



Mainstream Media Presentation of “Six Places” in Liaoning’s New Era

-Content Analysis Based on the People’s Network

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Abstract. Since the new era of “six places” targeting was put forward, mainstream media, represented by People’s Daily, have documented through a series of reports the great process of Liaoning province’s comprehensive development by anchoring on the new targeting. Through content analysis, this study examines People’s Daily’s media presentation on the topic of “Six Places” in the new era of Liaoning, shows the latest situation of Liaoning’s construction and development since the proposal of the new “Six Places”, and suggests some insights for good reporting.

Keywords: people’s network; media presentation; news reporting; new era “six places”

1 Introduction

On 6-7 November 2023, the 6th plenary session of the 13th CPC Liaoning Provincial Committee considered and adopted the “Opinions of the CPC Liaoning Provincial Committee on Deeply Implementing the Spirit of General Secretary Xi Jinping’s Important Speech at the Symposium on Comprehensive revitalization of the Northeast in the New Era and Endeavouring to Write a New Chapter on the Chinese-style Modernisation of Liaoning”, which explicitly puts forward the “Six Places” goal and positioning in the new era. The target position of “six places” in the new era has been put forward.^[1] The new journey of Liaoning is to strive to become a modernized Liaoning in the new era. On the new journey, Liaoning should strive to become: a place of support for major national strategies, a place of origin for major technological innovation, a new high place for advanced manufacturing with international competitiveness, a pioneer place for the development of modern large-scale agriculture, a demonstration place for the integrated development of high-quality culture, sports and tourism, and a pivotal place for opening up and co-operation in Northeast Asia.

Mainstream media, represented by People’s Daily, have taken Liaoning’s new six places as a permanent issue, refined the target positioning of the new six places, and completely recorded the great process of Liaoning province’s concerted efforts to build

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the six places in the new era. People's Daily, as an official mainstream media, not only has to accurately convey the national strategic policy on Liaoning's development and northeastern revitalization promptly in light of the targeting of the six places in the new era, but also has to provide in-depth reports on Liaoning's achievements, potentials as well as progress and effectiveness in the promotion of the major national strategies, technological innovations, advanced manufacturing industries, modernized large-scale agriculture, the integration of the development of high-quality culture, sports and tourism, and the opening up of the Northeast Asia and other areas of cooperation^[2].

2 Research Design

This paper searches and filters the database of the People's Daily website from November 2023 to 25 June 2024 with the keyword “six places in the new era”. Based on the General Secretary's definition of the target positioning of the six places in the new era, keywords such as “Liaoning strategy”, “Liaoning industry”, “Liaoning energy” and other keywords related to the target positioning of the six places were searched and screened to supplement the research sample. A total of 158 articles were collected to supplement the research sample. After manually reading and screening the sample, a total of 135 valid reports were obtained, and a database was established as the object of the study, with the unit of analysis being each of the included reports^[3].

(i) Selection of period

The sample period of 6 November 2023 to 25 June 2024 was chosen because the goal of “Six Places in the New Era” was explicitly proposed at the Sixth Plenary Session of the Thirteenth Committee of the Communist Party of China (CPC) of Liaoning Province, which was held from 6 to 7 November 2023, and from this meeting onwards, the whole province of Liaoning would strive unremittingly towards the goal of “making Liaoning the Six Places of the New Era”. Combined with the news reports on the effectiveness of the measures in this period, the data from the People's Daily website on the Six Places of the New Era are analyzed in three periods. The specific periods are: 6 November 2023-December 2023: the proposal stage; December 2023-March 2024: the hot discussion stage; March 2024-25 June 2024: the implementation and development stage.

(ii) Research methodology and category construction

This study mainly adopts the content analysis method. The unit of analysis in this study is each report in the database. By collecting and collating relevant reports on “Six Places in Liaoning in the New Era” published by People's Daily from November 2023 to 25 June 2024, we analyze the number of reports, genres of reports, forms of report presentation^[4], and specific contents of reports in four first-level categories to understand the media presentation at various stages of the new era of six places. Four categories are analyzed to understand the media presentation of the six places in the New Era at various stages.

3 General Situation of the People's Daily Report on the “Six Places” in the New Era

(i) A phased increase in the number of reports

The number of news reports reflects, to a certain extent, the degree of importance and attention given to news events by the media and even by the state and society^[5]. Combining all 135 research samples, we counted the number of related reports on People's Daily about the six places in the New Era in the period of the study every month. As can be seen from Figure 1, the number of reports per month has been increasing in stages, which indicates that People's Daily has continuously tracked the “Six Places in the New Era”.

