

A Study on Emotional Communication of "Moderator Comments on News"

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ABSTRACT

In the article, the research uses key concept-emotional communication to analyse the success of the short video program "Moderator Comments on News" which is an innovation of the traditional news program "News Broadcast". It suggests that short video uses words election, language style, background, and subtitle to attract the audience.

Keywords: Emotional communication, Moderator Comments on News, News Broadcast, short video

1. INTRODUCTION

1.1. "Moderator Comments on News" And "News Broadcast"

"Moderator Comments on News" is a short video program officially launched by the News New Media Centre of the China Media Group on July 29, 2019. The program is broadcast on Tik Tok and has 613 videos, 31.706 million followers up to October 2021. Each video is about 1 minute long. It is a new program that is closely related to the traditional news program "News Broadcast". The theme of the video is from the "News Broadcast", combining the major events and trending discussions with comments spoken by the anchor on duty. The video is recorded right after the "News Broadcast" broadcast that day, editing with music, and displaying vertically on screen [1]. The comments released in the program is usually used online language loved by young people. Since then, the program has made a big hit, especially among young people.

"News Broadcast" is a news program broadcast by the China Media Group every 7 PM for thirty minutes or more since 1978, called "the mainstream value of Chinese politics". The purpose of the program is to publicize the value of the voice of the Communist Party of China and the Chinese government and spread events in the world. Due to the political status of "News Broadcast", the news style is usually serious and strong, and the audience group is the elite rather than ordinary people or young people. In other words, the program is not very popular among the young and make voicing the mainstream value of Chinese politics useless as time pass

by. What's more, audiences are getting used to receive message in quick method, short time and straightforward information flow. Living in the age of "Internet", more and more electronic products and Apps have changed people's lifestyles in many ways, such as reading habits. Thus the "News Broadcast" is looking forward to change.

To adapt to a diversified communication environment, in response to the change of the mainstream media environment, "News Broadcast" decided to offer a new edition on the Tik Tok [2]. Just like the anchor, Kang Hui said "Moderator Comments on News" is a more personalized expression style comparing "News Broadcast" on the new media platform. It is a supplement to some of the information in the "News Broadcast".

1.2. Short Video And "Tik Tok"

The short video is generally less than five minutes, which is spread on the Internet media. With the growth of the mobile terminals and the network's speed, short videos have gotten more fans and money investment [3]. *The 47th China Statistical Report on Internet Development* showed that there were 87.335million short video users, which was 88.3% among all Chinese Internet users [4].

"Tik Tok" is a music creative short video social application launched in September 2016 China. The slogan of "Tik Tok" is "record a good life". Most users of "Tik Tok" are women whose ages are mostly young. The daily active users of "Tik Tok" were more than 0.6 billion, and daily video searches were more than 0.4 billion in 2020. The application was ranked top 45 in the "Kantar Brandz 2021 Most Valuable Global Brands".

Moreover, it will sponsor China Media Group Spring Festival Gala Evening which is a show that will be enjoyed by the whole Chinese people in Chinese New Year's Eve. And its company-ByteDance ranked top5 in 2020 global top 500 Unicorn Enterprises Development Report.

1.3. Emotional Communication

Unlike the traditional classification criteria of communication, emotional communication is a new classification relative to rational communication. Traditional rational communication is separated into four forms: individual communication, group communication, organization communication and mass communication. On the other hand, emotional communication is an innovation of previous forms because it considers human beings' emotional preferences [5].

The emotional communication occurs both within and outside of awareness. The phenomena that have been characterized clinically as "unconscious communication". As Wilma Bucci Ph.D. argued in the paper: The process of emotional communication, as it takes place in treatment (as in all the interactions of life), is accounted for in terms of the referential process, defined within the theoretical context of the multiple code theory. It extended to account for emotional information processing, not information processing alone, and emphasizes the structure and organization of the multiple modalities of mental processing, rather than the dimension of awareness. [17]

2. LITERATURE REVIEW

With the popularity of Tik Tok and "Moderator Comments on News", many scholars have researched its success. First, Yanhua Jia, in her article *The Breakthrough and Development of "The News Network" in the Context Of Short Video—Take "Anchor Talk Network" As An Example*, analyses the challenges faced by "the News Network" under the background of the rapid development of short Internet video. Secondly, she discusses the new opportunities brought by the development environment of a short video for the integration development of mainstream media. Then, the advantages presented by "Moderator Comments on News" as a typical case of traditional mainstream media integration and development are elaborated. Finally, she believes that "Moderator Comments on News" relates the relevant news events with hot topics to produce younger, more popular audio-visual pictures, resulting in a better communication effect [5].

