

Research on the Media Image Construction of "People's Daily" on Alzheimer's Disease

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ABSTRACT

The "China Statistical Yearbook 2020" issued by the National Bureau of Statistics shows that China's elderly population aged 65 and above has reached 176 million in 2019, accounting for 12.6% of the country's total population, realizing the transition to an aging society. [4] Solving the problem of aging is an important issue for China's development in this century, and it is very important to scientifically and effectively deal with the rapid development of the aging population in the middle of this century. The Alzheimer's Disease China (ADC) believes that the neurodegenerative cognitive disorder represented by Alzheimer's disease has become a part of the aging problem of Chinese society and needs to be solved. In China, the number of Alzheimer's patients in the country reached approximately 10 million in 2018. The public has misunderstandings about Alzheimer's disease, and it is imperative to increase the social attention of Alzheimer's disease. The study selects relevant reports on Alzheimer's disease since the inception of the People's Daily. Based on the news frame theory, it uses content analysis to conduct high-, middle-, and low-level research. The high-level research includes report time, report theme, report genre, and length of the report, the middle-level research includes news source and emotional tendency, and the low-level research performs word frequency analysis. It draws conclusions through statistics and analysis, analyzes and summarizes the relevant reports of "Alzheimer's disease" in "People's Daily" for the Chinese media to learn from, and puts forward reasonable suggestions for its shortcomings.

Keywords: Alzheimer's disease, Aging of population, Health communication, News report, Frame theory, Content analysis.

1. INTRODUCTION

Alzheimer's disease is a disease with insidious disease in the early stage and degenerative nervous system in the late stage with continuous development of the disease. It occurs frequently in the elderly, and the chance of suffering from it gradually increases with age. The disease manifests itself as the patient's memory loss, cognitive deficits and major changes in mental status. Due to the limited research capabilities of humans, the cause of Alzheimer's disease is still unclear. Most patients with Alzheimer's disease become disabled or semi-disabled due to changes in memory, cognition, and mental status, so they need the long-term care of family members or medical personnel. Therefore, Alzheimer's disease has a great impact on the lives of patients themselves and their families. In addition, Alzheimer's disease has not

been correctly recognized by the public for a long time, which leads to the fact that patients are not recognized by themselves or their family members at the early stage of the disease, leading to the missing of the best treatment time for patients with Alzheimer's disease in the early stage, leading to a delay in the final disease, causing huge losses and destruction to patients and their families.

Since the beginning of the 21st century, the harm of Alzheimer's disease, a senile disease, to society has become more and more prominent. Statistics show that by the end of 2017, the number of Alzheimer's patients in China has exceeded 9 million, ranking first in the world. The reality background that Alzheimer's disease increasingly troubles all walks of life reflects the lack of understanding and cognitive biases of Alzheimer's disease by the general public. The mass media has

the function of providing information and educating the public, and can effectively create an information environment related to Alzheimer's disease for the audience to influence the audience's subjective reality of Alzheimer's disease and create a pseudo-environment. Therefore, mass media coverage of Alzheimer's disease treatment and other health information dissemination is particularly important. As the main provider of information resources for the whole society, the mainstream media's reports on Alzheimer's related information on the one hand construct the media image of the public on Alzheimer's disease; on the other hand, the mainstream media, with its high credibility, also sets the agenda for the whole society and build a pseudo-environment.

Therefore, as the aging phenomenon is becoming more and more serious today, it is of great significance to study the mass media's news reports on Alzheimer's disease to eliminate people's misunderstandings about Alzheimer's disease, promote the popularization of Alzheimer's disease prevention, and improve the treatment and quality of life of Alzheimer's patients and their families. However, the academic research and analysis on the media image report of Alzheimer's disease is very limited. The study focuses on the following questions: How does the media as a social watcher reproduce the media image of Alzheimer's disease that has existed in the river of long history? How has the media image of Alzheimer's disease changed under the shaping of the media, and why has it changed? Based on the three-level news frame analysis and content analysis method of Taiwan scholar Zang Guoren,[3] it performs statistics, analysis and research, so it has certain research significance.

2. RESEARCH OVERVIEW

2.1 Frame Theory and News Frame

Frame theory, also known as schema theory, originated in the west in the 1920s, rose in the 1970s, and was introduced to China in the 1990s. The theory originated from psychology and sociology, and it has been a widely used and highly valued theory in the field of news communication so far. Scientist Marvin Minsky is the founder of the frame theory, but his research is mainly for the field of artificial intelligence. The American sociologist Bateson (1955) put forward the concept of "frame". [1] Later, the sociologist Goffman (1974) defined the frame as "a mental model for

people to interpret the external objective reality". [13] People's induction, deconstruction and interpretation of real life experience all rely on a specific frame to enable them to identify, understand, summarize and refer to events and information". Entman (1993) proposed in "Frame: Clarification of a Fractured Paradigm" that a frame is a cognitive structure that people use to understand and explain social life experiences. [2] This cognitive structure enables people to select, locate and perceive much specific information in real life.

