# Research on policy communication and guidance effect of picture news

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Abstract:The new ways of news communication in the multi -media era are endless. This article takes the rapid development society as the background and the use of audience survey methods as the main research method. Exploring the advantages of the news of the map. We have found through studies that visual news and visual news of graphic relationships can play a role in policy communication more effectively. Compared with video news, Tap News can play a more different effect of policy communication.
Keywords: picture news, policy news communication, media environmental science.

## 1 Introduction

China is currently in a new era that has developed stubbornly with the times. Scientific and technological promoting production methods, social structures, and lifestyle changes, and the market economy system is booming. At the same time Follow the times in order to save time for news communication. However, with the rapid development of digital technology, densely weaving channels and diverse communication subjects have weakened the spread of mainstream media to a certain extent. Today, the content of the news communication has introduced the content of the two sessions through the picture method, and a variety of forms such as the big data news of the summary data and the curve chart.

We have observed that compared with the descendant process of text, compared with the introduction of video linear time, the visual news of the picture relationship can clearly show the national new year's development goals, so that readers can easily grasp the relationship between the country's goals and personalities. In order to better invest in the daily work of socialist construction. We are curious about this: Can I show the role of policy communication more effectively? What is the mechanism of its role?

## 2 Literature review

### 2.1 Literature review of picture news

The phenomenon of the chart has aroused the study of the multi -perspective of the academic community. Foreign scholar German philosopher Martin Heidegger, in his masterpiece "The Age of World Image", conducted a comprehensive analysis of the arrival of the news era from the

perspective of the social era.From the perspective, world images do not mean a image about the world, but refers to the world's grasp as an image. "[1] In his opinion, humans are about to enter the era of visual image -centered visual communication. With the development of mobile Internet, the tide of informatization has continued to surge, and countless visual fragments such as television, movies, networks, advertising pictures, animation are wrapped in visual technology. Cultural communication has been carried out globally, and it has increasingly become a dominant way in human communication, which has greatly affected the process of human modern civilization. Now, Heidegger's prediction has been continuously verified. An indisputable fact.

Foreign scholar Bermard Stieler analyzed the news of the intelligent media of melting media from the perspective of technical change in the book "Technical and Time". Human beings were born alone because of one forgotten. Because God forgot to give humans a attribute when creating humans, human beings created technology to make up for the defects. Technology is prosthetic. Various performances are responded. "[2] With the continuous creation of external legs, intelligent prosthetic limbs have remedied this forgotten to almost complete. Nowadays, the advancement of human "external prosthetic limbs" will promote the continuous advancement of meling media in the direction of intelligence, and realize the deep coupling of the media and intelligent technology, and integrate and share.

Jiang Hongjian, editor of the editor -in -chief of the Domestic Scholars Volkswagen Daily, his research shows that in 1978, the US weekly "Time" combined text descriptions with illustrations to create a brand-new form of news reporting.In the 1980s and 1990s, newspapers in the United States, Europe, and southern China flourished and entered public life.With the progress of science and technology, we have entered the “visual era”. Graphic news caters to the psychology of modern audiences. Compared with a large area of boring text, graphic news with vivid images is easy and pleasant at a glance, and you can feel the depth and background behind the news from the layout language.It is more intuitive, figurative, and visually impactful.[3]conducted a more detailed study of the development of picture news from the perspective of the news and characteristics of the map of the news from my country. The perspective of the design concept conducted a more detailed study of the reason why the news of my country ’s maps made information spread more efficiently. The research shows that accurate, beautiful, and simple attributes will exert the function of“ visual optimization weapon”. Among the 13 winning layouts of the 2014 China News Award, there are 5 places for the entire version of the visual center with picture news, and another three layouts are used as the picture news. In 2015, during the National Two Sessions, major domestic newspapers also used pictures to participate in news reports, which involved the proposal of representative members and interpreted government work reports. [4]

**2.2 Literature review of information theory**

Information theory was proposed by the American mathematician Claude Shannon in October 1948. In "A Mathematical Theory of Communication", he proposed that "the basic problem of communication is to accurately or approximately reproduce the selected information at one end of the communication. The information selected at the other end."·[5]Media Ecology was created by Marshall McLuhan (1911-1980), but he did not use it publicly. In 1968, NEIL Postman (1931-

2003) first publicly used this term. These two theories have attracted great attention from scholars at home and abroad and have achieved more research results.

