

Research on Multimodality of Mainstream Political News Video in China Based on ELAN: Take the *News Broadcast* and *Anchor Talk Broadcast* Columns of China Media Group as Examples

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Abstract: On January 1st, 1978, the program *CCTV News* was officially launched. Since its launch, the program has been regarded as the most authoritative TV news program with information and media influence in China. Although the news network has undergone several major revisions over the past 40 years, it has not changed the core positioning of its programs. In order to adapt to the integrated media environment, the *CCTV News* column has derived the *News Broadcast from CCTV Anchors* column while maintaining the original program pattern unchanged. With the help of Elan (6.3), this paper puts forward a multimodal research path of current political news video and short video, and makes an in-depth comparative analysis of the characteristics of *CCTV News* and *News Broadcast from CCTV Anchors*.

1 INTRODUCTION

On January 1st, 1978, the program *CCTV News* was officially launched. Since its launch, the program has been regarded as the most authoritative TV news program with information and media influence in China. In order to adapt to the development of the times, on July 29th, 2019, the column group derived the column *News Broadcast from CCTV Anchors* from the program *CCTV News* for news communication in the new media environment. Once the column was launched, it attracted the attention of many audiences on the Internet and triggered extensive discussion in academia and industry. The advent of video products derived from *CCTV News* and other programs based on *CCTV News* in the integrated media environment is an important milestone in the continuous reform process of *CCTV News* in the decades since its birth. It can also be said to be a successful and very leapfrog attempt. With the help of Elan (6.3), this paper puts forward a multimodal research path of current political news video and short video, makes an in-depth comparative analysis of the characteristics of *CCTV News* and *News Broadcast from CCTV Anchors*, and interprets the multimodal call characteristics of financial media news short video, in order to enlighten the upgrading and development of traditional media.

2 REVIEW OF RESEARCH BACKGROUND

On New Year's day in 1978, based on the *News Bulletin* and TV news, *CCTV* launched the *CCTV News* program against the background of the CPC's improving the quality of publicity. It has become the most watched, watched and influential news program in the world. (Mohan J, 2004) Since its official launch, the program has been regarded as the TV news program with almost the most authoritative information and media influence in China. As the mouthpiece of the Communist Party of China and the government, it shoulders the important mission of Journalism and communication under the socialist system with Chinese characteristics. It has already surpassed the scope of ordinary TV news in many aspects, such as core positioning, production methods, and content, and more embodies the significance of symbolic and ritual colors with the metaphorical significance of the national image. In recent decades, it has played a mainstay role in China's journalism and propaganda.

Looking at the torrent of media development in the past few decades, over the past 44 years, *CCTV News* has undergone countless modifications and major revisions. The timeliness of its communication content is also increasing, and the content of its

report has become more and more diversified. Within the limited program duration, the depth and breadth of the report of specific news have also continued to improve. Nevertheless, for a long time, concept words such as "politics", "authority" and "propaganda" seem to have been expressing the audience's understanding of the CCTV News column. In recent years, the media environment has changed rapidly. The inherent advantages of traditional media operated in traditional ways have been seriously affected, and TV, radio, newspapers, magazines and other media have been strongly impacted. In today's media environment, it is almost impossible for the CCTV News column to regain the privilege and decision advantage of starting major events in 1982. Various media forms with higher timeliness and interactivity are trying to gradually replace the status of "the country's fastest chief press spokesman" of CCTV News. In the long-term practice of news communication, journalists have gradually realized that too strong propaganda color is not only contrary to the law of communication, but also gradually incompatible with the demand for the functions of news products brought about by the changes of social structure and international environment. (Hiippala 2012) For a long time, CCTV News has been constantly hovering and pulling between the core positioning of the program and the audience, but it has not achieved breakthrough and landmark results.

It is imperative to change and conform to the development trend of media. Many scholars believe that as a ritual function of conveying national ideology and strengthening national identity, news network is the foundation of the program. Therefore, in the process of many revisions of the CCTV News column, although many major changes have taken place in its program positioning, procedures, discourse form and picture design, its core positioning cannot be significantly changed. Zhou Yong and Huang Yalan made a comprehensive and systematic analysis of the evolution history of CCTV News in the article "news broadcast: the return of media information to political ceremonies", and believed that: Although the CCTV News column has made great efforts to improve the "newsworthiness", the CCTV News has not fundamentally changed the communication mode to the direction of "news characteristics". And this paper systematically disassembles the symbolic system of CCTV News, and comes to the conclusion that CCTV News constructs the viewing mode of TV viewers with a repetitive language and image symbols, as well as the understanding of CCTV News itself and the country. In