As a noun, the word frame can be a cognitive structure, and as a verb, Gitlin believes that the frame is aimed at different news reports. [6] In the reporting process, media workers will place the selected materials on the front page of the news and other important positions based on their own perception, news production, and news value orientation, so as to emphasize the importance of the event. Entman believes that frame, as a verb, is the choice and highlight of social reality; while Zang Guoren and Zhong Weiwen, scholars of journalism and communication research in Taiwan, believe that it is choice and reorganization. Nowadays, Chinese scholars combine frame theory with communication theory and apply it widely in the field of news communication. From the perspective of news production, the essence of news report is the process by which media reporters use symbols to reproduce social phenomena. In the practice of reporting, media reporters will selectively report on the target and content of the report based on the news value orientation or personal-level cognition prescribed by the organization, and present a media reality environment to the public in a fixed form.

2.2 Media Image

The origin of media image research in China is relatively late, while the origin of media image in foreign countries is earlier. The study of western media image began in the 1960s when McQuail and Rennerman studied the effects of television media image of political figures in the election of British parliamentarians. After entering the 21st century, foreign scholars began to focus on "specified groups". For example, Rein Port studied the image of journalists in American movies; Moffitt analyzed the media image of black male athletes in British and American newspapers in the 1990s. [6]

The earliest researcher on media image was the Chinese scholar Huang Yang. Later, some scholars

turned their field of media image research to specific social groups. Zhan Chengda defined the media image as "the overall impression and evaluation of the public and internal employees on the media". [7] Luan Yimei distinguished between "the image of the media" and "the image on the media", and redefined the meaning of media image: the external appearance of the media that can attract the attention of the audience formed in the process of media production and communication of meaning exchange is the audience's impression integration of the media organization. [8] In his book "Media Image", Xuan Baojian referred to the integrated system composed of the disseminator's media image and the audience's media image system as the media image. [9] Wang Pengjin conducted a literature review on the theory of media image, and sorted the background and the status quo of Chinese and foreign research development, providing more reference materials for scholars to conduct further media image research.

As of March 1, 2021, the author used "frame theory" and "media image" as keywords to search for related content on CNKI, and obtained 312 related articles. Among them, the research content mainly focused on the long-term stigmatized specific social groups such as relocation households, Internet celebrities, and the disabled, and more media image research was aimed at regions and policies. [10][11][12] There are few media image studies on major diseases, mainly focusing on stigmatized mental illnesses such as autism and depression, such as Zheng Di's research on the content of media reports on autism in the Beijing News and Zhang Heqiong's research on the reportage frame and media image of depression on Sina.com; [5] there are also researches on the media image of doctors based on the background of the current COVID-19 epidemic, such as Zhu Yuqing's research on the media image of doctors against the background of "SARS" and "COVID-19". [8] Less attention has been paid to the media image of major diseases such as Alzheimer's disease in the context of aging.

2.3 Alzheimer's Disease and Its Media Image Research

The author searched CNKI for "Alzheimer's disease" related content, as of March 1, 2021, excluding the understanding of Alzheimer's disease in science and technology (including etiology cognition, clinical medical research, medical

technology, etc.), there were only 51 articles in social sciences, mainly including industry, policy, development research and a small amount of literary work analysis. In terms of translation works, there was Tao Tao's translation report on the medical work "The End of Alzheimer's Disease"; in terms of social work, Wang Xuan conducted a case study on the care of patients with Alzheimer's disease in embedded elderly care institutions; in terms of appreciation of literary works, Wang Chunlin conducted an in-depth analysis and excavation of Xue Shu's literary work "The Deserted People". Chinese research on Alzheimer's disease basically stays in medical research and its technological progress and social work, and the research on the media image of Alzheimer's disease is still relatively blank.

Foreign media content analysis and media image research on Alzheimer's disease started earlier than China. Media research on Alzheimer's disease began as early as the beginning of the 21st century, mainly including the analysis of Alzheimer's disease in traditional media such as TV and literary content and new media social network site such as FACEBOOK and other social platforms such as user tweets and video content analysis. For example, Tang, Olscamp and others analyzed the content of Alzheimer's disease in social media YouTube; [14] Kang, Gearhart and others analyzed the frame of news reports about Alzheimer's disease in American TV news and information talk shows. [15] With regards to content analysis on other topics, Keelan and Pavri conducted the content analysis on YouTube's immune information sources. [16] However, there is a lack of content analysis and research on Alzheimer's disease-related news reports in newspaper media, and the media image research on Alzheimer's disease news reports is relatively blank.

