

The language of the newspaper's coverage of the epidemic

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ABSTRACT: *As the COVID-19 epidemic continues, media coverage of epidemic prevention and control is consistent, but the rhythm and volume of reporting are changing. In the era of "whole-course media, holographic media, all-staff media, and full-effect media", audiences have many channels to obtain information about the epidemic, and traditional media have a little function to provide news information. Especially for newspapers published on the next day, how to do a good job in reporting the epidemic and make the page valuable is an issue that needs to be considered. This paper takes the front-page report of Huashang Daily as the research object, combines the author's experience in the layout making process, and analyzes the characteristics of the "epidemic disease" report in the layout of the newspaper.*

KEYWORDS: *COVID-19; Frontpage of Huashang Daily; "Epidemic" report*

At the beginning of 2020, a sudden outbreak of COVID - 19 broke the family happy festival atmosphere, traditional media, all kinds of information on social media, has published。 Real-time news reports of the touching story, propaganda typical character, and service information, WeChat group of the screen, on the maxed out my circle of friends。 People acquiring information at the same time also produced serious information anxiety, coupled with the outbreak of panic and long-term home quarantine form of psychological stress reaction, produced a series of negative social mood.

How to channel public sentiment? How to play the role of media? How do the characteristic news coverage? This is an issue that all media should take into consideration, especially the traditional media with authority and credibility.

When I collect epidemic report found that the People's Daily, Xinhua News Agency, CCTV and other central media nudges are done at the same time, a lot of the posters, text layout, format design, cartoon creation, color is applied, and the combination of representational and abstract graphics, to strengthen the visual language of expression. The front-page "Epidemic" report of China Business Daily provides inspiration and ideas. It tries to advocate objective and rational mainstream values through posters, alleviate people's panic and negative emotions, and mobilize the whole society to jointly prevent and control the epidemic.

1. The mission of traditional media in epidemic reporting

Media has destiny, mission, and life. Destiny is orientation, the mission is value, and it is destiny and mission that give life to media. However, no matter destiny, mission, or life, the ultimate solution is still the relationship between media and human, audience, or user. In the face of THE COVID-19 epidemic, it is the mission of new media platforms to release dynamic information promptly, and it is the mission of all-media platforms to deliver massive information. What is the mission of newspapers with limited information lag in epidemic reporting? This is a question that people in traditional media need to think about, and it is also a question that needs to be answered when discussing the layout of newspapers every day.

From the perspective of the mission of traditional media, As the largest urban newspaper in northwest China in terms of circulation, reading rate, and influence, It is very necessary to guide people to view rationally and express their emotions orderly through the reports of traditional media during the critical period when the battle against COVID-19 epidemic is launched nationwide.

Huashang Daily adheres to the original aspiration and responsibility of the media in major events, demonstrates the value and responsibility of the media in reporting on the epidemic, and adopts appropriate methods to serve the country, the society, and the audience through a comprehensive analysis of its strengths and weaknesses. To be specific, the research object and the most representative front page of this paper no longer take "providing the most valuable news and information" as their responsibility, but take the expression of views, emotional

guidance, and rational initiative as the core, and influence the audience through a poster presentation.

In terms of the function of the front page of a newspaper, the front page during the epidemic no longer has the function of a guide. First of all, there are few pages in the newspaper, and the guide has no content to support it. At the peak of the epidemic prevention and control, there were only four pages. Secondly, the content of the newspaper is relatively simple. The contents of the four pages are all about various epidemic prevention and control information, and the front-page guide lacks richness. Third, the information presented by the newspaper is relatively backward, and the front page cannot provide effective consultation, only poster presentation.

From the perspective of media convergence, the information selection of newspapers is more emotional. All HuaShang media matrix has the HuaShang official Weibo, the HuaShang official WeChat, HuaShang net, HuaShang headlines, two three-mile client, client winds video, a live, all kinds of new media platforms such as the headline number, news, and information to write, edit, audit, distribution process, in this outbreak report are well-reflected.

