News Reporting Process of Xinhua News Agency a Case Study Beijing Xinhua

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Abstract

The purpose of this research was: (1) to explore the concept and policy of reporting news by Xinhua News Agency, (2) to study the process of reporting news by Xinhua News Agency, and (3) to identify approaches for the development of news reporting by Xinhua News Agency. Data were analyzed using the Theory of Communication, News Reporting Theory, Gatekeeping Theory, Agenda Setting Theory, concepts of News Reporting, and The Role and Functions of the Media in Communist Governance as the analytical framework.

The research methodology employed was qualitative research. Through in-depth interviews, the key informants were chosen using purposive sampling, consisting of three groups totaling 16 individuals directly involved with Xinhua News Agency: 1 director, 1 news leader, 3 editors-in-chief, 5 journalists, 4 individuals responsible for news production, and 2 academic experts on news reporting. The research instruments included structured in-depth interviews and data analysis to generate conclusions.

The research findings revealed that: (1) the communication concept and policy of Xinhua News Agency serve the propaganda of the Party and the State by conveying the voice of the Party and the State through authoritative and timely news reports and promoting a comprehensive understanding of China locally and globally, (2) the news reporting process of Xinhua News Agency involves reporters collecting relevant news information, which is investigated by the government and the Propaganda Department of the Communist Party of China Central Committee, with general news being screened by editors and executives before dissemination to digital media platforms and traditional media channels, including TV, radio, and print media worldwide, and (3) approaches for development include using artificial intelligence to analyze news information and disseminate it to recipients in the digital era worldwide.

Keywords: News Reporting Process, News Report of Xinhua News Agency, Xinhua News Agency, Beijing Xinhua

Introduction

In the digital age, the rapid development of information technology has propelled human society, profoundly tranforming the press. News reporting has become an important way for China to learn about the world and for the world to learn about China. This study focuses on Xinhua News Agency, which is one of the most influential propaganda organizations of the Communist Party of China. Xinhua's trajectory from 1980 to 2012 shares much in common with that of other national news organizations, such as CCTV and People's Daily. They all have established nationwide network for news collection and distribution (Brady, 2008; Xin, 2012).

As the national news agency of the People's Republic of China, Xinhua plays significant role as a news and public opinion organization of the Communist Party of China and as a major platform for releasing Chinese government information. Established in 1931, and

headquartered in Beijing, China, Xinhua News Agency is one of the largest news agencies in China, boasting an extensive network for news gathering, editing, and dissemination, as well as a large team of news editors. The mission of Xinhua News Agency is to be "objective, truthful, timely, and accurate," dedicated to reporting important domestic and international news events, promoting China's voice, and facilitating the exchange and dissemination of Chinese culture. Xinhua News Agency covers a broad range of topics, including politics, economics, culture, society, technology, and sports delivering information to global readers, viewers, and users in various formats (Huaxia, 2023).

This study is of great practical significance in guiding mainstream media organisations such as Xinhua News Agency in their news dissemination practices in the digital era. Specifically, it may help other media outlets better understand the characteristics of news dissemination in the digital era,develop more scientific and effective dissemination strategies, and improve the quality and impact of news reporting. However, the evolution of news has also introduced many challenges for Xinhua's dissemination practices. How can it adapt to the trend of digitalization? What ways should it report news? Through which channels should it communicate? These are critical question that Xinhua News Agency needs to face, solve, and approach for development (Boyd-Barrett, 2016). In the context of digitization, dissemination channels, and the news and information gathering and editing network operate all over the world, 24 hours a day in more than ten languages, to provide news products to all kinds of users worldwide.

Xinhua News Agency, as a national news agency, has actively embraced change in the context of the digital era, continually innovating both its methods and channels for disseminating news reports. By developing its own news website, Xinhua.com, as well as social media accounts on platforms such as WeChat, Weibo, and Jitterbug, along with mobile application such as the Xinhua clients, it has expanded the scope and influence of its news dissemination. At the same time, Xinhua News Agency has also actively explored new forms of reporting

and utilized digital technology to enhance both the presentation and the user experience of its news.

Communication scholar, Berlo (1960) proposed the SMCR communication model based on Lasswell's 5W model. The SMCR model dividies the communication process into four elements: source, message, channel, and receiver. This model, as an important theoretical framework in communication, systematically explains the process of information dissemination through these four elements.

Xinhua News Agency in Beijing serves as the headquarters of Xinhua News Agency and oversee the collection and publication of various news information. Its news collection and reporing operation compass two primary areas: first, producing public reports provided to newspapers, radio stations, and television stations both domestically and internationally; and second, creating reference reports to serve as a decision-making basis for leaders at all levels. Public reports include internal reports for domestic media, external reports for overseas media in seven languages (Chinese, English, French, Russian, Spanish, Arabic, and Portuguese), and news pictures for domestic and foreign media, thereby effectively fulfilling its roles as the "eyes, ears, and tongue" of the nation. (Xinhua Thai Service, n.d).