Zhien Xiao focuses on the relations groups in the production field of "anchorperson" that affect its news production. He then suggests that communication strategies adopted by the anchor are mainly reflected in

the following four aspects: first, deeply cultivate news, focus on news review genre, adhere to social responsibility, and do a good job in guiding public opinion; Secondly, in terms of narration, we should pay attention to hard words and soft words, combine hard words with soft words, and use micro narration to Construct Grand topics skilfully; Thirdly, in the channel, through the differential distribution, break the "circle" coverage, and connect the TV end with the network end, "big seen" and "small screen" feed each other; Finally, we should make use of the brand power and influence of "news network" and network anchor to quickly make it famous [6].

Shaomin Chen uses the root theory research method, explores how the "Moderator Comments on News" carries on the news narration. She comes to the conclusions that: The audience is deeply absorbed by the atmosphere, the emotional memory of the audience is deepened, the personalized narrative perspective affirms the role of the audience in news events, the social value of individual behaviour is constructed, the influence of the audience on public opinion is highlighted, the direction of public opinion development is guided, and finally, through rational reason, The interpretation of the dual news significance of emotion breaks the barriers of official and folk public opinion fields, and creates a positive public opinion environment [7].

3. METHODOLOGY

Content Analysis

In this paper, through the content analysis of the "Moderator Comments on News", the author has watched 113 short videos from August 24th 2019, to February 24th 2020.

4. DISCUSSION

4.1. "Moderator Comments on News" uses more emotional discourse, which is closer to daily communication

Compared to traditional news programs like "News Broadcast", "Moderator Comments on News" gives up the serious and cold news voice. Instead, the program is like an anchor chatting with the audience on the screen, which shorten the distance between communicator and recipient. The audience is no longer a simple receiver accepting the information commented by the anchor.

4.1.1. Words Election

As social media takes up people's lives, the majority are gradually more used to a more direct and powerful form of language expression. To adapt to this change: "Moderator Comments on News" elects more emotion and

words to comment on the news, especially in the headline.

In the video "The hospital should have the scalpel rather the butcher's knife. Doctors care for patients. Do not let doctors be disappointed.", the anchor talked about a doctor killed by the patient, pointing out that this was criminal rather a dispute between doctors and patients. The anchor chooses words like "disappointed", "criminal", which suggest strong emotional preference.

4.1.2. Language Style

In recent years, the mainstream media tried to build a warm media image and bridge the gap with the audience through the language style from official and serious to cordial [8]. "Moderator Comments on News" picked up a more personalised and communicational style.

In the comments, anchors choose Internet terms on purpose. When commenting on Hong Kong Riots, terms like "demanding CEO" are used to describe the United States. Those terms reduce the difficulty of understanding the events and build up a more vivid image.

Also, when commenting on the deeds of Guarding the border in Sino-Indian border conflicts, the anchor changed his serious instructive broadcasting tone, interpreting the incident with oral expression and sincere attitude. He even asked before the camera as if he was chatting with the audience. This language style achieves in-depth emotional communication and gains empathy effect with the audience [9].

4.2. Various Forms of Media Expression

In the background of the media integration, "Moderator Comments on News" can stimulate and satisfy the emotional experience by means of full-media presentation.

4.2.1. Background Music

Sound media plays an important role in the video. Since the video is normally one minute, it adds background music to express the emotion. Furthermore, the music is normally popular or classic song that can help the audience catch the emotion in a very short time.

For example, "Moderator Comments on News" used Opening Titles from Sherlock on August 25th 2019, to show the emergency of Hong Kong Riots. With the help of the background, the viewers can easily catch the feelings that anchors try to express.

4.2.2. Subtitle

Different from English, mandarin has quite a lot of words that have the same pronunciation. Thus, the Chinese video mostly contains subtitles to assist in

reading. The author finds out that the video emphasizes the keywords by changing the text's colour or increasing the text's size. When watching the screen, these underlying subtitles can easily catch the eye of the viewers.

And these obvious subtitles are usually an adjective or a noun with clear pictures. These words hit the audience's brain and leave a lasting impression immediately.

5. CONCLUSION

At present, the short video industry is on the rise and plays a mainstream role in the Internet industry [10]. The China Media Group picks up a new media form to the reason for the success of the "Moderator Comments on News" because its news context is more approachable and emotional by changing the words election, language style, backgrounds, and subtitle. These strategies successfully build up a more gentle, popular mainstream media image.

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