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The Relationship between the Images from Drone News and Audience Cognition and Empathy from the Perspective of Media Environment-- A Case of the Russia-Ukraine War

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Abstract:
Since the outbreak of the Russia-Ukraine War, multiple news medias around the world have introduced drones to continuously report this war from the perspectives of multi angles, which makes the reporting of Russia-Ukraine War War around the clock. These media agencies promotional strategy of a three-dimensional reporting, keeping drones simultaneously from high altitude with the control stations on the ground. As an audience, when watching news images from the ground and drone, we can clearly perceive the visual differences between them. However, the ground-based view of news coverage is limited, makes audience closely observe the details of war, which promotes threshold for understanding war for them. Compared to the ground news, drone news brings a greater visual impact to the audience, which in turn makes it easier for them to recognize the war and empathize with the people who suffered in the Russia-Ukraine conflict. This article is about the study the relationship between images collected by drone news and audience's cognition and empathy from the theories of media ecology and empathy, with mainly research cases from reporting news on the Russia-Ukraine war.

Keywords:
Empathy, the Images from Drones News, Omniscient Point of View, Russia-Ukraine war

1. Introduction

Since February 24, 2022, Russia has fully declared war on Ukraine, and the two-year conflict between both has intensified. Global mainstream media, such as CNN, BBC, NHC, etc., often use drones to report on this war. Being different from ground news, Drone news adopts an omniscient perspective, also known as top-down perspective, while the reporting from ground has a limited angle of view, which has different effects on audience. According to the narrative perspective of journalism, the omniscient perspective is generally used in significant or catastrophic events, not affected by geographical factors and can bring comprehensive and flexible information to audience. As a major global catastrophic event, the position in Russia-Ukraine conflict is constantly moving, which has a higher demands on media technology. Drones meet these requirements, equipped with high-definition cameras, real-time GPS navigation, and is small size, flying in high-altitude, controlling flexibly, as well keeping the ability to synchronize real-time images with ground media centers, reporting battlefield of Russia Ukraine in all-weather situation and multi angle.

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Reporting war news not only conveys battlefield information, but arouses the audience's awareness of the war and evokes their empathy towards the people who suffered in the war. Empathy, also known as reasonable, refers to the ability to project one's inner emotions onto the other person and making this person understand what others suffer. Kocht believed that one person can understand another person's inner emotional state only by using empathy and introspection , so empathy can be measured by the external observation and alternative external observation. Due to various reasons, the audience are unable to reach the first scene, so drone can shot information in the battlefield in replace of them as first observers, which could be helpful to audience understand the whole process, arousing their empathy.

From the drone news on Russia Ukraine war, I have doubted that whether the effects on audience from perspectives of drone and ground are different, and bring them into different statues of empathy. Why drone could result into such effects.Based on the above thinking, this article focus on the relationship between drone news visuals and audience cognition and empathy from the perspective of media environment.

2. Literature review

2.1 Literature Review on Media Ecology

Media ecology is mainly about the role of media technology in the historical process of human communication, exploring the symbiotic relationship between technology, people, society, and the environment. Harold Adams Innis,Canadian media theorist,is regarded as the founder of the Media ecology. In his work Empires and Communication, he adopts a dynamic view of historical civilization, elaborating on the impact of civilization on one medium when it is impacted by another new medium, and outlining the relationship between media technology and different civilizations. Neil Boltzmann, American scholar,formally proposed the concept of media ecology, elucidated how to change human lifestyles and thinking patterns and what impact on humanity the development technology. In the 1990s, media ecology was introduced to China, and Daokuan, H and Wengang, L officially redefined it. At present,there are two aspects in the development of media ecology studies in China: firstly, the scholars, led by Daokuan, H, translate and introduce the original works of the North American media ecology, which worked by the main representatives, Such as, McLuhan in China, Media Revolution and Learning Revolution, all of which were translated by Daokuan,H; Secondly, the researches on the effects and strategies of media technology in communication activities are analyzed from the perspective of media ecology. In an article Research on the Impact of Internet Celebrity Videos on the Growth of Adolescents from the Perspective of Media Ecology, Jiao,J, W pointed out currently impacts from internet celebrity videos on the growth of adolescents, and constructed a systematic development path and laws of ecology of internet celebrity videos, exploring how to improve the quality of information, and network ecological environment, guiding the growth of adolescents toward right way.

