

# Contrastive Analysis of Traditional Media and Self-media Report on Violence in Healthcare From the Perspective of Fairclough's Critical Discourse

## -- Taking Sun Wenbin Case as an Example

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### Abstract

Doctor-patient relationship is one of the hot topics in society. The overall doctor-patient relationship in China is harmonious, but the number of doctor-patient disputes is still increasing in the reform of medical marketization. News media reports on the doctor-patient relationship are an important source of information affecting public's impression, evaluation, cognition, and the development trend of China's medical and health undertakings. By taking the "Sun Wenbin Case" (also known as "Sun Wenbin's Intentional Killing of a Doctor" or "Beijing Civil Aviation General Hospital's Killing of a Doctor") as the research object, based on the three-dimensional analysis framework theory of Fairclough's critical discourse, and adopting the research methods of content analysis and discourse analysis, this paper studies the doctor-patient relationship constructed by the traditional media and the media community of Weibo and the video website of Bilibili, and investigates the discourse structure and practical characteristics of different media in the reporting of violent injury medical events.

### Keywords

Doctor-patient relationship; Fairclough's critical discourse analysis; Traditional media; Self media.

### 1. Introduction

From December 2019 to May 2020, the search index of "violent injury medical incidents" showed a peak. Since the death of Dr. Wen Yang, there were still seven cases of medical injuries throughout the country during the epidemic period, among which the incident of Tao Yong ophthalmologist has aroused high social concern. Although the overall doctor-patient relationship is harmonious, some doctor-patient conflicts still exist. This paper takes the "Sun Wenbin Case" as the research object, and based on the three-dimensional analysis framework theory of Fairclough's critical discourse, using the research methods of content analysis and discourse analysis, to study the doctor-patient relationship constructed by traditional media, Weibo and the self-media community of the video website of Bilibili, to examine the discourse structure and practical characteristics of different media in the reporting of violent injury medical events, and to interpret the differences, causes and effects of the media's construction of doctor-patient relationship reports.

The "Sun Wenbin Case" has the following two characteristics:

First, influence. In 2019, the case of "Sun Wenbin's intentional killing of a doctor" had aroused great attention. At the Beijing Civil Aviation General Hospital, Sun Wenbin was dissatisfied with the doctor Wen Yang's treatment of his mother. In the emergency room, he repeatedly cut and pricked the doctor on duty, Wen Yang, on the neck with a prepared sharp knife, resulting in Wen Yang's death. The court sentenced the defendant Sun Wenbin to death and deprived him of political rights for life. Sun Wenbin, a criminal, was executed according to law on April 3, 2020. The incident has become a hot topic since it broke out. As of August 2021, the topic of Sun Wenbin's death sentence has attracted 1.7 thousand favorable comments on Weibo's "Star News Love Beans" and "Self-Operation". In the community of bilibili, the traditional media self-run number "CCTV.com" and other videos represented by personal accounts of self-media had 270,000 and 163,000 views respectively. The influence and public participation of the event can be seen through data such as likes, forwards, comments and views.

Second, knowledge. The incident revolved around the 95-year-old's refusal to be admitted to the hospital for examination. Due to the protagonist's poor class status and the social sensitivity of the doctor-patient dispute, the incident not only aroused great public attention on the topic of violent injury, but also triggered public discussion on topics such as "medical insurance system" and "death penalty". A series of popular science articles on medical and health insurance appeared.

## 2. Research Background and Purpose

News media reports on the doctor-patient relationship are an important source of information affecting public's impression, evaluation and cognition, and the development trend of China's medical and health undertakings.

Based on a broad concept, Han Yalu (2017) further defines the doctor-patient relationship as "the relationship between doctors and patients generated by factors such as government, media and the public", and studies the "media" in the concept. The study of doctor-patient relationship model based on empirical interpretation model or negotiation model lacks attention to the special elements of discourse and behavior. This paper investigates the discourse features of the traditional media in the subject matter, reporting tone and news sources, as well as identities, medical symbol systems and knowledge, the construction of discourse positions, and the discourse features of Weibo and Zhihu self-media communities on the construction of doctor-patient dispute issues, and interprets the choice of media to construct doctor-patient relationship and the dispute of discourse dominance.

