

Research on Official Media Coverage and Communication Mode on Different SNS Platforms-Taking People's Daily's Report on Tangshan Restaurant Attack as an Example

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Abstract. In the era of media convergence, there are more diverse forms of communication in official media. Therefore, people can access the latest news more easily and quickly through new media. This study uses the methods of content analysis and frame analysis to investigate the reporting framework mode adopted by People's Daily on different platforms in social emergencies and whether the mainstream reporting mode of the same platform will change with the change of timeline, so as to explore how official media adapt to the trend of media convergence and compete for the field of public opinion through the differentiation of official discourse space. The results are as below: Firstly, People's Daily's TikTok account mainly adopts episodic framing, while other platforms and accounts mainly adopt thematic framing. Therefore, People's Daily's reporting strategy is mainly based on thematic framing; Secondly, Traditional official media have begun to break through the restrictions of official discourse space and are trying to adjust from within, actively accepting unofficial discourse space and allowing the emergence of different voices and diversified expressions.

Keywords: Framing analysis; double discourse spaces; media convergence; official media.

1. Introduction

With the advent of the era of convergence media, great changes have occurred in how people spread and receive information. Especially, with the rise of streaming media such as TikTok and Kuaishou, many news outlets no longer mainly rely on official media but choose more convenient "We media" and streaming media, which seem to arouse greater attention and discussion degree. Under the huge impact of new media, traditional official media also conform to the law of media evolution and have opened up new platforms in the field of new media. Party newspaper Weibo and Party newspaper TikTok emerge in this context, which plays a significant role in spreading the Party's voice, expressing the people's opinions, carrying forward the mainstream values of society, and guiding public opinion in a timely manner.

People's Daily is the prime official media of the Communist Party of China. It was launched on Sina Weibo on July 21, 2012, and has more than 30 million followers. Meanwhile, People Daily has more than 150 million followers on TikTok. It can be seen that the development of streaming media platforms not only brings different experiences to the public but also enhances the power of communication, guidance, influence, and credibility of People's Daily. Therefore, it is necessary to explore how the official media can realize its own differentiation and transformation, communicate and interact with the public discourse, and achieve development on different platforms.

On June 10, 2022, a serious social security emergency occurred at a barbecue restaurant in Tangshan, which aroused great concern from society. According to the surveillance video uploaded by netizens, a man harassed a woman who was eating at a barbecue restaurant in Tangshan at 2:40 am on June 10, and then beat her. In addition, several people traveling with the man also took part in

the attack and dragged the victim outside the restaurant, where they continued beating her. The accident was bad in nature and serious in the circumstances. At the same time, it also involved sexual harassment, women's rights, male-female confrontation and other topics. Not only have official media condemned the incident, but many stars have also led their fans to express support. Through the spread of the emergency on different platforms, netizens' emotions continued to explode, and the event's popularity continued to increase.

Against this background, this study analyzes the reporting framework mode adopted by People's Daily on different platforms such as TikTok, Weibo, People's Net and People's Daily Chinese website whether the reporting mode of the same platform will change with the development of the timeline. It attempts to explore how official media adapt to the trend of media convergence and compete for the field of public opinion through the differentiation of official discourse space. It is hoped that this study can provide a reference value for traditional official media, to make full use of new media platforms to report news and timely control the direction of public opinion. From the perspective of practice, through the analysis of news reports of People's Daily on TikTok, Weibo, People's Net and People's Daily Chinese website, the communication characteristics and similarities of official media news reports on different social media platforms as well as the communication forms are analyzed, so as to provide certain operational experience for official media to release and disseminate news and timely control the direction of public opinion on new media platforms. At the same time, through the research and analysis of the official media of People's Daily, it is expected to provide a reference for other official media to achieve media integration.

2. Literature Review

2.1. Double Discourse Spaces

In China, the media has always been regarded as an integral part of the superstructure, the mouthpiece of the Party and the people, the propaganda tool of the Party. However, since the reform and opening up, the economic system reform has gradually deepened, social thoughts have become active, critical and investigative reporting has been encouraged, and journalistic professionalism has been developed. This makes the media become an indispensable part of the socialist market economy, and thus forms the double attributes of the media. On the one hand is the metaphysical superstructure attribute. On the other hand, is the physical information industry attribute [1]. The double discourse space is produced under this background. They are respectively official discourse space and civil discourse space [2]. In the former case, the official media, documents and meetings are the vehicles of the official mass, while in the latter case, the Internet, mobile phone messages, and interpersonal communication channels are the vehicles of all levels of citizens. At the same time, because of their authoritative nature, the official media play an important role in the final characterization of news.

