

Analysis on News Media with “Positive Energy”

How the News Media Reported the “Positive Energy” in Current Environment

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Abstract—This paper is mainly involved in the interpretation of the “Positive Energy” under the sight of Journalism and Communication. And then, this essay provide numerous methods to deal with the problems of “Positive Energy” for medias via Sociological Methods. Finally, the innovation of this paper is that it propose the new paradigms related to the types and discourse to news medias.

Keywords- *Positive Energy; News Media; Report*

I. INTRODUCTION

China's current media culture phenomenon has emerged spectacle, filled with various forms of entertainment on the news this information to promote the combination of information and entertainment areas gradually expanded, and ultimately enable the media spectacle effect can be strengthened. [1]. In this context, the news media want to play a social function, passing out “positive energy” become more important.

In this context, in order to better promote social development, the “positive energy” press's role in guiding public opinion increasingly important. So what kind of news is to report “positive energy” as the starting point of the news coverage will become increasingly important.

In general news media properly reported “positive energy” is a news-gathering capabilities, such as three-dimensional rendering capabilities choreography, is a topic of concern to make the audience answers and analysis, is keen to quickly capture the media community in general emotional depth experience feelings of the parties and through reports identify the timing of expression.

First, the most prominent but also domestic traditional media most commonly used is the State, up to the good development of social phenomena and trends for the content of the daily news reports.

Followed by the news is conducive to promoting national and social development up to the good news or forecasts of conventional journalism. In these news reports may appear inferences and relevant experts predicted that if these projections are well-intentioned, such reports will potentially tell the audience, the future development of the domestic social situation, to stimulate the audience's confidence.

Another, but also the media reported that most directly achieve “positive energy” purposes, and the most able of the

color, the audience most likely to accept the news that the people's livelihood news.

The last category, “positive energy” news is hidden in the negative reports in the “positive energy” message. The most commonly reported in the media in dealing with disasters and emergencies in a timely manner to make the guide disaster relief, to find glittering news. The significance of these reports is to stimulate the audience to face a catastrophic disaster and other emergencies confidence and enhance cohesion.

II. HOW TO REPORT

A. *Social News-Seeking the Balance Between “Excitement” and “Positive Energy”*

Currently, Livelihood News as the core of social news was “positive energy” reported the concentration area. Social News is the most easy to produce outstanding “positive energy” press reports, but also the most difficult to grasp the audience's “excitement” and “positive energy” balance.

Neil Postman in the *Amusing Ourselves to Death* that “our culture has begun using a new way of handling affairs, especially in important matters. Along with entertainment and non-entertainment division of the dividing line is becoming increasingly difficult, culture also changed the nature of discourse. “this shows that entertainment has become today's society, the pursuit of a trend in today's media. [2] Therefore can not be denied is that the news media in adhering to the truth, passed on the basis of justice, but also need to consider what kind of coverage to be able to accurately touch the audience “excitement”, “eye-catching.”

Social news all report the Grassroots level, so the media wants to “Grassroots Function” news innovation having “excitement” and “positive energy” reported news events must be homogeneous in their news reports identify the core content.

These core content is not just in the traditional sense simply depict Grassroots level reality, a greater need for face Grassroots level conflicts. In fact, the existence of clusters of social contradictions in Vientiane is urgently needed “excitement.” Contemporary, Grassroots level community filled with intricate contradictions, filled with the country's reform period all levels of society need to be resolved, so the news media need to report it to point the sensitive news sense to social issues and grassroots conflicts, rather than the use of traditional “Grassroots Function” to cover up the social issues, so the audience can be learned through the media shows the real life problems and timely messaging through the media,

with the state and government to achieve real-time communication. Conversely, it is also reported in the media through social news country so that the audience understands the status of the reform period, so that people have the patience to wait for the country's transformation [3], to correctly guide public opinion, social stability, promote social "positive energy" development.

On the other hand, the anti-social news is the most commonly studied under a type. Such as anti-social crime news itself is not a "positive energy" reported the main force, but because this type of news coverage itself irritating, story, etc. "excitement", antisocial news event became a metropolitan newspapers and metropolitan television news column highlight. Therefore, in promoting social "positive energy" in the context of anti-social media news coverage must be limited. Here the word "limit" does not mean the media events that have occurred antisocial concealed and unreported, but the need for the reported content have a choice.