3. RESEARCH DESIGN

3.1 Research Objects

Scholar Zhou Shenglin's definition of "mainstream media" has been universally recognized by journalism and communication circles, that is, compared with non-mainstream media, media at or above the provincial level that have greater influence or even play a core leading role, can represent or influence the direction of public opinion, are called mainstream media, including central, provincial, municipal, and district-level party and government office

newspapers, radio and television stations, and other major newspapers and radio stations. In 1949, "People's Daily" became the official newspaper of the Central Committee of the Communist Party of China, and was later named one of the ten most authoritative and influential newspapers in the world by the United Nations Educational, Scientific and Cultural Organization. In addition, it has formed a unique news frame for the original characteristics of the report content; therefore, choosing "People's Daily" as the research object can better reflect its typicality as a mainstream media.

Based on the complete and massive report data retrieval of the "People's Daily Image and Text Database (1946~2021)", the author searched the title and main body with the keyword "Alzheimer's disease", and found a total of 143 related reports. Then, the author used "senile dementia" as the keyword to search the title and mainbody, and found a total of 187 related reports. Taking into account the problem of transliteration, the title and main body were searched with "阿尔兹海默" as the keyword, and a total of 14 related reports were found. In the end, a total of 344 sample data were collected. After screening invalid samples, 114 valid samples were finally obtained for research.

3.2 Research Methods

This study is mainly based on the frame theory and media image theory to analyze and research the content of Alzheimer's disease-related reports, using quantitative research methods to conduct research and analysis of samples.

Content analysis is the main research method used in this study. In the first step, it determines the selected news sample, and then formulates classification standards and constructs categories according to the theme, news genre, report length, news source, and emotional tendency of the sample. The next step is to code and summarize the news report content of the selected samples according to the compiled categories to obtain the coding result. In the last step, according to the statistical results of various categories, the author conducts statistics and analysis on the content of Alzheimer's disease-related news reports in the People's Daily, summarizes the "People's Daily" news report frame on the media image of Alzheimer's disease, and gives some suggestions.

3.3 Category Construction

Zang Guoren believes that any news frame contains three levels: high, middle, and low, and corresponds to the three aspects of organization, individual, and text in the media production process. The high level includes the macroscopic scale of the number of reports, time distribution, and topic types, the middle level includes the emotional tendency of the report and news sources, and the low level includes the micro use of words and so on. At the same time, the author refers to the fundamental mode, after reading all the news reports about "Alzheimer's disease" in the "People's Daily", drawing on the category construction methods of predecessors in China and foreign countries to complete the category construction, including the high-level structure: report time, report topic, news genre and length of the report; the middle-level structure: the source and emotional tendency of the news; the low-level structure: the word analysis. Finally, the category is constructed as follows ("Table 1", "Table 2", and "Table 3"):

Table 1. High-level categories — organizational level

Category	Subcategory	References
Report time	(1) From 1986 to 1990; (2) From 1991 to 1995; (3) From 1996 to 2000; (4) From 2001 to 2005; (5) From 2006 to 2010; (6) From 2011 to 2015; (7) From 2016 to 2020.	Formulated according to the selection range of the research object samples
Report topic	Understanding of Alzheimer's disease (including the etiology, principle, symptoms, protection and risk factors, clinical and trial study of Alzheimer's disease, etc.); Screening diagnosis, treatment, nursing experience and support resources for Alzheimer's disease; The quality of life of patients with Alzheimer's disease; Others.	Tang W, Olscamp K, Choi S K, et al. Alzheimer's disease in social media: content analysis of YouTube videos [J]. Interactive journal of medical research, 2017, 6(2): e8612.
News genre	News; Newsletters, feature articles; In-depth report; Comment; (5) Others (including letters from readers, interviews and other forms).	Yan Yifei. Research on the Image of "Relocation Households" in Chinese Mainstream Media [D]. Central China Normal University, 2020.
Length of report	Short report refers to a short report with less than 1,000 words in the whole article; Long report refers to a long report of 1,000 words or more in total; Others (When reading through the research subjects and selecting samples, the author found that individual reports belonged to video reports, reports in the form of charts, etc., and failed to distinguish whether these reports were long or short, so the category of "Others" was added to distinguish).	Zhang Heqiong. A study on the reporting frame and media image of depression in online media [D]. Shandong University, 2020.

Table 2. Middle-level categories — individual level

Category	Subcategory	References
Source	Doctors, experts and scholars; The patient himself and his relatives and friends (family relatives, friends and colleagues who have frequent contact with the patient); Government officials; Others (unrecognizable or unexplained).	Kang S, Gearhart S, Bae H S. Coverage of Alzheimer's disease from 1984 to 2008 in television news and information talk shows in the United States: an analysis of news framing[J]. American Journal of Alzheimer's Disease & Other Dementias®, 2010 , 25(8): 687-697.
Emotional tendency	Positive; Negative; Neutral (ambiguity or no obvious tendency).	Keelan J, Pavri-Garcia V, Tomlinson G, et al. YouTube as a source of information on immunization: a content analysis[J]. jama, 2007, 298(21): 2482-2484.

