

The Application Strategy and Effect of Critical Discourse Analysis in News Reporting

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Abstract: In the modern digital age, news media plays a vital role in shaping public views, guiding social discussions and influencing policy changes. News reports not only provide factual information, but also include comments, explanations and criticisms of social events. Among them, the application of critical discourse in news reports has become a noticeable phenomenon. Critical discourse refers to a way of expressing opinions, comments and analysis in news reports, which not only arouses public concern and discussion, but also has a far-reaching impact on society. The purpose of this thesis is to explore the application strategy and effect of critical discourse in news reporting. It also aims to study the diversity of critical discourse, including words, wording, citing authority and evidence, and emotion and emotion-driven methods. The thesis examines the effect of critical discourse in news reports, including how it arouses public attention and discussion, how it shapes public views, and how it affects politics and society.

Keywords: critical discourse analysis; news reports; rhetorical device

1. Introduction

In today's era of digitalization and information explosion, news reports play a vital role in shaping public awareness, guiding public opinion and influencing policy decisions^[1]. News is no longer just the transmitter of information, but also the main channel of dissemination of opinions, comments and analysis. Critical discourse, as a way of expressing opinions, has become an indispensable part of news reports. It provides readers with diversified sources of information by emphasizing social issues, political decisions, cultural events and other issues, and stimulates the public to discuss and think about social issues^[2].

2. The Importance of Critical Discourse in News Reports

Critical discourse encourages the public to actively participate in the discussion and thinking of social issues. It not only provides information, but also guides the public to reflect on the issues and promotes deeper participation and social participation. Critical comments provide diversified angles and viewpoints for news reports, which not only present facts, but also help readers to understand various viewpoints and positions and understand problems more comprehensively. Critical discourse is often used to remind social problems, policy decisions or behavior problems, which helps to reveal potential problems and urge governments and institutions to take action. Critical comments urge news organizations to improve the quality of news reports. Through criticism and censorship, news organizations can better prepare and present news. Critical discourse is a key means to supervise the government and power institutions, which helps to reveal corruption, abuse of power and misconduct, and urges the government and institutions to maintain transparency and accountability. Critical comments can influence the policy-making process. Policymakers usually pay attention to public voices, especially critical views, in order to better understand the needs and concerns of society. Critical discourse provides news organizations and commentators with opportunities to express their views and positions, and establishes the independence and reputation of the media. Critical comments help to spread public interests, emphasize social justice, human rights and environmental issues, and remind the public to pay attention to a wide range of social issues. Critical discourse promotes the development of public dialogue and debate, stimulates the exchange of different views and contributes to the better solution of social problems^[3].

3. The Diversity of Critical Discourse

Critical discourse can cover a wide range of viewpoints and positions. Different commentators and news organizations hold different views and present diversified views, including political, economic, social and cultural fields. Critical comments have different styles, including humor, satire, seriousness and sensibility. Different styles of comments can attract different types of readers and convey information more widely. Critical discourse can cover all kinds of topics and topics, and it can pay attention to political decision-making, social issues, cultural trends, environmental issues, scientific and technological development and other fields, which enables comments to deal with diverse social issues. There are various forms of critical comments, including editorials, columns, cartoons, blogs, social media posts, etc. This diversity allows commentators to choose the expression that best suits their target audience. Critical comments from different cultures and regions also show diversity. Cultural factors can affect the language, symbols and emotional expression of comments, making comments closer to readers of specific cultures. Critical discourse involves all kinds of commentators, including professional journalists, columnists, bloggers, politicians, scholars and the general public. This diversity reflects the voices of different backgrounds and experiences. Critical comments have different purposes, including warning the public, improving policies, providing explanations, provoking debates and promoting social changes. Different purposes determine the style and content of comments. Critical comments can be published on various media platforms, including newspapers, television, radio, Internet, social media and so on. Different media platforms provide different modes of communication and audience groups. Critical discourse often involves multi-disciplinary perspectives, such as politics, economics, sociology, cultural studies, etc. This multi-disciplinary perspective is helpful for in-depth analysis of complex issues^[4].