Xinhua News Agency's Beijing Branch has a long history. In January 1946, the Beiping Branch (the predecessor of the Beijing Branch) was established. It was one of the earliest branches set up in Kuomintang-controlled areas before the founding of New China, with approved from the CPC Central Committee. At that time, it was directly overseen by the CPC delegation of the Beiping Military Mediation Office. As an important dispatched agency of Xinhua News Agency, the Beijing Branch holds a special status, with arduous tasks and significant responsibilities. It fulfills the mission of guiding public opinion and providing decision-making references for the reform, development, and stability of the capital (Xinhua Thai Service, n.d).

The news collection and publicity reporting of the Beijing Branch mainly provide special articles to various newspapers and periodicals sponsored by Xinhua News Agency, such as Xinhua Daily

Telegraph, Economic Reference News, Reference News, China Securities Journal, Outlook Weekly, Half-Month Talk, and others; providing Xinhua Net with instant news from the capital; creating audio and video reports for public broadcast and internal reference for television stations and various users; and writing various economic information manuscripts required by non-media users domestically and internationally. The branch has also developed 641 contracted photographers for Xinhua News Agency, covering 16 districts and counties in Beijing (Stockmann, 2013).

Xinhua News Agency is one of the main state-run media outlets in China and plays an important role in disseminating information both domestically and internationally. Studying the working processes and news presentation of Xinhua provides an opportunity to understand the communication mechanisms of this highly influential media and to connect China's news reporting approach with the international arena.

For this reason, the researcher selects Xinhua's Beijing branch as a case study because it is the main office responsible for reporting news from the capital, the political, economic, and social center of China. Analyzing this specific case study will help to understand news management and communication within a more complex context. This research aim to provide insight into the strategies that Xinhua uses for determining the direction of news content, publishing strategies and maintaining communication standards, to ensure that its news aligns with the organizational policies, goals, and the expectations of audiences.

Technological advance and the evolution of media in the digital age have impacted on news reporting worldwide. This research will help to understand how Xinhua has adapted to these technological changes, such as the use of social media, artificial intelligence (AI) technology and the application of multimedia to communicate with audiences both domestically and internationally. Studying Xinhua's working process also reflects the credibility and influence their news on audiences' attitudes within China and globally. Studying these issues is important for understanding the role and communication processes of mass media in China, which can help to enhance our knowledge of news management practices (Huang, 2016).

The research outcome will propose to study the news report formats utilized by Xinhua News Agency, as well as the range of channels used for news dissemination. The study will examine how Xinhua News Agency utilizes diverse platforms, such as its official website, mobile applications, and social media, to meet the information needs of different audiences. This includes exploring the concept and policy of news reporting for Xinhua News Agency, studying its reporting process, and identifying approaches for the development of its news reporting activities.

The expected benefits of this research include findings on the content of news reports, the channels used for dissemination, and approaches for improving news reporting. The research results will be useful for those interested in communication for news reporting and can be applied practically. Furthermore, the news organization will gain insights into development guidelines for news presentation inspired by world-class news agencies and can apply them to Xinhua News Agency in the digital era. Additionally, the results will provide guidance on the adaptation and development of the Beijing branch of Xinhua.

Objectives

1) To explore the concept and policies behind news reporting at the Beijing Xinhua News Agency

2) To study the process of reporting news of Beijing Xinhua News Agency

3) To identify approaches for development of reporting news of Beijing Xinhua News Agency

Literature Review

1) Theory of Communication

Research on responding to public opinions in networks involving the police is based on the Berlo Communication Model (SMCR model). David K. Berlo's communication model defines S as the source, M as the

message, C as the channel, and R as the receiver. This model divides the communication process into four basic elements: source, message, channel, and receiver (Berlo, 1960).

The SMCR model allows the analysis of the dissemination process of news by Xinhua News Agency, as well as the challenges and optimization paths. Berlo's theory has been widely used to analysis news dissemination, as it offers a clear framework for understanding How information disseminate. In the context of news reporting, editors and reporters serve as the sources, users as the receivers, the content of the news report as the message, and the various distribution method as the channels. Using this model, facilitates a deeper understanding of how information is disseminated through different channels and how it influences the audience's understanding and reaction.

2) News Reporting Theory

Conceptualization of News Report

Cision, PR Newswire's parent company, has released its State of the Media Report (APAC Edition), providing a comprehensive look at the media from journalists' perspectives. This surveyed included responsed from over 2,800 journalists from 19 markets around the world, gaining insight into journalists practices, new selection methods, topic interests, and the various challenges faced by media professionals. The Asia Pacific Edition examine the working conditions of journalists across the Asia Pacific region, such as Australia, Hong Kong, Malaysia, Singapore, South Korea, Taiwan, and Vietnam.

An article by Media Talk summerize important strategies from the State of the Media Report (PR Newswire, 2021) that PR professionals can use in their planning efforts. These strategies aim to effectively attract journalists' attention and focus on four specific areas:

2.1) Understand the problems and situations journalists face

"*Due to lockdown measures and working from home, journalists have limited direct contact with people. As a result, much*

of the recently published news comes from official sources, which may not have been carefully screened or may not include the opinions of other people," as noted in the State of the Media Report.