Information theory is an applied mathematics discipline that uses the methods of probability theory and mathematics statistics to study information, information entropy, communication system, data transmission, cryptography, data compression and other issues. The information system is a broad term that refers to all the equipment needed to transmit from one place to another. Information theory is the theory of information, and it should have its own clear research objects and scope of applications. But since the birth of information theory, people have different understanding of it. [6] Information theory is widely used in various fields: coding, password and password analysis, data transmission, data compression, estimated theory and editing entries. [7]

Domestic scholar Li Famei studied the application of the theory through the similarities and differences between news communication and information theory in the field of news. From the perspective of information science, the pursuit of effectiveness and reliability issues should follow the following five basic rules: authenticity, timeliness, semantics, comprehensiveness, and popularization. [8] Wang Wenjuan studied the process and value of the Chinese press in the field of news communication through research information theory. The theory of information enabled the Chinese press to make Chinese press in the news and exploration of the news about the news. From the perspective of information theory, scholars clarify the relationship between news background and news information, and clarify that news background is an important means of news information. [9]

According to the analysis of information theory, information is equal to negative entropy. The noise of the Internet transmission has increased entropy value, bringing the audience to urgently need to obtain the relationship between national development and personal growth. The text is more rational and is better at explaining logic. The video is more emotional and is better at elaborate. The picture news is more clear and clear in expression, so it is very suitable for analyzing news such as the two sessions.

### 2.3 Literature review of media environmental science

Media Environmentology was created by Neil Bozeman.Starting from McLuhan's “Media is information”, this school of theory studies the role of media in society.Marshall McLuhan's view in "Understanding the Medium" believes that the medium can penetrate deep into people's subconscious and can change the balance of their perception without being noticed or resisted.[10]

In the field of news communication, domestic scholar Hu Xiujuan has studied the relationship between media environment science and news visual communication in the era of big data.The “Fish-water theory” of media environmentology believes that the medium is water, and the talent is the fish in it.Based on this view, the medium through which news visualization is used as the research object is water, but its production is also inextricably linked to the environment other than water. As Levinson said, “The fire that ignites technological development often comes from outside technology. Social, economic, media and even material conditions converge to become external conditions that assist technological development.”[11] The advent of the era of big data, the media brought about the changes in the media environment, and also affected people's changes

in media receiving habits. Therefore, news visualization is also developed under the influence of these media living environment and the changes in people's use environment. of. Specifically, the generation of news visualization is the result of the development of media technology to a certain stage. Media environmental science is a discipline of research media technology and media environment. Its research on the development trend and development momentum of media technology is also of great significance for the development of news visualization. [12]

However, the above did not study the phenomenon of the news spread from the perspective of communication and guidance effects, so they did not answer questions about the promotion and guidance effect on the news of the news.

### 2.4 Questions raised

Therefore, this article will start from the theory of repeated effects and the first effect effects, trying to answer the following questions: Can I show the role of policy communication more effectively? What is its mechanism? This article adopts the research method of the audience survey to try to answer the above questions.

## 3 Research methods

This article adopts the research method of the audience survey method. First of all, set up a comparison with the effects of picture news with text news and video news according to research issues. Then write the questionnaire question of the questionnaire to reduce the variable news types into the specific report of the same news, video news, and text news types of the same news.

In this study, the dissemination and guidance effect of the variable policy were reduced into 16 issues on three news, such as:"I think the above text news can make me get the same amount of information efficiently when I have less. I think the above -mentioned chart news allows me to clearly understand the current situation, new requirements, main goals, key goals, key tasks and other contents of the "Outline". I think the above video news can allow me to intuitively see the future key development trends. At the same time, set the scoring option."Very disagreement ,Disagree,Not necessarily, Agree, Agreement, and the recipients are scored.

This study investigated more than 300 audiences. The questionnaire survey began in February 2023 and ended in March 2023. Investigators first include college students, teachers, front -line media practitioners, long -term attention from news and information, and other professional personnel. Secondly, more research samples are raised through the society. Investigating the audience in terms of age, the region, and the growth environment, and the degree of homogeneity is low. The investigation was conducted with electronic questionnaires. According to statistical analysis, the survey results are completed by me, and the results are as follows:

H1: In terms of policy propaganda, compared with text, the information of the country's development goals showing the development goals of the news that the news shows is clearer.The research assumes H1 and supports.

H2: In terms of policy promotion news, compared with text, the picture news is required to

obtain the same amount of information, and the efficiency is higher. Research assumes that H2 is supported.

H3: In terms of policy promotion news, compared with text, the interpretation of Tap News users is more rational. The research assumes that H3 is supported.

H4: In terms of policy promotion, compared with video, the picture news is more intuitive. The research assumes that H4 is not supported.

H5: In terms of policy promotion, compared with video, the picture news is more saving time. H5 has not been supported.

From this, we can conclude that in the spread of policy news, the method of picture news is clearer and efficient than text news. At the same time, we need to develop diversified communication methods for policy news. Video news and picture news can jointly help policy communication.

## 4 Studies found and discussed points

### 4.1 High interpretation efficiency: picture news communication policy is clearer and efficient

In the type of policy news communication, the picture news is clearer. We chose different communication methods of the same news content "the Central Committee of the Communist Party of China and the State Council issued the" Outline of Quality Strong Country Construction "for investigation. When trying to obtain answers on issues such as picture news, text news acquisition information and convenience, we find that people can clearly understand the specific information content than text news. Can make viewers make a rational interpretation of policies, objective and true continuous righteousness, and allows visitors to interpret the phenomenon of "public opinion abduction policies". Subjective judgment is almost fully identified.

