

# Agenda Setting in the Context of New Media

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**Abstract:** Based on the theory of Agenda Setting, this paper studies the key factors such as time, space and scene in the context of New Media, and explores the change and development of the Agenda Setting of classical communication theory in the context of New Media in order to achieve the purpose of promoting mass communication.

**Keywords:** New Media; Agenda Setting; Communication

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Under the environment of new media communication, the communication paradigm of Agenda Setting theory has changed greatly from the group, the content, the limitation and the way of transmission. The biggest characteristics of the context of new media communication are massive information, short content, knowledge fragments, sound and painting at the same time, which make the receiving groups more popular and civilian, especially in the sinking market. This is also one of the reasons for the change of news events from "indoctrination" to active "search". The sensitivity of the audience to the news has been greatly improved, and the news ethics has been constantly tried by the public. The Agenda Setting in the new media era has the characteristics of the times and does not change the essence of communication, which is a necessary accomplishment for media practitioners.

The interpretation of the new media context stage Agenda Setting of the Agenda Setting theory in the new era combined with new media communication, digital technology and international discourse system, from the formation of the theoretical framework to the development of the attribute Agenda Setting between the communication subject and the receiving object, the network media Agenda Setting and the traditional media Agenda Setting have changed in terms of communication mode, communication content and communication effect. The way of communication is more flat, gradually forming a communication situation that everyone has the right to speak; the content of communication is fragmented and entertaining, and the assistance of sound and picture makes the communication easier to understand and the content of communication sinks; the effect of communication is from local to international, elegant and popular, and can be reproduced strongly; the author takes the subject, theme and leading of Agenda Setting as a starting point for in-depth analysis.

## 1. The Flat Communication Pattern Mentioned

In Sun Jisheng's "International Communication of the Belt and Road Initiative Initiative in the Digital Age". The flat communication pattern makes the decentralization of discourse power and the opening of information, and the decentralization of discourse power makes the communication content richer. It is the international communication concept under Belt and Road Initiative that tells Chinese stories well in Chinese. In the overseas version of Douyin,

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overseas products such as Tik Tok and musical.ly launched the Challenge # take me to xian#, and customized special effects stickers for Terracotta Warriors and Meat Jia bun to help spread Xi'an 's food, beauty, folklore and culture. Challenges and stickers have been online for three days, and more than 60, 000 stickers have been used. in addition, TIK TICK has also launched text tourism challenges and related topics in different cities, such as hot spots such as # online celebrity Giant Panda Huahua # # Sanxingdui # # Chengdu Lantern Festival # in Sichuan, with simple operation, easy operation and wide coverage to inspire more audiences to participate.

With these short videos full of positive energy and traditional cultural elements becoming popular on Tik Tok, I believe that many overseas young people will imperceptibly accept the input of this kind of Chinese culture. At the same time, the demonstration effect of this way will also attract more and more overseas Chinese and overseas Chinese to join the Tik Tok and take the initiative to spread excellent Chinese culture. Today, the overseas version of Douyin TIK TOK has become a powerful carrier for Chinese culture to go abroad, and what is more worth looking forward to in the future is that through such a linkage of technology and content, we can fully show the charm of video and audio, so that Chinese Internet and Chinese popular culture elements can really "go into" each other's hearts and produce emotional identity and resonance. As said by Zhang Nan, president of Douyin, the cooperation between Douyin and Xi'an is only a starting point. In the future, Douyin will tell more beautiful China stories to the world.

