

An Analysis of the 26th - the 31st of Winning Character Communication Works on China News Award

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Abstract: *The portrayal of characters in journalism changes accordingly in different contexts and times. A content analysis and textual analysis on the 26th to 31st of the award-winning character communication on China News Award, are conducive to making people know the different positions and classes occupied by character roles, and providing references and significance for future journalism following such initiatives as journalistic professionalism, human-oriented, voice for the times and resonance with the times. As a type of news subject, character communication should also pay attention to the truth and objectivity of the covers. News reports cannot be written for the sake of writing. Journalists must conscientiously perform their duties, and show the spirit of China in the new era, and show the pride of the Chinese people through character communicate.*

Keywords: *Character communication, Journalistic professionalism, Human-oriented, Typical characters*

1. Introduction

Character communication is the genre of communication that reflects the activities and thoughts of news characters in more detail.^[1] Some scholars also believe that it's a typical report of a larger length, with advanced figures as the subject of the narrative.^[1] It is one of the most common forms of communication in the press, radio and television, and is an important application style.^[2] From the perspective of the role of character communication, in the atmosphere of shaping a good social environment to promote the development of the new era society, character communication are used to report on people, establish advanced models and promote the core values of socialism.^[3]

In the 26th to the 31st China News Award, the communication section mainly has two types of communication: text communication and in-depth report, and text communication. In the selection of character communication works, the character communication 19 pieces with people as the main characters, showing the new style and new appearance through people and telling the new story of the new era were selected to include various awards, including the Grand one Prize 1 piece, the first prize 5 pieces, the second prize 6 pieces, and the third prize 7 pieces. What is shown in the figure 1. As you can see, the number of prizes won by the Character communications is higher in the second and third prizes, and there is still a need to make great progress in writing. The emphasis on newsletters needs to be deepened even further. Writing characters in a classic, realistic and moving way is an inherent requirement for journalists.

The award-winning character communication works of the China News Award follow current affairs, praise typical ones, present facts and build character images under different perspectives. They show the upward trend of Chinese society in the new era, and build a new bridge for the public to move forward and boost morale. For example, the 30th prize character communication "Hero Without Words - The True Life of 95-Year-Old Party Member Zhang Fuqing" reported the touching deeds of the silent war hero to the public in 2020 when people's fear of the recurring epidemic had not yet dissipated, using sincere and real writing to hit the audience's heart. The title is clear, and the writing structure is carefully designed to show the patriotism and determination of the old war heroes who were not afraid of sacrifice in a variety of ways, using the language of cinematography. Full of tears, full of emotion, inspiring empathy, mobilizing thinking, touching details, wonderfully down-to-earth, coalescing the emotions and collective memory of the times, not forgetting the sacrifice and continuing to move forward.

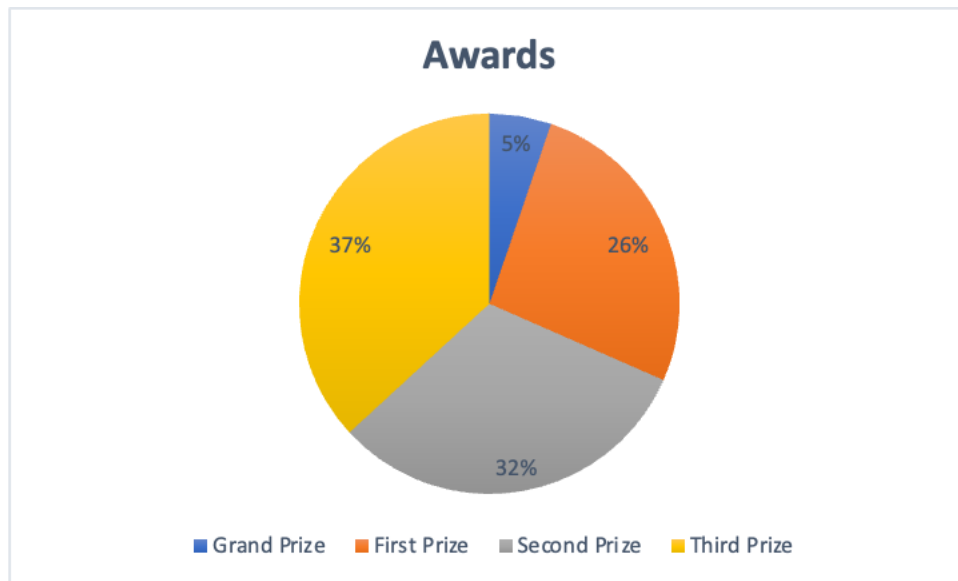


Fig.1 The percentage of awards won by 19 Character communications

Of course, keeping up with the trend of the times, digging up moving stories and finding real-life examples can be seen in the award-winning character communication of the China News Award in recent years. 2020 is the year of the unprecedented change of the century in fighting the epidemic, and 2021 is the decisive year for China to win the poverty eradication station. It can be seen that with this year's character communication centering on Xi Jinping and the COVID-19, writing a moving story of poverty eradication and fighting the epidemic and depicting an outstanding Chinese person for the Party and the people.

