advantage, it needs to focus on the selection of original information by journalists and editors in order to grasp the reporting quality of news events. For example, when

---

*Corresponding Email: 932471984@qq.com

interviewing journalists, the first reports focused on the families of the four American passengers who died. In the early stage of the incident, the observation method was used to collect relevant materials, and on the basis of few or no questions, to protect the psychological emotions of passengers' families; In actual operation, CNN mainly uses police or background to record the sadness and anger of family members, and does not conduct contact interviews with this group. CNN provided photos of the victims and their stories only after the families of the passengers requested interviews. In addition, CNN is good at mining the latest information of the event from various angles while simultaneously presenting the event.

The information sources of CCTV news in China are shown in Table 1 below. The information mainly comes from reports of authoritative foreign media, which is too scarce on the whole and requires a large amount of information collected from foreign media to support reports. If you exclude sources such as China's support for the search and satellite sightings of debris, the amount of information available to your correspondent is small. It can be seen that China's CCTV has a low ability to collect news reports, does not put forward a perfect emergency mechanism for major sudden news events, and does not have the ability to collect authentic and reliable information sources in the first time, and lacks exclusive information sources. However, this conservative reporting form can better guarantee the value and authenticity of information, and the development of practice is based on factual reporting[4,5].

Table 1. Information sources of News reports in China

The source	Reports the number of
Malaysian official	8
The Taiwan journalists	7
The Vietnamese media	3
Reports and planning	5
Other media	3
The American media	9

2.2 Theme Framework

When reporting trending events, CNN will not only report according to the core content, but also put forward related issues, which jointly form continuous reports of trending events. Taking the missing Malaysia Airlines flight incident as an example, CNN news studio reported the following topics:

Table 2. Classification results of topics reported by CNN

Reporting theme	Number	Percentage
Flight information and relative information	4	17.4%
Search and rescue information	4	17.4%
The weather in	1	4.3%
Crew survey	4	17.4%
Missing location and guess	5	21.7%
rumors	1	4.3%
Time axis	1	4.3%
Press conference	2	8.7%
Unlock arc location	1	4.3%

According to the analysis in the above table, the reports in the first nine days mainly focus on core events and related information. Although the theme design is closely related to trending events, it does not have timeliness, and most of them are speculative news of the conclusion meeting. According to the analysis, the theme design of CNN is diverse, involving flight information, weather conditions, refutation of rumors, press conferences, etc., and the theme with the largest number of reports is wreck crash location and conjecture, accounting for 21.7% of the total.

When reporting trending events, CCTV news in China put forward the subject classification as shown in Table 3 below. Compared with the nine reported topics of CNN, although the themes designed in China are also diverse, there are differences in the theme content and focus of the two reports. For example, CCTV reports on the location and whereabouts of the plane accounted for 40 percent of the total, indicating that they also focused on the news of the location and whereabouts of the plane. The difference between the two is that CNN's reports on this topic are mostly conjectures, while CCTV's reports on this topic are mostly reprints, and the specific information comes from foreign media[6,7].

Table 3. Subject classification results of Chinese news reports

Reporting theme	Number	Percentage
News feature	4	10%
Aircraft information	2	5%
Whereabouts of the airplane	16	40%
Search & rescue information	10	25%
Press conference	2	5%
Weather	1	2.5%
Chinese passengers and their families	2	5%
Crew survey	3	7.5%

2.3 Event Stages

Since trending events fluctuate greatly and involve a long

time, this paper takes the first nine days of the event as an example and preferentially selects representative news reports. Using the longitudinal analysis method to study the evolution process of news frame, and from the event occurrence and development of the sequence of deep exploration. When CNN reported the news of missing Malaysia Airlines, the overall framework of the report content has been constantly changing, because the audience is the starting point of the report. The whole process is divided into four stages, as shown in Figure 1 below:
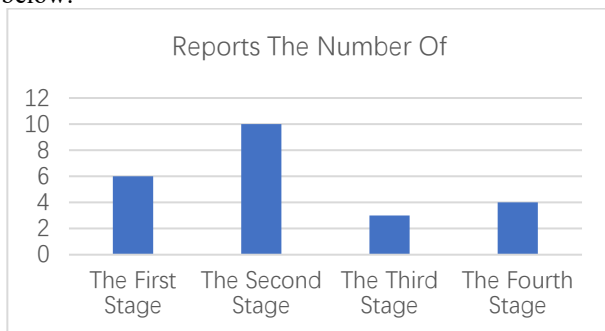

Figure 1. Stage classification of CNN reports

According to the above analysis, the first stage is to report and analyze the core issues of the event; the second stage is to report and analyze other issues related to the core event; the third stage is to summarize the whole process of the development of the event; the fourth stage is to put forward conjecture following the ambiguity of the event. The second phase had the largest number of reports.