Table 3. Low-level categories — text level

Category	Subcategory	References
Keyword	Word analysis	According to Zang Guoren, the low-level structure is mainly expressed through language and symbols.

4. THREE-LEVEL ANALYSIS BASED ON NEWS REPORTS

Zang Guoren believes that any news frame contains three levels: high, middle, and low, and corresponds to the three aspects of organization, individual, and text in the media production process. The high level includes the macroscopic scale of the number of reports, time distribution, and topic types, the middle level includes the

emotional tendency of the report and news sources, and the low level includes the micro use of words and so on.

4.1 High-level Structure Analysis

According to the analysis method of Zang Guoren's three-level news structure, the high-level structure is the structure analysis at the organizational level. The high-level structure

analysis of this article mainly includes the report time, the report theme, the news genre and the length of the report.

The first is the trend in the quantity and time of report. ("Figure 1")

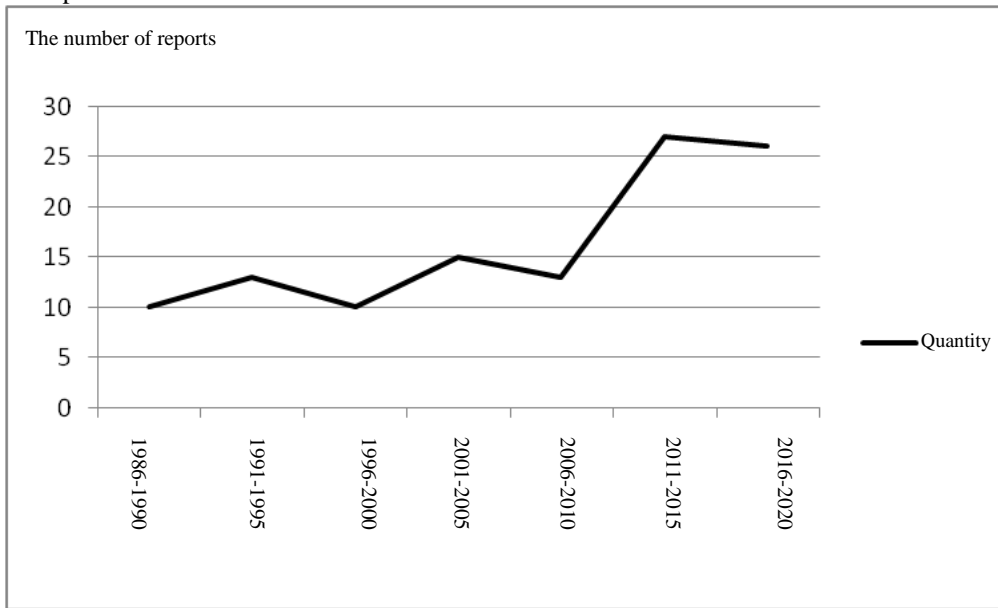


Figure 1 The number and changes of news reports about Alzheimer's disease in each period.

According to the analysis of samples available for the selected time (from the establishment of the newspaper to 2020) in the "People's Daily Image and Text Database (1946~2021)", the earliest news report on Alzheimer's disease was published in 1986, and the most recent one was published in 2020. The effective samples in the selected time are distributed in the 35 years from 1986 to 2020, and evenly divided into 7 time periods. The distribution and changes of the number of reports in each time period are shown in the figure above. There were small peaks in 1991-1995 and 2001-2005, and the number of reports was 13 and 15 respectively; there was a sharp upward trend in 2011-2015, and the number of reports reached the maximum of 27. Although there were a total of 26 reports in 2016-2020, there was a slight decrease compared to the 27 reports in 2011-2015. The number of reports on Alzheimer's disease in 35 years showed an overall increasing trend. It can be seen from the growth trend that the social attention of the topic of Alzheimer's disease is constantly increasing, and the public is paying more and more attention to the topic of Alzheimer's disease. In 1999, China entered an aging society, the attention to Alzheimer's disease gradually increased, and news

reports also tended to pay more attention to this topic.

Secondly, the report theme emphasizes the cognition of diseases.

Research on the number of reports on Alzheimer's disease can reflect the importance of the "People's Daily" on the topic of Alzheimer's disease and the trend of social attention. The more news reports, the more attention Alzheimer's gets, and the more the media image of Alzheimer's disease is reinforced.

