



Making News Facts More Warm and Powerful - My Discussion on Storytelling in News

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Abstract. With the changing media environment, news storytelling has become an important means of news reporting. This article analyzes the connotation, advantages, practical paths, and challenges faced by news storytelling, aiming to emphasize the positive role of news storytelling in improving the effectiveness of news dissemination and enhancing audience resonance. It also analyzes how news narrators strive to make news facts more warm and powerful, based on their professional background.

Keywords: news storytelling; News reports; practice

1 Introduction

In the era of information explosion, news reporting is facing unprecedented competitive pressure. In order to make news more attractive and infectious, storytelling has gradually become an important technique in news reporting. News storytelling, in short, is the presentation of news facts to the audience in the form of stories. This article will discuss the connotation, advantages, practical path, and challenges of news storytelling, and talk about the understanding of "news storytelling" as a broadcaster.

2 The Connotation of News Storytelling

News storytelling refers to the use of storytelling techniques in news reporting to present news facts to the audience in a vivid, vivid, and emotionally charged manner. News storytelling emphasizes elements such as characters, plot, conflict, suspense, emotions, and details, making news more attractive, infectious, and communicative.^[1]

Firstly, a 'storytelling' news report typically focuses on the specific protagonist of the news event, presenting the news event through the perspectives of 'me', 'him', or 'them'. By meticulously depicting and shaping characters' personalities, expressions, and inner worlds, the report indirectly showcases the "human touch" and inspires emotional resonance with readers. Secondly, "storytelling" news reporting often strives to organize news events in chronological order or causal relationships, forming a structure similar to the "beginning, development, climax, and ending" that we often

follow when telling stories. Make news reporting more dramatic and attractive. In addition, conflict and contradiction are key factors in shaping hierarchy in storytelling. Storytelling news reports will highlight the contradictions and conflicts of news events during writing, playing a key role in stimulating readers' interest in reading. Fourthly, incorporating emotional elements that are easily resonant into the report is also an important expression technique for news storytelling. Finally, capturing and describing the details of news is an important basis for making it more storytelling and watchable. Therefore, "story based" news reporting usually combines realistic, detailed, and vivid depictions of specific scenes, character movements, language, and psychological activities.

3 The Advantages of News Storytelling

Overall, listening to stories is the lowest threshold, easiest to understand, and most attractive way of conveying information to the audience. Transforming previously obscure and cold news stories can increase the audience's interest in watching news reports, help them better read and understand news content, generate emotional resonance, and ultimately achieve the goal of improving the effectiveness of news dissemination.

3.1 Enhance Attractiveness and Increase Readability

Storytelling news reporting brings previously unattainable viewpoints and theories into our daily lives, making them vivid, interesting, and easy to understand. It can better capture the audience's attention and improve the readability of news reports. For example, when we discuss the news viewpoint that "using AI face swapping technology in the process of short video creation may be suspected of infringement and consumer fraud", if we only cite the responsibility determination for infringement, fraud and other behaviors in the Civil Code of the People's Republic of China or other legal documents as evidence, readers will inevitably feel bored and even confused when reading the report. But when we apply this "abstract" viewpoint to news stories - such as telling readers about the news story of "famous doctor Zhang Wenhong being collected for voice and facial information by criminals and using AI face swapping technology for live streaming sales". Zhang Wenhong, as a well-known doctor, has a strong reputation and social attention. The image of Zhang Wenhong as a doctor and the image of a live streaming sales anchor will create a strong contrast in the minds of the audience. In addition, using familiar people to give vivid examples can reduce the difficulty of the audience's acceptance of the ideas and emotions expressed in the news, and encourage readers to continue reading and deeply feel.

3.2 Deepen Memory and Enhance Reading Experience

By incorporating elements of storytelling, such as the beginning, development, and ending of a news story, or some of the detailed data contained within it, it can help the

audience better understand and remember the news content and the viewpoints and attitudes conveyed. For example, when we discuss the news topic of "What is the future of high-end catering industry when high-end restaurants are closed in batches", we might as well list the news stories with data and details, such as "Five high-end catering brand Dingfengtai, which sells 150 yuan Xiaolongbao, closed 14 stores in North China on October 31 this year", "well-known Western restaurant Refer, old Western restaurant TIAGO, LAtelier 18 on the 18th Bund, and other high-end catering enterprises were closed in batches", and "low-end restaurants such as Salia, Nan-chengxiang, and other low-end restaurants are crowded". The overlay and comparison of real data will bring to life the viewpoints we want to express and help readers better remember the news content.

3.3 Convey Values and Increase Emotional Resonance

When we, as news reporters, combine a person's or even our own experiences with the news report and tell our story to the audience from an ordinary person's perspective, emotional resonance will quietly form. For example, when we want to report on the news event of "vocational school students being offered jobs by multiple companies," we can, before introducing the news event, tell readers from the perspective of a "higher educated" college student that "as a 211 college student, I applied for resumes everywhere during the graduation season, but rarely qualified to receive offers from big companies. As ordinary people, "our" job search experience definitely represents the current "predicament" of most college students in job hunting. By immersing oneself in the situation in this way, readers will feel a strong sense of closeness and familiarity, enhancing the infectiousness of the news.