The moment, there are some views that the media cultivate of crime. In fact this view is based on treating anti - social news media reported without restraint. Such as crime, terrorism, if the media there is no event information collected be selected, a likely exposure to enforcement procedures, has brought instability. So faced with anti-social news events, the media is not playing "detective" to find clues to crimes, but not "judge" trial by media to the event, the media needs without rendering and emotion to the fair and equitable coverage, conscious to avoid some of the Tabloid News of "excitement", the media reported that the tone needs to be directed to "positive energy".

B. News Features-Starting from Emotion and Detail to Enhance the "Positive Energy"

News Features generally been applied to the "positive energy" reported in the typical characters make a typical event. In recent years, with the CCTV "moved China" broadcast on local TV and local newspapers are beginning to find ordinary people working in the extraordinary position for the social development, social harmony and make do extraordinary things.

Thus News Features easily cause the audience sympathy, played a role that reported "positive energy". When you want to achieve better dissemination of results, the news photos and television close-up is essential for Media Production News Features.

Commonly used in newspapers media news photos, for example, Arthur Berger in the *Seeing Is Believing* pointed out that a photograph is always the reality of the "relayed" rather than reality itself. Therefore, through the news media, the pictures are significance for the audience to show society "positive energy" on the need to capture different angles newsmakers with photos tell the story behind a man, bringing the audience to spiritual resonance. Photographers will need in the shooting into their emotions, and then when the shooting scene resonate with the details of the excavation site, the picture in the "relayed" in the hope that the audience with the media when reading the resulting emotions.

From this perspective, News Features and emotional details of its features is to capture detail and emotion into the close-up in the news is the same. Therefore, in passing,

"positive energy" in the process, you need to correctly apply the detail and emotion.

The energy of News discourse and strategies

The energy of news is ultimately embodied in the audience, the news discourse itself a show of force. Therefore, to improve the positive energy, the media should focus on changing the journalistic ideas and discourse as well as optimize the discourse strategies.

C. The Strength of News Discourse

a) From the He" to "I"

Regardless of what type of media, the use of what type of way of reporting, the news of the passing out of the "positive energy" to the audience who will eventually converge. So "positive energy" will play a very important role.

For a long time, China's traditional media are used in news discourse more "dualistic" mode of discourse: whether it is print media or television media, as reporters and presenters are basically quite objective, rational, neutral "messenger who "identity news show in front of the audience. Such reports to a large extent to meet the press emphasized objectivity and authenticity, but on the other hand, this kind of news reports sometimes are lack of a certain "human touch."

To "say" instead of "broadcast" is the "he perspective" into "My view," the most direct way. For example, the country's most well-known news programs -"News Network", because of its special status and advocacy functions, the announcer must seriously strict attitude in the public eye, enunciate or even "zero slip of the tongue" to be news show in front of the audience, regardless of the content of the news reflects what kind of emotion, what kind of discourse needed, instead, change their utilization announcer dressed show their emotions, such as the traditional New Year red dress, major national disaster or black and white clothing and other reports. However, as other domestic news programs, the function of the "News Network" different, but it is still using the "Network News" reported methods and discourse behavior: Such reports in the transmission of "positive energy" aspect seems deliberately unnatural, if announcer or reporter in news reports, it will be too cool and objective, "He perspective" into slightly emotional "My perspective", even if such coverage in the event of a disaster story, the audience can feel the disaster emerged "positive energy." This allows "He Perspectives" in dualistic, applaud, deliberate propaganda discourse transformed into intimate nature, imperceptibly pass "positive energy" and "my perspective" form of discourse.

b) Do Journalists Need to Have Feelings?

Change the way news discourse is also reflected in embodied emotionally of journalists when reporting on news events.

All along, the news media have emphasized the objectivity, journalists need objective, calm and neutral. But the news is relative calm and objective, is to some extent an objective and calm. If faced with a major disaster or a major piece of good news, journalists can keep the news and events on the basis of objective truth, and fully integrated into their feelings.