2.2 Literature Review on UAV

The application of drone technology in news reporting can be traced back to 2012. The article, On the Application of Drone Driving in News Interviews, written by Ran,G was published in 23rd of Science & Technology For China Mass Media in 2012, in which the author mentioned that the scene of a 5.7 magnitude earthquake on September 7, 2012, happened at the junction of Yiliang County in Zhaotong City, Yunnan Province and Bijie County in Guizhou Province was conveyed by a drone equipped with a camera, and the

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news images of the Occupy Wall Street Movement in the United States was also shot by drones, which was foretasted by Robert McKee, a reporter working in New York Times, that the era of drone news has arrived. On February 1, 2015, a news from World Knowledge revealed that mainstream media agencies in the United States, including The Associated Press and The New York Times, were testing drones to gather news information materials. With the application of UAV technology in news production, some scholars have gradually realized the problems behind this technology. For example, Kathleen Bartzen Culver, a scholar at the School of Journalism and Communication at the University of Wisconsin Madison, proposed the problems of drone news in his paper From Battle filed to News room: Ethical Implications of Drone Technology in Journalism, such as privacy and security. Also Chinese scholar Xiang, L, H pointed out the problems of drones in news practice in his article The Research on the Characteristics and Challenges of Drone News, which published in Young Journalists. However, there is no scholar who has explored the relationship between drone news and audience cognition and empathy from the perspective of empathy theory.

2.3 Questions

In response to the research on the relationship between drone news reporting on war and audience cognition and empathy, this article intends to explore the following issues:

Firstly, on the whole , most researches on empathy in the media field focus on reporting from a general perspective, especially shooting images from ground level. If the ground perspective is replace of overhead perspective, can it still evoke empathy among the audience, and is the intensity of empathy generated by both perspectives the same? Due to factors such as geography and material resources, human mobility is limited in ground reporting, while drones are small in size and can move flexibly at high altitudes with simple operations. From a horizontal perspective, they have a higher height compared to a flat view. They use a top-down perspective, which can also be assumed to be an omniscient perspective for reporting. According to the perspective of narratology, different perspectives of reporting have different cognitive effects on the audience. The aerial perspective of drones takes the audience to the position of the God, presenting a panoramic view of the ground war. Therefore, the audience can more intuitively and vividly understand the war, forming related cognition and arousing their empathy.

Secondly, the expression forms of empathy in digital contexts studied in previous papers can be considered as the expression behaviors made after the generation of empathy emotions. So, how does empathy emotions arise, and whether war videos, a specific text form, trigger audience's cognition and empathy?

Thirdly, can war news still evoke empathy among audiences? As is well known, news always upholds an objective, fair, and neutral stance without subjective feelings and emotions of news producers. Therefore, compared to other media texts, news is more objective and rendering. In this situation, does the audience have empathy for the people who suffered in the war, and has their empathy logic changed. At the same time, there is no intentional benign interactive guidance in war news, so can audience understand and bring their empathy without guidance.

3. Research Methods

3.1 Questionnaire

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3.1.1 Assumptions

Based on the above questions, corresponding hypotheses are proposed here:

H1: The higher the shooting height is, the richer the scene information is.

H2: The richer the scene information is, the more accurate the audience think the information is to be.

H3: The more accurate the information is perceived by the audience, the higher their visual impact response is likely to be.

Due to the assumption in this study--the richness of scene information--is difficult to objectively evaluate, it is necessary to be reduced to the proportion of scene element size in the entire picture, which could be measured. According to the theorem of "near big far small", when the overall size of the screen is unchangeable, the number of elements contained in the screen is measured, in order to measure the richness of scene information. Therefore, the hypothesis designed in this study can be reduced to two objective measurement indicators: the proportion of scene element size to the entire image and the shooting height. This study used a questionnaire survey to prove these hypothesis.

3.1.2 Sample Description

The object in the research is the audience group who are concerned about the Russia Ukraine war.

Firstly, we conducted a representative sampling of this population and selected a total of 12672 households from the Shilipu community in Chaoyang, Beijing.