### 2.1. Comparative Study of Traditional Media and Self-media

Knox (2007, 2010) points out that network news is characterized by relying on network technologies such as home pages and hyperlinks by examining the unique communication methods of network news. Domestic scholars discussed the influence of network news dissemination on society and compared the differences between network news and traditional media in ways and means of dissemination.

On April 28, 2020, China Internet Network Information Center (CNNIC) released the 45th Statistical Report on the Development of China's Internet, pointing out that the number of Internet users in China reached 904 million and the Internet penetration rate reached 64.5%. Ran (2015) summed up the individual voice characteristics of the self-media and believed that the self-media provided convenience for the public to transmit the opinions from the bottom, and also provided a platform for the public to gather their wisdom and social capital. Lin Xiaoqing (2017) pointed out that the self-media has the characteristics of extensive entertainment and visualization, and stressed that the transformation of traditional media cannot make news become vulgar simply for the sake of click volume. Lola and Shi Xiaoming

(2014) also believe that the rapid rise of self-media represented by Weibo in China has shaken the traditional mass media's monopoly on speech, giving the right to speak to civilians and enabling the general public to attract the attention of large social groups with weak power. Self-media not only play a positive role, but also provide a breeding ground for false information. When talking about the negative impact of the self-employed media, Shi Zonglan (2014) believed that under the self-employed media environment, there were two major shortcomings in news reporting, namely, the bad social mentality would seek catharsis through the new media; Some media reports that the imbalance is easy to sting the public nerves.

To sum up, foreign and domestic scholars' research on traditional media and self-employed media mainly focuses on media characteristics and media transformation and integration, and there is no relevant research on comparative analysis starting from typical news event reports.

## 2.2. Research on News of Violent Medical Injury

From December 2019 to May 2020, the search index of "violent medical injuries" showed a peak. Since the death of Dr. Wen Yang, there were still seven cases of medical injuries throughout the country during the epidemic period, among which the incident of Tao Yong ophthalmologist has aroused high social concern. It can be seen from this that under the condition of harmonious overall doctor-patient relationship, there are still some doctor-patient conflicts in some areas. At present, the relevant research on doctor-patient conflict reports can be roughly summarized into the following three points:

First, from a practical point of view to study the medical news collection and writing. Yin Xiuyun (2016) based on the analysis of 212 violent medical injuries from May 2000 to August 2014, provides ethical thinking, and points out that media discourse plays an important role in reporting doctor-patient disputes, and can influence the development direction of doctor-patient events to a certain extent. This research provides a real case, development material and analysis perspective for doctor-patient research, but lacks discourse analysis of news reports and comparative analysis of news discourse between self-media and traditional media.

Second, analyze the image construction of both doctors and patients from the perspective of wording. Yuan Yuanhang (2013) put forward practical suggestions for news collection and writing based on the problems existing in the media reports of Guangming Daily, such as "biased" reports and negative public opinion guidance. The research on such related reports mostly focuses on individual cases, lacking of horizontal comparison and in-depth analysis.

Third, research the doctor-patient conflict report from the perspective of framework research. Based on the doctor-patient relationship reports of China Youth Daily from 2001 to 2016, Li Zhuojie (2017) pointed out that the traditional media reports on doctor-patient conflicts have the problems of biased information sources towards weak discourse parties and homogeneous topics in the advanced typical reporting framework. The framework research provides a reference for the topic to explore the news discourse structure, discourse practice and its social and cultural characteristics, provide event details and analyze how to avoid theme homogenization.

Fairclough (1992,1995) refers to the theories of sociology and systemic functional linguistics, regards text, communication and social context as the three major elements of discourse, and accordingly puts forward a three-dimensional analysis framework. Hu Yan, Dong Fangli (2016) pointed out that at the textual level, he drew on Halliday's theory of systemic functional linguistics to elaborate the meaning of discourse from four aspects: vocabulary, grammar, cohesion and textual structure; On the practical level of discourse, he discusses the significance of discourse from three aspects: power of speech, coherence of discourse and intertextuality. In social practice, he mainly uses the concepts of ideology and hegemony to explain the meaning of discourse.

