

A Study of Framing in Social Media News Report

Qi Jiaxuan^{1,a,*}

¹*School of Journalism and Communication, Hebei Normal University, No. 20, South 2nd Ring East Road, Shijiazhuang City, Hebei Province, China*

a. qijiaxuan18@outlook.com

**corresponding author*

Abstract: As Chinese software spreads all over the world, TikTok has been used by most Americans, but recently, one of the states of America that proposals to ban this app for citizen in this state, and the TikTok will against this ban. Despite the vast research by scholar on mass media, little is known about framing in media news reports. Many different news reports have confirmed the necessity of constructing a framework of news. This study aims to determine how framing could better frame a news report and make different influences. For this purpose, this study uses two kinds of news reports from two different media outlets to compare the framework of each report. Besides, the framing of news has the same effect in some aspects, such as the field of feminism and political relations field. Through the application of news framing in these areas, it can be used for research the meaning of framing. Framing of news report can construct different reports form which can create different impacts in public's minds. The results show that different frame constructs explanations which can cause different influence on public.

Keywords: mass media, news, framing, communication studies, media effects

1. Introduction

With the advancement of technology, new online media has further developed, and the reporting mode of traditional media has gradually shifted to the new media mode. The structural framework of news reporting plays an important role in media reporting. The framing, priming, gate-keeping and agenda-setting are the main structure of a news report, and they play an important role in influencing the public's minds in a report. Previous research on news media reporting has focused on the structure of the news itself, with less attention paid to how the same news event with two different structures affects the public's thinking through different frameworks. The purpose of this study is to explore the different roles played by news reporting by comparing different frameworks, and how the role of news frameworks can be applied to specific research fields.

2. The Effect of the Media Framing in Two Kinds of Social Media

With the development of technology, Chinese software spreads all over the world, for instance, TikTok has been used by most Americans, but recently, one of the states of America that proposals to ban this app for citizen in this state. And many social media online have reported this news in different way, but there are some differences between these media news, the important and obvious distinction is the framing of each news which the media reported. The different framing can make a

difference in each news and can lead people's thinking to a certain extent, and how to framing is the most important thing in news reporting, it is worth to choose two media outlets to compare which between China Daily and CNN. In China Daily, it focus on the view about the USA exposure of American style double standers, and in CNN, according to the report, it explains why did Montana ban TikTok, and throw out opinions that are related to America's security, it can be clearly to see that because of different framing, there are two different structures about these two reports, the framing will play an important part in every news report.

The term "framing" is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audiences. Framing is often traced back to roots in both psychology and sociology [1]. The psychological origins of framing lie in experimental work by Kahneman and Tversky in 1979 and 1984 [2][3], for which Kahneman received the 2002 Nobel Prize in economics [4]. They examined how different presentations of essentially identical decision-making scenarios influence people's choices and their evaluation of the various options presented to them. The sociological foundations of framing were laid by Goffman in 1974 [5] and others who assumed that individuals cannot understand the world fully and constantly struggle to interpret their life experiences and to make sense of the world around them. In order to efficiently process new information, Goffman argues, individuals therefore apply interpretive schemas or "primary frameworks" [5] to classify information and interpret it meaningfully. This paper focus on CNN and China Daily, using the concept of framing to explain why the difference between the reports from two media outlets can be produced and shows how framing can influence people's mind.

In the following content, first, the frame of the news reported by China Daily will be analysed, and state how the China Daily set its framework, and then have an effect on public by this framing. Secondly, the framing of the same event which reported by CNN will be explained, and give the comparison of two different media outlets, then the influence which produced by these different ways of framing will be analysed, by using the concept of "framing". Finally, the argument of this research will be demonstrated in this way of comparing such specific examples. China Daily and CNN are selected as observation objects, however, there are some similarities and differences between these two media outlets, the first similarity is there are the same target audience the media outlets have, China Daily and CNN all faces with the English speaking people, the second similarity is these media outlets all have a large circulation. The difference is that China Daily representing China's position, and the CNN, which representing the position of the United States.

In the China Daily, they stressed nationalist fears of China led the state government of Montana to impose a ban on TikTok, the app that's sensationally popular with young people, for everyone in the state. And they focus on that there is so far no evidence the Chinese government has ever accessed personal information of US-based TikTok users, China Daily states that The bill has since its introduction has drawn outrage from industry experts and civil rights groups who called on Gianforte to veto the bill. And presents some examples about the civil how to oppose this proposal online. Immediately after, then they says The administration of former president Donald Trump tried to ban TikTok in 2020. The attempts were blocked in court due in part to free speech concerns. President Joe Biden's administration initially shelved those plans, but more recently threatened to ban the app if the company's Chinese owners don't sell their stakes. It was obvious that China Daily used framing to structure their news report, it kept attacking the practice of Montana, and let Chinese citizens to know the false decision America did, in this way, the media structured an explanation which stood their ground and made a belief in people's mind that the other party has a wrong behaviour.

In contrast, the CNN stressed that TikTok will win this suits because the business relations between TikTok and American companies. CNN has given such explanation which is many US officials have expressed fears that the Chinese government could potentially access US data via TikTok for spying purposes, though there is no evidence that the Chinese government has ever done so. Some federal

lawmakers have also called for a ban. In the end, the CNN said Chew has previously said that the Chinese government has never asked TikTok for its data, and that the company would refuse any such request. He has also stressed TikTok's independence from China to lawmakers and attempted to play up its US ties. It was obvious that CNN used framing to explain this news report, first not mentioned the important dispute which was the TikTok will be harmful to national information security in the United States and emphasized TikTok's independence from China.