As can be seen from "Figure 2" below, the themes of Alzheimer's disease-related news reports in the "People's Daily" are mainly focused on "knowledge of Alzheimer's disease", accounting for 58%, 66 articles in total; the second largest proportion is "the screening diagnosis, treatment, nursing experience and support resources, etc. of Alzheimer's disease", accounting for 25%, a total of 29 articles. Alzheimer's disease-related reports are more inclined to popularize Alzheimer's disease, and less attention is paid to the "quality of life of Alzheimer's patients" and other topics, which account for 14%.

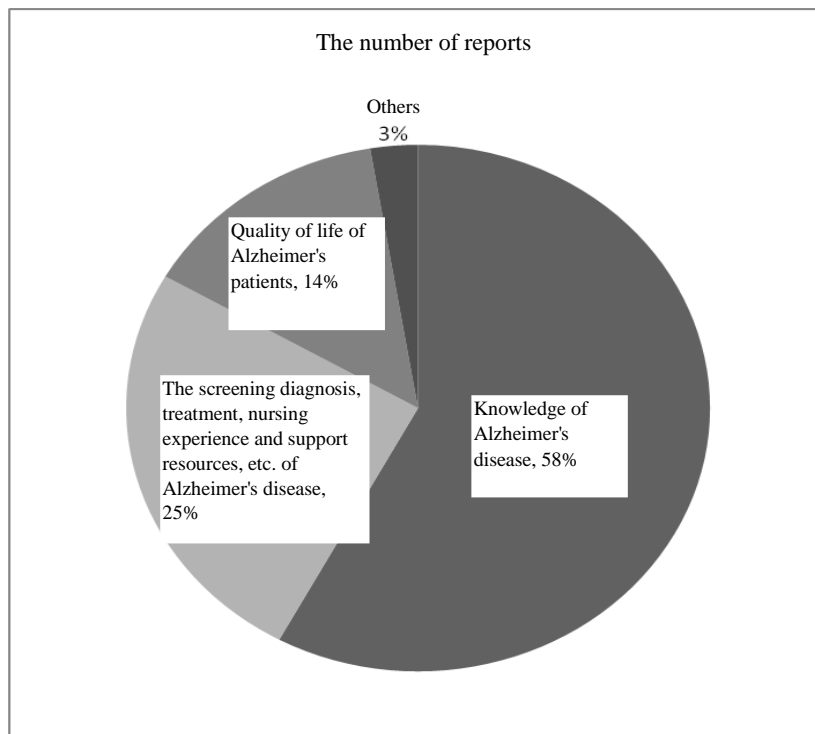


Figure 2 Proportion of news reports about Alzheimer's disease by news genre.

"Knowledge of Alzheimer's disease" is the topic accounting for the biggest proportion in People's Daily's news reports about Alzheimer's disease, which accounts for the largest proportion in all periods since the establishment of the newspaper. The proportion of related topics such as "screening diagnosis, treatment, nursing experience and support resources for Alzheimer's disease" and "quality of life of patients with Alzheimer's disease" is relatively small, which can reflect the social reality that the early aging of Chinese society is not obvious, and the aging population is less than that of European and American countries; this phenomenon can also reflect the fact that human beings still have incomplete understanding of Alzheimer's disease and there are still problems. Human society is still carrying out unremitting understanding and research on Alzheimer's disease. However, as China's aging population continues to increase, the number of patients with Alzheimer's disease continues to increase. Correspondingly, the social concern for Alzheimer's disease in the mass media and the humanistic care content for Alzheimer's patients and their families (That is,

"screening diagnosis, treatment, nursing experience and support resources for Alzheimer's disease" and "quality of life of patients with Alzheimer's disease" and other related content) is also increasing.

Thirdly, the news genre is dominated by news.

News genre refers to a standardized and normalized type of news report. The news emphasizes authenticity and timeliness, and is a brief report of recent facts. Compared with news, newsletter is less time-sensitive. It is a detailed news report of people, events, etc., which is longer than news. In-depth report is an in-depth analysis of major social issues, based on the macro background to pursue the true nature of the problem and the essence and significance of the event, tracking and continuously reporting social events and phenomena, and even exploring the news genre of its development trend.