### 3. The Critical Discourse Analysis of the Traditional Media News Report of Sun Wenbin's Case

The news report data of this article is from People's Network, which is a large-scale news-based online information release platform constructed by People's Daily, one of the ten largest newspapers in the world. The website is located in <http://search.people.cn>. The data range selected in the study is from January 3, 2020 to September 11, 2020. Using "Sun Wenbin" as the key word, we searched the website, filtered out the news with highly repetitive content, and got a total of 122 results. We took them as the research object, and processed these corpora. Fairclough (1992,1995) defines content analysis as a research technique to draw repeatable and effective inferences from texts (or other meaningful things) and their backgrounds. The following is a content analysis of the People's Daily news corpus of Sun Wenbin's case by using Fisher's three-dimensional analysis model.

#### 3.1. Discourse Analysis

Fairclough focuses on textual analysis in terms of vocabulary, grammar, semantics, coherence in textual structure and discourse rotation. The linguistic features concerned mainly include agent and receiver, classification, nominalization, tense, modality and transitivity. The following is an analysis of the classification system and writing techniques.

Halliday's Systemic Functional Grammar regards classification as the description or definition of certain events or characters in functional grammar. Vocabulary selection is the best tool to realize the classification system. Different vocabulary selections can often reflect different attitudes and value orientations of the text producers (Li Qingming, Wu Hua, 2019).

**Table 1.** News Framework of Traditional Media on "Sun Wenbin Case"

News report	Subject matter	Source	The keynote of the report	Time
"Sun Wenbin's Case Was Included in the Typical Cases Involving Doctors in the Supreme Court"	The People's Court Punishes Typical Cases of Medical-related Crimes According to Law	Staff correspondent	Negative	May 12th, 2020
"The Case of Killing a Doctor in Civil Aviation General Hospital" First Instance Sentence: Sun Wenbin's Death Penalty "	The Process and Result of Hearing the Defendant Sun Wenbin's Intentional Murder	Staff correspondent	Negative	January 16th, 2020
Why was "voluntary surrender" still executed? -Review the plot of Sun Wenbin's voluntary surrender	Reflection and Interpretation on the Sentencing Plot of the Case	People's Network-Law Channel	Negative	January 17th, 2020
"A New Prescription for Pain Caused by Medical Trouble"	Discussing the role of civil code in relieving the contradiction between doctors and patients and making the medical tragedy no longer play out	Staff correspondent	Negative	September 8th, 2020

The traditional media represented by the People's Network tend to be more negative towards the Sun Wenbin incident. In this part of the report, the media will sort out clues about the cause,

process and result of the incident, and in the part involving opinions and comments, they will quote official statements such as courts and procuratorial organs. For the perpetrators of violent injuries, the report basically uses negative condemnatory words, such as describing their "apathy", "inhumanity", "personal unreasonable resentment", "hatred", "intention of revenge", "intentional illegality" and "deprivation of others' lives". In terms of *modus operandi*, "the means are particularly cruel", "the nature is extremely bad", "the social harmfulness is extremely great", "the crime is extremely serious", etc. For the victims of medical incidents, the report basically uses emotional words to present their emotions and construct the passive position of the victims, such as "innocent", "conscientious female doctor", "without any resistance ability", "victims in a pool of blood", etc.

The report text uses parallelism, rhetorical questions and other performance techniques to further strengthen the emotional presentation of the incident itself and the pursuit of responsibility for doctor-patient disputes. In the Sun Wenbin incident, the two main bodies of "hospital" and "patient" were involved, as well as the discussion of hot topics such as "violent injury to doctors", "medical trouble" and "death penalty". The traditional media represented by the People's Daily has a clear stand tendency, that is, standing firmly on the side of the hospital, strongly condemning the injured doctors who caused the accident, which reflects the solemn stand of the media in resolutely punishing the crime of violent killing of doctors.

### 3.2. Discourse Practice Analysis

Discourse practice analysis can be further divided into three aspects: discourse generation, discourse dissemination and discourse acceptance, which mainly involve intertextuality, coherence and discourse practice environment. Intertextuality refers to the relationship between different texts. Any one text is generated on the basis of the remains or memories of its previous texts, or is formed in the absorption and transformation of other texts. Among them, the form of reporting is an important component of intertextuality, which refers to the form of indirect or direct reference to the words of others.

#### 3.2.1. Sources of Information

A distribution of information sources can be found in the statistical news corpus, which focuses on specific sources, i.e. specifying the names, occupations, identities, etc. of the information providers (Li Qingming, Wu Hua, 2019). The People's Daily reports on Sun Wenbin's case are all based on information sources to reflect their positions and views. There are no semi-specific sources or unknown sources, so they are objective and reliable.

