Research on the Narrative Strategies of the Government Affairs Weibo

"Xi 'an Release"

Wanhong Pang

Xi'an Foreign Affairs University, Xi'an, Shaanxi, China

Email: wanhong100@163.com

Keywords: Xi 'An Release; New Media Narrative; Narrative Subject; Narrative Perspective; Narrative Structure

Abstract: In this paper, on the basis of news narration theory, the research of government affairs Weibo "@ xi 'an release" narrative strategy of new media, using the content analysis method, from the narrative subject, narrative perspective, narrative time, narrative structure, analysis of the performance and characteristics of found that diversification of narrative, narrative perspective, pay attention to the social function of weibo, realize the interaction with Netizen.

1. The Introduction

June 2020, the General Office of the State Council issued "he Key Points for The Openness of Government Affairs in 2020", proposing to strengthen the construction of government websites and new media of government affairs, release more authoritative, accurate, easy to understand, diversified and easily disseminated policy interpretation products, and constantly improve the degree of policy awareness. As a major new media of government affairs, by December 26, 2019, the number of government affairs microblogs certified by the microblog platform has reached 179,932, including 138,854 official microblogs of government agencies and 41,078 official microblogs. Government affairs microblog has become one of the main platforms for government departments to publicize their affairs.

As an official network platform for the government to release government information, provide government services, listen to public opinions and serve the public in the Internet era, government microblog has its specific social functions. However, as a new media, it also needs to follow the discourse expression requirements of new media and pay attention to the narrative strategy of communication, so as to achieve good communication effects.

On August 30, 2013, "@xi 'an release" entered sina weibo. The first microblog was sent on November 20, 2013. By December 30, 2019, 60824 microblogs had been sent, among which 32,212 were original, 2,103 were forwarded, and the number of followers was 1306,943. In the "2019 People's Daily First Quarter Government Affairs Index Weibo Influence Report", "@Xi 'an Release", though not included in the top 10 Party and government news release weibo of China, ranked 5th in the weibo list of top 10 Government agencies in Shaanxi and 1st in the Weibo list of top 10 Party and government news release Weibo of Shaanxi. Its content is mainly local news information, about 9 to 15 pieces are pushed every day, using the "# keyword #+ subtitle + specific content" mode, # keyword # set hyperlink, easy to find a certain kind of content quickly. Release information in the form of text, photos, cartoons, videos and other forms.

The content "@Xi 'an Release on 1 July 2019 solstice and 30 December 2019 is selected as the research sample. July 1 solstice December 30 "@ xi 'an release" release weibo 1020 article, because of the number of text too big, we from 1 July 2019 solstice December 30, 26 weeks, nature in turn every day from Monday to Sunday 08:00-12:00, PM - 17:00, 18:00 to 22:00 three randomly send Po on time every time 2 weibo, randomly selected from the rest of the hair less time 1 microblogging, article 9 weibo every day, a total of 14 days to extract weibo samples 126, remove the weibo without clear news content, A total of 108 valid microblog samples were obtained.

2. Narrative Subject of "@Xi 'An Release"

In the theory of news narratology, the narrative subject refers to the author of news and the reporter and editor of news media. The same is true in the new media environment. For example, the narrative subject of the official microblog of "People's Daily" is mainly its journalists. However, the narrative subject of government micro blog is relatively complex, because of its official "government affairs" identity, its narrative subject includes not only government agency staff, but also professional news media practitioners, as well as public figures and we media practitioners. This is because its news source is both original content, for example, the news of xi 'an education charge information comes from the education administrative department; There are also forwarding contents, which are forwarded from three sources: first, professional media organizations, such as "People's Daily's Microblog" and "The Paper"; Second, online platforms, such as pear video, and we Media platforms, such as Solar Eclipse.

Narrative voice is the existence mode of narrative subject, and also reflects the extent of narrative subject's involvement in facts. The open narrative subject is the narrator's direct narration of events in front of the audience without the hand of others. The hidden narrative subject is narrated through the mouth of the relevant narrator, or purely objective narration, or narrated by quotation, the narrative subject hides behind the scenes.

Accordingly, we analyze the subject of "@Xi 'an release" news narrative. Among the microblog samples, there are 32 public narrative subjects, accounting for 29.63% of the total number of samples. The number of micro-blogs with hidden narrative subjects was 76, accounting for 70.37% of the total sample. There are two types of hidden narrative subjects, one is pure objective narration, the other is quoted discourse narration. Finally, the research samples are quantified and subdivided into three types: public narrative subject from the perspective of journalist/editor, pure objective narrative, and quoted discourse narrative.

