

พัฒนาการรายงานข่าวในภาวะฉุกเฉิน เพื่อส่งเสริมการใช้อำนาจ แบบนุ่มนวลของสื่อ

Improve Emergency Reports to Enhance Media Soft Power

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Abstract:

The emergency reports are very important for media and audience. However, there are still some shortages in some media reports, which are presented as three aspects: firstly, some emergency reports get tendency by making discourse bags optionally; secondly, although some media report emergency issues very interesting but they can not find news's roots; thirdly, some media hold in esteem to fragmentation but don't connect the dots.

Therefore, the research objectives are to sum up the shortages of emergency reports in some media and analyze the reasons to theses problems. Moreover, this research will explore valid countermeasures to deal with these problems, which are helpful to improve emergency reports and enhance media "soft power"

This research mainly adopts the qualitative methods. I interviewed some journalists and reading some documents, which

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will be used to review related literature. And this research will also use some cases to analyze and sum up the shortages of current emergency reports. Based on some typical cases this research will use discourse analysis to explore the reasons of these problems. As a result of above study, this research will find out some practical countermeasures.

It is very necessary to do some research to improve the emergency reports because of some wrong ways that media used to attract audience, through which some audiences are misled and confused sometimes. My pilot study of this research finds some solutions to these problems. Firstly, journalists need resources in setting a reasonable “discourse package” for emergency reports to avoid the tendency of personality. Secondly, we should put emphasis on the news integration and had better connect the dots. Thirdly, media should report emergency issues in an “organic movement” in order to finding truth.

And more solutions will be found from this research. They are practical and useful for media and audience. Media should overcome the existing problems in emergency reports in order to enhance their soft power.

Keywords: Emergency Reports / Organic Movement / Soft Power

บทคัดย่อ

การรายงานข่าวในภาวะฉุกเฉินเป็นสิ่งสำคัญสำหรับสื่อและผู้รับสาร ทว่ายังเป็นสิ่งที่ขาดในการรายงานข่าวของสื่อบางประเภท บทความนี้จะนำเสนอ ๓ แก่มุม ได้แก่ 1) การรายงานข่าวในภาวะฉุกเฉินเน้นสถานการณ์และสร้างชุดวาทกรรมขึ้นมา 2) แม้ว่า สื่อบางประเภทรายงานข่าวในภาวะฉุกเฉินได้อย่างน่าสนใจ แต่ยังไม่สามารถเข้าถึงแก่นแท้ของข่าวได้ 3) สื่อบางประเภทนิยมรายงานข่าวแบบแยกประเด็นย่อย แต่ไม่ได้เชื่อมต่อไปยังแก่นแท้ของข่าวนั้น

ดังนั้น วัตถุประสงค์ของการวิจัยนี้คือ การสรุปสิ่งที่ยังขาดในการรายงานข่าวในภาวะฉุกเฉินของสื่อบางประเภทและวิเคราะห์เหตุผลของสิ่งที่ขาดนี้ สืบวจมาตรการที่เหมาะสมเพื่อเติมเต็มสิ่งที่ยังขาดนี้ อันจะนำไปสู่การพัฒนาการรายงานข่าวในภาวะฉุกเฉินและส่งเสริมการใช้ “อำนาจแบบนุ่มนวล” ของสื่อ

งานวิจัยนี้ใช้วิธีการวิจัยเชิงคุณภาพ ประกอบด้วย 1) สัมภาษณ์นักข่าวและศึกษาเอกสารที่เกี่ยวข้อง ซึ่งรวมถึงการทบทวนวรรณกรรมที่เกี่ยวข้องด้วย 2) วิเคราะห์วาทกรรม โดยวิเคราะห์กรณีศึกษาการรายงานข่าวในภาวะฉุกเฉินในปัจจุบันและสรุปสิ่งที่ยังขาด เพื่อสำรวจเหตุผลของปัญหาเหล่านี้ และค้นหามาตรการที่เหมาะสมและปฏิบัติได้จริง