News discourse in order to show their own objective and fair, as far as possible to avoid subjective evaluation, there are usually four types of news providers such as the government, relevant enterprises, ordinary people and elites represented by scholars. Various voices such as courts, procuratorates and relevant legal researchers are often mixed in the report. The report is easy to flexibly integrate individual positions into quotations from different information sources, thus achieving a new meaning construction, showing the feelings and attitudes of the reporters and affecting the readers' cognition and understanding.

#### 3.2.2. Forms of Reporting

The form of reporting mainly involves the way of quoting the words of others. According to Fairclough's research, it can be divided into direct discourse and indirect discourse. The former is a completely faithful way of quoting the original words, usually enclosed in quotation marks, quoting the exact words spoken by others, and keeping the content and tense unchanged; The latter is the processing of language form on the basis of preserving the content, and its expression and wording are decided by the reporter (Li Qingming, Wu Hua, 2019).

Reporters can choose to use any reporting method to embed their views and positions in the news report. The news corpus selected in this paper uses a lot of indirect speech in reporting,

but in the process of reporting, the relative use of relevant reporting verbs such as "in ... opinion" and "express" does not contain subjective emotional color, which increases the true credibility of the report. For example, the news indirectly reported that "in Zhang Yixin's view, the civil code includes the legitimate rights and interests of medical personnel in the scope of protection," affirming the role of the civil code. Similar positive discourse reporting is beneficial to convey the seriousness of China's legal environment to readers, but it also reduces the influence of discourse to a certain extent. Compared with this indirect speech, the direct speech is more conversational and infectious, and can fully present the style and features of the original speech, which attracts readers' attention. For example, the direct reference to the interview of Zhang Yixin, assistant prosecutor of the sixth prosecutor's office of the Supreme People's Procuratorate, namely, "Article 1228 of the Civil Code stipulates that the legal rights and interests of medical institutions and their medical personnel are protected by law. Those who interfere with the medical order, interfere with the work and life of medical personnel and infringe upon the lawful rights and interests of medical personnel shall bear legal responsibilities according to law. " As a reconstructed language, citation conveys a positive energy value tendency by direct reference of the original discourse, which is beneficial to establish a positive overall cognition of the reader about the doctor-patient relationship environment.

### 3.3. Analysis of Social Practice

Social and cultural practice is another important aspect of Fairclough's critical discourse. Fairclough believes that only when the text is analyzed in a specific social and historical context can language be truly socialised and the interaction between societies behind the text, the communication process behind the text and the relationship between social contexts be understood.

At present, China's public hospitals are heavily dependent on the income from treatment and drug sales, the high proportion of patients' out-of-pocket medical expenses, the long-term high-load work of doctors and the collective ethos of Chinese society are the main reasons for frequent medical troubles. The medical and health care industry is of special importance. The legal interests infringed by medical crimes that infringe on the rights and interests of medical personnel and disrupt the medical order are also directly public.

The People's Daily is a national key news website. The People's Network is characterized by the authority, timeliness, diversity and commentary of news reports, and has established the image of "authoritative media and mass websites" among netizens. As the domestic mainstream media, from the choice of vocabulary to the way of reporting, the report text presents a serious, just and positive style of guidance, which is in line with its standard consciousness that is conducive to cultivating the national and easing the high incidence of medical related crimes.

## 4. Critical Discourse Analysis of Videos of Beetle and Beetle and Weibo's Self-media Reports

### 4.1. Discourse Analysis

#### 4.1.1. The Video Website of Bilibili

On August 11, 2021, relevant data showed that the daily active users of the video website of Bilibili surpassed Youku (major online video site in China) to become the third largest video platform after iQIYI and Tencent Video platforms. Due to its unique creation mechanism, Bilibili has attracted a large number of young users and become an important position for information dissemination and attitude sharing on the Internet. This paper is not limited to the text-only media objects targeted by the traditional Fairclough's three-dimensional analysis model, but

carries out critical discourse analysis on the relevant video copywriting on the platform of Bilibili.

Based on the key word of "violent injury doctor", 86 videos were retrieved from the website of Bilibili. Based on the key words of "violent injury doctor" and "Wen Yang/Sun Wenbin", 17 relevant videos appeared. After the initial audit of these videos, the duplicate content videos, other platform handling videos and low-quality videos were removed. Finally, seven representative videos were selected as the research objects, and further content analysis was carried out using the Fairclough's three-dimensional analysis model.