Table 1. Narrative subject type of "@Xi 'an Release"

Narrative subject type		The number	The proportion
Public narrative subject		32	29.63%
Hidden narrative subject	Objective narration	65	70.37%
	Quotation of speech	11	

Based on the above statistical results, the narrative subject of "@Xi 'an Release" is summarized with the following characteristics:

First, the common narrative way of government affairs micro-blog is to conceal the narrative subject. There are two reasons. First, his background identity of "government affairs" is consistent with his rigorous and professional image of government affairs. Secondly, the hidden narrative subject is more objective from the perspective of reading, which is in line with the communication requirements of "speaking with facts", and is also more conducive to the transmission of narrative intention to achieve the expected communication effect.

#Focus on#[Xi 'an, the "City of Douyin", is more popular than Beijing, Shanghai, Guangzhou and Shenzhen.]In the past two years, Xi 'an has attracted people from all over the country to "punch in" with short videos that have become popular on the Internet, such as "bowl throwing wine" and "Brush pastry". The popularity of Xi 'an on short video platforms has surpassed that of Beijing, Shanghai, Guangzhou and Shenzhen. Recently, the xi 'an investigation team of the national bureau of statistics carried out a special survey called "public views on xi 'an web celebrity city" by means of Internet survey and discussion, and 55.5% of the people who participated in the survey were optimistic about the image dissemination of short videos in xi 'an, an international metropolis.

Second, the interactive characteristics of new media are reflected in the content of public narrative subjects. Only about 30% of the public narrative subjects in "@Xi 'an Post" are anthropomorphic "small cloth", which also reflects the common interactive approach of new media to "local atmosphere" -- asking questions, commenting or proposing in the news in the tone of

editor.

#Things around Xi 'an#[This restaurant has attracted the attention of the central media! What's the secret in the warm "A set meal"?] "A meal", you may be A little confused by the term, what is this meal? Is it good? In fact, "A Set Meal" is A code word full of warmth. It was introduced by Zhang Xiaojun, A barbecue shop owner in Xi 'an, Shaanxi Province. Today, People's Daily, CCTV News, Xinhuanet.com have reported zhang Xiaojun's story, warm "A set meal" hidden in what secret? Follow Xiao Bu to take you to see ~

3. The Narrative Perspective of "@Xi 'An Release"

Narrative perspective is the observation, presentation and narration of news facts. It can be divided into three categories: omniscient omniscient perspective, partially presented limited knowledge perspective; Pure objective perspective.Of the 108 effective microblogs "@Xi 'an Post" samples, 78 belong to the objective perspective, 25 belong to the omniscient perspective and 5 belong to the limited knowledge perspective.

Table 2. Narrative perspective of "@Xi 'an Release

Narrative perspective	The number	The proportion
objective perspective	78	72.22%
Omniscient perspective	25	23.15%
Limited perspective	5	4.63%

The news from the objective narrative perspective of "@Xi 'an Release" mainly focuses on the news reposted from traditional media and a small amount of original information release. It USES the most concise words to truthfully record the core content of the event, reflecting the truth and objectivity of the news, and sometimes USES the discourse of government officials, experts and scholars to increase the authority of the news. Here, we take the "Female owner of Xi 'an Mercedes Benz crying on the hood of her car" as an example. After the video of the incident triggered heated discussions on the Internet, "@Xi 'an Release" interviewed the market supervision department of the High-tech Zone, timely disclosed the progress of the incident, showed her "official weibo" status, and urged relevant departments to deal with it according to law. The report has been viewed 16.5 million times, with thumb up16, 000 and 17,000 comments, making it one of the most read posts on @xi 'an post.

#Focus on#[The market supervision department has placed a case on file for investigation of "Li Zhi Xing", and instructed to return and refund the car as soon as possible]The "dispute over a lady's purchase of Mercedes Benz" that has caused concern, the reporter interviewed the market supervision department of high-tech Zone, and learned about the relevant work progress of the department. At present, the high-tech Zone market regulatory authorities require "Star of profit" 4S shop to continue to strengthen communication to resolve complaints. After investigating and verifying consumers' new claims and evidence, we will deal with them fairly in accordance with the law and regulations, earnestly protect consumers' legitimate rights and interests, and strive to create a sound business environment.

In addition, the omniscient narrative of "@Xi 'an Release" reflects the social attributes of new media. For example, the virtual character "Xiao Bu" is used to communicate with netizens and form a benign exchange and interaction, which is the embodiment of a typical new media narrative mode.

#Xiaobu vlog#[Happiness in 2019? The guillotine at my door is through!] 2019 is coming to an end. How have you been in Xi 'an this year? What changes have taken place in Xi 'an this year? Xi 'an released the year-end plan "2019, My Xi 'an and I are All Right", inviting Xi 'an residents to use vlog (video blog) to tell about their lives in Xi 'an and the changes they see in Xi 'an. Today, let's first listen to what Wang Bin, a resident of Xi 'an, wants to tell us. Xi 'an posted a video on Weibo.

