

A Research on the Imbalance of News Reports from the Perspective of Agenda Setting Theory: A Case Study of the Olympic Games

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Abstract: This paper looks at the disproportionate amount of current media coverage and uses the Olympic Games as a basis to suggest potential ways to enhance the standard of news reporting. The degree to which news reports can influence public opinion, as suggested by agenda-setting theory, is critical to the growth of the media industry. To begin with, news outlets should be more stringent in vetting their sources of information. Secondly, journalists should be provided with better education and instruction in order to develop their news comprehension and ethical standards. Lastly, media outlets should augment their inner workings and develop a systematic news creation process and evaluation system. News outlets should also foster a closer connection with their audience to increase the trustworthiness and accuracy of their news stories.

Keywords: Agenda setting theory, News reports, Imbalance phenomenon, the Olympic Games.

1. Introduction

The Beijing 2022 Winter Olympics ended triumphantly, and we were profoundly touched by the athletes' commitment, as well as the various merchandise and items related to the Games. The indelible memories of Chinese and foreign acquaintances, mascot from Bing Dwen Dwen to Shuey Rhon Rhon, remain in the hearts of many. The Chinese population have showcased the start of the Olympic Games with a symbolic gesture, be it the 2008 Beijing Summer Olympics with the motto of *One World, One Dream*, or the Beijing 2022 Winter Olympic Games with the slogan *Together for the Future*. The success of the two Olympic Games is unprecedented and relies heavily on the media's coverage. The Olympic Games, in combination with news reports, can help to raise awareness of China and promote its image of strength, according to the principles of agenda-setting theory.

2. The Characteristics of News Reports from the Perspective of Agenda Setting Theory: Taking the Olympic Games as an Example

From the viewpoint of agenda-setting theory, the impact of news reports on communication can be divided into three stages, comprising of knowledge, opinion, and behavior. When the public is optimistic about the Olympic Games, news outlets such as Xinhua News Agency, People's Daily, Economic Daily, People's Liberation Army Daily, and CPC Central Commission for Discipline Inspection typically provide a logical and transparent approach to discussing the event. The whole topic communication process has been bolstered by an increase in public attention, comments, attitudes, doubts, and incomprehension, along with more frequent and impartial public opinion guidance, which is an integral part of the process. By March 2022, the subject of the Olympic Games had been viewed 24.36 billion times and commented on 11.399 million times exclusively on Weibo. Without substantial news coverage and distribution, this agenda is unlikely to capture the public's attention. In the span

of only two months, the media extensively and regularly covered the Olympic Games following the creation of the media agenda. The public and the media started to have more frequent exchanges. The Olympic Games has been the subject of much debate across a variety of outlets due to its extensive coverage by both the public and the media. The advances in science and technology have enabled the media to capitalize on the speed and convenience of its technology to make the Olympics a widely talked-about topic, thanks to the strong interactive features, and eventually become a major talking point in society.

3. The Imbalance of News Reports from the Perspective of Agenda-setting Theory

The proliferation of the Internet and the advancement of information technology have made news reporting a primary source of information and insight into current events for the public. Though the standard of news reports has become more apparent, issues concerning its quality have arisen. The accuracy of current news reports is significantly compromised by the prevalence of misinformation. The proliferation of false news has accelerated due to the ubiquity of the Internet and social media, with news outlets often serving as the primary conduit for its dissemination. In an effort to gain attention, certain media outlets manufactured deceptive stories, leading to disastrous consequences for society. Furthermore, the crassness in news stories is an issue that contributes to the poor quality of today's news reports. Some media will go to any lengths to captivate readers, even if it means using questionable material. The quality of news reports is compromised, and the fabric of social morality is weakened, as a result of this approach. The current state of journalism is also suffering from a lack of quality due to the abundance of uncouth content. Certain media outlets have resorted to untrustworthy methods of reporting in the name of expediency and profit, resulting in serious questions about the accuracy and impartiality of news coverage. For instance, certain outlets when conducting interviews and providing

coverage may not adhere to the facts, misrepresenting the truth, and even exaggerate, reduce, or manipulate the facts of the matter to draw in readers' interest.

Moreover, individual bias and individual opinions regarding news stories can also contribute to the questionable quality of today's news reports. It is hard to eliminate personal bias and subjective tinge from news reports due to the fact that the views and outlooks often expressed in them are a reflection of the journalist's individual perception and political inclination. The objectivity and impartiality of news stories could be undermined by this phenomenon, leading to doubt about the worth of news reports. In brief, the current issues with news reports are mainly comprised of misleading information, inappropriate material, inadequate workmanship, and biased perspectives. The deterioration of news reports due to these issues has caused a significant decrease in quality and trustworthiness, thus necessitating the implementation of effective solutions.

4. The Optimization Strategy of News Reports from the Perspective of Agenda Setting Theory: Taking the Olympic Games as an Example

4.1. The manifestation of innovation

Firstly, the program should be broken down into smaller components. As more outlets for disseminating information become available, the content of the information is becoming increasingly fragmented. Social media platforms such as WeChat, TikTok, and Weibo have caused the public to adopt a variety of reading and viewing habits, thus fragmenting the way in which people access information. Hence, this should be the basis for the Olympic news report.