In the Wenchuan earthquake, CCTV reporter Zhaopu condensate in reporting the news repeatedly choke, at the time caused the media discussion. The exports generally believe that this reaction is not professional journalists performance

and should not be promoted. However, in Ya'an Earthquake Report, the Hunan Satellite TV announcer Qiu Qiming hoarseness, emotional story but got the audience to accept. From this perspective, this emotion in reporting news full use of discourse, not only does not make the news lost their original objective, and make the audience through in-depth interviews with practitioners in the first line to get more real emotions of the really news, this news is no longer a cold event, but with a "human face" of the "positive energy" message. In the above example, the audience sees through Qiu is tragic earthquake in which people help each other, care for each other's love of people, this kind of news to pass out more than just places to find "the most beautiful XX" awareness campaigns out there. "positive energy, "but news events unconsciously permeate out of the ordinary people in ordinary posts made to do extraordinary things by their inherent" positive energy. "

Therefore, the news discourse requires not only the use of words and letters, but also need emotional picture showing a symbolic language. This full three-dimensional news discourse of deconstruction of the original news discourse with monotonous same time, more conducive to building new can spread "positive energy" news discourse mode.

c) *The Art of News Reporting*

Either newspapers media or television media, news reports directly determines the language of the application placed in front of the audience what kind of events and content, we should be the content of this event and showed what kind of attitude.

At this level, the news media, you first need to do the courage to "dialogue." Here the word "dialogue" on the one hand refers to news practitioners and audiences dialogue, reflected in letters to the editor, interactive micro-blog and other links; hand refers to the media and the different levels of party conversation. News media exposure in a way bear to solve social issues while promoting the role of social events. Therefore, for the media exposure of social conflicts, avoiding the news media can not solve any problem, only "dialogue": talk and listen through to be able to promptly resolve social conflicts and promote social "positive energy" development.

On the other hand, the news media reported that during the energy, you need to do, "dare to say". Media easily go to extremes, in order to report "positive energy", a little negative information society, negative emotions do not dare say, can not say. This report is not an acceptable discourse ideas. Compared to traditional media, the relative lag in this regard and restrictions, some mainstream traditional media began to try on new media platforms sharp strokes, directed negative emotions and social information.

D. *Positive Energy Reporting and Journalistic Ethics*

Humanistic care centuries unchanged, the merits of the media is reflected in the "people" attitude. Media Adaptation in the moment pass, "positive energy" of the big trends in the media, when more people need to show proper humane care.

The debate of disaster report

In recent years, global natural disasters and man-made disasters every year increments. Because of these unexpected emergencies, significance and proximity has always been media reports, the focus of the audience and hotspots. As

mentioned above, the media reported the disaster through extracting useful information, you can also play pass "positive energy" effect.

Currently, the news means and improvements in technology, traditional media all-round, all-weather track disaster news reports began to pop. 2008 Southern snow, earthquake and other emergencies, the size of the country in three-dimensional media tracking reports, full details of the disaster area to show the whole picture, so that the audience with the hit to achieve seamless docking.

However, the media litany of catastrophes has been the early-round coverage of live evils. On the one hand, the new millennium brought the global economic system a combination of media and technology gave large catastrophic media spectacle bought foreshadowing. Douglas Kellner believes that such a major disaster spectacle reports have exceeded the original disaster areas, so that the audience began to focus on disaster derive more attractive to other news, [4] which are often derived from the news media delivery "positive energy" intention odds. The best example is the 2008 earthquake over a month's full live audience makes more in-depth understanding of the disaster area, but derived from the star "hoax donated door" and other events, but not the right time shifted part of the audience attention, so that the media intent on "positive energy" spread by the audience unconsciously distorted.

On the other hand, weather and live coverage of the disaster itself has been with the media to have yielded conflicting humanistic care has become necessary to think about. Media organizations and media workers should have the human spirit itself is media natural "positive energy." Weather disaster reports in order to meet the requirements of a long news broadcast, reporters want to reach the "point" will be more detail reports will increase, and it will inevitably order to interview the first line of disruption to the disaster site news rescue (the first time the rescue of the wounded being interviewed), or for disaster personnel emotional harm.

Therefore, the media coverage of the disaster also need the full range of trade-offs. On the one hand does not deny the advantages of weather reports, but we also need to find to find the details of the disaster coverage can be passed out of the "positive energy." Disaster reporters need to find the details of the disaster - keen perception before the disaster, reminding the audience when the disaster coming, reflections and Conclusions after the disaster. This is not only the media humanistic practice, but also passed the "positive energy" approaches.