2. The dilemma faced by character communication

2.1 The number of award-winning works is not stable, and the selection of writing objects is single

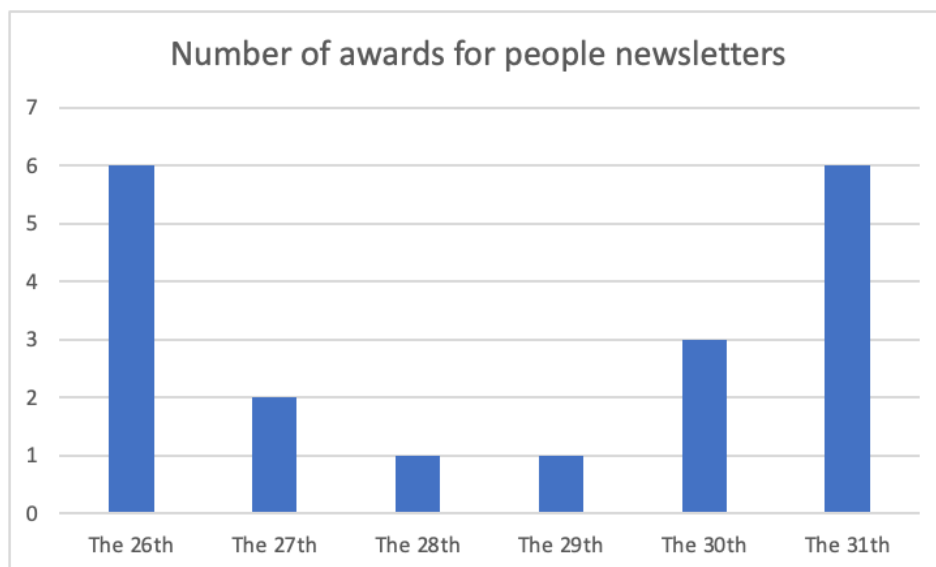


Fig.2 The 26th-31st China News Awards for Character communication Number of Awards by Session

Of all winning communication in the 26th to the 31st of the China News Award, Character Communication only 0.98%. In two consecutive years, there was only one award-winning entry, resulting in the neglect of character writing in journalism during this period, as shown in the figure 2. They are "Burning his life and sowing the seeds of the future - Remembering Professor Zhong Yang of Fudan University who died young", which is the first in-depth report on the typical deeds of Zhong Yang in the mainstream media; "On the desert, the hero who lives with the grass", which is the third

prize work of the 29th, writes and unfolds a contemporary Yugong's diligence for sand control and prevention. The story, with real and true feelings, reproduces for readers the image of a hero who is as great as a tree and as ordinary as a small grass, noble and humble. The choice to go from typical big characters to small ones is an excellent choice of object, but the lack of more typical characters to dig out tends to make the audience character fatigue or lead to character stereotypes and the inability to judge character images through real practice.

2.2 Reporting thinking overly pursues perfection

It can be summarized that teachers, villagers and cadres rank the top three character terms, representing the character communication for responding to the call of the new era to make positive action. Concentrating mainly on poverty alleviation, wealth and education to writing a series of reports in shaping positive energy, warming hearts and gathering national self-esteem forged in the national cohesion and national self-esteem. However, the patterned news reports also tend to cause aesthetic fatigue among viewers, and the selection of typical characters fails to break through the bottleneck.

The characters are not perfect in order to make the news reports more realistic and deeper. Of course, China's news media have made efforts in recent years to promote typical characters, such as poverty alleviation cadres who defy hardship, experts and scholars who support industrial development and economic development, etc. The shaping of typical characters shows us the support and efforts of the state in various aspects. But these typical characters existed in the early years of writing people newsletters, and there is still a lack of journalistic sensitivity in exploring more types of characters. As one of the most influential awards in China's journalism industry, the lack of coverage of diverse typical characters in the award-winning works further indicates that China's character communication writing does not pay enough attention to the lack of depth in the exploration of typical places, and it is difficult to break away from the inherent pattern of character communication in the coverage, which easily causes reading resistance to the audience.

3. Improving the diversity and resonance of "human" in character communication

3.1 News reporting cannot be separated from journalistic professionalism

Even in the case of people communication, journalists should follow journalistic professionalism. This statement was developed by the Western media industry, and in China Lu Ye and Pan Zhongdang have a positive attitude towards journalistic professionalism, while the flow of information in the new media perspective, Wu Fei proposed that "journalistic professional attention^{2.0}"^[4], Although the scope of the news publisher has been further expanded, there is no departure from the news industry, and it still have to comply with the professionalism of journalism. The new era has new journalistic standards, and "comprehensiveness", "truthfulness", "objectivity," and "fairness" are important guidelines that journalists should bear in mind.