Secondly, using as sampling range from buildings 18th-20th in Shilipu Beli Community for overall population. Each building has a total of 22 floors, with 12 households on each floor. Each household will be assigned one person to fill out the questionnaire. We selected 792 residents as number of the sample under the means of multi-level sampling box with a 90% confidence interval and a 3% sampling error.

This survey completed the data collection, organization, and analysis process from January 12 to January 19, 2024. The survey mainly consisted of opened and closed questions. A questionnaire survey was designed for this study, consisting of 13 questions, 10 multiple-choice questions, 2 matrix questions, and 1 subjective question, dividing into three parts: Part 1, basic population information are from number question 1 to 5, which could be profiled figures of audience who are concerned Russia Ukraine war news; The second part consists of questions 6-12, consisting of independent and dependent variables, to test the validity of the three hypotheses; Question 13rd in the third part is used to assess the respondents' understanding of the Russia Ukraine war with the form of opened question. A total of 549 valid questionnaires were collected after distributed through WeChat group chat using link Questionnaire Star.

4. Research Findings and Discussion Points

4.1 Sample Characteristics

According to the collected data, among the participants in the survey, the proportion of males is relatively high, accounting for 64.85%, and 35.15% of the samples are females. From the perspective of age distribution, most of them are concentrated under the age of 30, with a total of 392 people, accounting for 72.4%,

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and their identities are mostly students and participating workers. From the level of concern for the Russia Ukraine conflict, over 70% of people expressed concern, while 28.78% of people did not show much concern. Dates on the ways in which audiences obtain information about the Russia Ukraine war shows that 27.32% of people mainly learn about relevant information in form of pictures, 24.42% mainly text, and 34.24% videos.

4.2 Structural Analysis Results

The reliability and validity of the scale used in this study were analyzed, and the following results were obtained. Regarding the Table of the richness information in the news screen perceived by the audience, the validity of the scale used was analyzed using the tool of SPSS. The result showed that KMO is 0.843, Bartlett's sphericity test chi square value was 1275.452, and the P-value was less than 0.05. The reliability test was conducted using Cronbach's method α The reliability coefficient analysis showed that the scale coefficient was 0.869, indicating good reliability and validity of the scale.

H1: The higher the height of the drone image is, the richer the audience think the information is.

Through the analysis of 549 valid questionnaires collected, this study found that Pearson correlation analysis was used to determine the height and information richness of drone images. As shown in Table 1, the correlation coefficient was 0.045, with significance of 0.287, more than 0.05. Therefore, it indicates that there is no significant correlation between the two variables, and they are independent of each other. The H1 hypothesis is not valid.

Table 1 Correlation between the Height of the Drone and the Richness of Images Information Reporting by the Drone

		Q8. do you think what's height at the drone flying would be suitable for you to know well the whole information	**Q11. the richness of information**
Q8. do you think what's height at the drone flying would be suitable for you to know well the whole information	Pearson correlation coefficient	1	.045
	Significance(double tailed)		.287
	dates	549	549
Q11. the richness of information	Pearson correlation coefficient	.045	1
	Significance(double tailed)	.287	
	dates	549	549

H2: The richer the scene captured by drone imagery is, the more accurate the audience perceives the information to be.

As shown in Table 2 and Table 3, we know that using Pearson correlation analysis to study the strength of the relationship between the richness and accuracy of information in drone news images, the two show an explicit correlation, and the correlation coefficient between the richness and accuracy of drone news images is

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0.249. Further regression analysis was used, with information accuracy as the independent variable and drone news screen information richness as the dependent variable. There was a significant linear relationship between the two, with a regression coefficient of 0.535 and a beta coefficient of 0.249, indicating that the richer the scene information captured by drones, the more accurate the information. Therefore, the research hypothesis 2 is supported.