Some scholars believe that the integration of public opinion between the two discourse Spaces plays a vital role in maintaining social harmony. The more considerable the overlap of the two discourse spaces, the greater the control and effectiveness of the government and official media on the guidance of public opinion. On the contrary, the smaller the overlap of the two discourse Spaces, the smaller the control and effectiveness of the government and official media on the guidance of public opinion [3].

2.2. Media Convergence

Faced with the pressure of public opinion disputes brought by the diversification and decentralization of audiences caused by the continuous enrichment of media platforms, many official media have to seek strategies of media transformation and integration to seize more public opinion positions. Fagerjord's "Rhetoric theory" believes that the unique discourse forms of different media forms will be integrated with the rhetorical forms of new media, thus achieving the communication effect that old media does not have [4]. Henry Jenkins defined fusion culture as the collision of old and new media, the intersection of grassroots media and corporate media, and the field of interaction

between the power of media producers and the power of media consumers [5]. In such power interaction, the concept of "transmedia storytelling" and "collective intelligence" is of pioneering significance in the era of media convergence.

In the definition by Henry Jenkins, transmedia storytelling refers to "the indispensable narrative elements in fictional texts are dispersed in multiple media channels and systematically create a unified and harmonious entertainment experience for the audience. Scholar Wang Lei believes that transmedia storytelling reflects the joint economy of media, and each media has its special contribution in the process of explaining the whole story [6]. In the era of new media, with the rise of streaming media, there are more diversified platforms and more convenient ways for news transmission. The same news will appear on different network platforms, and the text, video, and narrative styles presented by different platforms may also be different. Therefore, this study will analyze the differences and similarities between the communication modes of official media represented by People's Daily on different media platforms and investigate their convergence strategies.

2.3. Framing Analysis

Framing theory is a psychological concept that was originally proposed as a means of conveying how symbols should be interpreted by receivers. The receiver then uses this interpretation to contextualize the external, objective world. The concept of framing was introduced by Erving Goffman in cultural sociology and has been widely used in the study of mass communication [7].

Pan and Qiao argue that according to Goffman's theory, news framing in media analysis should also be reflected on two levels: first, the selection of news materials, including both news sources and message sources; second, the construction of news materials, mainly referring to the definition of the report subject, the presentation of the report content, the quantity of reporting, the layout position, and the dominant theme [8].

This study will use episodic framing and thematic framing, which are proposed by Shanto Iyengar for data analysis [9]. Iyengar believes that episodic framing primarily uses descriptive language, providing imagery for the recipient without excessive analytical interpretation. Its media tendency is less visible. Meanwhile, it is emphasized that it will cause a one-sided profoundness at a certain point rather than globally. Typically, by adopting a pattern of visually impactful reporting, focusing on specific events or individual characteristics, it is easier to elicit an empathetic response from the audience. For example, in this case, the method of describing the event process and details will be classified as episodic framing.

On the contrary, the thematic framing focuses on using explanatory language, placing the subject of the report in a larger social context, such as historical or geographical background, for analysis and interpretation. This can show readers the times or reasons behind the news, but sometimes the facts themselves may be overlooked. For example, the evaluation analysis and relevant background analysis in this study will be categorized in the thematic framing.

3. Research Questions and Methods

People's Daily is the most authoritative and influential newspaper in China and occupies a leading position in public opinion. It represents the official attitude and position in the event of social security emergencies. Therefore, this paper takes it as a sample to analyze the reporting framework mode adopted by it on different platforms in social emergencies. Meanwhile, it wants to explore whether the mainstream reporting mode of the same platform will change with the timeline and investigate how official media adapt to the trend of media convergence and compete for public opinion through the differentiation of official discourse space. This study will select the official accounts of People's Daily and People's Net from Weibo, Chinese TikTok, People's Daily Chinese website, and People's Net. The period of sample selection is from June 10, 2022, to January 12, 2023. With the development of the event, the proxy's name of the event will also change. Therefore, in this study, "Tangshan,"

"Tangshan beating," "Tangshan barbecue shop," "Tangshan barbecue shop beating," and "Thunderstorm" are set as search keywords.

The research questions of this paper are as follows:

1. What are the similarities and differences between the official accounts of People's Daily and People's Net from Weibo, Chinese TikTok, People's Daily Chinese website, and People's Net in reporting the Tangshan barbecue restaurant beating incident?

