

Research on the Innovation of Mainstream Media Topic Setting from the Perspective of Agenda Setting —— A Case Study Of China Central Television News Network

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Abstract: Today, with the rapid development of network technology, traditional media is facing the dilemma of serious loss of audience attention, which further weakens the social influence of traditional mainstream media. In response to General Secretary Xi's call to build a world-class new mainstream media, domestic mainstream media, led by CCTV news, accelerated the pace of media convergence. Recently, CCTV's "News Network" frequently appeared on Weibo's hot search, and its innovative short video forms such as "The Anchor Says Network" and "Hui Kang vlog" were praised by netizens. From the theoretical point of view of agenda setting, the mainstream media no longer presents the audience with the inherent mode, and the agenda setting theory applicable to the traditional media field will be adjusted according to the current context. Therefore, this paper will take the agenda setting under the network environment as a theoretical framework to analyze the integration and innovation of CCTV's News Network, and provide some reference suggestions for reshaping the influence of traditional mainstream media in China in the future.

1. Introduction

1.1 Definition of the Concept of Agenda Setting

As a classic basic theory of communication, "agenda setting" has experienced nearly half a century of development. There are three levels of agenda setting, which have been agreed by the academic circles. The first level is the traditional agenda setting theory applicable to mass media, which emphasizes the "powerful influence" of media on the prominence of issues. The second level reveals that the media influences the audience's cognition of "how to think", that is, attribute agenda setting. In the 21st century, McCombs, one of the theoretical proponents, put forward the network agenda setting theory, whose core point is that it is not a single issue or attribute that affects the public, but a cognitive network composed of a series of issues. [1] The theoretical framework of this paper is mainly based on the second and third levels. The frequent "out-of-circle" "News Network" short video has the characteristics of fragmentation and individuality, which conforms to the short video information fragmentation in the network that is considered in the "Network Agenda Setting" to build people's re-recognition of "News Network" and its CCTV news.

1.2 An Overview of the Development of News Network

CCTV's "News Network" program, formerly known as Beijing TV's "TV News", was launched on September 2, 1958. In 1981, the National TV News Work Conference was held, which stipulated that TV stations of all provinces, autonomous regions and municipalities directly under the Central Government must broadcast the news broadcast program. Since its launch, News Network has firmly established its position as the mouthpiece of the ruling party and the central government. To some extent, the significance of news itself is even less than that of News Network. For China, it has the guiding role of official public opinion in disseminating news and social mobilization; Internationally, foreign political observers can understand China's political situation through it, and the political symbolic significance of News Network is greater than its news attribute [2].

Since the 21st century, mobile social platforms have developed rapidly, and news sources are diversified. Young people focus on social media, which leads to a decline in the ratings of News Network. According to the CCTV ratings data sheet released by China Guangshi Softduan Media Research (CSM) in the first half of 2019, the ratings of News Network are 7.3%. In addition, the audience are mostly retirees and rural people, and the young audience with the ability to spread topics seldom watch News Network. In response to the great changes brought about by the mobile Internet era, News Network started young announcers at an early stage, changed its presentation form and broadcasting voice within the framework, explored the communication ways that young people are willing to accept, and strengthened the guiding and spreading power of public opinion. Its communication influence showed new features. For example, on July 29th this year, the short video column of "The Anchor Says the Network" was warmly praised.

1.3 Research Background and Significance

Today, with the rapid development of financial media, there are more and more ways for audiences to obtain information. When attention becomes a scarce resource, how to adapt to the development trend of the network era, transcend the limitations of traditional news services, expand the space and field of content construction, and enrich the high-quality spiritual and cultural life needs of users is an urgent issue facing many mainstream media. Among them, CCTV's "News Network", which has been "unstoppable" for several years, has been close to the audience frequently in recent years. On July 29, 2019, CCTV officially launched the short video section of "The Anchor said that the network", which used the popular language that young people liked to hear and hear to convey the mainstream voice; On August 16th, "News Network" WeChat went online in WeChat official account, and the reading volume of the first article quickly reached 100,000+. In less than a month, "News Network" has made great efforts in the new media, combining hot news with popular language through a discourse way with great times and affinity, and reshaping the image of mainstream media on the mobile social platform. "Interaction" and "being close to the people": [3] As the microphone of the central government, setting the agenda of the public is its important task. Facing the strong power of the network platform, how to continue to exert its strong influence on the topic innovation as a traditional TV program is a topic worth studying.