Survey results indicate that 38% of journalists feel exhausted from reporting on COVID-19, including new virus mutations, the cancellation of plans for countries to reopen for tourism and business services, and news about people's distress over the COVID-19 vaccine. Current news about COVID-19 shows no sign of calming down, even though the outbreak has been ongoing for more than a year.

As many organizations have switched to working from home, PR professionals can do the following to adapt: Always ensure that journalists can conveniently connect with PR teams or their clients via telephone or video calls, especially when requesting interviews with customers. Additionally, PR professionals must take care to organize smooth video interviews for their client companies. When face-to-face meetings are not feasible, the second-best methods for interview are telephone or video call. This approach allows journalists to ask additional questions or clarify doubts more easily than via email.

2.2) Anticipate the news and issues journalists want in advance

Almost half of the journalists surveyed are trying to find "new angles" on COVID-19 news to present perspective amidst the ongoing epidemic that shows no signs of ending. There are various news issues worth mentioning, including they are positive stories about organizations and society helping each other or stories about the influence of technology on businesses and consumers in the New Normal era.

By understanding the type of news content that interest journalists and ensuring it matches the media presentation channels and specific categories or columns. We can provide a list of stories or trends that meet the selection criteria and are likely to be picked up by the targeted media. Alternatively, we can also send issues directly to customers who are experts in the topics and available for interviews with journalists.

2.3) Send news at the right time: Friday or Saturday are also good times

News sent on Mondays and Tuesdays has a higher chance of being selected and published by journalists. This is because most journalists typically meet to select news and issues at the beginning of the week, and they tend to get busier after these meetings. However, do not overlook the opportunity to send news on Friday, Saturday, or Sunday.

Journalists who respond to news sent on Friday and Saturday show significant interest, with 28% of news sent on Fridays being picked up and 14.3% on Saturdays and Sundays.

This may be because some journalists spend their weekends reading emails or researching stories to prepare for the following week's editorial meetings. Alternatively, those emails are more likely to appear at the top of their inbox on Monday morning, increasing their visibility.

2.4) Prepare and send news that journalists can use in their writing

Journalists who must work under time constraints will try to find details that can be directly used to write a news story without consuming too much time. According to the survey, 78% of journalists prefer press releases with official sources that are reliable and can be verified.

The original version of research reports are particularly valued, with 67% of journalists willing to use such information. Futhermore, market trends, market analysis, and industry insights are highly useful in adding weight and logic to news stories. Other types of content journalists need include invitations to online events (especially those that allow attendees to express their opinions on the topic) or any initial ideas that can serve as a foundation for further stories. These types of content inspires and helping journalists in developing ideas for future news pieces.

Conclusion of the Concept of News Report that Resonates with Journalists of Xinhua News Agency; a news report refers to a short description of a recent event, activity, or situation. These reports

may appear in newspapers, on television and radio, or on online news platforms, serving to inform the public about current events. News stories can cover various fields, such as politics, economics, society, culture, sports, and more, with the purpose of keeping audiences updated on the latest developments and changes. Therefore, this study focuses on the news reporting practices of Xinhua News Agency.

3) Agenda Setting Theory

Theory of Agenda Setting was proposed by McCombs and Shaw (1972). According to this theory, mass communication serves the function of setting the "agenda" for the public. Through news reporting and information dissemination, the media influence the public's focus of attention and their perception of the social environment by giving different levels of prominence to various "issues."

The media agenda-setting process is essentially a process of controlling public focus. It involves the manipulation and control of public opinion by dominant political, economic, and social forces. Meraz (2009) analyzed blogs and found that the agenda-setting power of traditional media is no longer as prevasive or monolithic due to the rise of citizen media. Unlike traditional media platforms, independent blogging networks allow citizens to use blogging tools to gain greater influence and power in setting the news agenda.

4) Gatekeeping Theory

Hu and Zhou (2021) explained that in communication studies, Gatekeeping Theory refers to key individuals who play a vital role in selecting, reviewing, and controlling the dissemination of information during the communication process. These individuals may include media editors, news presenters, administrators of social media platforms, government officials, opinion leaders, and others.

Zhang and Wang (2024) analyzed the development of Gatekeeping Theory and argued that there are gatekeepers with group communication, and only information that aligns with the gatekeeper's

value standards and group norms can enter the communication channel. Gatekeeping refers to the screening and filtering of information by the communicator, while the gatekeeper refers to the person or organization that processes and filters information, thereby controlling its flow and direction. This process creates the mimetic environment for the audience. Gatekeeping reduces redundancy or the loss of information.

5) The Role and Functions of the Media in Communist Governance

In the communist governance system, the media serves as a tool of the state and political parties to control the dissemination of information and reinforce political ideology. These media outlets do not function as independent organizations but operate under the govement supervision to support the goals and policies of the party. The key roles of the media in the communist system are as follows:

1) Propaganda Tool: The media is used to instill ideology and reinforce the legitimacy of the government. For example, in China, Xinhua News Agency and the People's Daily disseminate information aligns with the policies of the Communist Party (Brady, 2008).

2) Social Control and Surveillance: The media serves as a tool for controlling public behavior through strict information filtering and acts as a channel to monitor public movements (Stockmann, 2013).