There are a large number of emotional words in the video copy of the violence injury medical incident on the platform of Bilibili. For the perpetrators of the violence injury medical, the copy basically uses negative condemnation words, such as "very, very angry" and "vicious incident" (Luo Xiang said that the criminal law: "What kind of sanctions should be imposed on the violence injury medical personnel"), "zero tolerance", "frenzied" and "vicious crime" (CCTV News: The host said that the violence injury medical personnel were simply frenzied), etc. As for the victims of the violent medical injury incident, the written expression basically uses positive emotional words, such as "sincere condolences" (Bee German: "How do the Germans perceive the violent medical injury incident in China"), and "heartache" (General Attacker of Bilibili: Reflection behind the violent medical injury incident), etc. It can be seen from this that, although there are relative differences in the identity construction of discourse generators, including professional self-media with certain fan influence, individual self-media without fan base, and public media with official nature, etc., all parties have a high degree of unity in their emotional attitude and value orientation towards the violent medical injury incident-strong condemnation of "Sun Wenbin" and heavy mourning for "Wen Yang".

The use of homophonic, antithetical, symbolic and other means of expression of the text processing, for the original thin text to add artistic, but also for the dissemination and reception of text information to increase a certain degree of functionality. This is the characteristic of the video copywriting related to the violent medical injury incident on the platform of Bilibili, and the typical one is "The Host Says Lianbo: Say Again, Protect the Doctor's Benevolence with More Sincerity".

The video copywriting mentions that "the doctor is kind and cannot make the doctor feel cold" and "the hospital should have only a scalpel but not a butcher's knife". It puts two groups of words with opposite meanings and value orientations, namely "benevolence/cold heart" and "scalpel/butcher's knife", together, which enhances the impact force and expression tension of the words. In addition, the group of homophonic words "human heart/benevolent heart" is skillfully used in the phrase "the benevolent heart of a medical practitioner can light up more people's hearts, and we also hope that we can guard this benevolent heart with more sincerity. While praising the medical profession, we will vigorously guide the masses to have positive feelings and positive emotions towards the medical group. The phrase "When angels in white has to flee from the front line of saving the lives and helping the wounded, everyone is a victim" uses the metonymy technique, using the metaphor "angels in white" to directly replace the noun "medical staff", highlighting the importance of praising the professional status of medical staff and their importance in the field of people's livelihood. The use of the above-mentioned writing techniques has resulted in the frequent occurrence of short two-minute video copy sentences, which, to a certain extent, has increased the reception efficiency and memory depth of news and information audiences, and further improved the effectiveness of opinion expression and emotional rendering.

#### 4.1.2. Weibo

The text analysis objects are Weibo related to the medical injury incident published on the Weibo platform by the official blue V account of the People's Daily, namely "@ Beijing

ophthalmologist Tao Yong" and "@ Concorde doctor Do". The former is the chief ophthalmologist of Beijing Chaoyang Hospital affiliated to Capital Medical University and also the victim of the eye violence in Chaoyang Hospital in 2020. After the incident, Tao Yong's left hand fracture, Tao Yong's left hand fracture, neuromuscular vascular fracture, craniocerebral injury and occipital fracture were released from the life-threatening situation after two weeks. The latter is a popular health care blogger V (Health Blogger) with nearly 400,000 fans, who often publishes health-related tweets in Weibo.

The use of classification system is an important means to embody the function of language concepts, and it is also the most basic way of human cognition. In the process of understanding the external world, language is classified and integrated to give order to the external world. Vocabulary selection is the best tool to realize the classification system. Different vocabulary selections can reflect different attitudes and value orientations. Both @ Beijing Ophthalmologist Tao Yong and @ Concorde Doctor Do have released tweets about their personal views on the violent injury medical incident. The former expressed deep sympathy to the doctors of the victims from the perspective of the victims who have also suffered similar cases, and also expressed expectations for a harmonious relationship between doctors and patients. The latter, from the perspective of ordinary medical care, calls for the personal safety of medical care to be guaranteed and hopes that the relationship between doctors and patients is mutual trust.

