

# **A Case Study of the News framework of Weibo of the traditional medias, take @ the People's Daily, @ Beijing news For Example**

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**Abstract:** With the news frame theory in this study, the use of word frequency analysis and content analysis of The macro-level news topics and meso-level report content, position and focusing were analyzed and the micro-level text, picture or symbols based on the syntax were discussed by using term frequency and content analysis. This paper elaborated how to build news frame during the People's Daily and Beijing News' weibo report on the shipwreck and put forward both of them taking plot frame as the main report mode and theirs choice on news sources

unbalanced.

**Keywords:** weibo , news frame, traditional media, content analysis, word frequency analysis, syntactic analysis

## 1 Introduction

After researching on 110 domestic mainstream news media of China, we found out that 106 have registered the weibo(The biggest micro-blog in China ) which accounts for 96.36% of the total. In those which have weibo, 4% of the medias' followers are over 10 million and 82% of that are over 100,000. This phenomenon shows that now mainstream medias have already accepted this new platform.

What's more, traditional media and micro-blog now relies on each other in news transmission, especially in some hot events. <sup>[1]</sup>So this article is trying to use the Frame Theory, take the East Star Vessel sinking report as example, to explore weibo's news transmission frame construction and presentation of traditional medias, and to discuss whether weibo keep representing the public, reports the event in time and presents the news objectively or not.

## 2 Literature review

In 1974, the book named Frame Analysis, written by Erving Goffman, firstly applied the frame theory into news transmission as he considered that frame is a psychological model to state the world objectively. Specifically, people incorporated realistic picture of everyday life into the framework, in order to understand and reflect social scenarios. Then we use the framework to identify and understand the events and give a certain sense to the behavior appears in life, otherwise these acts and events would not make any sense.<sup>[2]</sup>

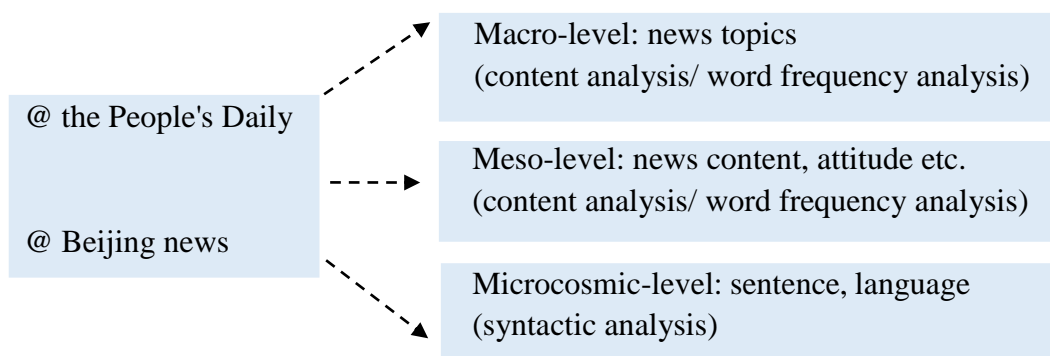
The academic research of the news framework is divided into four categories by studying the content. The first kind is the discussion of the meaning and the theory of the framework, which mainly discusses the concept, the influentions and the relationships of some other theories and so on. The second kind is the study of the source of media framework. The third is the analysis of framework of media reports. The fourth is about the impact of media framework on audience.

News reports consist of two two-dimensional symbols,that is text and pictures.It is hard to objectively reproduce the whole news all round and show out the complexity and integrity of the real events,because of the development of shooting and writing process own the characteristics of continuous, or non continuous and others .There must involve the 'selection and exclusion, which is about to reproduce and construct a certain event'.So, in some hot reports of @ the People's Daily or @ Beijing News , how do the reporters choose the facts, build the theme and meaning, and then set the agenda according to these two-dimensional symbols? This study is from analyzing the framework of media content; inheriting the research model of macrography, meso, micrography; and then exploring how do the two media and weibo to achieve the news framework of three levels? What kind of characteristics do they own ,and what kind of interaction do they have? What kind of guidance do they realize on the agenda and the public opinion to netizens?