3) Government Mouthpiece: The media represents the government in communicating with the public and the international community to create a positive image and foster understanding of government policies (Shirk, 2007).

4) Social Cohesion: The media promotes unity and patriotism among the public by emphasizing stories that support national values and culture (Chen & Chang, 2018).

In conclusion, the news reporting process of Xinhua News Agency in Beijing reflects the role of the media within a communist system, which fundamentally differs from that of media in democratic system where freedom, independence, and checks on state powerare emphasized.
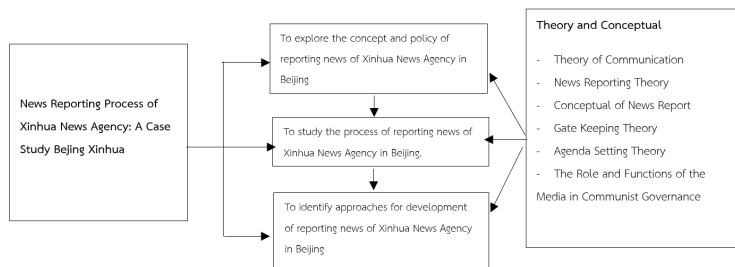
Figure 1 Conceptual Framework

Methodology

1) Research Design: This study employed qualitative research design, utilizing in-depth interviews and documentary research.

2) Key informants: Key informants were selected using purposive sampling. The sample included three groups from 16 people directly involved with Xinhua News Agency, Beijing branch: consisting of Director 1 people, News leader 1 people, Editor-in-chief 3 people, journalists 5 people, news report production 4 people, academic experts on news report 2 people.

3) Research Instruments

The research instruments consisted of three sets of structured in-depth interview scripts designed to collect data from respondents. The researcher reviewed relevant literature and previous studies to establish a framework for developing structured interviews questions. Before using the instruments, the researcher conducted an initial quality check to ensure that the questions were consistent with the issues being studied and aligned with the objectives of the study. The instruments were submitted to the advisor for review and approval.

4) Data Collection Method

The researcher scheduled appointments in advance and clarified the objectives of the study before prier to conducting interviews based on research objectives 1-3. Data collection was carried out personally researcher, using a semi-structured, in-depth interview method while adhering to ethical standards for human research.

Interviews were arranged for specific dates, times, and locations with the informants. To consideration of environmental factors and for the convenience of the participants, interviews were conducted through videoconferencing software and audio recording. Before each interviews, the purpose was clearly explained to the interviewers. They were informed that any information not suitable for public dissemination would be kept confidential. Explicit consent was obtained for audio-recording the interviews to aid in transcription and analysis.

The researcher recorded and transcribed the interviews, supplementing them as needed with follow-up phone calls via Line to facilitate data analysis. Data was collected over a three months, from June to August 2024, through combination of in-depth interviews and observations. During interviews, permission was requested to record both audio from video conferences and interviews data. If the collected data was incomplete or required more detail, the researcher informed participants in advance of the intention to follow up with additional questions via phone calls.

5) Data Analysis

The data collected from in-depth interviews were analyzed using content analysis method according to the following steps: Step 1: Transcribe the data from the interviews. The first step is to accurately transcribe the recorded interviews. This involves converting spoken words into written text, capturing all the details and nuances of the conversations. Step 2: Prepare data from notes and interviews for analysis. Similar data will be categorized to identify patterns and findings. Step 3: Extract and summarize the most important information from the data. Step 4: Process and summarize the data for analysis. The real data will be processed and analyzed by creating conclusions through descriptive analysis.

The findings from the interviews were analyzed within the conceptual framework, which includes the Theory of Communication, News Reporting Theory, Gatekeeping Theory, Agenda Setting Theory, the conceptual of news reporting, and the role and functions of the media in communist governance.

Results

> **Objective 1: The concept and news reporting policies of Xinhua News Agency.**

> Xinhua, as China's official news agency, was originally established to serve as a propaganda tool for the Party and the State. Its role is to convey the voice of the Party and goverment through authoritative and timely news reports, while promoting a comprehensive understanding of China both domestically and internationally. Xinhua's communication policies are formulated and implemented by its leadership team and senior editors. These policies aim to ensure objectivity, neutrality, and accuracy in news reporting while meeting the information needs of the public and maintaining Xinhua's influence and credibility on a global scale.

> **Objective 2: The news reporting processes of Beijing Xinhua News Agency.**

> The news reporting processes of Beijing Xinhua News Agency emphasize the roles and modus operandi within Xinhua. The agency ensures the accuracy and objectivity of its coverage through a rigorous content screening and editing system. Xinhua prioritizes coverage based on the timeliness and social impact of news events, aiming to meet the information needs of the general public while maintaining and enhancing its reputation as an authoritative information dissemination platform both within China and abroad.