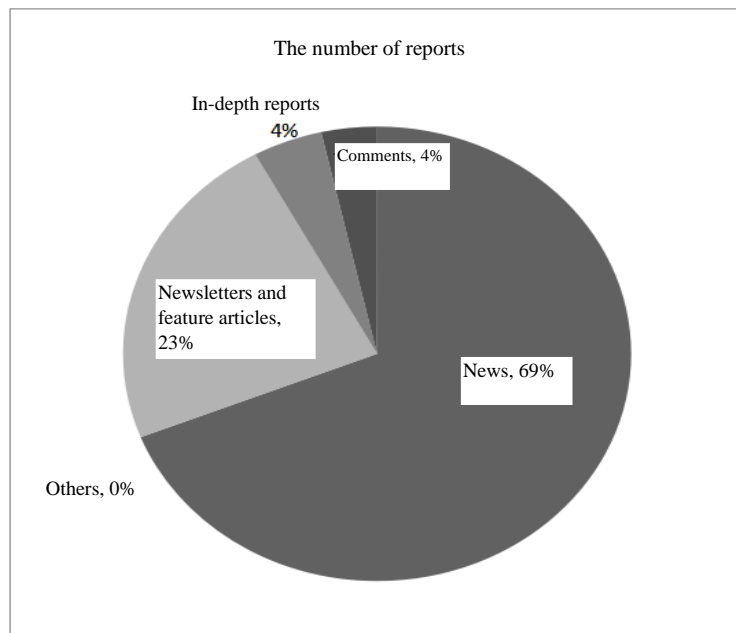


Figure 3 Proportion of news reports related to Alzheimer's disease by news genre.

From "Figure 3", it can be seen that the news genre of Alzheimer's disease-related news reports in the "People's Daily" is mainly news, accounting for 69%, a total of 78 articles; news genres such as newsletters and feature articles account for 23% of the total, 26 articles in total; in-depth reports and

comments both account for 4%. Other news genres, such as readers' letters and interviews, which are common in People's Daily, are not involved, accounting for 0%.

Fourth, the length of the report is mainly short.

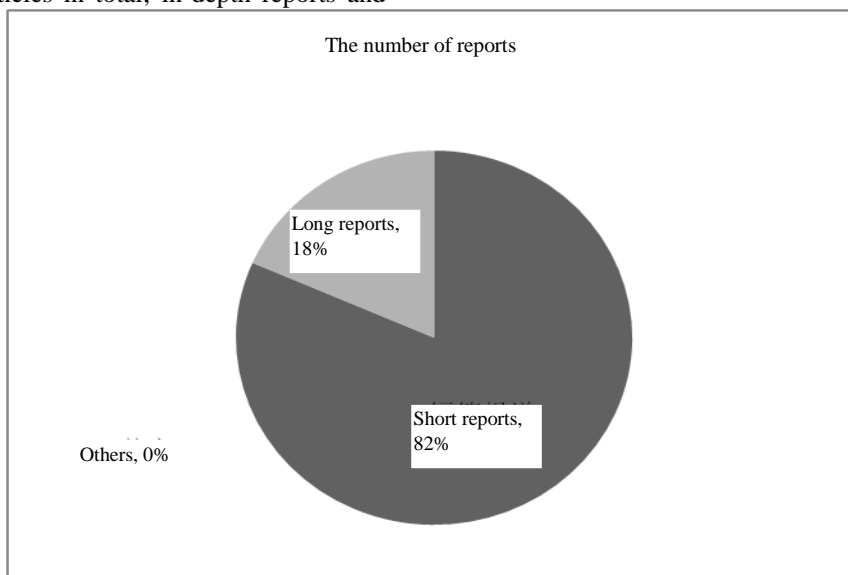


Figure 4 Proportion of the report length of news reports related to Alzheimer's disease.

As can be seen from "Figure 4", the "People's Daily" has 93 Alzheimer's disease news reports as short reports within 1,000 words; while there are only 21 long reports, accounting for 18%; there are no other news reports in the form of video and photo news.

4.2 Middle-level Structure Analysis

Zang Guoren believes that the middle-level structure should include the emotional tendency and news sources of the report. The middle-level

structure of this research will also analyze the middle level from the two aspects of news sources and emotional tendency.

First, the news sources are mainly the voices of professionals.

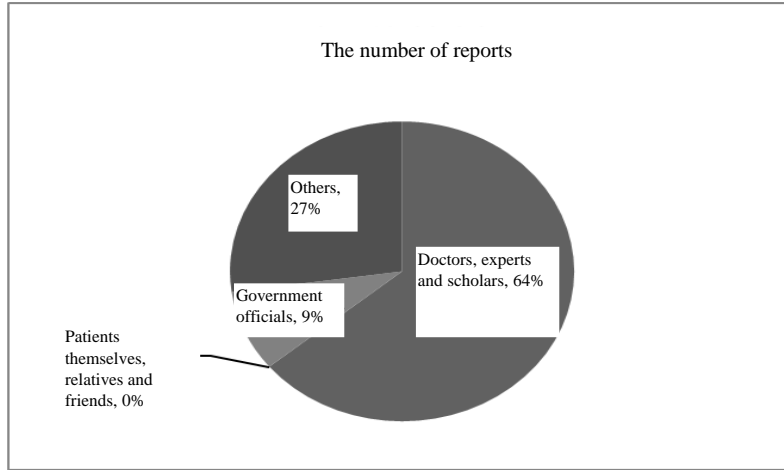


Figure 5 Proportion of news reports about Alzheimer's disease by news sources.