There are two kinds of emotional words, one is descriptive words for the injured and the other is descriptive words for the injured. In describing the injured doctor, the author uses such obviously derogatory words as "suspected", "intentional", "malignant", "unprovoked suspicion", "bitter", "intentional revenge", "dissatisfaction" and "beating" to describe the injured doctor's motive and behavior, clearly expressing that the injured doctor's behavior is entirely out of his own emotions, and at the same time explaining the bad nature of the case. In describing the injured, the author of Weibo used the words "sudden" and "unfortunate" to show his sympathy for the injured, and also showed that the injured were in a passive and vulnerable position in the incident.

Through the text analysis of the above two Weibo self-media users' Weibo content, it is found that the derogatory words such as "grief", "nightmare" and "disaster" are used to describe the injury medical events and their mood, while the commendatory words such as "peace of mind", "rest assured" and "mutual trust" are used to express their expectations for a harmonious doctor-patient relationship.

## 4.2. Discourse Practice Analysis

### 4.2.1. The Video Website of Bilibili

The following text mainly analyzes the form of reporting of video copy and the intertextuality of the platform itself.

The video copywriting about the violent medical injury incident on the platform of Beery and Beetle mainly uses indirect speech, and a few use direct speech. "How do the Germans See the Chinese Violent Wounded Medical Incident" and "Reflections Behind the Violent Wounded Medical Incident" and many other video copywriters used indirect quotations when describing Sun Wenbin's Wounded Medical Incident, for example, "I saw a very sad news from various platforms that Dr. Wen Yang of the Beijing Civil Aviation Hospital was injured by violence". This kind of indirect speech reporting method can effectively account for the core information content of the event, quickly introduce the discourse theme, and leave sufficient time and space for the main point of view of the video copy. For example, "Reflection behind the Violent Wounded Medical Event" focuses on the analysis of the doctor-patient relationship and the elaboration of the social reasons of the violent wound medical. For the Sun Wenbin case itself, indirect speech is used in a single sentence, which is efficient and concise. In addition, in the



video copy of "What kind of sanctions should be imposed on violent injury doctors", the text generator also uses indirect quotation for the quotation of legal provisions, such as "The Public Security Administration Punishment Law says that administrative detention can be carried out as long as the injury is intentional, with a maximum penalty of 15 days of detention", "There is a crime of intentional injury in China's criminal law, and the crime of intentional injury causes minor injuries, and can be sentenced to fixed-term imprisonment of not more than three years, criminal detention or control", "What is minor injury, the law has clear provisions, such as .....". The above quotation does not directly show the complete legal provisions, but uses reporting verbs such as "said" and "have specific provisions" to make the legal provisions concise and popular. For the relevant legal provisions involved in the violent medical injury incident, indirect quotation is used to ensure the legal credibility and textual rigor, and at the same time, the text recipients can quickly understand the content and focus of the legal provisions, as well as the matching degree and applicability with the violent medical injury incident. To sum up, indirect speech reporting has significant and efficient characteristics, which improves the speed and efficiency of information generation, dissemination and reception, while serving the theme expression.

The interactive functions such as real-time barrage, comments, forwarding, etc. on the platform of the serge, which are of evaluative nature, are also one of the manifestations of intertextuality in texts. The text receiver can express his or her opinion on a video copy, or make supplementary comments. These interactions enable the text receiver to add his or her opinion to the original text and spread it for two or more times, which, to a certain extent, deepens and expands the original expression of information and views. For example, under the video titled "Learning Medicine Can't Save the Chinese", a commentary puts forward "impossible trinity of Medical Insurance System: Efficient, Cheap and Good Service". China has chosen to be cheap and efficient. As a result, doctors and nurses are overworked. The United States has chosen to be efficient and provide good services. As a result, the cost of medical insurance is at the same level as the household rent. Europe has chosen the view of "cheap, good service, and the result is that self-healing is faster than medical treatment", which further supplements and generalizes the view of the producers of the original text, while interactive functions such as second review further strengthen the intertextuality of discourse practice.

#### 4.2.2. Weibo

Discourse practice focuses on explaining the relationship between text and discourse practice, that is, how text is generated, disseminated and accepted. Fairclough pays special attention to the intertextuality of texts at this stage, that is, any text is an absorption and transformation of other texts. Through intertextual analysis, the analyst can observe the reappearance of the discourse, also can discuss the change of the discourse combination, observe whether the order of the discourse changes, and then connect with the social and cultural changes. Only in this way can intertextuality connect discourse practice with social practice and finally realize the ultimate goal of studying society through language.