> In this process, reporters collect relevant news information, which is then reviewed by government authorities and the Propaganda Department of the Communist Party of China Central Committee. This content is further screened by editors and executives before being disseminated through digital media platforms as well as traditional media channels including television, radio, and print media, across the globe.
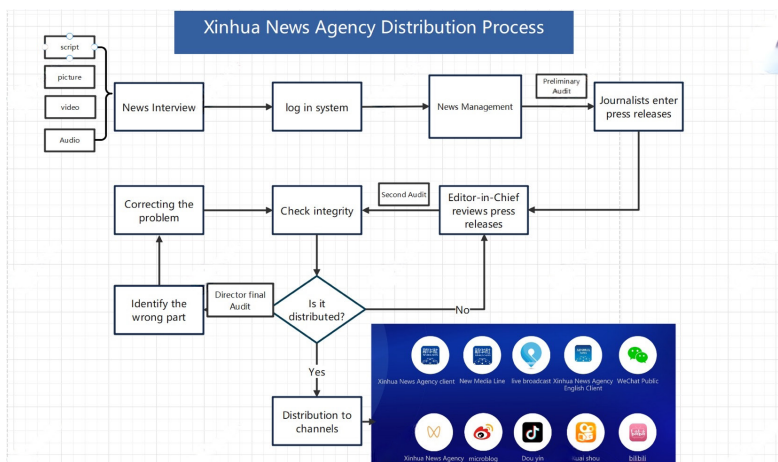
Figure 2 Xinhua News Agency Distribution Process

1) Concept of Text News Products

Text news is the most fundamental form of news product offered by Xinhua News Agency. Backed by Xinhua's comprehensive news and information collection network spanning the globe, it provides domestic and international news content on topics such as politics, diplomacy, economy, military, science and technology, culture, sports, health, and society. These news products are available around the clock to users worldwide.

2) Integrated Media News Products

Xinhua News Agency actively adapts to the trends in media convergence and the development of all-media and holographic communication. The agency delivers integrated news products designed for Internet and new media audiences, combining text, graphics, and video tp create user-friendly experiences. During major events and at critical moments, Xinhua produces high-quality, converged reports focusing on key themes and trending topics, broadcasting widely to achieve significant impact and engagement.

3) Photo and Graphic News Products

Xinhua News Agency is the most authoritative provider of photo collection and distribution in China. It collects news photos and produces charts and cartoons through its network of full-time and part-time photojournalists, contracted photographers, overseas contributors, and rdomestic and international reporters.

4) Audio and Video News Products

Xinhua offers a wide range of audio and video news products, including television news feeds, live broadcasts, TV program feeds, audio release lines, and integrated media report lines. All video products are produced and broadcast in high definition.

Objective 3: Approaches for the development of news reporting at Beijing Xinhua.

To meet the demands of news development in the digital age, experts suggested adopting data-driven content management. This approach involves customizing content base on audience insights and behavioral patterns, with the aim of improving both the accuracy of messaging and the user experience. In terms of channel management and distribution, a multi-platform distribution strategy was recommended, encompassing traditional media, digital platforms, and emerging channels such as social media and mobile apps. This strategy aims to achieve broad coverage and provide an interactive experience for users. To remain competitive on a global scale, experts advised Xinhua to strengthen its digital infrastructure and adopt advanced technologies such as artificial intelligence and big data analytics. Additionally, optimizing content creation and distribution strategies is essential for enhancing Xinhua's international reach and competitiveness. These recommendations will enable Xinhua to maintain its leading position in the digital era and effectively respond to the challenges of a globalized competitive environment.

Figure 3 Approaches for development of reporting news of
Beijing Xinhua

Discussion

Based on the research objectives, the discussion will be
presented as follows:

1) Discussion on Major Findings of Objective 1

In addressing the first research objective exploring the concept
and policy of news reporting at Xinhua News Agency, with a case study
of Beijing branch, the major findings reveal that the communication
concept and policy of Xinhua News Agency are primarily designed to
serve as a propaganda tool for the Party and the State. Its role is to
convey the voice of the Party and government through authoritative and
timely news reports, while promoting a comprehensive understanding
of China both domestically and internationally. Xinhua is dedicated
to delivering authoritative, timely, and accurate news that aligns with
national interests and policies. Xinhua develops its editorial policies
by integrating Party guidelines, journalistic editorial considerations, and
audience feedback. These policies prioritize professionalism in news
reporting, while also remaining alignment with the national narrative

and strategic communication goals. This finding is consistent with the work of Chang and Luo (2023) in Digital News and Open Production: From Practical Innovation to Conceptual Innovation, which highlights how the digital revolution has transformed journalism. The adoption of cutting-edge technologies, such as big data, virtual reality, and artificial intelligence, has revolutionized journalism's production tools and also greatly enriched the methods of information collection and news presentation, there by enhancing the effectiveness of strategic communication.

"Xinhua News Agency is crucial for disseminating comprehensive news coverage that encompasses political, economic, cultural, and social aspects of China and beyond. It serves as a vital conduit for promoting China's image, policies, and achievements on the global stage. The communication policy of Xinhua News Agency is crafted by senior editorial leaders in collaboration with relevant stakeholders. This collaborative effort ensures that our news coverage adheres to ethical standards, regulatory guidelines and national priorities The formulation of Xinhua News Agency's news policy is driven by the need to maintain credibility, objectivity, and relevance in our reporting. It aims to uphold the agency's reputation as a reliable source of information while adapting to technological Ff and changing audience expectations."