Table 2 Correlation between the Accuracy of the Image Information and the Richness of Information

		Q14. accuracy of the image information	**Q11. the richness of information**
Q14. accuracy of the image information	Pearson correlation coefficient	1	.249**
	Significance(double tailed)		.000
	dates	549	549
Q11. the richness of information	Pearson correlation coefficient	.249**	1
	Significance(double tailed)	.000	
	dates	549	549

**. in the range of 0.01(double tailed), significant correlation.

Table 3 Regressive Analysis

Unstandardized Correlation coefficient			**Standardized Correlation Coefficient**			
Mode		B	Standard Error	Beta	t	Significance
1	(constant)	15.689	.553		28.347	.000
	Q14 accuracy	.535	.089	.249	6.022	.000

a.dependent variable: Q11 the richness of image information

According to the data results in Table 4 and Figure 1, in Hypothesis 2, more than 91.25% of the respondents (generally agree: 28.05%+Relative agree: 45.17%+Totally agree: 18.03%) agreed with the statement "display clarity from drone reports on the Russian Ukrainian battlefield ", indicating that drones are flexible operation, and fly high-altitude with small-size, so that can collect scene information from multiple angles, thus presenting a panoramic view of the dynamics of the Russian Ukrainian battlefield, including pre-war preparations, combat details, and post-war status. The clearer the presentation of the war, the more authentic the news about the war is perceived by the audience; More than 91.81% of participants (generally agree: 27.69%+Relative agree: 46.63%+Totally agree: 17.49%) agreed with the statement that "the relevant background and images of drone news events are completed". This data indicates that the audience form a complete understanding of the Russia Ukraine war from the drone news, collected information including the surrounding conditions of the war site, as well as position at the damage caused by the war, casualties and building damage. More than 94.53% of participants (generally agree: 29.87%+Relative agree: 43.53%+Totally agree:21.13%) agreed with the statement that "drone news gives journalists with more perspectives that can be broadcasted". Participants in the survey believe that due to the more comprehensive scene elements collected by drones, the reporter has a richer news perspective that can be broadcasted, thus conveying more comprehensive information about the Russia Ukraine war to the audience. This further confirms that the richer the scenes captured by drones, the more accurate the audience perceives the information.

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Table 4 the Dates for Q11 " What Do You Think the Richness of Images Reporting by Drones in the the Russia-Ukraine War"

items	Completely disagree	Partly agree	generally agree	Relative agree	Totally agree
the tittles of images make the point clear	13(2.37%)	31(5.65%)	135(24..59%)	221(40.26%)	149(27.14%)
display clarity from drone reports on the Russian Ukrainian battlefield	5(0.91%)	43(7.83%)	154(28.05%)	248(45.17%)	99(18.03%)
The news images collected by UAV give reporters more perspectives	6(1.09%)	24(4.37%)	164（29.87%）	239（43.53%）	116（21.13%）
the relevant background and images of drone news events are completed	6(1.09%)	39（7.1%）	152（27.69%）	256（46.63%）	96（17.49%）
Generally, i think the image information collected by drone is very rich	2（0.36%）	15（2.73%）	162（29.51%）	265（48.27%）	105（19.13%）

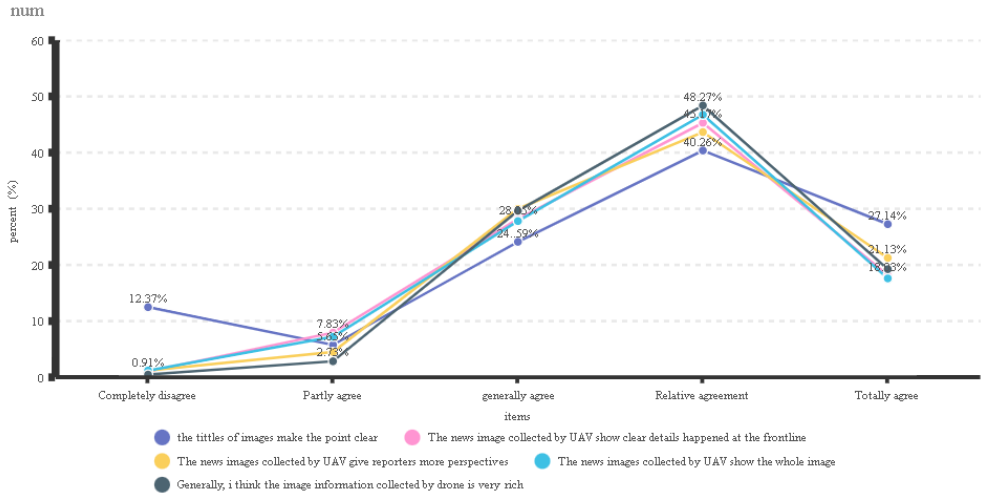


Figure 1 Line Chart for Q11 " What Do You Think the Richness of Images Reporting by Drones in the the Russia-Ukraine War"

H3: The more accurate the information is perceived by the audience, the higher their visual impact response is likely to be.