the article "sample analysis and research of news broadcast", Zhou Xiaopu and Xu Fujian analyzed the content and samples of CCTV News and concluded that CCTV News has a good brand image in China and has played an important role in publicizing the party's principles and policies, national directives, guiding public opinion, disseminating information, etc., but at the same time, the use of written language is often contrary to the language requirements of listeners who are accustomed to "listening". The conclusion that the amount of picture information is small, and monotony is caused by continuous simple repetition. On the other hand, with the prosperity and development of new media and many other media, the audience who turn on the TV on time at 19:00 every night and watch CCTV News on time on the CCTV channel is becoming less and less, which is a true portrayal of the impact and limitations of traditional TV media. Indeed, the use of news content in traditional and new media reflect complementarity in media consumption. The search for news information in a specific content area drives the consumption of specific news types across different media outlets and categories. (Zhou, Huang, 2015) Compared with TV media, audiences are more willing to spend time on platforms such as Tiktok, Weibo, wechat official account, etc. This is because the use of news content in traditional media and new media reflects the complementarity in media consumption. According to the development trend of media, News Broadcast from CCTV Anchors accurately hits the acceptance habits and methods of the current audience, and operates on major new media and social media platforms. These are the reasons why for a long time, the revision of newscast cannot fully adapt to the new media environment and easily change the core positioning of the program, but at the same time, it is difficult to integrate the new media environment.

In 2019, China Media Group also complied with the trend, faced up to the media development in today's profound and rapid changes in the media, and carried out a series of drastic innovations and reforms according to the current situation of the industry, so as to enhance the influence of China Media Group as China's national mainstream media. Therefore, the News Broadcast from CCTV Anchors and its News Simulcast + concept product derived from the program CCTV News came into being. Produced in the form of a vertical screen short video, News Broadcast from CCTV Anchors combines current events that are widely concerned by the society or comments on important news in news Simulcast, and it is a new media product released on many

official new media platforms of CCTV news. Since its launch, the works of News Broadcast from CCTV Anchors have frequently been on the hot search, making the voice of the mainstream media recognized and accepted by more audiences through new media channels, opening up a new public opinion position for news Simulcast. (Li 2020) The emergence of News Broadcast from CCTV Anchors is an important milestone in the continuous reform process of CCTV News in the decades since its birth. It can also be said to be a successful and leapfrog attempt. The data shows that only 24 hours after the official Tiktok account of the column was officially opened on August 24, 2019, the attention of this account has reached nearly 15million fans. (Chen, Deng, 2020) This beautiful turnaround is a powerful answer to the innovation of news products in the field of new media in the face of profound changes in the media industry.

3 THEORETICAL BASIS AND RESEARCH DESIGN OF MULTIMODAL ANALYSIS

3.1 Theoretical Basis of Multimodal Analysis

Multimodal analysis refers to the technology or method of using computer programs to analyze the digital video stream containing audio loaded with multimodal activities. (Gao 2021) Its theoretical basis is systemic functional linguistics. Language is a social symbol and meaning interpretation. Other symbol systems other than language also have the function of expressing meaning. (Gu 2007) Multimodal analysis is based on systemic functional linguistics and social semiotics of Halliday, a Sydney school, and visual grammar of Kress & Van Leeuwen. (Zhu 2007) Domestic research mainly introduces the theoretical framework of multimodal discourse, involving the application analysis of advertising, news, film and television, etc. (Zhang 2009) When introducing the core theoretical concept of multimodality, Jewitt described the general characteristics of this field as follows: multimodality describes the method of understanding the characteristics of communication and expression, which is not only about language, but also pays attention to the various forms of communication used by people -

images, gestures, gaze, posture, etc. - and the relationship between them. (Hu 2007)

There are various modal forms of discourse. For a long time, human cognition of the world has always existed in a multimodal way. The discourse with only one mode of communication is called "single mode discourse", such as the radio you listen to in your hand or the letter you read. If more than two modes are used, such discourse is called "multimodal discourse". For example, students need to listen with their ears, look with their eyes, speak with their mouth and type with their hands when they are online in Tencent meetings. With the continuous development of media, human communication mode has gradually expanded from simple language as the media to many complex media, such as language, image, sound, color, body language and so on. The situation that language is the only mode of human communication has been broken with the continuous electronization and informatization of human communication. Because of this, multimodal discourse analysis technology has developed very rapidly in recent years. Multimodal analysis has been widely used in semiotics, philosophy, journalism, psychology, aesthetics and other fields. The research object has also expanded from the original language to the study of music, images and other social symbol systems. (Zhou & Xu, 2002)

3.2 Theoretical Basis of Multimodal Analysis

3.2.1 Research Object and Content

This paper intercepts 10 episodes of News Broadcast from CCTV Anchors program and 1 episode of CCTV News program obtained by random sampling, and establishes a small corpus respectively. Among them, News Broadcast from CCTV Anchors was 18 minutes and 47 seconds. The duration of CCTV News is 30 minutes and 07 seconds.