The representative of the media environmental science Marshall McLuhan proposed four laws of the media, namely: improvement, outdated, resurrection, and reversal. Occasionally, the emergence of new media will be eliminated by some old media and human behavior. For example, after phone and email, traditional handwriting letters and newspapers are gradually withdrawing from the historical stage. In the questionnaire feedback of the investigation questionnaire, we have obtained the reason why many people think that the new picture news is better than the traditional text news, including "the content of the news of the news of the news of the news is clear at a glance", "Illue news can make a mind map logic clearly clearly "wait. The advantages of picture news make text news replaced.

Paul Lensen proposed in the media evolutionary theory that the medium is always in a process of evolution. When the internal and external environment of the media dependence changes, the media can also be self -regulating and adapting mechanism. Wait for various aspects to change. As the development of human society entered a high -speed fast -paced period, people also put forward higher requirements for information acquisition demand and information dissemination efficiency. In the reporting questionnaire feedback, we get the reasons why the picture news is better than text news, including "the amount of textbooks are small, and the time to extract key

information to reduce reading time" and so on. The news of the environmental impact of the times has gradually been liked by the public.

### 4.2 Various forms: video and picture news jointly help policy dissemination

In the types of policy news communication, the effects of picture news and video news communication have their own advantages. The respondents' answers to questions about the effectiveness and convenience of obtaining information from pictures and video news were divided and conclusions could not be drawn intuitively. The descriptive analysis of video information and picture news shows that the content of the content is 3.52, and the average value of the video information is 3.49. The information displayed by the picture news should be more intuitive. But there is no significant difference in the statistical sense ($T = 0.336$, $P > 0.05$). The descriptive analysis of video information and picture news has found that the average value of picture news is 3.4, the average of video information is 3.52, and the video content is more advantageous in saving audience reading time. As a result, compared with video news, the chart news can play a more effective role of policy communication and cannot draw conclusions.

In 1979, Levinson systematically proposed the theory of medium evolution of the trend of humanization in the doctoral papers "Human Process Back". "Humanization trend" refers to the tendency of media technology to meet human needs and facilitate information exchange in the course of evolution.Levinson believes that during the evolution, there are more and more human nature in the evolution, and fewer and fewer humanity, making the direction of medium evolution show a trend that is more suitable for human sensory physiological characteristics. For example, television replaced radio, Mobile Internet has replaced traditional TV sets. In the reasons for the feedback of the questionnaire, we found that the survey targets have different reasons for the support of the two news types. Among them, more answers are that video news users focus more on convenience. Essence The map of the news users pay more attention to efficiency. The picture explanation is clear at a glance. You can quickly obtain information without watching the complete long videos. Different communication methods, various types of melting media products have both things and complementarity. In the types of policy news communication, the effects of picture news and video news communication have their own advantages to help policy communication.

## 5 Summary and reflection

In this study, the phenomenon of policy dissemination and guidance of the news through audience survey was tried to answer the question of the relationship between the policy dissemination and guidance effect of the news. Through the research, it is found that compared with text news, picture news can play a more effective role in policy dissemination.

The mechanism of the advantages of the news is that the information displayed by pictures should be clearer and clear, and more saves the time for the audience to obtain informationmore explicit and save the audience time to get information. It is more advantageous when presenting

objective. Taking the same news content "the Central Committee of the Communist Party of China and the State Council issued the" Outline of Quality Strong Power Construction "as an example, the picture news adopts the thinking map mode, and the texture logic is clear. However, text news adopts large-length text introduction, he reading volume is large and the focus is not prominent. This is the reason why picture news gradually replaces text news for policy news dissemination.

The results of the survey of video news and picture news cannot highlight which type of type is more effective. The reasons for their advantages and disadvantages, and the two jointly help policy dissemination. This aspect shows that picture news still has an irreplaceable existence significance, which reflects the rapid development of picture news phenomena. On the other hand, it also provides more popular news type communication methods for the spread of policies in modern China. Taking the "letting go of the three -child policy" as an example, the video news of The News 1+1 not only interpreted the policy, but the background shooting a variety of scenes such as hospitals, schools, newborns, students, families and other scenes. The point of view of a professor of sociology at the university summarizes the comments of the masses and makes the news more three -dimensional. The picture news of Sohu.com is concise and concise and clearly summarized by the "one picture" method, and users can browse quickly.

However, this study is also inadequate due to the fact that the facts in the industry are not interviewed in the industry. In future research, researchers may need to pay more attention to the phenomenon of feedback between the user's feedback and the research and practice of the public samples of the whole age.

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