

# Research on the News Planning of Emergencies in Newspapers

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## Abstract

**The Timeliness, conflict and influence endow emergencies with great news value. News planning of emergencies has become an important platform for media brands to show their core competitiveness. Mining in-depth reports, paying attention to news planning, making up for the timeliness with more careful details of events, and more pursuit of impact and expressiveness in layout design are the directions of emergency news planning that can be developed by newspapers.**

## Keywords

**Emergency news planning newspaper.**

## 1. Introduction

Emergency refers to a kind of objective situation or event that people are difficult to predict or fail to predict. Because of its suddenness, emergencies always produce huge impact and shock to the society, and become the focus and hot spot of public opinion in a very short time.

## 2. News Features of Emergencies.

First of all, the timeliness is strong. Although every kind of news requires timeliness, there is no one that is as "harsh" as the emergency.

One of the most fundamental characteristics of emergencies is that there is no precursor, and once it breaks out, it spreads rapidly, and the on-the-spot information of the news is also fleeting. This puts forward a high test to the timeliness of news planning. It requires the media to excavate its news value and design the best report combination form in the shortest time without any preparation, so as to achieve the best communication effect and social effect. For example, the common major mine accidents, traffic accidents, floods, fires, etc. in the news reports, the corresponding countermeasures should be taken as soon as the accidents occur, especially in the early stage of the outbreak, the amount of information per unit time is huge, which delays the time, and the best time for reporting is also missed.

Secondly, usually, emergencies are accompanied by fierce conflicts, which may be conflicts between people or between people and nature. For example, after September 11, we can't judge whether terrorist acts will spread in cities. After Wenchuan earthquake, we can't judge what new situation the aftershocks will bring, and what will happen to the affected people and cities in terms of behavior and psychology. To different changes. These changes may disappear soon, but they are more characterized by stage and multi state, which makes the reporting of emergencies more difficult to grasp. It is highly variable.

Third, it has a wide range of influences. Sudden events, usually manifested as disasters, often have a huge impact and shock on the society. Disaster itself is closely related to human's own security, and affects life, policy, security, economy and other aspects. Taking the Wenchuan earthquake as an example, although the disaster happened in Sichuan, its impact is not only thousands of casualties, but also the overall traffic tension in Sichuan, the impact of tourism, and the impact of the economic system in the earthquake area. These shocks, like a huge stone in the water, are easy to spread to a wider range, especially in the rapid development of

globalization Today, financial and environmental crises can not be undertaken and solved independently by one party or one country. Therefore, the impact of the emergency itself is very wide.

### 3. An analysis of Newspaper Related Reporting Strategies

It can be said that the newspaper in the report of emergencies is "congenital deficiency", because in today's mobile Internet developed, it has lost the first opportunity in timeliness, but the newspaper has its own advantages, that is, easy to save. We assume that not every reader has the time and attention to observe the synchronous occurrence of emergencies. For the readers who are not in the emergency interests of the emergency, or "interested readers", receiving the news in a few hours later or in the morning of the next day, there is not too much information loss. On the contrary, for this kind of readers, they are more concerned about the progress of events, the impact of events and analysis, and this part is exactly where the communication advantages of newspapers lie.

In the following, the author uses a typical successful case of emergency to discuss how to carry out news report in the emergency.

Event: Japan earthquake on March 11, 2011

Case version: Oriental Morning Post, 3.12, page 1-8

Content: 1. Information disclosure (front page)

Use eye-catching headlines and pictures to lead to the occurrence of news events, causing the attention of readers and potential readers.

2. Event details (version 2-5)

A large number of pictures and texts are used to describe news events in detail. To comply with the readers' psychology, the first step is to bring in pictures of the news scene and detailed reports of the latest disaster, along with the combination of several side news of the incident, such as "the pressure of the nuclear reactor exceeds the standard, Japan urgently sends chemical special forces", "the US aircraft carrier 'Reagan' rushes to Japan, and Liang Guanglie claims that China is willing to assist in disaster relief."

3. Reader connections (6th Edition)

In disaster events, casualties often affect people's hearts. After introducing the situation of the scene of the incident, from the perspective of humanization of the newspaper, the third part introduces the situation of casualties. At the same time, it pays more attention to the casualties of Shanghai citizens, the target readers of the newspaper, so as to find the closeness of news: "there are no casualties among 3000 Chinese tourists in Japan" and "there are 30000 Chinese people in Miyagi county. There are 55 groups of 1550 tourists from Shanghai in Japan."

4. Coordination of information (7th Edition)

Compared with the 512 earthquake, "the energy of Japan's earthquake exceeds tens of times of Wenchuan", which can deepen our understanding of the earthquake in Japan, "experts interpret the key emergency response system of Japan's earthquake", and put it into the relevant emergency system interpretation, which can not only learn from the excellent experience of foreign countries, but also play a social function of spreading knowledge.