Journalistic professionalism is both a message about the social function of the news media and an ideology. New media have dismantled and impacted the traditional news production process, bringing tremendous changes to the news production environment for journalists. Character newsletters, as a mode of news reporting, require authors' extremely strong writing skills in depicting events and portraying characters to avoid causing a pattern of communication characters in order to increase readers' reading interest and user stickiness. Journalists should abide by the discipline and social responsibility of the profession, do a good job of selecting and writing characters in character newsletters, and tell good character stories while ensuring journalistic professionalism. In addition, although character newsletters are presented in text only, with the development of information technology, professional media can use H5 or video to make text move and increase readers' interactivity and interest through convergent media with one collection, multiple production and multi-terminal dissemination.

3.2 Character communications do not forget to put people first

The year 2021 is the last year of poverty eradication and is in the post-epidemic era, so media coverage of outstanding individuals who have made important contributions to poverty eradication and epidemic prevention is a useful push for the creation of a family atmosphere while motivating the nation to look forward. To choose a typical character, from a general point of view, it is necessary to

take into account objective and subjective factors such as the characteristics of the new era, future social progress, realistic needs, public demand, reporting tendency, news planning, author's merits and news pursuit, in order to comprehensively measure what kind of typical is chosen. It should not be written for the sake of being typical, but should be truly people-oriented and consider the public.

According to Du Junfei, "we exhaust the tools of theory and practice to try to make news for people, belong to people, and return to people", and "the humanistic meaning of journalistic humanism is embodied in: to everyone."^[6] News reporting is not only for the sake of readers, but also for the sake of journalists themselves. Since the rise of the Republic of China, the ideal of journalism has gradually evolved into the imagination of fame under the fast-food development of the times, and the lack of in-depth reporting journalists in China nowadays cannot help but sigh the rise and fall of journalism. People are the main factor in the development of this genre of journalism, and the writing needs to revolve around the characters, not the author's own words, otherwise there would be no authenticity in the news report.

3.3 Typical characters communication should also pay attention to the diversity of characters

Concentrating coverage of poverty alleviation characters, for the audience is inevitably aesthetic fatigue, so from the choice of people, more than choose the great people located in the macro level. Such as the 31st text communication and in-depth reporting of the Grand Prize "Xi Jinping's story of poverty alleviation", which portrays the scene vividly, depicts the subtleties deeply and shows the verbal dialogue truly. Against the magnificent and growing background of the development of the new era, it shows Feelings to Family and National, feelings to people, professional mission and life details to readers one by one. It is an excellent character communication with both temperature and depth. It is also necessary to choose small potato at micro level, such as the 31st edition of character communication "Uncle Yang's Diary of Poverty Eradication", which is a small typical of the greatest generation and a microcosm of millions of people in the context of poverty eradication. With a full enough three-dimensional character image, it reflects the great achievements of China's socialist modernization.

3.4 Pay attention to the resonance of the character role and the public

Character communication needs to choose human and events that can resonate with the public. Emotional resonance is one of the important references to influence the effect of communication, and emotional tension has an important role in achieving its important purpose of communication writing, which make people understand the importance of empathy in public participation to truly realize its value. Therefore, the choice of characters and events should be inspiring to the public, progressive and sublime in terms of thinking. For example, the 26th prize work "The Road Under the Feet of a Journalist" was selected 14 among many touching stories, and the characters were told in a story-telling way, presenting the truth in small details, hitting the softness of the heart with the truth, and shaping the excellent work with empathy. It allows the audience to feel the ideal and responsibility of journalists in the road of journalism being similar to at the scene.

If the characters are too far away from the readers, then the whole newsletter will easily lose a large number of readers because of the lack of empathy, people cannot empathize, and the newsletter will not be able to play the role of informing events, triggering empathy, and generating good social effects. A generation has a generation's memory, and the collective memory is generated when all people have the same emotion, i.e. empathy, and they are inspired by the same emotion, ignoring the negative meaning, then the power generated by it may drive a certain aspect of social development. In the post-truth era, fake news, news rent-seeking and other journalistic ethical issues are frequent, the public hides itself in the social platform under the development of Internet technology, they can learn what is happening in the society in the fastest way in the Internet, and the interaction of comments generates analysis in different opinions, and then forms a separate network of discussion, and finally evolves into cyber violence. At this time, empathy and sympathy are needed to dissolve the differences of opinion between different groups, and all that is needed is mutual understanding. In this way, the writing style and structural layout of the character newsletter should be easy for readers to empathize, so that the differences can be minimized.