This kind of different framing can cause different explanation and effect on public, when some people read China Daily's report, the framework expresses a clear opinion that makes people assume the fault lies with America's proposal, and it encroaches on Chinese and even Montana citizens' rights and interests, and it mentioned finally that the TikTok will prevail against Montana ban, depend on effect of framing, it lets people see that America was based on their benefit to ban this app, and this behavior is so much shameless, people will form a kind of thinking which the media or government like people to have through this way. And in CNN, it used the explanation that the TikTok is really important to American businesses, which if the TikTok will against this proposal successful the reason is not related to national security, and it may be cause an influence that people will approve this ban to a certain extent under such a framing of explanation. So, the different the media is, the different effect of framing is, media use framework to construct an explanation of every news to which convey ideas and points to people and produce different effect.

In conclusion, the reporting framework of China Daily firmly upholds its own rights, and claimed that TikTok will win a lawsuit which have a beautiful prospect for future, at the same time, CNN's framing shows the reasonable of ban uses its own way and makes more American citizens to make sure the ban is right.

3. The Application of the Framing of News Reporting in the Field of Feminism

Nowadays, the news framing are used in many fields such as the aspect of Feminism. In the 21st century, as more and more people pay attention to topics related to women's rights and gender equality, feminism has been pushed to the forefront. In recent years, the emergence of film works with women as the theme in the film industry has received widespread attention from the public, and the promotion of news reports plays an indispensable role in increasing their attention. Feminist films can be defined as films that focus on female perspectives and explore women's social status, gender differences, and fate through film experiences and presentation of story plot. This type of film typically challenges the patriarchal system and gender discrimination, and explores ways for women to wield discourse power and achieve self liberation. One of the most popular events in international film industry is Indian feminist cinema. For example, the feminist film "Maria The Sisters" was directed by Indians director Mangalada Gupta which talks about a story of two girls' growth in Indian society. Through the reporting of mass media for this film, which express the courage and diligency of Indian woman and not only lead to the approbation of public, but also obtain support of woman struggle for their legal interest. It became a major masterpiece of feminist films.

The American movie "Barbie", which express the feminism has the same theme of "Maria The Sisters". It digs deep into power relations and gender identity. Through the publicity and marketing of the ideological connotation and spiritual core which expressed in the film, the media takes feminism as the starting point. The main content of the film is summarized into the patriarchal system and female oppression, thus exerting a profound influence on the public thought in the society.

The spread of the above films has played a positive role in the progress of society and the struggle for women's rights, showing women's rights and freedom, and has aroused wide attention and discussion of the society. If the news report of this kind of movies have expressed a lot of opinions about equal rights for men and women which are large quantities and extreme, and view output with a strong sense, it will partly play an opposite role on the topic of gender equality. For example, while

strongly supporting feminism, this view gradually evolved into a radical concept, gradually formed a radical feminism, and caused the dissatisfaction of part of the public, thus causing a certain negative impact on the current social situation and public thought. That is to say, fundamentally speaking, this idea is not correspond to liberal feminism, because they are always self-centered. Thus, the new media news marketing framework deviates from the guidance of social objectivity and justice.

4. The Application of News Reporting Framing in the Field of Political Relations

From other aspects, the framing of media news report also have a big influence in other field such as political relation. In 1998, after the end of the Cambodian Civil War, the economy developed rapidly, and the Internet was rapidly accepted and popularized by the public, and the public continued to participate in the deliberation and administration of politics on the Internet and other media. At the same time, Cambodia's domestic political situation changing, SanLanXi led the opposition "national salvation party" is growing rapidly, to the ruling party "People's Party" great threat, the political struggle of both parties, the two sides in the layout of the media offensive continuously strengthen, the parties use new media to guide public opinion is extremely important.

Cambodia's traditional media mostly belongs to the ruling People's Party. Hun Sen's daughter, for example, was the head of Baron TV in Cambodia. The boss of the New Cambodia newspaper, he has most of its media resources. Well-known Fresh news, Dap news, Cambodia Daily and other media in Cambodia all created momentum for Hun Sen in the 2013 Cambodian election propaganda campaign, driving traditional media, which once formed an almost one-sided situation, forming strong pressure on the National Salvation Party. Besides, Sang Lanxi, chairman of the National Salvation Party, stepped up publicity on new media, fully interact with the governing concept and people's livelihood policy with netizens, close the gap, with the help of official websites, Facebook, YouTube, Twitter and other new media frequently release personal speech videos, meet and interact with the public, vigorously create an image of the people, forming a good publicity which is a good positive propaganda for the election. National salvation party successfully guided public opinion, to some extent that determines the attitude and behavior of the public, led the National salvation party to win 55 seats in the 2013 election. Thus, it has caused a great impact on the People's Party and won the election by just 68 seats.

5. Conclusions

In short, the content of new media communication can quickly become a hot topic that arouses public attention and discussion. The expression and communication form of new media language affect the public views and attitudes to a large extent, and the speed and scope of new media communication also determine the rapid formation and dissemination of public opinion. In current research, many research cases overlook the audience factors and control variables of news media, which affects the relative objectivity of research results. In future research on media communication, more and more factual cases will be used to study the framework of mass media reporting and its impact on the public. Secondly, the application fields of news media reporting frameworks will continue to expand, and their impact on society and people's cognition will also be more profound.

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