In terms of information sources, when the People's Daily releases Weibo, it mainly uses the official police report and the local health and wellness Committee's report. Its manifestations include the addition of the words "(Nanchang xx Procurator)", "xxx Health and wellness Committee's report" and "xx Police Report" to the body of Weibo. In addition, it will also use the @ method to refer to the Weibo of the information source police, such as @ Ping An Chao Yang, @ Xicheng Police Call, etc. Therefore, the People's Daily ensured the authenticity and legality of its Weibo content by clarifying the official information sources, and also clarified the nature of the medical injury incident as a criminal case, which not only enabled Weibo users to believe in the content of the news immediately after reading the Weibo content, but also stabilized the inherent concept of the accuracy of official media information in people's hearts, and laid a foundation of trust for the release of similar news afterwards. Among them, the main

information is directly reported, quoting the original text with quotation marks, or copying and forwarding the content of the information source, thus ensuring the accuracy and timeliness of the content in Weibo, and allowing users in Weibo to read the first-hand text materials.

Information carriers are ways and means used by media users to express information. Through simple analysis, it is found that information carriers used by official media and self-media mainly include the following:

**Table 2.** Chief information carriers used by official media and self-media

Information carrier	Subject matter	Analyse
Characters	The official announcement (picture) issued by the police and the written version of the official content (video) issued by the Health and Wellness Committee.	It is convenient for readers to catch the news focus in the first place.
Picture	WeChat official account, the official police, has issued a warning notice in blue and white with the badge of the public security organ.	The picture with white characters on the blue background is the official symbol and also the symbol of the public security organ. It represents the authenticity of the case without any doubt.
Topic label	For example, # Beijing Announces Violent Wounded Medical Incident #	Help users quickly search for event-related topic discussions, and quickly identify the content of events and locate the nature of events.
Video clip	In the official media, the "People's Daily" is another malignant wound doctor! # A doctor in Jishui, Jiangxi Province, died after being attacked by a razor blade # [Anger] "Take Weibo as an example	The video briefly introduces the information of the deceased and the simple incident, helping users who cannot read the text to master the news content.
	From the media, take @ Doctor Concord Do's # How to Prevent Malignant Trauma and Medical Events # video as an example	In this way, the emotions that cannot be expressed in the text can be expressed more directly and conveyed to Weibo users watching.
Weibo's expression	With "the people's daily [and malignant injury doctor! # A doctor in Jishui, Jiangxi Province died after being attacked with a blade # [Anger]] "for example	The use of angry expressions not only conforms to the usage and reading habits of internet language, but also vividly and directly indicates the publisher's emotional tendency and stand.

### 4.3. Social Practice Analysis

China's ideology determines that the absolute degree of freedom of social thought is not as high as that of European and American countries. For social events, the masses are used to hearing a voice from the government. This demand makes it inevitable for the public media with official nature to make a voice. The report on Sun Wenbin's violent injury to doctors in "Anchorman's Speech and Broadcasting: Making More Voices and Protecting Doctors' Benevolence with More Sincerity" came into being under the social and cultural background. Compared with the traditional official media, the video copy is not limited to simple, objective and rational reports, but has more humanitarian care and emotional tendency. It strongly condemns the violent injury to doctors and at the same time has a strong emotional resonance with the masses.

Since the promulgation of the Constitution of the People's Republic of China in 1954, Chinese laws have been continuously refined and improved. However, with the development of the times, specific legal provisions need to be further supplemented and improved for some new phenomena and events. Under this social background, many video documentaries of violent medical injuries advocate to improve relevant laws and regulations, for example, "the host said simulcast: speak again, protect the heart of doctors with more sincerity" mentioned: "today the state has passed legislation to prohibit any act that threatens or endangers the personal safety of medical and health personnel and infringes on the dignity of human beings, or it will be punished." In addition, the legal system has been continuously improved, and the public's legal awareness needs to be constantly improved. The popularization of legal knowledge is the most important task. "What kind of sanctions should be imposed on violent injury doctors" takes a legal perspective as its entry point, popularizes the four categories of injuries and the related penalties at the legal level, and improves the readers' cognition and awe of the law through violent injury doctors' events.