### 3 Research Design

This study choose June 2, 2015 to June 9, 2015 for the sampling time, for a short diachronic research. This study focuses on @ People's Daily, @ Beijing News, with 'Eastern Star' capsized weiboging as the unit of analysis. During the research period, @ People's Daily released 153 weibos, and @ Beijing News released 69 weibos. The two peaked at 2 June, when @ People's Daily released 45 weibos and @ Beijing News released 23 weibos. Meanwhile, about 60% weibogs released within 72 hours since the incident was first reported.

Weibo reports give the answer to what the news topics are at the macro level, while at the micro level are related to reports' content, position, focusing. Based on this, this study use the method of frequency analysis and content analysis to discuss the two weibo media's theme, content, focusing, etc. And Syntactic analysis is also used to analysis the language, statements displayed by the report framework at the micro level. Specific research framework as follows:



In this study, there're two coders, including author and another one. After completing the coding of a total of 222 weibos, randomly select 30 units within the research range, do the mutual consent detection, the result is 0.91, reliability test methods and results meet the standards.

### 4 Research results

#### A. "Li Keqiang" tops in the hot word weight list

According to the hot word analysis tools from goonie picdata.cn, which shows that "Li Keqiang", a member of the Politburo Standing Committee of the CPC Central Committee, premier of the State Council and party group secretary, appeared in word frequency of hot words. In the post of @ the People's Daily, "Yangtze River", "passenger ship" and "sinking" occupy the top three of word frequency, "Li Keqiang" ranked the 7th. However, when the word "Li Keqiang" in combination with three hot word weight indicators—the word frequency of TF hot word, IDF inverted document frequency and other, it ranked No.1. That is to say, all the related posts released in selected time occupied the absolute weight.

In the posts of @ Beijing News, "Yangtze River", "subversion", and "passenger ship" occupy the top three of word frequency. "Li Keqiang" is at the 17<sup>th</sup> with "rose" "search" and "waters" in the rank of word frequency. But it jumped to No.2 in the hot words weight index ranking.

## **B. Macro-oriented: the distribution of thematic structure**

### **1. The Weibo theme distribution of these two media are basically identical.**

From a macro point of view, although @ the People's Daily and @ Beijing News exist certain differences in property and orientation, but as the traditional printed media, they have the similar choice of topical subject as well as primary and secondary distribution, the progress of the incident, the victims and their families and netizens blessing have been the first three topics of their news frame. Reporting the news events objectively and tracking the latest trends are the first major theme, which accounted for 48.4% and 58% in @ the People's Daily and @ Beijing News.

### **2. The Weibo topics of media and netizens demand are basically consistent.**

After clustering analysis of the related words about "Jianli wreck" and netizens browsing target selection, we can learn about the demand map of the keywords. The users who search and focus on "Jianli wreck" are pay close attention to "victims' family" "death toll" "rose" "live" "cracks" "reasons" "latest news" and other information in the meantime, and have upward trend for the above information requirements. Based on this, making a comparison with the news topics and netizens demand from @ the People's Daily and @ Beijing News, they are basically consistent in the report of the victims and their families as well as tracking the recent news of the events. Therefore, from the results, netizens believe that the important information both got focusing report in these two Weibo reporting. Nevertheless, on the issue of wreck causes, the two media appear asymmetrical.



## **C. Medium-oriented: the comparison of content focuses**




The medium aspect is established in studying the content, process, result and effect of news events frame as well as the evaluation and attitude to the news. After comparing these two medias' reporting frame upon the wreck events, we found that the reporting of @ the People's Daily highlight political nature. Among all of its related posts, 10 of which were made up by releasing important instructions from relevant departments and state leaders as well as their action at the scene of the accident. Such as "Xi Jinping instruction: spare no effort to the personnel search and rescue" "Li Keqiang gives instructions on search and rescue work at the site of overturned ship in Jianli" and so on. Meanwhile, posts of @ Beijing News are more delayering and personified, such as reply and answer questions by the editor on duty in the interaction with netizens.