News sources refer to the clues of news reports and the sources on which news facts are based. Some news reports will indicate the source of the news, and the news reports of some unidentified news sources can be judged based on the context.

news reports from other unidentifiable or unexplained news sources. It is worth mentioning that Alzheimer's disease-related news reports in the "People's Daily" don't involve news reports from the patients themselves, relatives and friends, which are important news sources, and the relevant content of reports from the perspective of patients is relatively scarce.

As shown in "Figure 5", the news sources of Alzheimer's disease-related news reports in the People's Daily are mainly doctors, experts and scholars, accounting for 64%, a total of 73 articles; news sources like government officials account for 9% of the total, 10 articles in total; there are 31

Second, most of the reports are neutral emotionally.

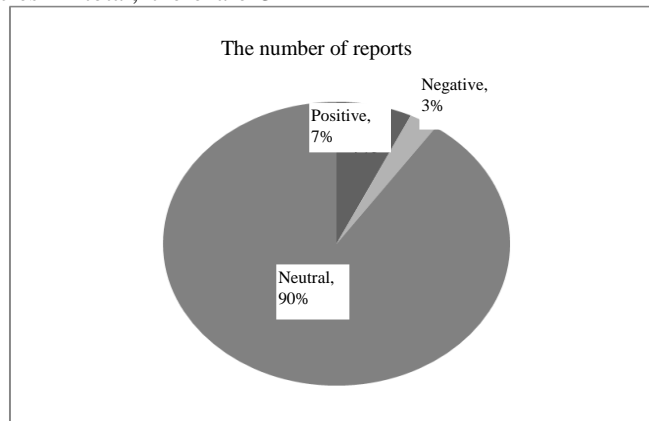


Figure 6 Proportion of emotional tendencies in news reports related to Alzheimer's disease.

As can be seen from the above "Figure 6", the emotional tendency of Alzheimer's disease news reports in the "People's Daily" is mainly neutral, accounting for the largest proportion, reaching 90%, a total of 103 articles; there are 7% (8

articles) and 3% (3 articles) of positive and negative respectively, and there are fewer negative news reports on Alzheimer's disease.

4.3 Low-level Structure Analysis

According to Zang Guoren's analysis of the three-level structure of high, middle and low levels, the low-level structure is the micro use of words at the text level. The low-level structure of the news frame will be reflected through the use of words, so a word analysis is performed to obtain a large number of used words in the research sample. Through the use of vocabulary, how the low-level structure of Alzheimer's disease-related news reports in the People's Daily is constructed can be found.

Table 4. Vocabulary analysis of reports on Alzheimer's disease in People's Daily

Vocabulary	Word frequency	Vocabulary	Word frequency
Patient	180	Provide for the aged	61
Disease	119	China	58
The aged	98	Scientist	57
Alzheimer's disease	93	Japan	54
Senile dementia	90	Society	52
Medicine	90	Nursing	50
Dementia	89	Memory	46
Hospital	84	Nursing home	45
Brain	69	Cell	42
America	69	Obstacle	39

The above "Table 4" shows that in terms of vocabulary usage, first of all, there are more specialized vocabulary such as "dementia", "brain", "memory", "cell", "Alzheimer's disease" and "obstacle" related to the understanding of Alzheimer's disease. As early as the 1980s and 1990s, a large number of specialized vocabularies were used in Alzheimer's disease-related news reports, which would cause some audiences with lower levels of knowledge to be unable to truly understand Alzheimer's disease. The report language was too specialized, and information about Alzheimer's disease was not easily received by the early public. Similarly, after entering the new era, blindly using specialized vocabulary and ignoring reports on the quality of life of patients with Alzheimer's disease and other humanistic care reports are not easy to be loved by audiences with diverse needs in the new era.

Secondly, the words "America" and "Japan" related to the early research countries of Alzheimer's disease also reflect the social reality that the early stage of Alzheimer's disease is far from the Chinese public. It can also reflect the history of America and Japan as early steps into the

aging society and conducting research on Alzheimer's disease.

Finally, it has repeatedly used terms such as "patient", "hospital", "nursing", "society" and "nursing home" related to Alzheimer's disease treatment and social support resources. It can reflect that after China stepped into the aging society in 1999 and the aging degree gradually deepened, the society paid more attention to the major diseases peculiar to the aging society, and the elderly had access to care and medical treatment in the aging society.

5. CONCLUSION

Taking the time when China began to enter an aging society in 1999 as the dividing line, it can be seen that the early and late stages of Alzheimer's disease presented different media images: gradually, a media image that is professional, flat, data-based, far away from the public and even not of social attention has been transformed into a three-dimensional, fresh, and diversified media image that is supported by the state and society and is generally concerned by the public.