3.2.2 Research Framework and Analysis Tools

The "modal types" of multimodal discourse media system can be divided into three types, namely "language", "companion language" and "non language". According to Zhang Delu's point of view, this paper proposes the following multimodal analysis framework combined with the characteristics of the two programs CCTV News and News Broadcast from CCTV Anchors.

Table 1. Multimodal analysis framework proposed in this paper

Modes at all levels		Meaning	Coding	Meaning	Coding	Meaning	Coding	Meaning	Coding
Pure language	Pronunciation coding	Stress	PS	Rising tone	PRT	Falling tone	PFT	Pause	PP
	Typeface coding	Typeface	TT	Subtitle	TS				
	Expression coding	Smile	ES1	Serious	ES2	Sadness	ES3	Sympathy	ES4
Companion language	Gesture coding	Figurative gesture	GI	Metaphorical gestures	GM	Deictic gesture	GP	Rhythmic gesture	GR
		Emphasize gestures	GE	Other gestures	GH				
non-verbal language	Behavior coding	Nod	BH	Shake	BS	Move left	BL	Move right	BR
	Music coding	Music	MU	Sound-track	MB				
	Other coding	Emoticon	OM	Insert picture	OP				

This study is based on quantitative research, supplemented by qualitative research. The research tool is elan-6.3 (EUDICO linguistics annotator-6.3) analysis software developed by Max Planck Institute of psycholinguistics in the Netherlands. The software is an open source annotation tool, which allows users to independently create, edit, visualize and search annotations of video and audio data. Users can freely

define language types and levels in ELAN, and annotate a series of videos. They can analyze and study audio / video through annotation, segmentation, transcription, synchronization and linear interleaving modes, and can synchronously export data for further analysis. The specific annotation process is as follows:

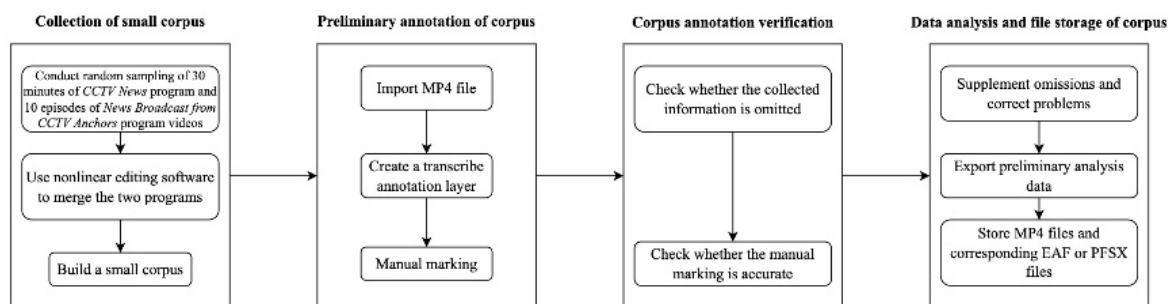


Figure 1. Schematic diagram of annotation process of small corpora involved in this paper

4 RESULTS AND ANALYSIS OF MULTIMODAL DATA

Based on the above multimodal analysis, the data results of the two small corpora obtained in this study are shown in the following table (Table 2). In the following table, each code is ranked by the hit times of the column of News Broadcast from CCTV

Anchors from high to low, showing the hit times, frequency, average duration, time proportion and recovery time data of each mode. Among them, "-" means that this mode does not appear in the small corpora. If the code assignment in Table 1 does not appear, it means that this mode does not appear in the two small corpora, and some infinite or non cyclic decimals retain 7 digits after the decimal point.