4. Conclusion

The number of award-winning character communications still needs to be increased, not only for journalists, but also for news reports that explore diverse characters, and as an important requirement for telling diverse Chinese stories and spreading diverse Chinese voices in the new era. In order to avoid too stereotypical and repetitive character selection, we should eliminate the facialization and flattening of characters in writing, and make the characters more three-dimensional, diversified and in line with the background of the times, which requires journalists to be well prepared in the early stage of news gathering and editing, and to pay attention to the structural arrangement, language use, refinement of writing techniques, and truthfulness and details of the characters' stories in the process of writing. In the 5G era, the diversified and three-dimensional way of presenting news requires higher requirements for writing newsletters. How to better practice the "four strength" of journalists and write colorful and profound communication in a platform of fierce multimedia competition is an urgent problem for contemporary journalists to think and solve.

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Appendix: The list of winners of the first26 to the second31 China Press Awards for People's Communication

Serial number	Title	Number of awards	Projects	Number of journalism award sessions	Publication Unit/Publishing Platform	Submitted by
1	Xi Jinping's story of poverty alleviation	Grand Prize	Text communication and in-depth reports	Thirty-first	Xinhua News Agency	Xinhua News Agency
2	Deep in the mountains out of the most beautiful "Guli"	First Prize	Text communication and in-depth reports	Thirty-first	Xinjiang Daily	Xinjiang Journalist Association
3	Uncle Yang's Diary of Poverty Alleviation	First Prize	Text communication and in-depth reports	Thirty-first	Shaanxi Daily	Shaanxi Journals Association
4	"Paul and I talk every day."	Second Prize	Text communication and in-depth reports	Thirty-first	Hebei Daily	Hebei Journalist Association
5	Diary of the war epidemic in Nanshan	Second Prize	Text communication and in-depth reports	Thirty-first	Guangzhou Daily	Guangdong Journals Association
6	The crawler can also stand on top of the sky - Remember the winner of the "National Poverty Alleviation Award", Guizhou Yinjiang cattle farmer Wang Zhaoquan	Third Prize	Text communication and in-depth reports	Thirty-first	Guizhou Daily	Guizhou Journalist Association
7	Heroes have no words - the authentic life of	First Prize	Text communication	Thirtieth	Xinhua News Agency	Xinhua News Agency

	95-year-old party member Zhang Fuqing		and in-depth reports			
8	Two hundred and eighty-one signatures to retain the first secretary	First Prize	Text communication and in-depth reports	Thirtieth	Shaanxi Daily	Shaanxi Journals Association
9	A pomegranate seed rooted in the red land	Second Prize	Text communication and in-depth reports	Thirtieth	Xinjiang Daily	Xinjiang Journalist Association
10	On the desert, the hero who lives with the grass	Third Prize	Text communication and in-depth reports	Twenty-ninth	Jilin Daily	Jilin Journals Association
11	Burning his life to sow the seeds of the future--Remembering Zhong Yang, a professor at Fudan University who died at a young age	Third Prize	Text communication	Twenty-eighth	Xinmin Evening News	Shanghai Journals Association
12	Lao Guo out of poverty The government has covered the bottom, and you can get rich by yourself	First Prize	Text communication	Twenty-seventh	People's Daily	People's Daily
13	Li Baoguo's last 48 hours	Second Prize	Text communication	Twenty-seventh	Hebei Daily	Jilin University
14	Female sanitation workers dragged back 5 light-hearted people in 6 years	Second Prize	Text communication	Twenty-sixth	Trutian Metropolis Daily	Hubei Journals Association
15	A pair of post-80s "sheep farmers" dialectical view of life -- Remembering Liu Shujun and Yi Yali, livestock pastors of Qinglong Grassland Center	Second Prize	Text communication	Twenty-sixth	Guizhou Daily	Guizhou Journalist Association
16	"I want to get rich together with my Uyghur brothers"	Third Prize	Text communication	Twenty-sixth	Corps Daily	Xinjiang Corps Journalist Association
17	The brigade commander was originally the division commander	Third Prize	Text communication	Twenty-sixth	Forward News	Propaganda Bureau of the Political Work Department of the Military Commission
18	Echoes of life under Gauzhikhan Mountain --The memory of the heroic sacrifice in the "4-22" fire fighting Excellent grassroots cadres Jiri Gala	Third Prize	Text communication	Twenty-sixth	Inner Mongolia Daily (Mongolian version)	Inner Mongolia Journalist Association
19	A journalist's feet on the road Remember Fuyang Radio and Television reporter Gao Sijie Run for the news and never retreat	Third Prize	Text communication	Twenty-sixth	Anhui Daily News	Anhui Journals Association