การวิจัยเพื่อพัฒนาการรายงานข่าวในภาวะฉุกเฉินเป็นสิ่งจำเป็นมาก เพราะเกิดข้อผิดพลาดบางประการจากการที่สื่อใช้ในการดึงดูความสนใจจากผู้รับสาร ทำให้ผู้รับสารถูกชักนำไปในทางที่ผิดและบางครั้งทำให้เกิดความสับสน การวิจัยครั้งนี้ค้นพบแนวทางแก้ปัญหาดังกล่าวคือ 1) นักข่าวจำเป็นต้องมีแหล่งข่าว/แหล่งข้อมูลที่มีชุดวาทกรรมที่สมเหตุสมผลสำหรับการรายงานข่าวในภาวะฉุกเฉิน เพื่อหลีกเลี่ยงการนำเสนอในแบบฉบับของตัวเอง 2) นักข่าวควรให้ความสำคัญกับการรายงานข่าวเชิงบูรณาการ และจะมีประโยชน์ยิ่งขึ้นหากเชื่อมต่อมาที่แก่นแท้ของข่าว 3) นักข่าวควรรายงานเรื่อง

ราวในภาวะฉุกเฉินแบบ “การขับเคลื่อนด้วยชีวิต” เพื่อค้นพบข้อเท็จจริง
ข้อค้นพบจากการศึกษานี้ยังเป็นประโยชน์และนำไปใช้ได้จริงสำหรับ
สื่อและผู้รับสาร โดยสื่อควรก้าวข้ามปัญหาที่เป็นอยู่ในการรายงานข่าวใน
ภาวะฉุกเฉิน เพื่อส่งเสริมอำนาจแบบนุ่มนวลของพวกเขา

คำสำคัญ : การรายงานข่าวในภาวะฉุกเฉิน / การขับเคลื่อนด้วยชีวิต / อำนาจแบบนุ่มนวล

1. Introduction:

In recent years, emergency events occurred frequently and they highlight the importance and urgency of emergency reports. How to report the emergency? How to survive from the crisis? How to enhance media soft power?

At present, there are many problems in emergency reports. Particularly, three ones arouse much concern:

Firstly, some emergency reports get tendency by making discourse bags optionally. Scarcely do the mass media report the humane by means of featuring contravention and conflict once the emergency happened. All of these reports purpose on catching eyes of the audience. And media rarely report society, economy and politics related to the emergency.

Secondly, although some media report emergency issues very interesting but they can not find news's roots. Some journalists said, audiences should be captured by emotion. So they preferred storytelling to reporting news issues. But it can weaken the importance of the news issues. When we confront with some important issues, for examples, population explosion, environmental deterioration, energy crisis, financial crisis, it is bizarre that we know little about the background of the issues, let alone providing the efficiency solutions.

Thirdly, some media hold in esteem to fragmentation but don't connect the dots. Owing to the lack of integration, audiences always are frequently unable to analyze issues with systemic historical and developmental views. That's absolutely bad for them. Media mislead audiences to consider the problem isolating and separately, which

is also bad for them. This paper will focus on analysis of the three problems and to propose some solutions.

2. Literature review:

2.1 soft power and Media

In 1989, Joseph S. Nye, former dean of Harvard Kennedy School, put forward a theory of soft power which closely referred to the media power and played an important role in activities of journalism&communication. He said: “ it is important for a country to persuade others rather than beat them and the most important channel is the mass media. ”[1]

In China, many scholars study media soft power. Soft power can be embodied through media’s competitiveness. [2] Media power concludes soft power as well as hard power. Media hard power is made of capital, technology, personnel which are the measurable power; but media soft power is potential and abstract, such as media’s concept, media’s credibility, media’s culture and the ability of dealing with emergency. [3] Emergency reporting is the important part of media soft power. Society will be back to normal through it and that is the important goal of emergency reporting.[4]

Therefore, media soft power is more important than media hard power. Especially these days, situations are very complicated. The fields of information are embodied with fierce competition, such as media. So in different circumstances, especially in emergency situations, it is very important to use media soft power and media hard power in combination. If someone use media well, he will be the owner.

2.2 Relationship between discourse package and frame analysis in media

Discourse package is a meaning system on a topic and frame is the core of it. [5] Frame not only made related issues sense, but also identified topic's nature, and it would logically infer some obvious or logical processing countermeasure. [6] These frameworks take an experience or an aspect of a scene of an individual that would be originally meaningless and make it to become meaningful. [7] It can make a discourse analysis of media's reports to point out that their framework construction. [8]

3. Research methodology:

There are mainly three aspects in emergency reports: **Firstly, some emergency reports get tendency by making discourse bags optionally.** Scarcely do the mass media report the humane by means of featuring contravention and conflict once the emergency happened. All of these reports purpose on catching eyes of the audience. And media rarely report society, economy and politics related to the emergency.

