

A Brief Analysis of the Ways of Character Communication Writing

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Abstract: *Character communication is one of the common applied styles of news works. It reports on newsworthy characters, describes and tells their thoughts and deeds, and reproduces their feelings and ideological realm, so as to demonstrate the positive energy of society and convey the spirit of the times. Excellent character communication is not only pursued by journalists, but also required by the times. This article analyzes and compares the commonality and characteristics of the award-winning works from the aspects of theme, conception, composition, and value construction through the analysis of the 32nd China News Awards, and summarizes the way of excellent character communication writing.*

Keywords: *Character communication; China News Award; Writing skills; Character creation*

1. Introduction

Newsletter is one of the commonly used application styles in newspapers, news agencies and radio stations. Among them, character communication is a news genre that can comprehensively use various expressions; it depicts one or more A typical character image, thus revealing the feelings and ideological realm of the characters, highlighting the positive energy of society and conveying the spirit of the times.

The China Journalism Award is the most authoritative in our country's journalism industry. Among the award-winning works, the category of character communication is not a minority. This article is a selection of ten pieces that won the China Journalism Award in the category of newsletters, including "Salt Woman" published by China Women's Daily on November 5, 2021; "A free chauffeur ride across 4,700 kilometers" published by Xinjiang Bayingoleng Daily News on December 24, 2021; "10,000 Nang 9,000 Miles" published by Henan Daily on July 29, 2021; "The story of Li Hongwen and Yejiapo village, a national advanced individual in poverty eradication" published by Jinan Daily on December 26, 2021; "A Village Accountant's Ledger" published by Shanxi Daily on December 29, 2021; "How were the four leaders selected? Look who they are" published by the client of Beijing Daily on July 1, 2021; "Life and Death Line 5" posted by China Youth Daily on July 22, 2021; "For the Reunion Across Time and Space" posted by Ningbo Evening News on December 26, 2021; "Living in such a country is so happy" published by Xinjiang Daily on May 12, 2021; "Heroes Standing in Karakorum" posted by the People's Liberation Army Daily on February 19, 2021. In this article, we will analyse the characteristics of their writing in terms of topic, idea, composition and value construction, with a view to clarifying the way of writing excellent character newsletters and providing reference for the writing of future character newsletters.

Writing good character newsletters is the basic skill of journalists. At present, the rich channels of news acquisition and multiple presentation methods have brought new challenges to the creation of communication works. How to write well, realistically and vividly in character communication? How to make the communication of characters unite social forces and inspire people with small views of the big world is a question that writers need to think about and explore. Character communication integrates comprehensiveness, humanities, and practicality. It requires the writer to distil a deep and focused theme through preliminary research, interviews and data collection. An article that establishes a theme will be able to engage the reader and has value. It is also important to grasp the angle and layout at the idea stage of the article. Accurate entry points and rigorous layout of the article can enhance the appeal of the report.

The research method of this paper is the literature data method. The study found that the character communication works of the 32nd China News Awards are accurate and appropriate in terms of language use, concise and lively, and vivid in imagery; they have the characteristics of civilians and details in narration; , Actions, dialogues, and psychological descriptions express the character traits and inner world of the characters; and in terms of value transmission, it shows the new atmosphere of the

development of the times, and spreads the positive energy and main theme of society. The purpose of this paper is to explore the way of excellent character communication writing, and draw inspiration from it.

2. Deep Concentration—Establishment of Theme

Character newsletters need to report on a typical person or a group of people, so the establishment of the theme and the selection of characters are very important. The theme selection of the award-winning works is in line with the characteristics and main theme of the development of the times. Whether it is rural revitalization, poverty alleviation, or people's well-being, heroes, and national unity, it is in line with the era's agenda of "building a modern socialist country in an all-round way". The theme selection is profound and concentrated, which can better reflect the development of the times and inspire the public. The stories of "little people" struggling in the "big era" arouse readers' sympathy.^[1]

At the same time, selecting emergencies that become social hot spots within a certain period of time can also reflect the main theme of the times from different angles to a certain extent. The article "10,000 Nang 9,000 Miles" tells the story of the Uyghur compatriots who drove to Henan to donate supplies during the huge floods in Henan. The article "Living in a country like this, I'm so happy" documents the communication across 1,400 kilometers to successfully connect the arm of a boy with a broken arm, etc.