4. The Narrative Time of "@Xi 'An Release"

Narrative time often reflects the intention of the narrative subject, affects the presentation of

narrative text and narrative effect, is a common narrative strategy. Compared with traditional news organizations, the narrative time of "@Xi 'an Release" shows its characteristics of "new media". In terms of narrative length, it is mostly expressed as overview narration, followed by omission narration and scene narration, which is also the need of new media communication mode and netizens' fragmented reading. Here's an example:

#Focus on#[The number of applicants for the national Postgraduate Entrance Examination in 2020 reached a record high]Candidates for the 2020 National Postgraduate Entrance Examination walk out of the examination hall of Xi 'an Jiaotong University with confidence after the first course on the morning of December 21. A record 3.41 million people registered for the 2020 national Postgraduate entrance examination, which kicked off on Wednesday. According to public data, 2.9 million candidates were recruited in 2019, an increase of 520,000 or 21% over 2018. The number of applicants in 2020 is another 510,000 more than in 2019, a record increase. It is reported that there will be 32 registration sites for master's degree candidates in Shaanxi in 2020, and all of them are in good order. Xi 'an Jiaotong University, for example, had 20,492 applicants in 2020, an increase of 5,615 from last year and an increase of more than 40 percent.

5. The Narrative Structure of "@Xi 'An Release"

Zeng Qingxiang summarized the commonly used new media news narrative modes into three types: honeycomb news narrative, diamond news narrative and diamond news narrative. Honeycomb narrative mode is fragmented information, which can meet people's needs for the progress of emergencies to the greatest extent. Diamond narrative mode relies on professional journalistic skills and multi-dimensional complete presentation of events, while diamond narrative mode is mostly the choice of news events with short time and obvious progress. However, inverted pyramid structure is still the main narrative structure choice in small, one-off reports of non-significant events.

From the sample, the basic structure of "@Xi 'an Release" news narrative is as follows:The pattern of # keyword #+ [title] + specific content.In terms of the specific content presentation, the main form is "lead + body + link + picture/video/long weibo + full text". In terms of the specific text presentation, more than 84% of the texts choose a more traditional inverted pyramid structure.(For example, #Xi 'an News #[How to solve the city's traffic congestion? Xi 'an has taken these measures...]), and in emergencies, honeycomb news narrative mode is the main structural choice. (such as # zone spreading xian in action# [shaanxi start a public health emergency Ⅰ level administrative department of public health emergency response to do so...])

6. The News Narrative Features of "@Xi 'An Release"

Above through to " @Xi 'an Release" sample content analysis and case studies, summed up the new media narrative strategy of government affairs micro bo: most select hidden narrative subject, through the combination of narrative perspective, narrative time, narrative structure changes, efforts to set up the new image of the government, more interactive, to achieve the purpose of expanding the influence.

To be specific, "@Xi 'an Release" mainly adopts the perspective of hidden narrative subject to ensure the objectivity of microblog news. Narrative text mainly highlights some elements in 5W with inverted pyramid structure, and presents comprehensively in various forms such as pictures, animations, @related unit news link, Vlog and video, attracting netizens. At the same time, focus on the social function of microblog, with virtual character "Xiao Bu" to communicate with netizens, to achieve benign interaction; In particular, since 2019, the content of video transmission has been strengthened to cater to the changes of netizens' "visual" reading. At the same time, emoticons are added to actively cater to Internet culture and enhance the narrative effect.

Acknowledgements

References

[1] Alaa,Sadik, Digital Storytelling: A Meaningful Technology-Integrated Approach for Engaged Student Learning." Educational Technology Research and Development 4 (2008): 487-506.

[2] Brian, T. Pentland, and Martha, S. Feldman, Narrative Networks: Patterns of Technology and Organization Organization Science. Information Technology and Organizational Form and Function5 (2007):781-795.

[3] Risto, Kunelius, and Mika, Renvall. Stories of a Public: Journalism and the Validity of Citizens' Testimonies. Journalism 5(2010):515-529.

[4] Serena,Carpenter,A Study of Content Diversity in Online Citizen Journalism and Online Newspaper Articles", New Media & Society7 (2010):1064-1084.

[5] Zeng Qingxiang, News Narrative Model in the Context of New media, Journalism and Communication Research, Journalism 11 (2014): 48-59

[6] People's Daily online, 2019 Government Affairs Index · Report on the Influence of Government Microblog,http://yuqing.people.com.cn/n1/2020/0117/c209043-31553643.html

[7]@Xi'an Release, https://weibo.com/p/1001063757167087/home?profile_ftype=1&is_search=1&key_word

[8] Cao Mingxun, Microblog News Narrative Research, News Research Guide, 2015(9): 161-162

[9] Dong Wenliang, Liu Yang, The Relationship between Image narration and Written Narration in the Era of Media Convergence, Young Journalist,2019(7): 12-13

[10] Yu Jian-jin, Analysis of News Narrative Mode in the Context of New Media, News Research Guide,2020(2): 161-162：237-239