Journalists prepare a piece of news like Actors' performances on the stage in order to attract more audiences. Most of the time, they can achieve the purpose by doing so. But the increasing number of problems will occur immediately.

For example, if journalists take the human touch as the means to attract the audience's attention, and only partly shows the development of the affair. Then they maybe exaggerate the nature. As a result,

audiences maybe ignore the valuable information which is closely related to the core of event. That would not only hinder the report effectiveness, but also hamper audiences to examine the truth of emergency.

In fact, correctly using the human touch and attracting audiences to think deeply of the news---the reporting methods will stimulate audiences' enthusiasm, therefore, it is necessary to use the human touch in some situations. For examples, some classical characters in literary masterpieces which live through the times are impressively created so as to attract readers' attention. This is not only attracting readers' attention, but also encouraging them to think about more important social issues. It is believed to be an effective method.

But in news reports, creating people's characters does not relate to social problems' analysis, it is just a tool to attract audiences' attention. Furthermore, there are not any valuable things which need audiences to remember when media report. So, audiences only get some shallow emotions from the news reports. "When you read the newspaper in the morning, you won't remember whether it is a verbiage thing or a paper without any word." Some readers joked. But the joke also reflects some of the real situation: stylized language is treated as news analysis by some media. What's more, when many audiences began to feel fed up with the reports' style, media continue to do so rather than correct it. why? Eye economy affects media.

In order to attract more attention, journalists usually set "discourse package" randomly without considering consequence. The above label is "human touch", as a result, audiences' attention would be drawn to it. That is a binary opposition of the language system.

There are only two subsystems --A and B in the system:

A	B
Friction	Contradiction
Enemy	Grudge
Revenge	Kill
.....

Once audiences open the package and find the framework is supported by many words like “friction”, “enemy”, “revenge” and so on, which are usually used in emergency reports, omit then here they would be obviously induced into a language system made by media.

Actually, the system contains two subsystems A and B, which are contradictory. So if media only emphasize the contents of subsystem A and don't report the contents inside subsystem B, obviously audiences will naturally complement contents to subsystem B correspondingly. Some similar terms will be filled in it, such as “contradiction”, “grudge”, “kill” and so on. And then, in audience's mind, he or she would form a kind of tendency.

As a result of that excessive personalization in reports, audience would not learn a common rational knowledge of society but scattered individuals of the perceptual after reading the news. And then audience's attention would be confined to the figures of news reports merely.

These days, world's disasters occur in high frequency. On the one hand, the journalists often have not adequate time to release the disaster news from one to another, while, on the other hand, readers kept busy in

the world can not spare enough time to read these news. Consequently, it is impossible for them to reflect on the issues of the others.

Secondly, although some media report emergency issues very interesting but they can not find news's roots. That means media report an issue just like telling a interesting story. At present, it seems that media are prone to storytelling and dramatic reports. Media like to use drama techniques to express the conflict relationship between people in the news reports. In principle, dramatic reports' style is an innovation. But the news reports are like the dramatic reports' style so much that they neglect the others, such as population, environmental degradation and political situation and other important issues because they are lack of dramatic.

Therefore, for the media, the emergency is the best report object whose first value is the story. Because unexpected event contains elements of a complete story which has ups and downs of the plot, vivid characters, beginnings and ends of stories, and events in the conflict will eventually go away. These can strengthen audiences ' understanding: the disappearance of crisis means news's termination. That is perfect. That is what journalists want. In the emergency report, narrating a story should well satisfy with certain media's taste. They want to show audience appealing stories. Therefore, in news reports, few aspects of core issues or news source of processing could be reported.

What's worse, some journalists said, "Audiences should be captured by emotion. Why they like to read newspaper? They want emotional satisfaction. Telling a interesting story to them is a choice." So they preferred storytelling to reporting news issues. But it can

weaken the importance of the news issues. When we confront with some important issues, for example, population explosion, environmental deterioration, energy crisis, financial crisis, it is amazing that we know little about them, let alone providing the efficiency solutions.

That is not to say that media only report secondary. Sometimes, media also report some important issues. For example, proportion of flooding and water pollution reports is rising in recent years. But when media report these problems, it seems too late. Even though there are many problems, media usually report some rather than all. These reports are so simple that it is hard to find the root of the problem. So, audiences do not know why the problems can occur and how the problems occur. In fact, everything happens for reasons. Many environmental issues are results of long-term behaviors which media ignore. For example, deforestation caused flooding; sewage discharge resulted in water pollution. If media show their concerns to these issues, if media often hire experts and relevant departments to provide relevant information, news reports will give a wake-up call.