The characters reported in the above ten articles are different, but they are all positive, positive, and uplifting, reflecting the personal qualities and spiritual outlook of "patriotism, dedication, integrity, and friendliness", and also the embodiment of the contemporary connotation of socialist core values.

The choice of characters is not "big", but "fine". Li Hongwen, the village-based poverty alleviation cadre in "603 Red Handprints", is a representative of grassroots cadres who dedicate themselves and lead the masses out of poverty and toward a well-off life. This also requires that the preparatory work needs to be sufficient and in place, collect information in all directions, go deep into the lives of the interviewees, and record the characters from an appropriate and true perspective. The reporter who wrote "Salt Woman" went to Jiada Village for more than 10 days, went to the salt fields with the salt pickers, worked under the scorching sun, and finally sorted out tens of thousands of words of material; They ate and lived together and carried out tasks in a complex and high-cold and hypoxic environment. The interviews continued for more than three months.

Themes that conform to news facts, embody social and humanistic significance, and have a clear, profound and concentrated theme can finally convince readers.

3. Ingenuity—the Idea of the Article

3.1. *Starting point, Point of view, Point of focus*

When writing characters, we must first clarify whether to write about a group or an individual? Is it to write about advanced figures who have made great achievements, or to record ordinary people? To find relevant characters based on the proposed theme, not only to write deeds and experiences, but also to explore the inner world of the characters through the deeds and experiences, and write the characters' soul and light of thought. Secondly, the shaping of the characters should be focused. After confirming the theme and the characters, the reporter needs to confirm the angle from which to describe and shape the characters through on-the-spot interviews and writing.^[2] The choice of angle depends on the material actually collected and written. It cannot be fabricated out of thin air, let alone deviate from the facts. It is necessary to select typical and representative report angles based on the shining points of different characters, and then screen and edit the material around the selected angle. Lay a solid foundation for writing. For example, "A "Free Driver" Across 4,700 Kilometers" focuses on the short story of two Xinjiang drivers helping a Jiangsu truck driver complete the delivery.

3.2. *Find a Layout*

The ancients said, "The layout is the construction of a house by a master. Where to build a hall, where to open an account, what kind of wood is needed for the building, and what kind of material is used for the beams, you must plan in advance, otherwise you will not be able to properly use the materials to build the house." If the writing does not consider how to plan the layout in advance, it is likely to "arbitrarily elevate" or "mean" the characters, making readers unconvinced and uninterested. Of course, it is impossible to have a good social communication effect. Character communications are often composed

of titles, introductions and texts, and the texts can be divided into different sections and chapters. The common structure is "total-sub - total".

In today's "title-reading era", the title is often the key factor that affects whether the audience clicks in for further viewing. A good title has "four novelties", that is, new facts, new problems, new ideas, and new needs. It can not only explain the content of the article concisely, but also have rich meanings, so that readers can understand it at a glance, and it can also set up suspense and enhance attractiveness. For example, "Salt Ba Woman", "Ten Thousand Nangs and Nine Thousand Miles Road", and "603 Red Handprints" skillfully use rhetoric, vivid images, and enhance the expression effect. In addition, "Life and Death Line 5", "For the Reunion Across Time and Space", and "A "Free Driving" Across 4,700 Kilometers" make readers want to know more about what happened on Line 5? How to cross time and space? Why does 4700 have "free driver"? Cooperate with the ups and downs and waves of the overall article plot to make the article attractive.