1.4 Research Methods and Innovations

This paper intends to use case analysis and literature analysis. The case is put on the innovative research of news reports of CCTV News Network on the platform of "Three Micro", which will focus on the topic setting of the short video column of "Anchor Say Network" and the video log column of anchor Kang Hui. Exceptionally, the literature analysis method will be used to refer to the existing research results on the mainstream media innovation of News Network and the literature on the changing trend of agenda setting in the current network, so as to provide support for the theoretical framework of this paper. According to the search in HowNet and the research topic "News Network", there are more than ten literatures, but there is no literature result about the analysis and research combined with the theory of agenda setting. Therefore, the innovation of this paper lies in studying examples from the innovation of mainstream media topic setting and providing development suggestions for the media from a professional perspective.

2. An Analysis of the Recent Topic Innovation of China Central Television News Network

2.1 Creating Media Events: Actively Setting Agenda Topics

Although social media is not the same as mass media, it can also be used as a media platform to provide information. The impact of its information on the audience depends on the "circle", "group", "number" and "group" based on the relationship network. The fission from the crowd to the masses is reflected in the semi-private circle of friends of WeChat and the viral spread of Weibo. [4] When social media has become the main channel for the audience to obtain information,

then for the mainstream media, it must keep up with the timely topic update on the social platform, which can also influence the public's judgment on the "significance" of the surrounding events, and produce agenda significance with the same effect as mass communication. The active publication of agenda topics by mainstream media on social platforms is more similar to a media event with planning and purpose.

On the Internet communication platform where massive information is gathered, the "wave-like" feature is the embodiment of users' attention. The public's attention to news events fluctuates with hot topics, which brings about wave after wave changes in public sentiment and public opinion. Whether for institutional media or self-media, "rubbing hot spots" and "hot search" have become the normal news planning and operation methods. [5] In order to strengthen the positive guiding role of topic communication on the ecology of public opinion, mainstream media continuously enhance the comprehensive effect of communication by increasing topic delivery. Since 2019, the domestic and international public opinion fields have been mixed with multiple voices. CCTV news has chosen to put relevant program content on Sina Weibo and launch topic interaction, which has achieved topic-based dissemination of high-quality content on the Internet and played the role of "opinion leader". According to statistics, the topic of # News Network # has been read over 6 billion on Weibo, and a single blog post reviewed by CCTV has been read over 100 million times. On August 4, 2019, CCTV launched the topic of # Five-Star Red Flag with 1.4 billion flag bearers #, which still occupied the top spot in the hot search weekly list as of August 9, with 4.16 billion global netizens participating in the topic.# Did you catch up with the news broadcast today? # It became a hot topic on Weibo. Most users leave a message in the comment area saying, "I actually fell in love with News Network" and "I didn't expect to be sad because I didn't see the first-hand News Network one day". Weibo has become a platform for public opinion expression, and the interaction in the comment area builds national identity and patriotic feelings. [6] Through topic-based communication, programs such as "News Network" have not only gained high popularity in new media, but also the ratings in traditional TV have continued to rise, which has achieved good communication effects.

2.2 Set the "Emotional" Agenda: Clearly Express One's Own Position

The short video column of "The Anchor Says the Network" conveys the mainstream voice in the popular language that young people like to see and hear; On August 16, 2019, "News Network" WeChat went online in WeChat official account, and the first article read quickly reached 100,000+. In less than a month, "News Network" has made frequent efforts in the new media, combining hot news with popular language through a discourse mode with great times and affinity, and reshaping the image of mainstream media on the mobile social platform.

The short video talk show "The Anchor Says the Network", which was launched by News Network on the network social platform, is an innovation of content style to meet the short video consumption needs of users. This network short video program relies on the original content of "News Network". In the short video presentation of tens of seconds or two minutes, it shows the core events and expresses the mainstream views in a video recording mode and a vertical screen style that is convenient for the mobile terminal to watch.