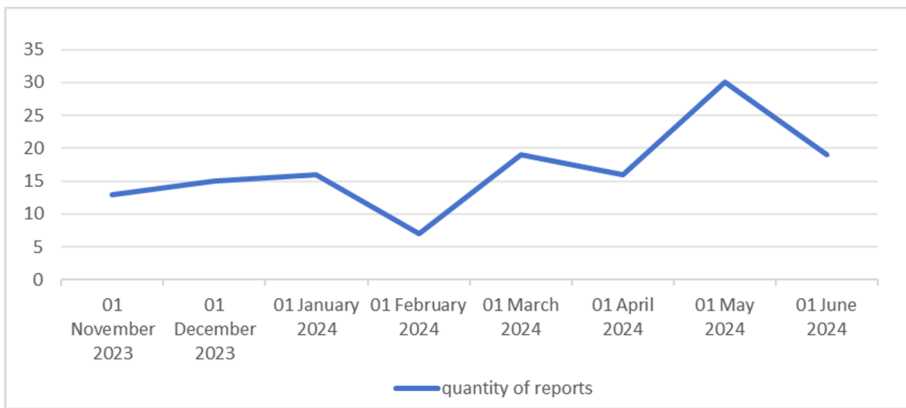


Fig. 1. Statistics on the number of People's Daily Online reports on Liaoning New Era six-place issues, November 2023-June 2024

The distribution of the number of news stories by phase is shown in Table 1. As shown in Table 1, in the stage of hot discussion and implementation development^[6], Hao Peng, Secretary of Liaoning Provincial Party Committee, has published important articles in Xinhua News Agency, stressing the need to anchor the target position of “six places” in the new era, and to continue to write a new chapter of comprehensive revitalization. Since the publication of the articles, by the influence of policy agenda setting, the attention on the six places in the new era and Liaoning revitalization has been rising, and the mainstream media coverage of the new six places in Liaoning has developed into a regular report on the topic on the People's Daily.

Table 1. Statistics on the Stage Distribution of the Number of People's Daily Online Reports on Liaoning's New Era in Six Places, November 2023-June 2024

Reporting time	Number of reports	Percentage (%)
November 2023-December 2023: presentation phase	28	20.7
December 2023-March 2024: Hot Topic phase	42	31.1
March 2024-June 2024: implementation development phase	65	48.1

(ii) Extrinsic form of reporting: predominantly text-only journalism

As Figure 2 shows, it can be found from the proportion of external forms of reports on People's Daily that in the reports related to the six places in the new era on People's Daily, the proportion of pure text news forms of reports reached 70.3%, accounting for the majority of the total number of reports^[7], which also reflects that People's Daily, as a mainstream media, still tends to take the form of text presentations that are preferred by the traditional media; followed by graphic forms of reports, accounting for 20.7% of the total number of reports, and there is a tendency to increase in phases. 20.7%, and there is a trend of phased increase. The number of news reports presented in the form of audio and video is extremely low, with only two articles in the whole issue proposal stage, mainly reflecting People's Daily's publicity on the activities and events related to the Six Places in the New Era, which, through on-site video clips, showed the public Liaoning's style as a high-quality demonstration place for the integrated development of culture, sports, and tourism.

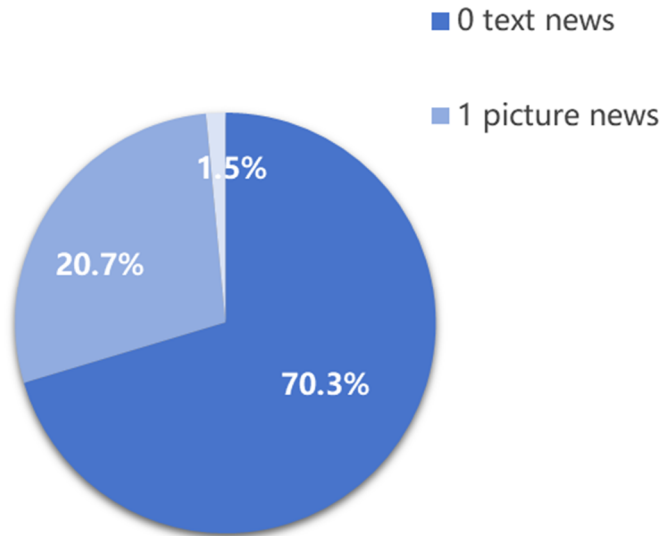


Fig. 2. Percentage of text, picture, audio and video news reports on People's Daily Online

(iii) Presentation of reporting genres: mainly news and newsletters

As can be seen from Figure 3, news and newsletters accounted for the largest share of People's Daily's coverage of the six regions in the new era. News, with its authenticity, timeliness, few words and small size, usually reports the excellent results achieved by Liaoning Province in a certain field in the light of the positioning of the six places, and some news reports show the wonderful appearance of Liaoning's culture and tourism, which also enables readers to understand the new situation of Liaoning's revitalization most intuitively and quickly. The newsletter reports will combine the relevant policies, characters and social background of the event to report the news

event more deeply, which is more in-depth and readable compared with the news. Next is in-depth reporting, which accounts for more than 20% of the total number of stories. The proportion of news commentaries and interviews is relatively small.