3.4 Foster a Sense of Community and Shared Understanding

News storytelling has the power to create a sense of community among its audience by highlighting shared experiences and values. When news is presented in a narrative that reflects the commonality of human experiences, it fosters a collective identity and understanding. For instance, in reporting on natural disasters, by focusing on the resilience and unity of the affected community, news storytelling can unite readers in empathy and support. This not only strengthens the community's spirit but also encourages a broader audience to engage with the news on a more personal level, thus enhancing the impact of the report.

3.5 Facilitate Complex Information Digestion

In an age where complex issues often dominate the news cycle, storytelling can serve as a powerful tool to simplify and clarify intricate information. By weaving a narrative that guides the audience through complex topics, news storytelling makes it easier for the public to grasp the essence of the issue at hand. For example, economic reports that are often filled with statistics and jargon can be made more accessible through the lens of a person's financial struggle or success story. This approach not

only aids in the comprehension of difficult concepts but also encourages the audience to invest their attention in subjects they might otherwise find intimidating or bewildering.

4 The Practical Path of News Storytelling

4.1 Selected Themes

In the practice of news storytelling, I believe the first step is to carefully select the subject matter. We should focus on selecting events that have storytelling, typicality, and educational significance when choosing reporting subjects. For example, during the outbreak of the global COVID-19 in 2020, many media focused on the stories of first-line medical staff in the fight against the epidemic. For example, in 2020, the People's Daily reported the work experience of front-line nurse Zhang Jingjing in the fight against the epidemic, demonstrating the dedication of medical staff. ^[2] These stories not only have a strong historical background, but are also full of human brilliance, making them excellent subjects for news storytelling. By reporting on these heroic figures and events, the media not only conveyed information about the epidemic, but also inspired people and enhanced social cohesion.

4.2 In Depth Interviews

In depth interviews are a crucial step in the storytelling of news. Creators need to delve into the front line, engage in long-term communication with interviewees, uncover the stories behind news facts, showcase character images, and enrich the plot. For example, during my summer internship, I reported on the poverty alleviation campaign in Jiji Village, Fuyuan City, Heilongjiang Province. ^[3] I went deep into poverty-stricken areas, lived and ate with local residents, and learned about their life changes and inner feelings, thus telling a true and touching story of poverty alleviation.

4.3 Innovative Expression Techniques

The storytelling of news requires content creators to use various expressive techniques, such as contrast, suspense, and detailed description, to enhance the attractiveness of the news. For example, when reporting on technological innovation achievements, journalists can compare past and present technological developments, set suspense to reveal breakthroughs in new technologies, and use detailed descriptions to make the audience feel the charm of technology. For example, when reporting on the successful return of China's Chang'e-5 lunar probe, Science and Technology Daily set a series of suspense questions, such as "Can the sample be successful?" and "Is the return process smooth?", which increased the attractiveness of the report.

4.4 Pay Attention to Emotional Expression

In the process of news storytelling, creators should pay special attention to emotional expression, pay attention to the emotional changes of characters, and use emotions to move people and resonate with the audience. ^[4] For example, when reporting on the 2020 floods in the Yangtze River Basin, many media outlets reported touching stories between rescue workers and affected people, such as scenes of rescue workers carrying elderly people and children to evacuate dangerous areas. These emotional contents made the reports more touching and resonated widely.

5 The Challenges Faced by News Storytelling

In the process of news storytelling, it is inevitable to encounter some difficulties and challenges.

5.1 The Challenge of the Principle of Authenticity in News Stories

News storytelling emphasizes the expression of plot and emotion, which may lead creators to unintentionally or intentionally exaggerate or distort facts in the pursuit of storytelling. ^[5] Alternatively, creators may overlook the complexity and versatility of characters in order to create a more vivid character image. These practices seriously violate the basic principle of news authenticity and damage the credibility of the media.

5.2 The risk of Value Deviation

When news storytelling conveys values, it may lead to deviations in values due to journalists' personal views, positions, or pursuit of storytelling. For example, when reporting on a news event, some journalists may inevitably introduce personal emotions or biases, giving one party more positive descriptions in the report while ignoring the voice and position of the other party.

Faced with these risks and challenges, I believe that as content creators, what we need to do is to constantly improve our political literacy and professional ethics, and always remind ourselves to maintain an objective and fair reporting stance. At the same time, in addition to content creators themselves, news media and platforms should actively establish and improve news review mechanisms to ensure the authenticity of reported content and the correctness of values.

6 Conclusion

News storytelling, as a enduring and effective news reporting strategy, has notably enhanced the dissemination efficiency of news, leveraging its unique narrative charm to deeply resonate with the emotional core of the audience. In the current media landscape, characterized by complex information and divided attention spans, the adop-

tion of news storytelling techniques has infused a renewed sense of dynamism into the evolution of China's news industry. As a broadcaster and an aspiring media professional, I am committed to steadfastly adhering to the core principle of authenticity in my future news endeavors. I will courageously delve into and adeptly apply innovative expression methods, striving to artfully narrate Chinese stories and amplify Chinese voices on the global stage.

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