Therefore, if drama, which only express conflict of emergency, become cheap emotional tools to attract audiences' attention, media can not play its advantages. Especially on television, it makes even more dramatic news because of the screen. It is ordinary to emphasize visual image. But there are many problems, such as unimportant things are always reported on TV because the picture is easy to obtain. For example, we often find that the pictures on the screen change but scripts of it are often divorced from these pictures. Audiences can understand the meaning of news just through listening to the voice. In

particular, when media report agriculture, they often pay attention to the scripts but not to the pictures.

In contrary, some important news is not to report if it is hard to obtain the picture. As a result, the basis for news selection is that attracting more attention to the screen with dramatic effect rather than the value of the event itself. This is clearly contrary to basic rules of the news.

Thirdly, some media hold in esteem to fragmentation but can't connect the dots. Owing to the lack of integration, audiences always do not analyze issues in a systematic and profound view. That's absolutely bad for them. Media mislead audiences to consider the problem isolating and separately, which is also bad for them.

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Due to the personal and dramatic treatment in news reports, it's inevitable for reports to appear trivial. News and information have their own emotional cues but do not link to each other. News events involving the characters in introduction, scene description, factual information, and other elements of the plot jumps back and forth among these sectors. Media can't show audiences a complete picture. So it merely looks like a puzzle with several hints.

Between news and events, events and backgrounds are always in isolation without contacts with each other. It's believed that the root cause of this situation is that media focus too much on characters or conflict, ignoring the context in which the characters stood and the meaning behind conflict.

More seriously, in order to ease audience's ruptured sense caused by the fragmentation of news contents, media have to provide plenty of information which is always repetitive as supplement. But audiences would

be bored with the repetitive information. To avoid that, media always limit time and space of news broadcast or publishing. Counterproductively, it would further exacerbate the fragmentation of information.

The emergency report is trapped into a vicious circle: the efforts which media made to jump out of fragmentation lead media jump into the quagmire of fragmentation once again. For the one, media always apply the same pattern when reporting different events. As it is, journalism is subject to the rules of changes as events differ from one to another. When we apply a simple model to all the events, which we are used to thinking as the same thing with denying subjective differences, then problems are inevitable. For the other, performance of media may give audiences initial shock with the premier reports. However, it would eliminate audiences' hope to explore genuine connotation of news events finally. Moreover, the audiences' desire of searching for new meaning dwindles and dies out gradually.

This shows that emergency reports launch personal way and set the “discourse package” unceremoniously. Allowing personal emotion, the audience would find that it's difficult to extricate themselves. Then, they seize the opportunity to create dramatic effects of the conflict. The audiences' attention would be attracted in the superficial contradiction conflicts but they ignored the historical depth. So the audiences are trapped in the mess by one after another incident. Thus, Audience feel quite hard to explore the background of the events, root causes and practical significance and they feel that their living environment is very chaotic because of personal and dramatic reports. In an ideal world, audiences need news information to be more analytical, more depth,

better able to reflect the core of the problem. Audience needs high-quality good news. In the mean time, good news needs a new way to replace the current personal, dramatic and pieces of information models.

It's believed that mass media should go back to the traditional journalism theory at first. It is a problem of the perception. Perception can play a decisive role in practice. we should rearrange the elements of journalism and put the significance in the most important position. The solutions are as follow.

4. Conclusions:

Emergency reports' solutions: **Firstly, journalists need resources in setting a reasonable “discourse package” for emergency reports to avoid the tendency of personality.** In the language system, “discourse package” is an objective reality. Even though media reports do not set it, it is also set up spontaneously in the private sector. So “discourse package” should be refrained, instead of developing freely to obtain a growing results. Therefore, the correct set of “discourse package” is not only “ought to” but necessary.

But setting the “discourse package” needs more skills. Because the “discourse package” has a complex language framework which has many elements. These elements often need taking into consideration by the audiences through association. Therefore, the systemic settings of “discourse package” are very important. Generally, we should not set binary pairs of vertical systems. Because in such a discourse system, there're only two subsystems A and B. As long as all of the words entered into the system, there will be the phenomenon of non-A or B and non-B or A. Meanwhile, the opposition of A and B will cause people

to think When people see A, he or she would be very natural to think of B. Once such a link is established, it also has a certain stability.

