Framing Analysis of People's Daily Client Reporting in Emergency Events

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Abstract: As the official media,*People's Daily* has a significant voice and a strong opinion guiding power in unexpected events. The peak of public opinion in the "Wenliang Li" incident is very rare, and under such a peak, public opinion guidance is crucial. The client of *People's Daily* also reported a lot on this incident. This study uses content analysis to analyze six aspects: the theme of the report, the topic of the report, the source of the report, the quantity of the report, the focus of the report, and the form of the report, and analyzes the framework of the report of the client of *People's Daily* on the "Wenliang Li" incident.

Keywords: Wenliang Li; People's Daily Client; Reporting Framework

1. Introduction

At the end of 2019, the new crown epidemic broke out and rumors of the epidemic spread all over the Internet, which brought Wenliang Li into the public eye. Wenliang Li was recognized by the authorities as a "rumor spreader" for posting an epidemic-related circle of friends, and the reality later proved that the information Dr. Li posted in his circle of friends was not a rumor, but rather an early warning of a bloody real-life disaster. Against this background, the day Wenliang Li died caused a huge public outcry in the community, and media coverage increased. Some media outlets emphasized his status as a "whistle blower", while others hailed him as a "hero". From the initial "rumor-monger" to "whistle-blower," the media has shaped the image of Dr. Wenliang Li. In this article, we take the *People's Daily* client as an example to analyze the reports on the "Wenliang Li incident".

2. Framework theory

The theory of "framing" was first proposed in 1957 in anthropologist Bateson's "A Theory of Play and Fantasy," in which Bateson interpreted human communication behavior as the rules by which two parties transmitting information understand each other's interpretations. In the 1970s, the sociologist Goffman defined frames in his book Frame Analysis: Frames refer to the cognitive structures that people use and interpret in the external objective world, and people rely on certain frames to summarize, structure and interpret real-life experiences, and they enable people to locate, perceive, understand and summarize many specific information. framework, which is applicable to the study of many types of media information production and dissemination processes (Guo QG,2011). The concept is applied to the study of the process of selecting news, processing news texts and constructing meaning. 1All news media have their own reporting frames, and the existence of news frames is the guarantee of timeliness and the embodiment of news value. In this paper, we adopt the framework theory to analyze the text of the *People's Daily* client's report on the "Wenliang Li" incident.

3. Research Methodology

In this paper, we adopt the content analysis method to study the framework of the *People's Daily* client's coverage of the "Wenliang Li " case. Content analysis is an objective, systematic, and quantitative method of describing the content of current communications, and it is a method of data investigation that reveals social facts. Therefore, the content analysis method is used to explore the whole process of the *People's Daily* client's coverage of the "Wenliang Li" case from the peak of public opinion to its gradual weakening, to explore more comprehensively and objectively the framework and philosophy of the *People's Daily* client's coverage of major emergencies, and to analyze how it conveys the people's voice, how it guides public opinion, and how it positions

the characteristics and style of its coverage. It also analyzes how it conveys the voice of the people, guides public opinion, and positions its reporting characteristics and style.

4. Research Findings

4.1 Number of reports

The number of reports on an event can tell the degree of influence of the event. From the number of reports on the "Wenliang Li " incident by the client of *People's Daily*, the density of articles published is relatively high, and the time nodes are controlled in the initial period of public opinion-the peak period of public opinion-the period of dissipation of public opinion, and the density of articles published varies in three time periods. The client has different angles of guiding and interpreting the event, and the role is played in each level. Through the investigation of the incident, truthful, objective and timely reporting is one of the guidelines for news production, from which we can see that the *People's Daily* client was able to quickly follow up the progress of social hotspots. Therefore, the number of reports on these two days was the highest. From the number of reports in the last two days, we can find that the *People's Daily* client has a more accurate grasp and judgment of the public opinion on the incident, and it also conveys information and guides public opinion through different topics of reports, which also enhances the credibility of the party media.

4.2 News sources

The news source is the provider of the news in the news, the provider can be the person in the event or start to be the editorial staff themselves, but no matter who the provider is, the news in the news should be verified and checked. By verifying and checking the sources of the sample, this paper analyzes three aspects, namely, official statements, other media, and *People's Daily*. Client of *People's Daily* has a strict control on the authority of news sources when reporting articles, and the vast majority of them are media trusted by the audience, giving some reference opinions from many aspects and multiple fields, which have unique advantages in guiding public opinion and providing news.The proportion of the official statement part is small, but it helps the audience to get the latest progress and factual basis from multiple angles. Therefore, the *People's Daily* client, as an aggregated APP, is more three-dimensional and comprehensive in information release.