According to correlation analysis shown in Table 5 and Table 6, the relationship between information accuracy and audience's visual impact response is explicit correlation, with the expression of Pearson cor-

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relation--0.164. Further regression analysis was conducted using information accuracy as the independent variable and audience visual impact as the dependent variable. The obtained data showed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 0.159; The beta coefficient is 0.164, with a significance of 0.000. The data shows that the higher the accuracy of information, the stronger the visual impact it brings to the audience. Therefore, the research hypothesis 3 is supported.

Table 5 Correlation between the Accuracy of the Image Information and Version Shock of Audience

		Q14. accuracy of the image information	**Q12. version shock of audience**
Q14. accuracy of the image information	Pearson correlation coefficient	1	.164**
	Significance(double tailed)		.000
	dates	549	549
Q12. version shock of audience	Pearson correlation coefficient	.164**	1
	Significance(double tailed)	.000	
	dates	549	549

Table 6 Regressive Analysis

Unstandardized Correlation coefficient			**Standardized Correlation Coefficient**			
Mode		B	Standard Error	Beta	t	Significance
1	(constant)	6.738	.255		26.381	.000
	Q14accuracy	.159	.041	.164	3.880	.000

a.dependent variable: Q12 version shock of audience

According to Table 7 and Figure 2, in question 12 "How about Your Version Shock When You Watch News on Russia-Ukraine War", over 76.13% of participants believe that drone reporting can bring a stronger visual impact to the audience (relatively strong: 51.18%+very strong: 24.95%), while 64.12% of participants believe that ground reporting can bring a stronger visual impact to the audience (relatively strong: 43.72%+very strong: 20.4%); 17.3% of the audience think that the visual impact of drone reporting is average, and 30.05% of the audience think that the visual impact of ground reporting is average. Therefore, this result indicates that news about the Russia Ukraine war reported by drones is more likely to cause visual impact to the audience. The hypothesis that the audience's visual impact is stronger is further validated.

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Table 7 the Dates of Question 12 "How about Your Version Shock When You Watch News on Russia-Ukraine War"

items	No feeling	Not strong	Generally strong	Relative strong	Totally strong
How about your feeling when you watch the images reported by drone in the perspectives of top-down	12(2.19%)	24(4.37%)	96(17.3%)	281(51.18%)	137(24.95%)
How about your feeling when you watch the images reported on the round	9(1.64%)	23(4.19%)	165(30.03%)	240(43.72%)	112(20.49%)

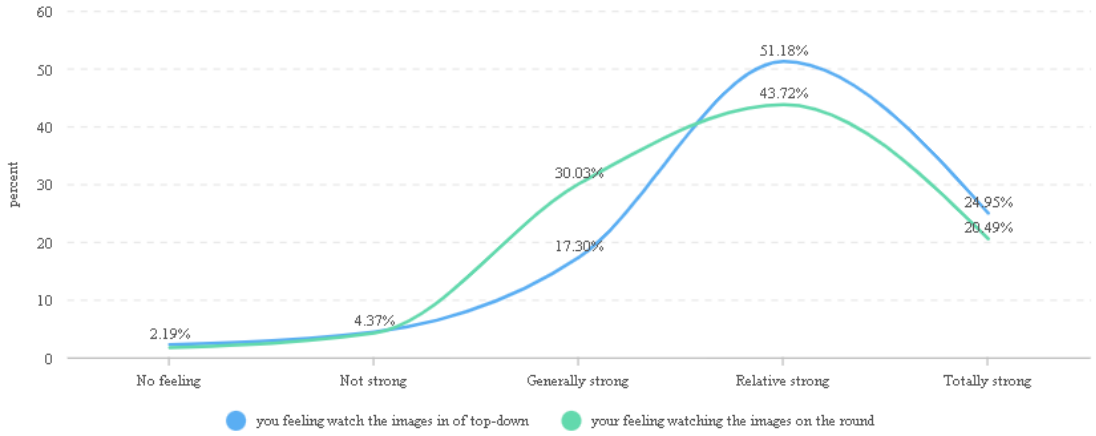


Figure 2 Line Chart for Q12 "How about Your Version Shock When You Watch News on Russia-Ukraine War"