Table 2. Data results of small corpora involved in this paper

Cod- ing	The anchor said the network broadcast					CCTV News				
	The target hit	Frequency	Average duration	Time propor- tion	Recovery time	The target hit	Frequen- cy	Average duration	Time pro- portion	Re- covery time
PS	130	0.1257196	1.031	0.129616 9	14.932	108	0.055789 9	1.22928 70	0.0685818	32.838
GH	59	0.0570573	2.467457 6	0.140786 6	1.56	—	—	—	—	—
BH	57	0.0551232	1.438771 9	0.079309 7	11.505	—	—	—	—	—
ES1	33	0.0319134	4.458636 3	0.142290 4	1.97	8	0.004132 5	5.06512 5	0.0209320	26.74
BS	30	0.0290122	2.145333 3	0.062240 8	9.89	8	0.004132 5	2.30625	0.0095307	47.721
GM	29	0.0280451	3.413448 2	0.095730 6	8.85	—	—	—	—	—
ES2	26	0.0251439	2.235769 2	0.056216 0	61.81	—	—	—	—	—
TT	23	0.0222427	41.6	0.925296 4	0.0	—	—	—	—	—
TS	19	0.0183744	3.103473 6	0.057024 4	105.509	—	—	—	—	—
PFT	15	0.0145061	2.516	0.036497 3	34.011	3	0.001549 7	2.25933 33	0.0035013	28.98
PP	13	0.0125719	0.208461 5	0.002620 7	16.358	18	0.009298 3	0.35627 77	0.0033127	38.507
PRT	13	0.0125719	2.866923 0	0.036042 8	28.085	12	0.006198 8	3.392	0.0210265	34.825
GI	10	0.0096707	2.852	0.027580 9	2.94	—	—	—	—	—
GP	10	0.0096707	2.075	0.020066 7	91.516	—	—	—	—	—
OP	9	0.0087036	19.043	0.165743 9	12.85	7	0.003616 0	132.962 71	0.4807948	265.10 6

GR	8	0.0077365	2.185	0.016904 4	138.726	—	—	—	—	—
MB	7	0.0067695	112.0557 1	0.758563 1	3.31	—	—	—	—	—
GE	5	0.0048353	2.436	0.011778 9	394.542	—	—	—	—	—
BL	3	0.0029012	2.253333 3	0.006537 4	2.61	—	—	—	—	—
BH	1	9.6707403	7.54	0.007291 7	965.534	19	0.009814 8	1.60157 89	0.0157193	19.777
BR	1	9.6707403	3.5	0.003384 7	724.65	—	—	—	—	—
ES4	1	9.6707403	1.5	0.001450 6	339.567	—	—	—	—	—
MU	—	—	—	—	—	3	0.001549 7	29.0123 33	0.0449609	0.0

From the above table, it can be found that in terms of the number of modes, the types of modes used by the announcer and the host in News Broadcast from CCTV Anchors are generally more than those in CCTV News. This feature is reflected in the body language and expression of the announcer and the host, as well as the font and score in the production of the program. In the same mode, the frequency of "anchor says simulcast" is also generally high. For example, in "anchor says simulcast", the announcer host's gestures are relatively rich. Other gestures (GH) hit a total of 59 times, metaphorical gestures (GM) hit a total of 29 times, concrete gestures (GI) and indicating gestures (GP) hit 10 times respectively. At the same time, the announcer host's body shaking frequency is also high, and there is no gesture in the news simulcast, Except for nodding (BH), other body language of announcer and host rarely appears. In terms of expression, the announcer and the host maintain a serious (ES2) mood, whether it is the program of News Broadcast from CCTV Anchors or CCTV News, but the expression of News Broadcast from CCTV Anchors is richer, involving smile (Es1), sympathy (Es4), etc. on the whole, the emotional changes of News Broadcast from CCTV Anchors are more and more obvious. In addition, the study also found that the program News Broadcast from CCTV Anchors has richer sound forms, which is reflected in more obvious stress (PS), and higher frequencies of rising tones (PRT), falling tones (PFT) and pauses (PP). These are closely related to the innovation and reform carried out by

the Central Radio and television station in accordance with the integrated media environment.

5 CONCLUSION

Based on the modal analysis theory and the characteristics of Chinese mainstream political news video, this paper proposes a multimodal analysis framework suitable for Chinese political news video products. Combined with the two programs of CCTV News and News Broadcast from CCTV Anchors, a small corpus was created, and a detailed multimodal study was carried out by using the segmentation, layering and annotation functions of Elan analysis software in a combination of quantitative and qualitative research. From the perspective of multimodal theory, this paper makes an in-depth comparative study on the characteristics of CCTV News and News Broadcast from CCTV Anchors, which reflects the progressive significance of News Broadcast from CCTV Anchors compared with CCTV News, and plays an important role in enlightening the innovation and development of other columns in the new media era. In the follow-up research, it is expected that more scholars can conduct a more detailed discussion by combining qualitative research and quantitative means with the front line of news communication work in a more in-depth and detailed manner, so as to promote the multi-modal research of media video based on elan.

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