The introduction and beginning of character communication can often set the tone of the entire article. A good beginning can not only lay the background, create an atmosphere, and set the tone, but also guide the full text and attract readers' interest. The article "Salt Ba Woman" uses a close-up shot to describe the scene of Tibetan woman Zhaxi Wangmu getting up early to work, which is representative, and a beautiful and natural atmosphere is rendered, which makes people feel personally on the scene. "A "Free Driver" That Spans 4,700 Kilometers" and "Ten Thousand Nangs and Nine Thousand Miles Road" both add numbers at the beginning. These numbers can strengthen the visual and psychological impact and give people a different experience. In short, the introduction and the beginning of the article need to be closely related to the theme, set the tone, be simple and handsome, and be beautiful and eye-catching.

A good article is inseparable from the main thread that runs through the full text. Character communications are often long in length and writing time. If there is no clear context and clues, it is easy to deviate from the topic and lose importance. As the core of the article, the main line is generally the thoughts and spirits of the characters. Looking at the ten award-winning articles, they focus on the "Three Niu Spirit" dedicated to the people, the loyal and clear patriotic spirit, the "hard bone" spirit of poverty alleviation, not afraid difficult fighting spirit, etc., described different characters from multiple angles, and finally connected them into an organic whole. At the same time, transitional sentences are required between each section and chapter to make the article more logical.

4. Blooming Flowers in the Pen -- Written Writings of Character Communications

4.1. Language Use

Character communication is a type of communication that reports the deeds or activities of news figures and shows the spiritual outlook of the characters as the main content. "People" are the center of character communication. All the detailed descriptions, environment descriptions and the use of various expressive techniques are for the purpose of expressing and highlighting the characters. Reason and move with emotion.^[3]

The first criterion of language is truth. To report objective and true stories of people, you must not exaggerate and fabricate characters in order to attract readers, which will only be counterproductive. Generally speaking, the language needs to be easy to understand, concise and plain, accurate and appropriate, and vivid. Appropriate use of rhetoric and other expression techniques can make the language of the article more beautiful and the content more attractive. In the article "Heroes Standing in Karakorum", "This is the western border of the motherland, and it is also the front line of peace and tranquility." The kind and warm words are even more touching to the peace fighters who dedicate their youth and even their lives to guard their homes. The use of rhetoric should be careful not to be excessive or too gorguous, let alone ignore the expression of the theme and connotation of the article.

Language serves to shape the image of the characters. Using character monologues can highlight the image of the characters, show emotions, and achieve deep integration with the work. For example, in "For the Reunion Across Time and Space", Sun Jiayi led the team to find the "home" way for 965 martyrs. When he helped Chen Chuanwen, he said: "Old man, don't worry, I will help you find your relatives." in the process In it, he sighed that "the peaceful environment we enjoy is bought by countless martyrs with their lives, and it also includes the sacrifices of countless martyrs." This makes his image more three-dimensional and full, and the true feelings revealed during it are indirectly described. Sexual language cannot reach.

In addition to narrative, description and lyrical language, the writing of character communication should also focus on discussion and reasoning. Profound, wonderful, and practical reasoning and discussion can sublimate the facts reported in newsletters, and better infect and educate the audience.

4.2. Narrative Features

The content of character communication must be close to the masses, otherwise it will not resonate widely. Good character communication shows the characteristics of civilians and details.

Among the previous works, there are many chapters reporting great heroes of the times, state cadres and other "big figures". Although such works can spread certain social values, they seem too far away for ordinary people. From the perspective of civilians, the narrative method that shows the life and appearance of ordinary people is more touching.^[4] For the communications works that won the China News Awards this year, more "little people" were selected, such as Yiminjiang Kurban, a Uighur compatriot who cares about Henan, every ordinary hero who escorted the "boy with a broken arm", and took root Li Hongwen, a grassroots cadre in Yejiapo Village, and others. In terms of communication content, the award-winning works use simple writing techniques to reflect the emotions of civilians; use forms that the public loves to hear and see, while ensuring the readability of the news, it greatly resonates with the audience. For example, in "Heroes Standing in Karakoram", "Never keep the territory small, never lose the sovereignty!", "We are the boundary markers of the motherland, and every inch of land under our feet is the territory of the motherland.", "Clear love is only for China." Such plain words show the belief and responsibility of the border guards, which is moving.