(W. Sun, personal communication, August 5, 2024)

In conclusion, this objective 1 using the News Reporting Theory:

Xinhua employs News Reporting Theory to structure its news content, select issues, and present information based on the 5W1H principle (Who, What, When, Where, Why, How). This approach ensures that the news is a clear, accurate, and easy to understand. However, the content is primarily focused on positive narratives that align with the policies of the Chinese government.

New presentation emphasizes topics that highlight China's achievements, progress, and stability, as well as issues related to international relations, economic development, and China's expanding role on the global stage. These practices clearly reflect the application of News Reporting Theory to support and enhance China's image within the established framework.

2) Discussion on Major Findings of Objective 2

For the second research objective to study the process of news reporting at Xinhua News Agency, focusing on Beijing branch. The findings highlight that the agency serves as a propaganda for the Party and the State. It conveys the voice of the Party and the State through authoritative and timely news reports while promoting a comprehensive understanding of China both domestically and internationally.

The study explored the specific processes involved in Xinhua's news reporting in the digital age. Interviews with journalists and production teams revealed operational dynamics and the challenges faced by the agency. Major findings of objective 2 under the framework of Agenda Setting Theory, the role of Xinhua News Agency can be analyzed in various dimensions. As a leading news agency in China, Xinhua plays a pivotal role in supporting national policies, particularly in conveying information aligned with the Chinese government's positions and policies. The key findings are as follows:

1) Issue Salience

Xinhua can determine the issues that deserve attention through its news coverage on topics such as: China's economic development, technological advancements, the success of the Belt and Road Initiative (BRI), political stability and foreign policy. Xinhua places significant emphasis on content that showcases the achievements of the Chinese government. At the same time, it deliberately minimizing or reducing coverage of issues that could negatively impact the country's image, such as criticism of human rights.

"I realize the formulation of Xinhua News Agency's news policy is guided by the principles of Accuracy fairness and transparency. It aims to maintain public trust, support national objectives and contribute to global discourse by delivering reliable and insightful news content."

"I think the formulation of Xinhua News Agency's news policy is driven by the need to maintain credibility, objectivity, and relevance in our reporting. It aims to uphold the agency's reputation as a reliable source of information while adapting to technological advancements and changing audience expectations."

(D. Bai, personal communication, August 7, 2024)

Xinhua uses framing techniques to control how information is interpreted by audiences. For example, a positive frame is used to emphasizes economic achievements, social development, and technological process. A security frame is applied to legitimize government security measures by emphasizing the importance of social stability. Such framing helps create a public image that to consistent with the ideology of the Chinese Communist Party.

"We employ a comprehensive editorial review process that includes fact-checking, source verification, and adherence to journalistic ethics. This ensures that our news content is curatereliable, and informative for our audience."

"We employ a systematic approach to content screening that includes fact-checking, verifying sources, and ensuring that the presentation format aligns with the agency's visual and editorial standards."

"We managed a diverse range of media including print (newspapers, magazines) digital platforms (websites, mobile apps), social media networks (Facebook, Twitter), and broadcast (television, radio). Each medium serves different audience demographics and engagement preferences."

(L. Chie, personal communication, August 10, 2024)

2) Building an International Image and Influence (Soft Power)

Xinhua serves as one of China's key public diplomacy tools to enhance its soft power. It disseminates news across multiple countries and in various languages to achieve the following objectives: promoting a positive perception of China on the global stage, counteracting negative portrayals from Western media, and building international influence through cooperation initiatives, such as the Belt and Road Initiative (BRI).

3) Domestic Agenda Control

Xinhua acts as the Chinese government's primary mouthpiece for managing domestic information. It focuses on emphasizing issues that the government intends to highlight while minimizing coverage of potentially controversial or sensitive topics.

"I think Adjusting economic policies to boost growth: Xinhua reports on the meeting of the Communist Party of China leaders to analyze the economic situation and set the direction for the second half of 2024, emphasizing expanding domestic demand and optimizing monetary policy to cope with economic challenges."

"I view Boosting domestic demand to boost economic recovery: Xinhua presents news on China's policies to boost domestic consumption and investment, which have helped boost economic recovery, inviting experts to discuss in a special program."

(L. Chie, personal communication, August 10, 2024)

In conclusion, this objective 2: Agenda Setting Theory can be used to analyze Xinhua News Agency as a media outlet that plays a key role in controlling the domestic and international news agenda through issue setting, news framing, and enhancing China's soft power. This makes Xinhua a powerful tool for supporting the country's political and strategic goals. The agency follows strict editorial standards, including fact-checking, multi-source verification, and editorial guidelines. Digital tools are integrated into the workflow for

real-time reporting and audience interaction. This approach is consistent with the finding of Chang and Luo (2023), found that the rigidity and closure of the traditional professional journalism culture are creating a potentially significant atmosphere for the coming digital revolution. This provides opportunities for transformative actors especially senior journalists and editors who are keen to shape the future of journalism and revolutionize the profession from within.