As incubation and carrying these new media matrix, and backward productivity on behalf of the newspaper, how under the new technical drivers earned his place in the media, traditional media organizations and the media are all need to consider problems, make this problem more prominent, the outbreak, because people have to get the real-time change of news, people are inseparable from the new media. The function of the media is repositioned, and the layout of the newspaper is redefined. The front page, as the face of the newspaper, needs to be considered more seriously. Therefore, poster presentation ideas such as "viewpoint, emotion, ideology, and interest" are formed.

From the current situation of traditional media, it is a necessary choice to continue the influence of newspapers and explore integrated development is the only way. While implementing multi-media, all-weather and three-dimensional coverage of the epidemic, learning from each other's strengths and making up for each other's weaknesses has not only made the newspaper's influence suffer a great decline but also become a problem that traditional media must think about and solve.

Influence the people who can be affected, strive to influence the people who may be affected, decisively give up the mobile Internet "original residents", also do not waste energy for the smartphone "hardcore fans", because they are in the information environment and traditional media production mode is not the same. Therefore, the traditional print must re-examine the target readers, combined with their needs to redefine the contents, layout language, presentation, in meeting the demand of the audience and the media in the practice of combining characteristics of the spread of the most popular way to report, this is HuaShang on the front page reported outbreak, and the tactic of realizing full media age influence continue, but also to explore the transformation of traditional media fusion of practice.

2. Techniques of poster presentation in epidemic reports

The COVID-19 epidemic is a common practice for the media to cover all aspects of the news, sending messages, taking pictures, writing newsletters, creating headlines, creating pages... These hard actions come easily, but in the face of the audience's real-time demand for pneumonia epidemic information and panic, the traditional practice of the newspaper has been unable to meet, so a new mission has been proposed and new ideas have been chosen. However, to turn ideas into reality, specific operational methods need to be further discussed.

2.1. Guide the reader through conceptual refinement

Huashang in the COVID - 19 outbreaks reported in the firstborn on January 27, 2020, at this moment people while it is in a festival atmosphere, but in Wuhan city of panic has spread, news of the outbreak, a newspaper published an emergency is to provide authoritative parsing, rational lead readers, on the front page of the day through keyword "disease" and "disease resistance fighters" an organic combination of the cartoon image shows the power of the nation fighting the battle of epidemic situation, also issued a "wearing a mask, not gather" initiative.

The next day, the front page with "self-discipline" as the core concept, combined with xi 'an issued a series of prevention and control measures, we advocate responsibility, help each other, unity is strength, wholeheartedly do strong backing for the outbreak, before the outbreak, after all, anyone can't stay, the mind is

the greatest contribution to fight the outbreak, completes the protection, is responsible to the individuals and families, is also responsible to society, calls, comply with the order, and try not to go out, go out wearing a mask. Third day on the front page with "stick" as the core concept, to stick to treatment in epidemic prevention and control of a line of medical personnel, to stick to the isolated traffic control to salute, the positions of the public security police to stand on the front behind the community staff and volunteers, urging people to "stick to" scientific protection concept, protect their safety, insist on wearing masks, to perform the duty of citizens convention registration.

Also launched the front page with keyword "defend" as the core series: "royal duty" refers to both the first diagnosed patients cured discharge is the results of medical staff to protect, is also urge you to continue waiting for you at home, not gathered together and not messed up, also called for more enterprise mutual care, love for the outbreak of a line of health care, public security, cleaning, Courier, such as power, to transfer "just fulfill the responsibility of defence, and fight disease will win" faith; "Is to obey the law" is intended to alert everyone abide by the laws and regulations, because with the grim situation of the epidemic prevention and control of complex, multiple counties in xian to strengthen control, new requirements all communities are closed-end management, every two days to send one member of the family out for procurement, yanta district requires all staff with "two card", chang 'an district request 14 days residents self control that occupy the home, so for individuals comply with the relevant provisions of the measures insisted that occupy the home is the best protection, also is the biggest contribution to the epidemic prevention and control; "Dedicated" to express the outbreak in the former, between staying a duty, responsibility, never retreat, after all, as to expanding the outbreak, confirmation number increasing, across the country have to prevention and control measures is more and more severe, the prevention and control workers work content increasing, the working strength, especially in combat in epidemic prevention and control the cutting edge of medical staff, they don't forget the obsession of his mind, they fulfill their duties, their fearless courage, let us use the layout guide to express respect and appreciation.