The key to portraying characters lies in the details, which include action details, language details, appearance details, and environmental details. In the writing process of character communication, the narrative of the article should not be long and messy, but should be continuously refined to better reflect the detailed narrative. In "10,000 Nangs and Nine Thousand Miles of Road", the author uses data to reflect the truth in details: "There are more than 1,200 villagers from 10 villages in Caoli Township relocated here.", "At about 11 o'clock in the evening on the 24th, with 10,000 baked naan, 140 quilts, and a donation of more than 30,000 yuan, Yi Minjiang set off." In "A Village Accountant's 'Ledger'", the author used more details to describe the characteristics of the characters: "Don't worry, the village has to do great things in the past two years!", "The out-of-poverty masses Lu Hongjun counted the 700 yuan he received, and grinned at Ge Xiaotian, the village accountant.", "These words pierced Ge Xiaotian's heart like a knife" wait. It should be noted that the detailed description should not be covered in the whole article, but the infectious and necessary places should be selected.

4.3. Create Character

"Character" is the core of character communication report, without fresh and specific "character", there will be no excellent character communication report. Engels said: "Everyone is a type, but at the same time it is a definite personality, as the old man Hegel said 'this one', and it should be like this." Therefore, it is necessary to reflect the personality of the characters on the basis of grasping the commonality.

A good news report can enrich the story, create a three-dimensional person, and resonate with the readers with the sincere emotion in it.^[5] In terms of character creation, in fact, it is necessary to comprehensively use the theme establishment mentioned above, the layout of the article, the use of language, the description of details, etc., to make the characters "stand up" in a dynamic way, and to be more deeply rooted in the hearts of the people.

Describing the actions of characters, such as coherent action description, can reflect the character's personality and make the characters more vivid. In the newsletter "Living in such a country, so happy", a series of action scenes of doctor Li Liwei using the remaining "golden fifteen minutes" to perform surgery on the "boy with a broken arm" are described: "Establishing a vein channel, general anesthesia, intubation, debridement ... He put on a microscope, tightened the child's veins ... Concentrate on it, hold your breath, the first needle, the second needle... the twelfth needle, the blood vessel is connected!" This description creates the tense atmosphere of the time and shows the doctor's sense of responsibility and professionalism. It makes one feel that the previous efforts were not in vain. Such dynamic description can enhance the sense of picture and enhance the appeal of the work.

In addition, in the communication of characters, it is also possible to express the ideological realm of the characters through contradictions and conflicts; to show the character traits of the characters through

monologues and dialogues; and to show the inner world of the characters through detailed descriptions and psychological portrayals.^[6] For example, in "Heroes Standing in Karakoram", the author uses Chen Xiangrong's record of a battle: "Facing foreign troops far outnumbering our own, not only did none of us back down, but we even attacked them with stones and knocked them down." Drive out." It fully embodies the hero's bravery and responsibility. When the country is violated, they charge forward without hesitation, which is admirable and grateful.

There are more than these methods for shaping characters, and each method is not used in isolation. According to the needs of describing characters, various means can be used comprehensively to reflect their personality traits and mental outlook, so that the characters are full, vivid and moving.

5. Conclusions

Character communication must have a core of value and reflect the spirit of the times. Each character is a real person in a specific era, carrying the corresponding imprint of the times. By shaping different characters, it is expected to demonstrate the positive energy of society and convey mainstream values. The way of excellent character communication writing is to establish a deep and concentrated theme, and carry out a rigorous layout; in the use of language, it is accurate, concise, vivid, and vivid; in the narrative, it is civilian and detailed; through conflicts, actions, dialogues, and psychological descriptions to shape the characters, and finally show the new development of the times, and spread the positive energy and main theme of the society.

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