## **D. Micro-oriented: the characteristic of syntax**

Syntax, as one of the three levels in Maurice language theory, designed to study how to use different codes to make up a meaningful system.<sup>[11]</sup> From the micro perspective of news frame, newspaper media is good at selecting specific text and image symbols to do the interpretation of the medium content and macroscopic theme. The Weibo form @ the People's Daily and @ Beijing News maintained the frame technique in specific post writing and releasing about this events. However, more distinctly, Weibo posts added and increased the application of expression. As it shown in table 3, there are 7 kinds of expression in the related posts from these two media, which appeared 34 times in total.

**Table** Emoticon usage in Weibo of People's Daily and Beijing News about "Eastern Star" shipwreck

Emoticon	Emoticon Meanings	The number of occurrences
	Candle	18
	Like	1

	Sad	2
	Broken heart	3
	Love	7
	Angry	2
	Tears	1

According to the research from Maurice, there are three phases for human behavior --- perception, manipulation and accomplish. The news report of Weibo belongs to the first phase---perception. He stated that symbols play an indicated role in perceptual phase, which means point out, demonstrate and refer to something or some kind of situation. However, the perceptual phase is often an emotional alienated phase in which audiences tend to have an objective attitude and passively receiving information. Because the nonverbal symbols, such as pictures and expression, have more universal significance and trigger unconscious reaction which is not mind-control in the audiences' cognitive domain. Hence, the Weibo of two media increase application of nonverbal symbols in perceptual phase, which is more advantageous to attract audiences' attention from relevant reports, guide the audience positive thinking, thus to achieve the control phase.

## 5 Conclusions and discussion

In 1996, at University of California professor Iyengar divided news mode into episodic frame and thematic frame.<sup>[7]</sup> The so-called episodic framework is constructed by content of descriptive language, providing a picture of "Prospect", without explanation and analysis to the object by reporter. Instead, thematic frame tends to explain and interpret event under era, history, geography, and other larger context, ignoring the event itself.

In news report related to the shipwreck from micro-blog of People's Daily and Beijing News, episodic frame report consisting of three indicators as "event procedure, detailed description, event consequences" accounted for 90% , while thematic frame report consisting of three indicators as "the verbal response, evaluation and analysis, background " accounted for less than 10%.

Thus, in this shipwreck reports, the micro-blog of two media both reported mainly in episodic frame mode, short for the background of the accident, the cause or related comments, so the tendency of two media weibo was covert. All kinds of new media, including the micro-blog challenge professional media organizations in emergency firstly reporting , hot news widely and continually spreading, and significant agenda-setting. At the same time, the opinion leaders, the big V (influential micro-bloggers registered with real name), and even We-media constituted by ordinary people are also steadily growing. In the mobile Internet era, these news sources cannot be ignored. To some extent the selection of news source and material reflects the vision and the orientation of the media. Throughout this study, 63 items from micro-blog of People's Daily and 35 items from the micro-blog of Beijing News was clearly marked with news sources, however,

mostly compose by the official media as Xinhua News Agency, CCTV, People's Daily and other traditional media as television, newspapers, etc. Only few source from the Internet, mobile Internet and other new media, as the surging news, the micro-blog of People's Daily cited one while micro-blog of Beijing News cited three.

Thus, in this shipwreck reports, the source of micro-blog of two media was limited, they failed to effectively comply with the principle of balanced reporting.

#### Scarcity and recommendations

Based on time constraints, human condition, this study only select micro-blog of People's Daily and Beijing News, failed to add more levels, more type of newspaper micro-blog included. It also failed to carry out a comparative study of micro-blog report frame of the print media, radio and other media to discover the similarities and differences. In addition, this study only examined the media framework, although the discussing of macro-oriented subject selection involving how the media micro-blog topics coincide with the needs of users, but for the causal relationship between the two as well as a deeper awareness of Internet users, were not included in the scope of the study. Therefore, we hope to make up for regret in the future as research on reports frame in micro-blog.

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