E. *The Use of Rational Debate.*

Through news production details can be reflected the media with the human spirit. The moment of the news media, in the production of news reports, especially production of "positive energy" news reporting process in order to reflect the so-called "Humanistic care", deliberately repeated rendering even exaggerated news itself can pass "positive energy" for details will be a positive "humane care" twisted into "sensational." Therefore, in order to avoid deliberately provocative, "positive energy" reported a need to introduce a more rational debate to pass out information more convincing.

Compassionate care and rational debate are not in conflict, and even can be said to complement each other. Humanistic

care is reflected in the news reports highlighted the news reports on the emotional and moral character, "human" consciousness enhancement, and rational debate is more prominent in news reports and legal objectivity, and is a subtle social rules.

"Positive energy" report, especially negative information extracted from the "positive energy" of the news reports, through the intervention of experts to introduce rational debate. For the print media, the involvement of experts can be invited commentator commentaries; For TV media, you can spread the audience perspective by the moderator didactic into mass communication specialist or expert groups presenter and small group conversation propagation. Positive significance of the latter two is that the spread of small groups with a common specific target, and small groups have a certain cohesion "in the problem-solving process, there will be more spread small groups look at the issue of different perspectives. Variety the exchange will benefit perspective, will be synergies (synergy) [5]. In view of this, "positive energy" spreading process presents multiple perspectives, the introduction of rational argument not only does not confuse, and can play cohesion audience, enhance the spread of the feedback effect.

At present, the most commonly used method in China news media is that firstly, the introduction of the survey in the news commentator's article, or to invite experts to intervene. Secondly, in the face of large-scale "positive energy" event, multi-media, print media inviting experts to give advice on the Expand positive confrontation discussions television media, such as the "two sessions" on the hot topic of media reviews. The media mostly through foreign TV talk show (talk shows) fierce battle to pass the debate forward the development of social signals, this approach not only makes entertaining television programs and ornamental, but also makes the media to convey valuable information in rational thinking and debate to be sublimated and delivery, it is worth learning the mainland media.

F. The News Media Should Have a Sense of Social Responsibility

Today's society, the media has begun to consciously assume pass "social positive energy" of the task, which in itself is a concentrated expression of the media of social responsibility.

First, Philip Patterson and Lee Wilkins opinion, news addition to emphasizing accuracy, equity, but also needs to be emphasized tenacity, dignity and community. The so-called tough, that journalists need as mining news; dignity is given to the so-called report objects as much self-esteem, respect for the interviewee; so-called community, that is news to focus on social cohesion, focusing on the interests of society [6].

In the "positive energy" reported level, on the one hand, the media are more often faced with vulnerable groups in society, so the sense of social responsibility is reflected in the face of weak when interviewed, journalists need to be interviewed to talk who participants rather than condescending bystander, or even guidance, interpretation of the news of the manipulator. On the other hand, the media reported "positive energy" necessarily closely related with society, media workers in the news production process requires a little more

attention to social groups rather than individuals with outstanding contributions in some respects, and this emphasis on social groups process and the behavior itself has a "positive energy" significance.

Secondly, the media bears professional obligations to the community, where the community refers to the social [7]. At this level, the media's "positive energy" passing beyond the content of the news media "positive energy" category, but extends to the media as a social institution's own "positive energy" significance. For example, the social media that exist on false drug revelations, seemingly negative behavior is investigative, but in fact the media this move has delivered a "positive energy" message, which is intended to promote social food and drug safety to protect the interests of the people. In addition, based on this theory, the media has begun to promote the community's economic development, protection of the public interest in all aspects of the efforts of the level.

In summary, the media is the subject of social responsibility rather than the traditional sense of the journalists and practitioners, as a medium, and its social responsibility should be reflected in the functions of its spread on top. [23] That is, the media reports "positive energy", its sense of social responsibility must be closely related to its communications function, the two complement each other, are indispensable.

III. SUMMARY

Currently, the "positive energy" reports ought to promote positive social development has become the main theme of harmonious social development. As one of the tools of public understanding of the world's news media in the context of such a society need to go in the transfer society "positive energy" work front.

From this perspective, social development of the "positive energy" needs is better. Media or in the future will bear more pass "positive energy" of responsibility, so still need the media "positive energy" reported the development of attention and study, so that the media in the dissemination of "positive energy" process to better play its functions.

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