Before the first news report on Alzheimer's disease was published in 1986 to 1999, Chinese society had just experienced reform and opening up, the economy and society had flourished, and the family planning policy had just been implemented. China enjoyed a rich demographic dividend, and the population aging problem that had already appeared in western countries didn't appear in China yet. The public and even the country were not sensitive to the problem of aging society, and they were not sensitive to Alzheimer's disease, which was more prominent in an aging society. In addition to the limited level of public knowledge and the limited level of scientific research in China, the content related to Alzheimer's disease in the news reports was more about the medical research progress of Alzheimer's disease in Europe, America, Japan and other countries with a high degree of aging at that time, and the content also tended to be more specialized and data-based information listing. Therefore, the media image of Alzheimer's disease at this time was not easily accepted by the public, which was professional, flat, and data-based.

After China began to enter an aging society in 1999, in order to cope with the problems caused by an aging society, the national government began to pay attention to related issues in an aging society.

The response to Alzheimer's disease and social security as the prominent issues of the aging society began to be put on the agenda of the government. The mainstream media as its mouthpiece also begun to set an agenda for the topic of Alzheimer's disease, in order to produce content that the audience would like to see and meet the needs of the audience. In addition to the simple news reports about Alzheimer's disease, news genres such as newsletters and feature articles and in-depth reports that could describe the life details of Alzheimer's patients and their families in a more detailed way were widely used in order to enable the public to see a more realistic and three-dimensional image of Alzheimer's disease. Therefore, the media image of Alzheimer's disease has gradually become three-dimensional, vivid and diverse.

The construction of the media image of the People's Daily conforms to the different characteristics of China's economic and social development in various periods. The change of media image is also an external manifestation of China's economic and social development in various periods, and is the product of different times.

Combining the previous statistical analysis, it can be seen that, first of all, the emotional tendency of most news reports is neutral, and the number of positively inclined news reports is also greater than that of negatively inclined news reports. This is a reflection of China's positive propaganda policy, which actively carries forward the themes of the times and spreads positive energy, while negative content gives way to beautiful and harmonious content. At the same time, the above statistical analysis shows that news, as the most important news genre in Alzheimer's-related news reports in "People's Daily", requires neutral and objective news reports. Therefore, news reports based on neutral and positive emotional tendencies are appropriate and have unique Chinese reasons.

In addition, the news sources for Alzheimer's disease-related news reports in People's Daily mainly come from experts, scholars and government officials. Patients with Alzheimer's disease and their family members lack the right to speak. Authoritative experts and officials have the right to speak on behalf of the patient. The comprehensiveness of news sources has not been significantly improved with the increase of social attention and the diversification of report methods. Since the Chinese socialist ideology determines the way people define the real world, the Chinese

media, as a tool to propagate the ideology of the Chinese Communist Party, will inevitably penetrate and reflect the ideological content of the socialist ideology. The media delivers news content to the audience to arm and tame the audience and maintain social stability. Therefore, the way of authority replacing the folk expression seems to deprive the discourse power and discriminate against the unofficial and folk discourse power, but in fact, it is a way to maintain social stability and national interests. Combining with China's mainstream media and the party newspaper and publication that have always assumed the media role of the party and the government as the mouthpiece, the People's Daily has a greater official voice in Alzheimer's disease-related news reports. The mainstream media's construction and shaping of media content in accordance with government work is due to China's special system. Coupled with the social supervision of the media itself, excessive rendering of negative images is not conducive to government work, and proactively maintaining the government's image and shaping government authority can prevent the government from losing credibility, falling into the Tacitus trap, and losing public opinion. In order to maintain national security and the more stable and healthier development of society, it is very important for the news media to ensure correct guidance of public opinion.

Finally, the content of early news reports on Alzheimer's disease only remained in the pile of information. As an inevitable stage of any social development, aging is a problem that China and even the world will face. As Pulitzer put it, "As the watcher of the big ship of society, the media must bear the responsibility of watching the crisis that hinders the smooth sailing of the big ship of society", one of the responsibilities of the media is to watch the environment, watching not only the natural environment, but also the social, political, economic, and cultural environment. The media should have a long-term perspective, be extra vigilant to the crisis that hinders the movement of society, and promptly remind the public to ensure the smooth operation of the big ship of society.

There are also special reasons for the failure of media social watchers. Alzheimer's disease was discovered late in the history of human beings. In 1906, Alzheimer's disease reported the results of a 57-month study of a woman's case. It was only in 1910 that the disease was named Alzheimer's disease, so the understanding of Alzheimer's disease in European and American countries was at

an early stage. In addition, at this time, China was not sensitive enough to the aging society before entering the aging society, which delayed the excellent reporting opportunity before the aging society appeared, and as a result, the general public was not sufficiently aware of Alzheimer's disease, causing some patients to miss the best opportunity for treatment in the early stages of the disease.

AUTHORS' CONTRIBUTIONS

Cheng Li was responsible for experimental design, contributed to revising and editing; Rujing Hao analysed data and wrote the manuscript.

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