2. How does People Daily compete for the direction of public opinion through media integration?

In terms of the research methods for the interpretation of reports, this study will adopt the text research methods of frame analysis and content analysis. For content analysis, Excel was used as a tool to screen the reports through the set of keywords. For text analysis, Word was used to determine the number of words, the number of images used, and the length of the video were in the range of this study. According to the judging criteria (Table 1), the selection is based on six key factors: whether the crime process is mentioned, whether there is a detailed crime process, whether the victim's injuries are described in detail, whether the background of the involved personnel is mentioned, whether there is a backstory, and whether there is an official stance.

This study will compare the data by horizontal and vertical comparison. Horizontally, it compares the similarities and differences of the framework models of a unified account on different social media. Longitudinally, it compares whether the pattern of frames on the same media changes as the timeline changes. The comparison results will be displayed in charts, which will help to understand the experimental results.

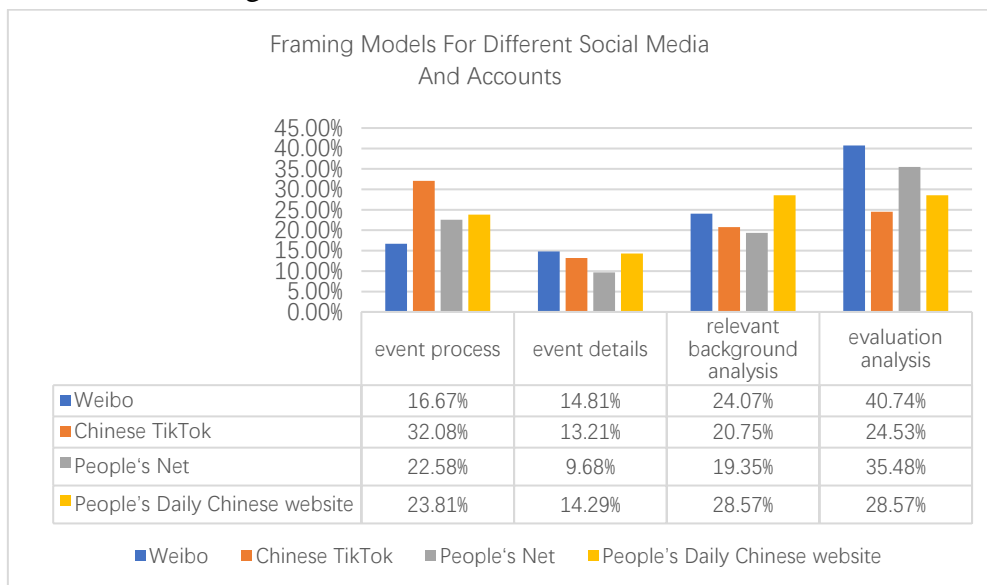
Table 1. Judgment Criteria

Framing Model	Categories	Judgment Criteria
Episodic framing	event process	whether the crime process is mentioned
	event details	whether there is a detailed crime process, whether the victim's injuries are described in detail
Thematic framing	relevant background analysis	whether the background of the involved personnel is mentioned, whether there is a backstory
	evaluation analysis	whether there is an official stance

4. Result

Through searching and analyzing the news reports on the Tangshan barbecue restaurant beating incident on People's Daily and People's Net from Weibo, Chinese TikTok, People's Daily Chinese website, and People's Net, the proportion of each platform framework mode is summarized as shown in table 2:

Table 2. Framing Models For Different Social Media And Accounts



4.1. Weibo

A total of 25 news reports were crawled by keyword search between June 10 and September 23, after which 4 irrelevant news reports were deleted, resulting in a valid sample of 21 reports. The average word count was 355 words, of which a total of 9 were quoted from pictures and text of police reports, 2 were quoted from pictures and text of scenery, 6 were quoted from text-only reports, 1 was quoted from CCTV news client video, and 1 was quoted from CCTV13 news channel video. A total of five news reports were crawled on the People's Daily Online Weibo platform between July 25 and September 23, and a valid sample of five was eventually obtained. In summary, the news materials of People's Daily and People's Daily Online on the Weibo platform are clearly sourced.

Through content analysis of the 21 samples collected, it was found that the People's Daily online reports were mainly thematic framing, with 31.48% episodic framing and 64.81% thematic framing. Content analysis of the 5 samples collected revealed that the People's Daily Online reports were mainly issue-framed, with the proportion of plot-framed stories at 31.48% and issue-framed stories at 64.81%. News reports on Weibo People's Daily that are dominated by official attitudes account for a relatively high proportion, and the authors speculates that their purpose may be to indicate a positive attitude to the public and to appease them. The framing pattern does not change significantly with the timeline.

4.2. TikTok

The official account of the People's Daily on TikTok has published a total 15 reports. The peak of the reports was on June 11 and August 29. Furthermore, the format of the report is mainly direct quotes from official police pictures, total of 8 articles. There are two reports in total, directly quoted from the CCTV13 news report. In addition, the average length of coverage was 24.26 seconds. It can be seen that the official account of People's Daily in TikTok has a clearer source of news materials.