2.2. Influence readers through visual presentation

Newspapers as a medium of the masses are passing information first, followed by the output point of view, the third is to provide service, COVID - 19 epidemic situation report, the value of these three aspects are intertwined together, how to make these effects by layout language show in front of the readers, to reconsider, after all, at this moment the audience information needs, psychological state,

emotional fluctuations are special, by trying to layout language influence readers more sensitive.

The front page of Huashang Daily presents ideas in the form of posters, conveying ideas, and exporting values through the image, intuition, and humor of the situation cartoon. Work, for example, "not get" timing appropriate, as the lunar New Year holiday draws to a close, how in the Spring Festival travel peak effectively curbs the disease spread, become everyone's concern, even if there are a traffic department several prevention and control measures "guaranteed", "not get" is still the people "and" ultimate secrets, these three words are worth to read again and again, remind everybody must environmentalists built "not get" with high walls, in the heart will be ready to go out, go out to pick some air masks, when registration temperature trouble, think thunder fluky psychology has been to the party block out; "No panic" aims at the current situation of snatching masks and stockpiling vegetables. It tells the truth that staying at home saves buying masks, states the reality of abundant supply of vegetables and hoarding and easy waste, and appeals to the public to do a good job in psychological construction without taking chances. "Not follow" work citing ShuangHuangLian night news out of stock, to "the first rob masks, second day rob meters, grade alcohol, 4 QiangHu eyepiece, fifth rob ultraviolet lamp", analyzes the social mood under tight state makes the snapping up due to fear of human behavior, and called on the public should be more scientific literacy and sensible judgment, fewer people are blindly following and difficult in busy; As the outbreak continued, as the extension of the holiday, someone become negative because curtilage at home doing nothing all day, because someone with his family for a long time of friction in the mood, increasingly serious social anxiety, we see an endless related news, in the face of this situation, "anxiety" works by experts to rational analysis and interesting cartoons, to the audience some psychological adjustment remedies: appropriate to filter the information about friends, reduce negative information; At home also have a regular, can do housework as a job; Listen to some lighthearted music and sing a song with deep feeling... It's good for the audience to get something out of the newspaper, even a knowing smile.



2.3. Infect readers through emotional expression

Is affected by the outbreak of COVID - 19, people go out less and less and less party communication, together with a lot of places is delayed to return to work, school, curtilage in the home for a long time for many people to produce the adverse emotions such as anxiety, panic, appeared frequently brush phone, sleep disorders, etc., presents a state of emotional instability, and even can be said to be "sick". How

to relieve tension and lead people to restore calm are also issues for the media to consider. It is necessary to evaluate the situation and combine rationality with sensibility.

Huashang Daily watch "spring" work is with the aid of springtime node, through the dark background on one individual plant shoots to express a kind of mood and expectations, the outbreak of the special season, we also look forward to the spring for us sow the seeds of hope, light up the light of hope for life, to overcome the outbreak warm light transmission; "Ann home stay month Ming" is a special kind of experience, is also a solemn and stirring scene, but also the expression of a salute, because of the boxer year Lantern Festival, because of the outbreak of a lot of people may not be reunited with his family, those who "keep" in a line of medical, police, community worker, and the firm "defend" the fort, do not add burden to the society, don't bother to hero curtilage home, should be respected, this special Lantern Festival, may wish to adjust the special ground, quiet and beautiful, family peace.