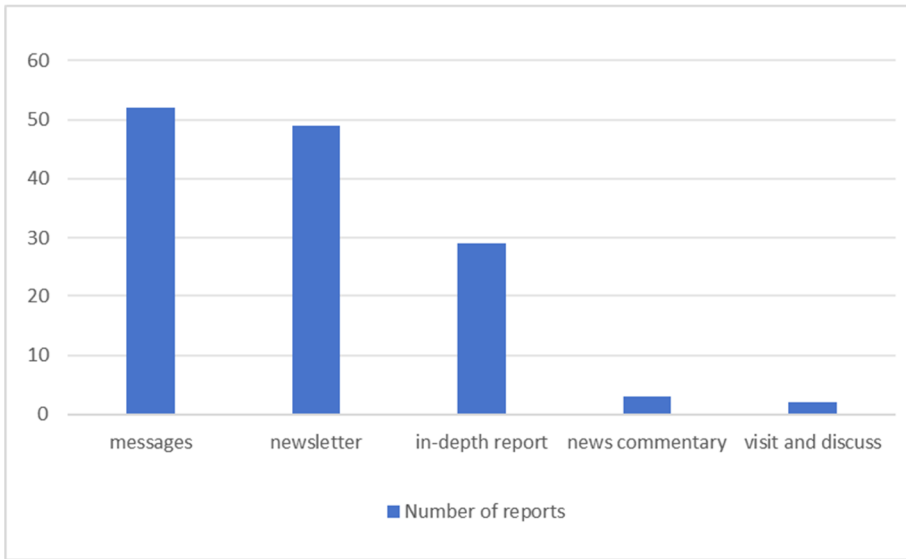


Fig. 3. Form of People's Daily's report on the six places in the new era

4 Conclusion: Insights from Our Mainstream Media Reports on the Six Sites in the New Era

The process of building the “Six Places” in Liaoning in the new era and promoting Liaoning's comprehensive revitalization is a heavy task and has a long way to go. People's Daily has demonstrated excellent news presentation and in-depth analysis capabilities in its coverage of Liaoning's new “Six Places”, setting an example for the news industry to follow in the construction of content and exploration of themes of the six places in the new era, and some of its experiences and practices are worthy of study and reference by other mainstream media outlets.^[7] Some of these experiences and practices are worth learning from other mainstream media.

(i) Adhering to the leadership of the Communist Party of China and strengthening political leadership

Since the 18th National Congress of the Communist Party of China (CPC), the Liaoning Provincial Party Committee has comprehensively strengthened the Party's self-construction, strictly governed the Party in all aspects, and continuously improved the Party's cohesion, combat power and creativity. In reporting on the “Six Places” in the new era, mainstream media should fully understand the spirit of General Secretary Xi Jinping's important speech at the Symposium on Promoting Comprehensive revitalization of the Northeast in the New Era, and firmly safeguard the

ideological leadership of the Party. In the process of news practice, mainstream media should focus on the practical experience and effectiveness of Liaoning Province in implementing the Party's decisions and deployments, and ensure that the content of the reports is in line with the will of the Party and the interests of the people through the Party's lines, guidelines and policies.

(ii) Utilising the role of the mainstream media in guiding public opinion

Entering the new era, it is more important to deeply grasp the big-picture strategic view of public opinion work and mission. Liaoning new era “six places” in the development process, must attach great importance to the province's national public opinion orientation. The mainstream media, as the mouthpiece of the party and the people, must go deep into the grassroots, deep into the masses, with real, vivid, vivid stories, showing the people around the lively practice of creating a better life under the leadership of the party. Through tracking reports and publicity on the issue of Liaoning's revitalization and development, they strive to create a good public opinion environment and working atmosphere for the breakthrough of Liaoning's comprehensive revitalization, contribute their own strength to the revitalization of the breakthrough of Liaoning's comprehensive revitalization, and enhance the new dynamic energy of Liaoning's revitalization.

(iii) Mainstream media should adhere to the principles of comprehensiveness and multi - dimensionality, and constantly innovate reporting forms and technical means.

In the content of the six areas of coverage in the new era, mainstream media should uphold the principles of comprehensiveness and multi-dimensionality to further explore and showcase Liaoning's remarkable achievements and highlights in various fields. As a major agricultural province, Liaoning is equally important in developing modernized agriculture and ensuring food security. Mainstream media should step up their coverage of these areas to show Liaoning's efforts and achievements in modernizing agriculture and ensuring food security.

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