The official account of the People's Net on TikTok has published 16 related reports, the reporting peak is on June 11, June 21, and August 29. It quickly followed the case than People's Daily on TikTok and published related reports at 19:00 on June 10. Its reporting mode mainly uses the form of video plus text. The total number of reports that explicitly stated that the source of information was official police was 5, and the total number of reports that obscured the source of information was 9. The average duration of this account was 10.9 seconds.

Its content is highly repetitive with the official account of People's Daily, with a total of 11 similar reports. Comparing the same news material to each other, it was found that the People's Net on TikTok reported a stronger tendency. For example, in the interview with the victim, the People Daily

intercepted the process of the victim's murder, the current injuries and the response to the current rumors of network speculation. In contrast with People's Daily on TikTok, People's Net on TikTok only used part of the response to the current rumors of network speculation. The aim may be to curb the proliferation of fake news online.

The combined frame ratio of TikTok is 45.29% for thematic framing and 45.28% for episodic framing. The episodic framing mainly uses the method of describing the event process with a percentage of 32.08%. The thematic framing mainly uses the evaluation analysis with a percentage of 24.53%.

However, the results vary depending on the accounts. The official account of People's Net on TikTok mainly uses the episodic framing of 51.85% and the thematic framing of 40.74%. The official account of People's Daily on TikTok mainly uses the episodic framing of 50% and the thematic framing of 38.46%. However, the change of the frame pattern with the timeline is not obvious.

4.3. People's Net

This paper used the search function of People's Net to search keywords such as "Tangshan", "Tangshan beating people", "Tangshan barbecue restaurant", "Tangshan barbecue restaurant beating people" from June 11 to August 29, a total of 48 news reports were captured, and then 30 repeated news reports were deleted, and 17 valid samples were finally obtained. The average number of words is 293, including 9 citing pictures and text of the police report, 6 describing reports in text, 1 citing the response video of the publicity Department, and 1 CCTV news client reporting video.

Through the content analysis of the collected 17 samples, firstly, the proportion of episodic framing is 32.26%, and the main method of event process description is 22.58%. For example, the People's Daily Online report titled *Hebei Public Security Department Reports Progress in investigation of Tangshan Assault Incident and Latest Situation of Beaten Girl*:

"At 2:40 am, Chen harassed Wang (31, female), who was eating at the same restaurant after work. After being rejected, he beat Wang and Liu (29, female) together with Ma (25, male) and Chen. They fled at 2:47 am, and the four victims were sent to the hospital at 2:55 am. "

The report of the episodic framing of People's Daily Online is mainly for ordinary people who pay attention to the progress of the event. The detailed description of the event process can help the public understand the development of the case in more detail. Secondly, the thematic framing was 54.83%, and 35.48% was mainly used for evaluation and analysis. For example, a People's Daily Online report titled *Ministry of Public Security responds to Tangshan Barbecue Restaurant Attack: Will thoroughly Investigate the case and severely punish the crime according to Law*:

"Please believe that the public security authorities will thoroughly investigate the case and severely punish the crime in accordance with the law. Liu Zhongyi, director of the criminal investigation Bureau of the Ministry of Public Security, said at the press conference that the Ministry of Public Security fully understands the high attention of the whole society to the investigation of the case, and because of this, the special investigation team will go all out to investigate every criminal clue involved, so that the facts are clear and the evidence is solid. "

The thematic framing is aimed at government officials and policymakers. Therefore, the authoritative voice can convey the official attitude and determination to the thorough investigation of the case to the public. At the same time, it also establishes a positive image of the official solution to the problem to ordinary people who are worried about their personal safety.

To sum up, People's Net reports mainly focus on thematic framing, but the frame changes with the timeline are not noticeable.

4.4. People's Daily Chinese Website

According to the keyword search, from June 11, 2022, to September 24, 2022, there are about 45 news reports related to this event on the People's Daily Chinese website, of which 16 are explicitly about this event and 3 are related news, among which 26.31% are in text form. The rest of the reports are presented in the form of text and pictures. There is no audio, video, or other forms, and all of the

reports are reprinted, mostly from related media reports of the central government. Through the analysis of 16 samples collected, it is found that the People's Daily Chinese website did not adopt real-time tracking reports on this event. Most of the reports were reproduced, among which 38.1% were episodic framing and 61.9% were thematic framing.