5. Impact analysis of professional perspective (8th Edition)

"Strong earthquake or pull down Japan's GDP by one percentage point", quick response, analysis of the impact of the earthquake from the economic point of view, do in-depth report, and issue market warning of "stock market decline" and "Peninsula chip price may soar". On the one hand, it can interpret the event in a three-dimensional way, on the other hand, it shows the newspaper's professional strength in the field of economic reporting.

3·This time, most of the news headlines of the "Oriental Morning News" occupied the front page of most of the domestic newspapers, and it was one of the top stories of the next day. Through the above structural analysis of Dongfang morning post, we can see that in the current newspaper emergency reports, the independent news reporting features are as follows:

### **3.1. To Emphasize the Impact of Big Headlines and Pictures, and to Achieve Expressive Force by Layout**

For emergencies, especially in the early stage of disaster events, the most shocking and striking force for the audience is the news scene. Newspapers can not do live broadcast, but in recent years, the format has become more bold in the headline and the eye-catching pictures. In this design of Dongfang morning post, the theme picture on the front page is a huge whirlpool in the tsunami center. The headline title is huge, and the whole page gives way to the pictures and headlines with only four headlines at the bottom right. The 2-3 version is a rare general page. With the development of the newspaper, a huge picture of the debris on the earthquake site caught fire in front of us, and the fire was raging. Burning half a page, with a small picture on the right, Prime Minister Naoto Kan looked panic in the Congress meeting, successfully shaping the urgent situation of disaster.

It can be said that the advantage of audio picture media is that it can achieve greater amount of information and sense of scene through the combination of picture, sound and interpretation. These are the factors that can most create the sense of reality and impact. However, live broadcast may also produce a result that the quality of live news is unstable due to the confusion of the live environment, and requires the shooting angle, rhythm and emergency shooting. There is a fast and accurate grasp of logic advancement. The advantage of newspapers is that they have a certain amount of time to select one or several highly expressive news photography pictures, with them as the core, emphasizing and enlarging. This simple and clear shock can also move people's hearts.

### **3.2. Clear Arrangement of Event Details**

The initial stage of emergency is the period of information explosion, but the audience has only one time. What should be received, what should be selected and what is the most valuable? After a period of calm and comparison, newspaper editors can more clearly sort out the core and primary and secondary events, and integrate them in front of readers by focusing, multi angle and echelon, so that readers can have a clear and systematic understanding of the overall and primary and secondary news events.

This kind of systematization is a kind of help to those audiences who have weak ability to grasp information, and it is more important to the social guidance of disaster events. Usually, disasters are accompanied by rescue, and when someone is injured, they will be accompanied by warmth. Newspaper editors can skillfully show them to readers at the same time to avoid information imbalance, which is of great positive significance for stabilizing social emotions and calming social panic.

### **3.3. Interpretation of Events from A Wide Perspective and Deep Level**

It is the modern media's task to pursue the truth, find the extended news, and think about the significance behind the news. "This is what American scholar Walter fox pointed out recently in his book "news writing". This kind of explanation work is the best advantage of newspaper media: in-depth report. Once an emergency occurs, the local, national and even the whole world may be related. For example, although the epicenter of the Wenchuan earthquake is in Sichuan, only three provinces in the country have no sense of the earthquake. The incident is extremely involved in the region and population, and it is also close to each other psychologically and regionally. Such an event simply introduces the earthquake itself, which is far from meeting the needs of news. In the event of emergencies, what can really show the news

strength is the media's awareness and ability to tap the extended news of the event, and this ability depends on the reporter must have a profound vision and broad vision. For example, the impact of strong earthquakes on economic and social transportation, the defects of the social emergency system, the inspiration of the concerted rescue in the event on the national cohesion, etc., are all topics that the media can explore and report.

### 3.4. The Planning of News and Social Activities

In recent years, newspapers have made continuous attempts and breakthroughs in the two-way communication. Using their own social resources, launching news planning of social activities, or using their own communication platform to carry out social welfare activities planning, is the exploration direction of more and more newspapers. For example, during the earthquake in Japan, the Oriental Morning Post set up a platform for Japanese relatives and friends to report safety. In the first newspaper after the event, it published the safety information of ten Chinese citizens, which not only showed the newspaper's quick response ability, but also conveyed the social message of stability and warmth, narrowing the psychological distance with readers. In Wenchuan earthquake, "Qianjiang Evening News" also said, "what can I help you, disaster area?" As the theme of planning, it reflects its unique perspective of humanistic care.

It is worth mentioning that in the initial stage of the event, more information will be brought about by the sudden events, because it will bring more information to the public welfare events in the early stage.

Generally speaking, the current situation of newspaper reports in emergencies is to be good at in-depth reporting, pay attention to news planning, make up for the timeliness with more careful details of events, more diversified means of page expression, and more pursuit of impact and expression in layout design.

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