Xinhua's news reporting process involves reporters collecting relevant news information, which is reviewed by the government and the Propaganda Department of the Communist Party of China Central Committee. General news is further screened by editors and executives before dissemination on digital media platforms, as well as on traditional media channels, including television, radio, and print media, across the world. In fact, most of the meaningful and sustainable innovations in journalism in the digital media ecosystem, such as fact-checking, slow journalism, constructive journalism, and engaged journalism, are driven by a more transformative spirit and a keen interest in the future of journalism. Many of these innovations are led by veteran journalists and editors, providing the opportunity for the industry to innovate from within.

Slow journalism, constructive journalism, and engaged journalism all originate from within the journalism industry, rather than outside sources. The most direct and significant impact of the digitalization on journalism has been the liberation of journalistic productivity. A significant number of journalists are consciously redefining their roles, shifting from being traditional gatekeepers to communicative moderators of resources. They are more open-minded and digitally literate than their counterparts. This group not only accepts the inclusion of non-professional actors in the new production system, but also explores journalistic concepts that are more compatible with the digital media ecosystem through their autonomous journalistic innovation.

"Xinhua News Agency manages a diverse range of media including print (newspapers, magazines), digital platforms (websites, mobile apps), social media networks (Facebook, Twitter), and broadcast (television, radio) There are primarily two types of content in news presentation: hard news, which includes breaking news and current events, and soft news, which covers features, human interest stories, and cultural reports"

(Y. Li, personal communication, August 10, 2024)

Gatekeeping Theory provides a useful framework for analyzing the evolution of information control within media organisation. The theory was proposed by Lewin (1947). He argued that gatekeepers exist in all froms of group communication, and only information that aligns with the gatekeeper's value standards and group norms can enter the communication channel. Gatekeeping refers to the screening and filtering information by the communicator, while the gatekeeper is the person or organization responsible for selecting and processing this information. Gatekeepers control the flow and direction of information, thereby shaping the audience's mimetic environment. Gatekeeping reduces redundancy or loss of information and integrates news reporting through the role and functions of the media in Communist Governance.

3) Discussion on Major Findings of Objective 3

For the third research objective to find approaches for the development of news reporting at Xinhua News Agency, with a case study in Beijing Xinhua - the findings highlight key strategies for improvement. Insights from academic experts emphasize the importance of adaptive strategies to maintain Xinhua's influence and competitiveness in the evolving digital ecosystem. Media convergence is defined as a vital framework for integrating technological advancements into journalistic practices, allowing the agency to remain relevant and innovative in the rapidly changing media landscape.

"I think that Channel management and publishing strategies should prioritize multi-platform distribution including traditional media and digital channels. Emphasizing agile content delivery and engagement across various platforms like social media, mobile apps, and online portals can enhance reach and interaction with diverse audience segments I suggest that channel management strategies should focus on audience segmentation and personalized content delivery. Utilizing analytics to understand audience behavior and preferences can optimize channel selection and distribution strategies. Embracing emerging platforms and technologies for content dissemination, such as live streaming and mobile-first publishing, can also enhance engagement and reach I think that channel management strategies should focus on audience segmentation and personalized content delivery. Utilizing analytics to understand audience behavior and preferences can optimize channel selection and distribution strategies. Embracing emerging platforms and technologies for content dissemination, such as live streaming and mobile-first publishing, can also enhance engagement and reach."

(R. H. Ma, personal communication, August 14, 2024)

For example, using artificial intelligence strategies to analyze news information and disseminate it to recipients in the digital era worldwide, consistent with the finding of Zhang (2023). He notes that the rapid development of information technology and the popularity of the Internet, have led profound changes in the way news is disseminated within this multi-platform, multi-channel, and multi-terminal media environment.

Traditional news production methods are no longer meet the diversified needs of users and the rapidly changing communication environment. As a result, news organizations must seek innovative paths to adapt to the developments of modern times.

Evolution of News Production Mode: In the era of integrated media, news production has shifted from one-way communication

to multi-way interaction. News organizations are no longer the sole publishers of information; users themselves have become both producers and disseminators of news content. Social media and microblogging platforms have emerged as channels for the rapid dissemination of news events, significantly enhancing the speed and immediacy of news reporting.

Digital transformation is now an essential step for news organizations aiming to adapt to the era of integrated media. News organizations should accelerate the digitalization process, transitioning from traditional media to digital media. This involves achieving digital collection, production, dissemination, and management of information. Through digital transformation, news organizations can better respond to the diversified access needs of users, while improving the efficiency and flexibility of information dissemination.

"I think that to stay competitive globally, Xinhua News Agency should focus on enhancing digital infrastructure and technological capabilities. This includes investing in AI-driven content creation, optimizing SEO strategies, and fostering partnerships for content syndication. Embracing innovative storytelling formats like interactive graphics and virtual reality can also differentiate the agency's digital offerings and attract a global audience".

(J. Wu, personal communication, August 13, 2024)

This is also consistent with the findings of Zhang and Wang (2024). Their research found that mainstream media must continuously improve their content production capacity and establish an efficient content production system. This includes emphasizing the integration of newspapers and viewpoints while adhering to the fundamentals of news. In the era of massive information, it is important to pay greater attention to cultivating news sensitivity. While maintaining a focus on positive propaganda as the central theme, it is also essential to

enhance the ability to "catch the problem"; strengthen planning in news reporting; and produce more, faster, better, and higher-quality content products.