COVID raid - 19 outbreak, strengthen information release and public opinion guidance, to win the epidemic prevention and control of the people's war to build good public opinion atmosphere actively, it is the responsibility of the media and value, and the public opinion atmosphere build is dependent on the media guide of audience's emotions, so the Huashang Daily with the help of a special time node of this expression is an effective attempt, and friends often see the "solar term posters posters" holidays "micro" has the same effect.



3. Experience of a front-page epidemic report of Huashang Daily

As a typical representative of the Chinese metropolis daily, as the transformation of the traditional media to explore samples, Huashang Daily is put forward in the Internet age do the idea of a good newspaper, reported the outbreak is the best practice, and also to continue to implement the idea of accumulated experience because COVID front page poster - 19 outbreak type presents overall achieves the desired effect.

3.1 Effective Internet communication has been formed

In the face of the sudden outbreak, in the face of a lot of uncertain information, the public's psychological balance will be broken, more or less at the time of this special generally want comfort and encouragement, faith and comfort from the state and society, and the mass media is one of the important tools to ease the public mood, the media can be set through the agenda for the public attention to what the facts and opinions and they talk about the order, to guide the public opinion and influence the role of the public mood. The front page of Huashang Daily conveys opinions and emotions through poster expression and achieves emotional resonance with the audience through page language. Many pages of the newspaper are widely

spread in the circle of friends of Xi 'an people, forming effective Internet communication effect.

3.2The practice of Huashang Daily businessmen has been widely discussed in the industry

People know, working in the field of traditional media the stand or fall of manuscript content, page rendering, spread value of high and low, the newspaper will have a set of the strict internal rating system, to give punishment to the problems, to reward excellent manuscripts and layout, this paper selected samples, the outbreak reported on the front page of comments on the rate is as high as 66.67%, even in the middle of 2019 try to the front page to extreme packaging of that paragraph of time, also does not have such a high comment on chance, illustrates this type recognized by the height of the newspaper. Inside-out, facing the confusion of Huashang Daily in the same situation for traditional print media is universal, so the epidemic report did try industry watches, WeChat public number "before" making up the daily good layout of the statistics, Chinese outbreaks reported on the front page all, from the point of these results, Huashang Daily front-page story ideas caused extensive concern in the industry, with a firm also got manager's approval and praise.

3.3To provide topics for further research

The front-page report of Huashang Daily opens a new way for traditional media to do a good job in reporting the COVID-19 epidemic in the era of all media, and also provides a sample of how paper media in vulnerable groups can sell opinions, convey attitudes and express emotions through page language. of course, how to make the sample of maximum, and the significance of still need to continue to explore, after all, "epidemic" reported the effect of emotional expression in the action at a popular level evaluation is a systematic project, although there is communication and psychology theory support, despite the spread of the Internet twice, but still need to, analyzing the specific issues need to be a very strict social investigation and communication theory of comprehensive consideration, and with the change of the outbreak, with the change of the audience in the heart, as the

change of media environment, the effect of emotional expression will change constantly, this process of continuous change for follow-up studies also provide a series of topic selection, It is worthy of further discussion by the academia and the industry.

4, Endnotes

Because COVID - 19 outbreak time node to coincide with the Spring Festival, many traditional media in a half of state, even all the media business without ceasing, but lack of content production high-quality manuscripts, and most of the newspaper in this period is not out of the newspaper, to say the most print in the initial stage of the outbreak reported in basically in a state of aphasia, the loss to the era of media information dissemination form did everything in a glance. On the other hand, the absence of initial print media reports does not affect the audience's access to information, which puts a big question mark over the value of traditional media. How to turn the question mark into an exclamation mark is the original intention and mission of the media, and it is the responsibility and responsibility of the media. The urgent republication of Huashang Daily on the third day of the New Year first took the first step of sticking to its mission, and then, through the presentation form of emotional expression on the front page, it preserved the influence of this newsprint and expanded the influence of Huashang brand on the mobile terminal. After all, Huashang Daily is the foundation of all media of Huashang.

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