Adapting to the content production trend of topic-based communication and emotional narrative, the mainstream media in China take political information and character stories as internal elements and emotional resonance as external demands, constantly adapting to the tastes of younger and living users, and launching new content production practices on social platforms. [7] "Envy, jealousy and hate", "full of address unknown", "dissatisfied woman mentality", "fig leaf", "streaking" and "grasshopper after autumn", the use of folk sayings makes the words easy and easy to understand, and the tone style of grounding gas is easier for the audience to accept. Watching "News Network" can not only understand national affairs, but also learn golden sentences and tell jokes from the anchor, listen to the anchor's popular Chinese culture, and let the Chinese audience see the confidence and reason of Chinese official media. In an episode broadcast on October 28, 2019, anchor Li Zimeng talked about two international news, namely, the discovery of 39 bodies by

British trains and the claim that the United States killed baghdadi, the top leader of the Syrian extremist organization. The anchor pointed out that some media did not focus on the deep-seated problems behind them, but constantly speculated on the nationality of the deceased, or reported on the facts that have not yet been determined, thus reaching the conclusion that "facts are facts and cannot be preconceived and subjective. Once out of focus deviates from the facts, adding subjective filters may result in rocks. At the same time, the subtitles of the video are enlarged in the key part with the language content of the anchor. When it comes to "out of focus", fuzzy visual effects will be added to the subtitles. When it comes to "filter", color masks will be added to the subtitles, which will play an important role in emphasizing the news content through later technology.

2.3 Innovative Hosting Style

Kang Hui, Hai Xia, Li Zimeng, Ouyang Xiadan and other presenters have further enhanced their network sense in the new media products "Anchor Talking about Network" and "CCTV Hot Review". "The anchor speaks and broadcasts" uses the popular language that young people like, combines the frequent golden sentences of news and current affairs at home and abroad, supplemented by the appropriate emotional physical movements of the host, and even occasionally uses singing to change the broadcasting style that used to sit back and pronounce words clearly, and construct the image of the host with full network feeling and authority. These presenters, who are full of personality, charm and "network edge" on the new media platform, often appear in "hot search", are frequently "forwarded" and quickly "get pink".

With one mouth, the distance between news anchor and audience is narrowed, and serious news becomes more interesting and interesting. The strong contrast satisfies the audience's curiosity about CCTV news and CCTV anchors, follows the anchors to explore the manuscript style and visit the news background, satisfies the audience's curiosity and greatly satisfies the audience's curiosity. In the program "The anchor talks about simulcast", the serious news spokesman suddenly becomes a "duanzishou", which makes the spread of the program more grounded and easier to be accepted by the audience. The anchor has also changed from a simple news announcer to a creator and participant of the program, accurately switching voices and taking a delicate measure between right and evil, which undoubtedly puts forward higher requirements for the anchor's business ability. [8]

3. Summary

Media convergence has become an inevitable trend in the development of contemporary media industry. Therefore, we should build our own mobile communication position and focus on cultivating users' trust, loyalty and interactive stickiness. But at the same time, keeping the platform active is not equal to pursuing eyeball effect. Adhering to the principles of truthfulness, objectivity, fairness and balance of news, insisting that content is the king and correctly guiding public opinion are the foundation for mainstream media to achieve integration and development. Whether introducing intelligent media technology to update the reporting system or improving the reporting methods according to the preferences of Internet users, it is necessary to avoid ambiguous positioning and homogeneous competition, and to avoid being in the form instead of the form, which is more important than the skill but less important than the content. In the process of deep integration and development of media, the mainstream media should recognize their own advantages, rationally innovate their styles, update their voices appropriately, disseminate high-quality content and carry forward mainstream values, so as to continuously improve the media's communication power, guiding power, influence and credibility. Pozmann said that entertainment has indeed become a symbol of modern life. It has overflowed TV and spread to the whole society. However, human beings can't relegate politics, religion, news, sports and business to the vassals of entertainment. If so, people will become a species of entertainment to death, which has sounded the alarm for today's media development.

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