5. Discussion

Through analyzing the news reports on the Tangshan barbecue restaurant beating incident on People's Daily and People's Net from Weibo, Chinese TikTok, People's Daily Chinese website, and People's Net, it was found that the reports of People's Daily and People's Net on the three platforms reflected the balance of discourse differentiation and media integration. The framework model adopted by each platform is as follows (Table 3):

Table 3. The Main Framing Model For Different Social Media And Accounts

Media	Account	The main frame
Weibo	People's Net	thematic framing
Weibo	People's Daily	thematic framing
Chinese TikTok	People's Net	episodic framing
Chinese TikTok	People's Daily	thematic framing
	People's Net	thematic framing
	People's Daily Chinese Website	thematic framing

People's Daily and People's Net use different discourse strategies based on different media attributes, audience types, and needs of the three platforms to meet their needs as authoritative reports. It can be found that, on the Weibo platform, People's Net reports are primarily thematic framing. This is because Weibo, as a platform with diverse audiences and excellent interactive characteristics, can be used by the official media to facilitate the audience to click and watch, improve the public's attention, make the official reports more authoritative, and reduce the spread of false news. Increase the reprinting and commenting of official discourses, enhance the authority of party newspapers, and at the same time focus public attention on the topic of the country's anti-crime and evil eradication, disperse the confrontation between men and women caused by this incident and the disruption of social order by women's topics, and reduce public panic. The main reason is that as a short video platform, Tiktok has a large audience, and the event spreads quickly. The audience can express their views in the form of a video. In addition, one of the critical pieces of evidence of this event is spread in the form of surveillance video, which has excellent convenience in guiding public emotions and analyzing cases. Therefore, official media often use the substantial visual impact of videos and the influence of certain music on the public mood to guide the public attention to the positive side so that relevant positive reports can obtain more attention. Meanwhile, easy access to short video fragments enables the public to quickly obtain important information about events and plays a role in maintaining social order. The relevant reports on the official website of the Party newspaper are dominated by the thematic framing, which is inseparable from the function of the Party newspaper as the national "ideological tool" [10]. The official website, as the most authoritative information acquisition platform, must ensure the accuracy, timeliness, and authority of information. Therefore, the official website follows up the news reports in real-time and publishes the official position simultaneously. By consolidating its official voice so that the network's mainstream voice becomes controllable.

6. Conclusion

Using the framework theory, this study explores the differences and similarities of People's Daily's reporting forms on different media platforms. This study can find that the official discourse power still dominates on the Internet platform when it comes to events with more significant social influence.

However, faced with the differences in media communication forms, the authoritative official media also has to change its narrative mode. This will confirm the views of "rhetorical fusion" and "cross-media narrative". It also indicates that official media represented by People's Daily and People's Net and traditional media should actively follow the trend of new media and attach importance to publishing related original content according to the attributes of media platforms.

At the same time, when examining the official media as the "ideological tool" of the state, it can also be felt that under the background of media integration and audience fragmentation, traditional official media have begun to break through the restrictions of official discourse space, and are trying to adjust from the inside and take the initiative to accept civil discourse. Allowing different voices and pluralistic expressions also confirm the possibility of overlapping dual discourse Spaces.

However, this study only discussed the forms of People's Daily's reporting of a social event on different media platforms, it did not involve more media, such as similar local official media or relative private media. As a result, the obtained research data are relatively simple, which makes it difficult to conduct a more in-depth comparative study. When discussing the theory of dual discourse space, this study only considered the influence of civil discourse space on the official discourse space from the perspective of the government, inferred the cause from the results, and did not collect and explore the conclusions of the corresponding reports, which made the conclusions one-sided. At the same time, the criterion of evaluation analysis, which measures the thematic framing, generally compares multiple information sources and accepts the evaluation response from different levels. However, this study only conducted a comparative analysis of People's Daily, a single information source, resulting in a relatively high proportion of the thematic framing in the final statistics. Moreover, the measurement framework model also has principles such as oral response. As this study aims to analyze the reporting mode of the information sender, the mass response and other factors are not within the scope of this study, which makes the conclusion also have certain limitations.

Based on the defects and conclusions of this study, research in the future can combine elements such as reporting mode and public opinion response truly explore the differences in the reporting and communication forms of the official media arising from the rise and change of media platforms in recent years by the dual discourse space, and the changes that should occur in the Party newspapers under the background of the era of integrated media. The influence of civil discourse becomes more powerful, forcing official discourse and enabling official, traditional media to truly reform official addresses from within. To some extent, these can better promote the overlap and integration of official civil discourse, forcefully leverage the hegemony of mainstream ideology, strengthen the public's supervision of public power, and better implement the management of public opinion, a vital mechanism guarantees of socialist civilization.

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