With the advent of the Internet era, the information spread between various countries and regions is faster, and the global dynamics can be presented on the mobile phone screen. With the development of China's comprehensive national strength and the improvement of its international status, more foreigners choose to come to China to develop or live-therefore, there is close cultural exchange between China and foreign countries. Under this background, Sun Wenbin's identity as the text generator of the violent medical injury incident is diversified and extensive. For example, in *How the Germans See the Violent Wounded Medical Incident in China*, Philip, the text generator, tells the story of a violent wound medical incident in Germany, and compares it with Sun Wenbin's case to find out the same characteristics and possible causes of the violent wound medical incident under different national conditions and different cultural backgrounds.

## 5. Conclusion

There are various differences in the discourse structure of traditional media and self-media violence injury medical reports, including universal discourse structure features, such as cohesion and coherence of discourse, representation and construction of discourse, etc. On the descriptive level, from two aspects of vocabulary selection and emotional transmission, for example, after Dr. Wen Yang was killed, the article published by the media showed obvious emotional rendering from the title "The murderer must plead guilty to death" and the content was relatively colloquial. For example, "Wen Yang didn't tell the patient that he had to lose the Chinese patent medicine, which led to Sun Shi's coma" avoided the professional description of the patient's condition and the doctor's treatment process, and repeatedly mentioned "the family refused to check" and attributed this to the reasons such as "the emergency room can't be included in the medical insurance". It can be seen that the relative emotional use of the reporting language, the lack of professionalism of medical facts, the obvious discourse bias and other issues, which are easy to arouse the negative emotions of the public.

The discourse strategies of traditional media and self-media violence injury medical reports include the discourse means and discourse strategies adopted by communication functions such as information transmission, identity construction, reader orientation and public opinion guidance. From the perspective of interpretation, this paper examines the different generating processes of the same news sample in traditional media and self-media from the perspectives of sources and reporting. The traditional media started from the collective perspective, and the team only released the news after investigating the facts. However, the traditional media lacked a complete statement from the affected side, and made public the events from the perspective of the medical side. *China News Weekly* interviewed both doctors and patients and restored the

whole process of the incident, but there was a lag. The self-media paid more attention to the personal voice and quickly filled up the public's curiosity about the details of the incident through interviews and personal contributions. However, the reports on the image of doctors or patients always appeared in a relatively "positive" image, which was easy to form a stereotype of both doctors and patients.

The commercialization and entertainment of information reported by the self-media violence wound doctors. This paper analyzes the phenomenon of information commercialization and entertainment in news discourse, and explores its discourse forms and social and cultural significance. The business model of self-media is close to that of internet companies. From Sun Wenbin's case, it can be seen that there is a phenomenon of "secondary word processing" in the process of reporting news from the media, which aims at creating eye-catching gimmicks to increase the number of page views.

The similarities and differences of news value orientations between traditional media and self-employed media in reporting violent medical injuries are reflected in the forms of discourse expression and discourse practice in the news, as well as the social and cultural reality reflected therein. In Sun Wenbin's case, most of the traditional media reports have incomplete information, and most of them disclose the incident from the perspective of medical doctors, lacking the patients' statements and their basic motives of hurting people. Most of the self-employed media cover the missing information in the traditional media, but most of them are narrative descriptions that lack factual basis. For example, many articles are titled "What is the secret of the patient" or "What is the root of the killing of Wen Yang?", and there is a tendency to consume the victims and dump the medical system.

This paper applies Fairclough's critical discourse analysis framework to study news discourse, effectively reveals the social structure and order hidden in language expression, and reveals the relationship and current situation of the concurrence of discourse rights between traditional media and self-media in the reporting of violent medical injuries. This paper makes a comparative analysis of the discourse structure, communicative purpose, discourse function and social and cultural background of traditional media and self-media reports on the same violent medical injury event, aiming at providing patients, doctors and the public with the differences, causes and effects of traditional media and self-media reports on violent medical injury events. Provide reference for patients, doctors, the media and the public on real cases of violent medical injuries. To promote the harmonious development of the doctor-patient relationship in the epidemic prevention and control, and to promote the future epidemic prevention and control and the positive development of China's medical and health undertakings. It is hoped that there will be more relevant research on the traditional media and self-media reporting of violent medical injuries, which will provide reference for such news discourse research.

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