4.3 Coverage targets

The content was sorted and briefly analyzed in terms of message construction based on summarizing a sample of 54. In this paper, the reports on the epidemic were classified as epidemic-related, and most of the remaining reports were related to Wenliang Li, his family and the government. From the distribution of the clients of *People's Daily*, we can see that the newspaper's coverage of Wenliang Li dominated the mainstream in the days after the incident occurred, and since the incident of Wenliang Li was a questionable public opinion incident, the coverage of the incident before and after his illness was the most important part of the incident, so this part was taken as the The focus of the report was on this part. Through a three-dimensional report on Wenliang Li, the audience can also be more rational.In addition to the coverage of Wenliang Li, his family was also covered in a large space, with this part occupying the second position in the report. The government-related reports can better guide public opinion and also let the audience understand the government's attitude and concern about the matter at the first time.

4.4 Report topics

Among the articles, the topics can be divided into news, commentary, newsletters, interviews and feature articles, etc. After analyzing 54 samples, only news, newsletters, commentaries and interviews were available.From this, we can see that the production of news as well as its broadcast can often take advantage of time in hot social events. The length of news reports is between 100-500 words to deliver the latest progress of the event to the audience at the first time, and in the new media era, the length of the reports of the *People's Daily* client is more suitable for fragmented reading. In addition, the *People's Daily* occupies a larger space in its commentary, second only to news articles, through which the client expresses its views and builds a more comprehensive framework of discussion to the society.Therefore, the *People's Daily* client has a strong sense of value output and opinion guidance, presenting news facts in an all- round way and guiding public opinion in a timely and effective manner.

4.5 Coverage focus

The focus of coverage is, in general, the core of the article and reflects the perspective of the article, and the focus of coverage can also reveal the style of the *People's Daily* client. In the sample, the report focus was divided into three aspects: event coverage, event recourse, and event reflection. There are 25 event reports on Wenliang Li's death, accounting for 46% of the sample, most of which are about the death of Dr. Wenliang Li;24 event recourse reports, accounting for 45% of the total, mostly about the government's attitude toward the event and the measures taken by the government; and 4 event reflection reports, accounting for 9% of the sample. It can be seen that the People's Daily client has a large number of reports on the incident itself and the latest progress reports, which can restore the truth to the greatest extent by tracking the incident and also meet the readers' right to know with real-time updates.

4.6 Performance form

In the new media era, a single presentation form can no longer meet the needs of the audience, so the media will use multiple presentation forms in a single report. The multimedia presentation forms not only enrich the shape of news products, but also improve the reading experience and communication effect of the audience. After analyzing the sample, the main presentation forms are divided into four ways: text, picture + text, video + text, and video. From the published manuscripts, we can see that in the *People's Daily* client, picture + text is the most commonly used presentation form. The combination of graphics and text is the most basic form of news release in mobile client media, and also the most common form of expression. Therefore, the most dissemination method of *People's Daily* is also in the form of pictures + text, which makes the news vivid and interesting.

5. Summary

By analyzing the content of the client of *People's Daily* in six aspects, including the theme of the report, the subject matter of the report, the source of the report, the number of reports, the focus of the report, and the form of expression, we can conclude that the framework of the report of the client of *People's Daily* in the "Li Wenliang incident" also demonstrates the construction of the party media in the guidance of public opinion.

The *People's Daily* client, as a news app, has information based on news, complying with the nature of news and providing users with faster and more timely news about the latest and recent happenings. News articles are in line with people's reading habits in the era of speed. The People's Daily client's reports mainly come from authoritative media, delivering timely and authoritative voices. In addition to the news topics, the commentary is also of great length, and the commentary forms its own in-depth commentary text structure, digging deeply into the reasons behind the events.In the context of the rapid spread of the incident, the *People's Daily* client promptly released its views, reacting to the people's voices and actively guiding people to trust the government, adhering to the correct value orientation and objectively publishing news commentaries on the incident, reacting to the people's voices while calling on people to trust the government, effectively resolving the contradiction between the two.

References

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