Secondly, the Olympic news coverage should be tailored to individual viewers. The communication approach and form of Olympic news have shifted drastically from a straightforward and two-dimensional format to a varied and vibrant one, according to the agenda setting theory. Hence, news reports should adapt their discourse style and communication strategies to keep up with the changing times. To enhance the immediacy and vibrancy of Olympic news coverage, we should leverage the new media platform to increase the reach and impact of reporting, as well as using the official WeChat to disseminate news summaries.

At last, the data representation should be perceptible. In conventional news stories, data is typically relayed via verbal language, which fails to capture the attention of viewers and does not help to increase the staying power of Olympic news coverage. Olympic news reports should aim to make their data expression as captivating and engaging as possible, in accordance with the agenda-setting theory. Instead of utilizing tedious data, one can liven up the data representation with animation, illustrations, charts, and other visual languages, making it more straightforward.

4.2. The reinforcement of the control and screening of news sources

Implementing tighter regulations and conducting more thorough reviews of news outlets is a critical step to ensure Olympic news coverage is of a higher standard. It is essential to be mindful of the origin of Olympic news reports, as any information from untrustworthy sources can result in erroneous stories or personal bias. Hence, news organizations

should create a process for verifying the accuracy of scientific news sources and prioritize trustworthy and authoritative outlets whenever possible. To begin with, news organizations ought to put together a reliable news source registry. An authoritative repository of news sources is created through the collection and categorization of news sources, which is advantageous for news organizations to evaluate and regulate news sources. The database should focus on news releases from reliable sources such as government agencies, enterprises and institutions, experts and scholars, media organizations, and other authoritative organizations, while avoiding unverified sources.

Subsequently, news outlets should create a system for vetting scientific news reports. The news source database should be considered authoritative, and the credibility of these sources should be evaluated through a series of evaluation regulations and procedures. For instance, news outlets can implement rigorous standards for publishing, such as the accreditation of media outlets, the accuracy of reports, and the reliability of sources, and additionally inspect and authenticate news stories from multiple perspectives. Thirdly, media outlets should exercise more stringent oversight and control of Olympic media coverage. News outlets should be quick to discontinue any sources of information that have proven to be unreliable and take the necessary steps to rectify any misinformation. News outlets should also reinforce their daily oversight and control of news sources to make sure that Olympic news stories are of high caliber and dependable. Implementing stricter guidelines and conducting more rigorous checks on Olympic news outlets is a key tactic to ensure higher quality Olympic news coverage. Creating a dependable database of news sources, establishing a strict control system, and increasing the supervision and regulation of news organizations can effectively stop the proliferation of false information and individual prejudices, thus elevating the standard and dependability of Olympic journalism.

4.3. Professional training for journalists

News reports are incomplete without the involvement of journalists. The proficiency of their writing and adherence to professional standards directly influence the calibre of Olympic news coverage. Hence, news outlets should enhance the professional development of reporters and bolster their news savvy and professional morals. In the beginning, media outlets should focus on enhancing the fundamentals of journalism, such as interviewing, writing, and editing in regards to Olympic news. This training can not only enhance the professionalism of journalists, but also boost the speed and quality of their work. In addition, news outlets should reinforce the training of journalists on professional ethics. The integrity of news stories is heavily reliant upon the professionalism of journalists, so upholding professional ethics is essential in news reporting. Journalists should always maintain the highest standards of accuracy, impartiality, and justice, and strive to better themselves both professionally and morally. Furthermore, news organisations should support their journalists to engage in multiple training opportunities and persistently upgrade their proficiency and understanding. This can not only boost the credibility of journalists but also enable them to stay ahead of the curve in terms of media convergence and raise the bar for Olympic news coverage.

4.4. The reinforcement of interaction with readers

Engaging with the audience is another effective way to elevate the standard of Olympic news coverage. By engaging with our audience, we can gain insight into their preferences and perspectives, modify the composition and structure of Olympic news stories, and ultimately raise the quality and popularity of Olympic news coverage. To begin with, news organizations should create a platform for reader engagement. By setting up WeChat's official account, websites, forums, and other channels, we can communicate with readers, determine their wants and perspectives, amend the structure and nature of Olympic news reports promptly, and augment the fame and reliability of Olympic news reports. Additionally, news outlets should create a variety of ways to cover the Olympic Games. The agenda-setting theory has drastically altered the way news stories are presented and discussed. Media outlets should be creative and employ a variety of media forms to capture readers' interest, such as videos, photographs, audio recordings, graphs, and other multimedia content.

In conclusion, news outlets should heed the voice of their readership by gathering their opinions. Gathering the views and reactions of readers will enable us to identify their requirements and worries, allowing us to make changes to the material and format of news stories quickly and bolster the trustworthiness and appeal of them. News organizations can utilize various methods of gathering feedback and opinions,

such as telephone calls, emails, and message boards, to continually refine their Olympic news coverage.

5. Conclusion

The accuracy of news stories is critical to the advancement of the media sector. News organizations should utilize effective strategies to ensure the quality of Olympic news reports according to agenda-setting theory. It is essential for journalists to comprehend the power of agenda-setting theory when covering the Olympic Games, and to conduct a thorough examination of the relevant news items in order to accurately report on the event.

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