4. The Application Strategy of Critical Discourse Analysis in News Reports

4.1 Choose the purpose and audience of discourse

Critical discourse is often used to remind the public or government departments to pay attention to a problem, such as environmental problems, social injustice or political decision-making. This purpose highlights the urgency of the problem in the report. Critical discourse is also used to analyze and explain complex problems. News media use this strategy to help readers understand the impact of specific events or policies. On political and social issues, the media usually use critical words to express their positions or opinions, which can encourage the public to express their views on controversial issues. News media need to define the target audience of critical discourse to ensure that comments can attract the attention of the audience. The audience can be government decision makers, supporters of social movements, the general public or specific interest groups. Understanding the needs and interests of the audience helps to determine when and how to post critical comments. Some critical discourses are more suitable for specific news opportunities or social situations. The effectiveness of critical discourse is closely related to social and political background. Analyzing the current social and political atmosphere is helpful for news media to decide when to publish critical comments and what style and tone to adopt. The importance of different issues is different. News media need to determine which issues are most important to the audience, so as to publish critical discourse at an appropriate time. One of the purposes of critical discourse is to cause action. The media hopes to stimulate social movements, policy changes or public concern and participation through critical comments. Therefore, the aim of choosing words also includes whether to expect to cause action and what kind of action it is. When choosing the purpose of discourse, the media should abide by the journalistic ethics to ensure that critical comments will not lead to false information dissemination or moral disputes. News media should weigh freedom of speech and moral responsibility. Different media (such as newspapers, television and social media) have different strategies in choosing the purpose and audience of discourse. For example, social media are more likely to attract young audiences, while traditional media pay more attention to policy and political issues.

4.2 Words and expressions

The words used in critical comments should accurately and clearly define the issues, policies or events to be commented on, so that readers can accurately understand the theme of the comments. Using vague or polysemous words can lead to misunderstanding or confusion. News media should avoid using ambiguous words. The use of words in critical discourse should focus on key issues, which

can be achieved by using rhetorical devices such as emphasizing vocabulary, repetition or parallelism. Use words to highlight evidence supporting comments, such as statistics, case studies or expert opinions, to increase the credibility of comments. Words and expressions can convey the emotional attitude of commentators, such as anger, worry and sympathy. The expression of emotion varies with the purpose of the comment, but it should be deliberately chosen. Although critical discourse usually contains emotional expression, the media should also ensure that comments remain neutral and fair to avoid over-emotionalization or prejudice. Critical comments should not include offensive words. News media should keep respectful and civilized words in their comments to maintain the quality of public discussion. Critical comments can increase readability and attractiveness by using a variety of sentence patterns and structures, which can include complex sentences, phrases or parallelism. Although sentence diversity is important, comments should be kept concise to ensure that readers can easily understand them. News media should avoid using terms or jargon that can only be understood by professional fields. Comments should be comprehensible to a wide audience. If comments involve complex issues or fields, news media can help the public understand them by simplifying terminology or providing background information. Words and expressions should reflect multiculturalism and social diversity. Comments should avoid discriminatory language and promote inclusiveness and equality. News media should be sensitive to cultural differences to ensure that comments do not offend or misunderstand readers of different cultures.

4.3 Cite authority and evidence

In critical comments, citing the opinions and opinions of experts and authorities can increase the credibility of comments. The voice of an authority figure is usually regarded as highly credible, especially on professional issues in a specific field. Quoting the opinions of authorities and experts can provide strong support for comments and make readers more inclined to accept the opinions of commentators. Citing reliable statistical data, research and survey results can provide a solid factual basis for comments, which can support commentators' views and provide objective information. Using charts, graphs and images to present data and statistical information can increase readability and help readers better understand the evidence in comments. Citing real case studies, stories or personal experiences can make comments more concrete and vivid. These practical examples can make commentators' views closer to daily life, and concrete cases and practical experiences can also arouse readers' emotional resonance, making it easier for them to understand commentators' positions. Quoting government documents, regulations or official statements can be used to support or refute policies or government decisions, and such quoting can emphasize the legitimacy of policies or the urgency of problems. Citing official documents can promote the government to maintain transparency and explain the reasons for policy decisions to the public. Citing the reports of international organizations and non-governmental organizations (NGOs) can provide transnational perspectives and analysis of international issues for comments and expand the influence of comments. Reports of international organizations and NGOs usually involve human rights, environment and social issues, and they can be used as supporting materials for critical discourse. Citing news event reports and surveys of independent news organizations can help commentators to track current news and social issues, and this kind of citation can provide the latest information and insights for comments. When quoting authority and evidence in comments, the source of the quoted information should be clearly provided to ensure transparency and trust, and readers can verify the information provided.

5. Conclusion

Great changes have taken place in the news industry. From traditional print media to digital media, the speed and ways of information dissemination have undergone fundamental changes, which have had a far-reaching impact on the style and content of news reports. Social media and the Internet enable the public to actively participate in news discussion and dissemination, which provides a platform for the widespread dissemination of critical discourse, but it also increases the risk of false information dissemination and information overload. News reports often involve political issues, political wrestling and partisan differences. Critical discourse plays a particularly important role in political reporting, but it is also easy to be used as a tool for political operation. The news industry has been exploring how to strike a balance between critical discourse and objectivity of news. Ethical issues, such as moral burden and fairness, have a profound impact on news reporting. News reports have a wide influence on public opinion, policy decisions and social changes.

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