CCTV news in China, when reporting on the horse boat incident reports content can also be divided into four stages: the first stage refers to the reported event core content analysis, the second phase is to point to in the event related information reports, the third is to point to summarize combing the ins and outs of events to report 4 other news media information, concrete are shown in figure 2 below:
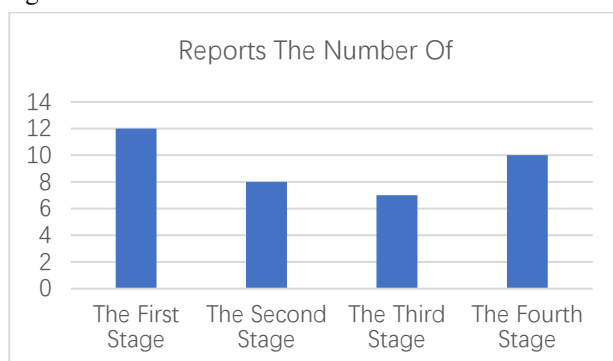

Figure 2. Stage classification of News reports in China

According to the analysis in the figure above, China has the largest number of news reports in the first stage, which are mainly concentrated on the first day of the event, and the specific content involves the cause of loss of contact, location of loss of contact, aircraft information, etc. Although the amount of information in this stage is less and news source channels are expanded, the media will not release irrelevant information at will in order to guarantee the authenticity and reliability of news. In the second stage, with the development of the event, the perspective of the report is gradually expanded, which is not only limited to the core event, but also presents the

difficulty and possibility of search and rescue to the audience[8.9].

2.4 Sense of responsibility

Ideology, first proposed by the French philosopher Durst, is a scientific concept mainly used to define ideas in the 18th century. From the perspective of news media, there are great differences in the ideology hidden behind different media. In the American society, mainstream media plays a crucial role, with multiple functions such as public opinion dissemination and government supervision. Therefore, CNN, as one of the mainstream media in the United States, comprehensively covers international news reports in important regions of the world based on real-time TV transmission and comments. At the same time, CNN has its own political stance and will regard consumer demand as its main orientation. Both frame design and content theme cater to the political views of audiences. From the perspective of practical development, CNN's ideology will be affected by three aspects: first, the original ideology of capitalist countries, second, the political positions of different parties, and finally, the attention of audiences.

As the most critical news and public opinion organization in China, CCTV news should not only promote socialist core values, but also adhere to correct public opinion guidance on the basis of helping people better understand the world. What is more important is to let the world know China more quickly.

3 RESULT ANALYSIS

According to the above analysis, there are great differences in reporting framework and sense of responsibility between CNN and CCTV. Although the former has more obvious information advantages, it also has many shortcomings, such as lack of basis for event conjecture. However, CCTV news reports in China are based on the principle of authenticity and accuracy, but lack originality and independence as a whole. Therefore, under the development trend of economic globalization, in order to adapt to the development environment of new media quickly and fully display the technical advantages of TV media, the following improvement work should be done: on the one hand, to develop a sound rapid emergency response mechanism for trending events; On the other hand, the discourse forms of news media should be changed based on the needs of the development of The Times, and finally the news programs that meet the audience's welcome should be constructed.[10]

4 CONCLUSION

To sum up, this paper takes the missing Malaysia Airlines incident as an example to make a comparative analysis of the reporting framework and sense of responsibility of CNN and CCTV. The final results show that although there are differences in the design of reporting frames, the fundamental purpose of both is to present news events that

meet the needs of the audience. Therefore, in the context of the new media era, TV news should effectively adjust its reporting framework and development strategy based on its own technical advantages, adapt to the new media market environment as soon as possible, and fully strengthen its own competitive advantages. Only in this way can perfect and real hot news events be better presented.   At the same time, understand the differences between domestic and foreign mainstream TV media in dealing with hot issues, pay attention to the richness of the theme and content, neither limited to the initial event, nor from the original event, and finally put forward effective strategies according to the specific needs of the audience.

REFERENCE

1. Wenhan yao. The Impact of Sino-US Trade War on Ideological and Political Education of College Students [D]. Xinyang Normal University, 2021.

2. Liwen xia. Research on the Linkage Effect of Chinese and American Stock markets [D]. Shanghai International Studies University, 2020.

3. Peng lai. Research on the reporting framework and communication optimization of Global Times' international major Issues [D]. Jinan University, 2020.

4. Ye wang. Research on the Status quo and Educational Guidance of College Students' Understanding of Sino-US trade frictions [D]. Northeast Normal University, 2020.

5. Congcong zhang, Sicong li, Yi tang, Fulian yin. Research on key technologies of international china-related public opinion analysis based on data mining [J]. Software, 2018, 39(12): 172-176.

6. Zhibo zhao. Investigation and Research on The Education of College Students' Overall National Security Concept under the Background of Sino-US Trade War [J]. Reform and Opening up, 2019(04): 83-85.

7. Haitao zhang, Yashu liu, Xiaohui zhang, Tuo song. Topic discovery and Emotion Fluctuation of Netizens based on modularity: A Case study of "Sino-US Trade Friction" topic on Sina Weibo [J]. Library and information service, 2019, 63(04): 6-14.]

8. Chuanming yu, Sai yuan, Xingyu zhu, Hongjun lin, Puliang zhang, Lu an. Research on hot event topic representation based on deep learning [J]. Data analysis and knowledge discovery, 2020, 4(04): 1-14.

9. Ling jiang. Discourse communication mechanism and risk prevention of the resonance of domestic and foreign network public opinion caused by social hot events [J]. Journal of Theory, 2020(06): 106-115.]

10. Mingzhe fang. Research on key technologies of social network information traceability analysis and hot event database [D]. University of Science and Technology Beijing, 2019.