Question 13 is the main observation question, "What is your opinion on the Russian Ukrainian war reported by drones? You can freely comment on it" The dates in Table 8 for this question can be divided into three categories: the first category has no obvious opinion, and the keywords for this content are "1", "none", "not published", "XXXX", etc., appearing 289 times. Specifically, it can be divided into "no opinion on drone news" "There is no opinion on the Russia Ukraine war" and "I am not interested in this topic, just watching the gossip", these three comments appear more frequently; The second category of views on drone applications in reporting on the Russia Ukraine war includes keywords such as "drone", "good", "very good", "safe", etc., appearing 45times. Among them, "drone reporting information is more authentic" and "it ensures the safety of journalists" "Good application prospects" has a high frequency of occurrence, and I am optimistic about the application of this technology in the field of news production. Moreover, due to humanitarian and economic factors, drones not only reduce labor costs but also ensure the safety of journalists in frontline. The third type of view is about the Russia Ukraine war, with keywords such as "peace", "hope", "pain", "world" appearing 49 times. Regarding this type of view, The comments on "World Peace", "Serving the People, Don't Always Fight", "there is no winner when the gun rings", and "Labor costs the people and money" are more frequent. It is worthy to note that the investigators did not accuse whether Russia or Ukraine of being is

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right or wrong, but instead empathized with the people in the midst of the war, hoping to end this war as soon as possible, which reflects the audience's empathy in war news.

Table 8 key words of comment for question 13

	word	appering rates	sum
no comment	none	121	289
	1	67	
	no	29	
	war	19	
	sdaf	18	
	Sheng da	13	
	xxxx	11	
	hahah	4	
	sleeping	4	
	no comment	3	
empathy	peace	17	49
	peaceful world	7	
	concerned	5	
	fighting	4	
	situation	4	
	news	4	
	world	4	
	pain	4	
drone	UAV	12	45
	reality	5	
	reporting	5	
	filming	5	
	very good	3	
	good	8	
	safty	3	
	well	4	

5. Summary and Reflection

5.1 Analysis Result

This article studies the relationship between the shooting perspective of drones as media in war reporting and audience cognition and empathy on the basement of the research background of media environment science, from the the theoretical basis with empathy and cognitive perspectives. The study introduces information accuracy and richness as intermediate variables, and constructs and confirms an intermediate theoretical model of the relationship between information accuracy, richness, and audience cognition, enriching the research on audience empathy theory from the perspective of media environment studies.

Firstly, the richness of information scenes, accuracy of information, and audience visual reactions captured by drones during the Russia Ukraine conflict are all positively correlated. The results show that the richness of scene information reported by drones is positively correlated with the accuracy of the information, that

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is, the richer the scene information, the higher the accuracy of the information. Compared to reporting from a ground level view, drones use a top-down view, which has a wider field of view than when viewed from a ground level view. Moreover, the top-down view can overcome obstacles of surface objects, allowing for a panoramic view of all ground elements within the shooting range. Therefore, drone news provides richer scene information than ground news.

From the perspective of the richness of information in the scene, the richer the information is, the more complete the framework for information cognition is constructed, and the cost of fraud information is also higher. Therefore, the accuracy of information is also higher. Meanwhile, the accuracy of information is positively correlated with the intensity of the audience's visual response, that is, the more accurate the information is, the stronger the audience's visual response is. According to the six elements of news (who, when, where, what, why, how), drones can quickly collect and report information on war geography, participants, weather conditions, surrounding environment, combat weapons, etc. to improve the accuracy of information. Moreover, drones use high-definition cameras and wireless wifi to present war scenes in the form of videos, allowing audiences to receive dynamic and intuitive battlefield information. Compared to ground reporting, drone reporting is more likely to bring visual impact to the audience. Therefore, it is assumed that the richer the scene captured by drone imagery, the more accurate the audience thinks the information is, and the more accurate the audience thinks the information is, the higher the likelihood of the audience's visual impact response.