Artificial intelligence (AI) and automation have become pervasive in news media, transforming journalism from news gathering to news distribution. As algorithms increasingly drive editorial decisions, significant concerns have emerged regarding the responsible and accountable use of AI-driven tools in news media. These concerns point to the rise of new regulatory and ethical questions.

Zhang and Wang (2024) also analyzed whether and to what extent the use of AI technology in news media and journalism is currently regulated and debated within the European Union and the Council of Europe. Their study utilized document analysis of official policy documents, alongside a data mining approach and inductive thematic analysis, to examine how news media are addressed, particularly in terms of their responsibilities towards users and society. The findings revealed that while regulatory frameworks about AI rarely focus on media, when they do, they are often associated with issues such as disinformation, data and AI literacy, diversity, plurality, and social responsibility.

"Channel management and publishing strategies should prioritize multi-platform distribution, including traditional media and digital channels. Emphasizing agile content delivery and engagement across various platforms like social media, mobile apps, and online portals can enhance reach and interaction with diverse audience segments".

(H. Zhang, personal communication, August 14, 2024)

The results of the research on "Media in Chinese Journalism Based on the Perspective of Artificial Intelligence" indicate that, with the rapid development of science and technology, artificial intelligence has gradually become a part of people's daily lives, leading human

society into the era of intelligence. In this context, the application of artificial intelligence in the field of news communication is also becoming more and more extensive. Intelligent media technology can help news media acquire information, analyze data, generate content, and improve the efficiency and quality of news dissemination more quickly and accurately (Ma, 2023).

Conclusion

Digital technology has improved news reporting and the user experience as technological advancements have significantly transformed the way information is consumed and disseminated. The main developments are as follows:

Real-Time Reporting

Benefits: Users can access news instantly via the internet and news applications. Example: Live broadcasts of major events such as elections or natural disasters through streaming platforms and social media (Newman, 2021).

Multimedia Integration

Benefits: News in the form of photos, videos, infographics, and animations help to understand the content more easily. Example: Reporting news with infographics on complex topics such as climate change.

User Engagement

Benefits: Users can comment, vote, or share news via social media, which increases engagement and response from readers. Example: Setting up a poll on a news platform.

Personalization

Benefits: Artificial intelligence (AI) and algorithms can recommend content that is precisely tailored to users' interests. Example: Recommending news through Google News or Facebook news feeds.

Fact-Checking Tools

Benefits: Using AI technology for fact-checking and filtering

false information to increases credibility.Examples: Fact-checking websites such as Snopes and FactCheck.org.

Mobile Accessibility

Benefits: News applications with turning on notifications allow users to access information conveniently, anytime and anywhere. Examples: BBC News and CNN mobile applications.

Use of VR and AR (Virtual and Augmented Reality)

Benefits: Readers can experience real events or locations virtually.Example: Using VR to report on wars or disasters, enabling viewers to feel more involved.

Recommendation

1. Recommendation for policy formulation

1.1 Enhance policy transparency and feedback mechanisms

Xinhua News Agency should further improve the transparency of its policy formulation process, ensuring that editors and journalists at all levels are well-informed and able to comply with the latest communication policies. Additionally, effective feedback mechanisms should be established to promptly collect input and suggestions for adjustments from grassroots and frontline reporters.

1.2 Adaptation to social and technological change

In light of the rapid evolution of society and technology, Xinhua News Agency should conduct regular reviews and updates of its communication policies. This includes strengthening support for digital technologies and data-driven journalism, as well as responding flexibly to shifts in public opinion and changes in the media landscape.

2. Recommendations for practical application

2.1 Promotion of digital technologies and tools

Xinhua News Agency should actively promote and utilize advanced digital technologies and tools to enhance the efficiency and quality of

news reporting. This includes applying artificial intelligence (AI) for news content generation and personalized delivery, as well as leveraging data analytics for news editing and audience engagement.

2.2 Enhancement of Multimedia Reporting Capabilities

Xinhua News Agency should strengthen its multimedia reporting capabilities by developing diverse content formats tailored to different audiences and platforms. This approach not only enhances the visual impact of reporting but also caters to the varied information consumption preferences of the audience.

3. Recommendations for further research

3.1 In-depth exploration of technological innovations in news production and dissemination

Future research could delve deeper into Xinhua News Agency's technological advancements, particularly in artificial intelligence, big data analytics, and virtual reality applications. Investigating how these technologies are transforming news production processes and audience interaction at Xinhua News Agency warrants further exploration and analysis.

3.2 Cross-cultural comparisons and analysis of international influence

Further studies could focus on analyzing Xinhua News Agency's influence and image-building on the international stage. Through cross-cultural comparisons and analysis of international media effects, researchers can explore the agency's role and challenges in global information dissemination, providing deeper theoretical support and empirical research for its international communication strategies.

3.3 Quantitative analysis of news reporting practices

Researchers could employ quantitative methodologies to analyze larger datasets and statistical trends in Xinhua News Agency's news reporting practices. This approach would provide deeper insights into audience engagement metrics, content preferences, and the impact of digital strategies.

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