In addition, media need to improve their contents. For example, human touch is a tool to attract audiences' attention, but not replace news itself. So media could handle relationships of them. The importance is to pay more attention to core of emergency. Audiences want to know 5w: who, where, what, why, how. Media can not report conflict, especially pursuing the visual impact. These days, there are many irritating programs on television, such as violence, homicide, robbery and so on. These report polluted our spirit world, especially children. They can not tell good from bad. When they see irritating programs on television, they will feel curious and they may imitate them. Some juvenile offenders said, they learned criminal means from television program. This is a common problem. Media should have social responsibility rather than attract audiences' attention. They have the responsibility to guide people to think.

If media attract audiences to pay more attention to social issues, they can stimulate the enthusiasm of the audience for news. The background of the whole community which is closely related to the event will be more significant in audiences' minds. That is the comprehensive coverage which is useful for the world.

When media report emergency, they should focus global things. 2008 financial crisis is disaster of all the world. But some countries did not consider global benefits. Moreover, some countries are too selfish to hinder world economic recovery. In crisis, China's thoughts are highly concerned. They have three methods: we are all friends; we should be

like a gentleman but not a selfish gang; we should be brave and wisdom. Many countries have already to learn that through reports; and then, it played a good role in world economic recovery. So, this is good report. If media can stick to it, it will be a good guide of our society.

Secondly, we should put emphasis on the news integration and had better connect the dots. Not only should the mass media provide mass education, but also enhance the audiences' taste, following cultural values, political values, social values, educational values and communal values.

Emergencies should be reported in a historical perspective by media. Everything happens for a reason. Since the influential factors are diverse, we should not simply engage across the board. History is the best teacher and we should learn from it. Stories repeatedly happen throughout the history. It is important to learn from history as a mirror. For examples, there have been many economic crisis in history. Some media reported different economic crisis, including their reasons, situations and affects; some media reported different solutions from different countries; some media reported ways to prevent the economic crisis. These reports not only teach audiences knowledge in regarding to the economic crisis but also restore people's confidence to overcome difficulties.

To some extent, this is media's responsibility. Media's responsibility is decided by its special characteristics which come from their social functions, such as providing information and environmental monitoring, social mobilization and social integration, civic education and cultural heritage, providing entertainment and advertising. These features are arranged by order in accordance with the importance. In

particular, the provision of information and environmental monitoring functions are the important performances which have the social responsibility of media. Mr. Liang Qichao in his article----“The newspaper is beneficial to national affairs”, had alerted media by exploring their shortcomings. He said: “If the report is not real, it will destroy the overall.” That is cautionary remarks to persuade the media!

Thirdly, media should report emergency issues in an “organic movement” in order to finding truth. “Organic movement” is provided by Marx when he was 24 years old. The theory was mainly in terms of newspapers. Marx believed that the press in reporting the emergency, due to various reasons, could not report the whole fact. They did not explain the source of the event immediately. They must rely on collective strength, through every task, every aspect to reveal the whole truth step by step.

In Marx’s opinion, newspapers should be “organic movement”, just like the human body, eventually the whole truth and the roots would be shown to readers. When Marx worked as a newspaper editor, he truly reported the censorship in the Kingdom of Prussia, so that readers knew that was only a hypocritical law. Marx said: apples would never fall into your mouth due to king’s grace.

So are the emergency reports. Only then do emergency reports track incidents in a timely manner, dig sensational incident and bizarre factors, concentrate on the relationship between audiences’ attention and advertising sponsorship, these are terrible for media. If media could comply with the laws of news coverage, carefully verify the sources of information, respect for the principle of objectivity and

report the fact of the entire process. The best results can be achieved for whole society including media.

To sum up, media should overcome the existing problems in emergency reports in order to enhance their soft power.

Firstly, journalists need resources in setting a reasonable “discourse package” for emergency reports to avoid the tendency of personality. In the language system, “discourse package” is an objective reality. Even though media reports do not set it, it is also set up how about “subconsciously” in the private sector. So “discourse package” should be controlled instead of their free growth in order to achieve a good spread of results. Therefore, the correct set of “discourse package” is not only “ought to” but must. Secondly, we should put emphasis on the news integration and had better connect the dots. Not only should the mass media provide mass education, but also ensure the audiences of the taste, following cultural values, political values, social values, educational values and communal values. Thirdly, media should report emergency issues in an “organic movement” in order to finding truth. Due to various reasons, media could not report the whole fact. They did not explain the source of the event immediately. They must rely on collective efforts, through every task, every aspect to reveal the whole truth step by step.

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