Secondly, the visual impact of drone news on the audience is more helpful in building their understanding of this war and triggering empathy. According to psychologist Cochrane, the elements of empathy is divided into six parts: internal framework, accuracy, emotional separation, specificity, vitality, and care style. The scene information of the Russia Ukraine war reported by drone news is rich, so the audience can construct an internal cognitive framework of the event; Moreover, drones can provide accurate and dynamic war information, and visually display their scenes, thereby making audience immersing in emotions about war and triggering their empathy. In addition, the footage captured by drones, combined with real gunshot sounds, creates a tense and intense atmosphere of war, which in turn infects the audience's emotions and triggers empathy; Finally, reporting on the Russo Ukrainian conflict triggers a collective memory of the war era among the audience, which can also be considered one of the fundamental elements that trigger empathy. Therefore, it can be summarized that drone news reports can easily trigger audiences to be interested in Russia.

5.2 Inspiration and Reflection

This article explores the relationship between drone news and audience empathy and cognitive in war reporting from the perspective of media environment, and expands its significance from three dimensions.

Firstly, drone news empowers news production. From the perspective of news reporting, drones with small size, flexible ability in high-altitude, can collect war information from multiple angles, and provide journalists with diverse news to report. During news production, news has the ability of agenda setting, and different agenda setting depends on the narrative perspective of the news. Therefore, drone news provides more perspectives, helping audiences understand the Russia Ukraine war. In addition, due to the destructive nature and high risk of war itself, it is difficult to ensure the personal safety of war journalists. Therefore, the safety of journalists, especially war journalists, has become one of the industry's concerns. Drones can help journalists avoid to collect war footage in unnecessary situations delving into the front line, ensuring their safety; More-

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over, it also reduces the expenditure of media institutions on costs, greatly reducing the cost expenditures of news organizations.

Secondly, examining the development of media technology in drone news. Analyzing drone technology from media bias theory by Innis, the representative figure of media environment, in terms of time, drone technology not only has high-definition cameras, but also carries wireless communication systems, sensors, WiFi and other systems to transmit collected images in real time to ground stations, greatly reducing the transmission time of images; From a spatial perspective, drones could be controlled flight systems that the workers on the ground station's control panel, making them to flexibly change positions and even reach locations that humans cannot reach. Therefore, this technology is not limited by geographical elements, avoiding the damage of bulky news equipment to the news scene, and having a greatly improvement of the operation and convenience of media technology.

The study of media environment is not only about the development of media technology, but also about the deeper connection between media technology, people and politics, economy, culture, and other factors, in order to create a symbiotic relationship among the three. As a representative of new media technology, drone technology can indeed predict its bright future in future news production. According to McLuhan's viewpoint, "media is an extension of human organs," he regards media as a tool to assist humans in collecting information, and therefore, there is a potential tool to infringe upon the interests of others. However, we should be cautious about the application of drone technology in news production. Most international countries have strict legal regulations on the use of drones, including their flight altitude, size, range of activities, and qualifications of pilots.

Finally, this topic explores the deep connection between technology and emotions. In the theory of Emotional Cognitive States, some scholars define empathy as a cognitive emotional state in a specific context, therefore its essence is a manifestation of emotions. The intuitive reporting of war in drone news triggers the audience to enter a state of empathy, which can be understood as technology triggering emotions. With the development of technology, more and more scholars are exploring the relationship between the two. Professor An,Y, from the School of Marxism at Xiamen University, criticized the phenomenon of high technology and low emotions in his article, On the Path of Coordinated Development of High Technology and High Emotions, and explored the relationship between high technology and low emotions as well as how to achieve the coordinated development of high technology and high emotions in China. He pointed out while improving technological development from the perspective of the Marxist view of technology, it is also necessary to improve human emotional development. Drone news has accelerated the development of the news industry, but at the same time, attention should also be paid to the speed of audience emotional development. Too much and too fast news reporting will only cause information redundancy to the audience, fail to form awareness of news events, and thus fail to stimulate their emotional generation, thus losing the significance of news value.

The limitation of this study is that, due to technological and time constraints, it only discusses the application of drone news in the Russo Ukrainian war, without systematically discussing the research on Western countries' reporting strategies on the Russo Ukrainian war, as well as the extent to which audiences are affected by such propaganda strategies. Therefore, in future research, the focus will continue to be on the position of new media technology in war news reporting, production logic, and other related topics.

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