In the article "Communication Strategy of short Video under flat Space", Ding Bingjie put forward the concept of flat marketing strategy and flat content. Flat communication is used not only in international communication but also in domestic communication. For example, Wanshen, which occupied the circle of friends at the end of 2023, became popular overnight. Looking into its communication mode, it is not difficult to find a flattened communication strategy. A middle-aged man in the 1970s danced to the current pop music. The basic movements of flamboyant hands, waist twisting, hip swinging and ankle spraining, with a strong sense of rhythm, successfully detonated the following effect of young people. Wen Shen is from Hebei Province and is a professional driving school coach, but his success is no accident. Wen Shen has multiple identities on the Internet. He also operates three short video accounts, covering the daily life of driving school coaches, pop music and dance, and late- night emo copywriting. The interesting things about the work of the driving school coach were released in the morning, "Wen Shen" dancing with local flavor at noon, and affectionate "Wen Huijun" with emo copywriting in the evening. This setting of multiple identities became the secret of his success in attracting different types of audiences. Such a marketing strategy is extremely replicable and flattened. People are unique individuals, and perhaps the current life is boring, but under the magnifying glass of the Internet, people have different views and form an Internet Agenda Setting mode. this is the phenomenon of the current flattened communication pattern.

## 2. The Content of Communication Sinks

Some scholars say, "the real China is hidden in the sinking market." According to the National population Service website, the population of non-first-and second-tier cities in China accounts for 70% of the total population, that is to say, with a population of 1.4 billion, nearly 1 billion people's consumption level belongs to the basic consumption level. On the land of 300 prefecture-level cities, 2800 counties, 40000 townships and 660000 villages. The sinking market is not labeled, it is not simply defined as lower than certain indicators, so the rough concept of sinking market is actually more accurate to say that "one side of water and land nourishes one person". The south, the north and the hinterland of the Central Plains have their own cultural characteristics. The sinking of communication content is narrowly understood as

The content has more local characteristics, local media spread local characteristics, highlight local characteristics, can stand out in many local literature and travel, this year's network buzzword "XXX, you let me strange", it can be speculated that the local cultural endorsement of regional media is insufficient. Local culture is a

personality trait that distinguishes a county from other places. Since the new era, based on cultural self-confidence, cultural identity and the economic needs of cultural travel, local cultural characteristics all over the country have opened many hotspots. The director of the culture and brigade shows his talents and uses exquisite costumes to tell the history of local culture through ancient and modern times. Strengthening the construction of the all-media communication system and shaping the new pattern of mainstream public opinion is based on the long-term development of the mainstream media. On this basis, we should further promote the deep integration and development of financial media to tell Chinese stories and spread the Chinese spirit. Take regional media Leshan Daily Rong Media as an example. Leshan Daily's official Douyin account has 1.083 million followers, 8097 works and an average of nearly 100 million video views. Reporting local news content accounts for 95%. The videos with the highest views are star-related videos, and stars bring their own traffic, which is one of the local publicity methods.

The content is more easy to understand, mainly reflected in the language logic, short video regional media communication: language concise and easy to understand and grammatical logic, short video has become an important way of information dissemination. It is deeply loved by the majority of users because of its short and rich content. However, how to express complex content in concise and easy-to-understand language in short videos and maintain the correctness of syntax and logic has become the key to the production of short videos. Short videos are usually short in length, rich in content and diverse in forms. It can attract users' attention and convey information by means of music, special effects, animation and so on. At the same time, short video also has the characteristics of fast transmission and wide coverage, which can quickly arouse the resonance of users. The importance of concise and easy to understand language, in short videos, concise and easy to understand language is the key to attract users. Too complex language will make the audience feel confused and lose interest. Therefore, when making short videos, we should use simple and straightforward language as much as possible, and avoid using too professional terms and complex sentence patterns. Grammatical logic is the basis of language expression. In short videos, correct grammatical logic can make it easier for viewers to understand the content and enhance the effect of information transmission. Therefore, when making a short video, we should make sure that the connection between sentences is natural and the grammatical structure is correct, so as to avoid grammatical errors and unclear expression. An example of making a short video shows how to keep the language concise and easy to understand while maintaining the correctness of grammar and logic.

Video content: introduce a new mobile phone APP video beginning: the camera shows the icon and name of APP, narrator: "Today I would like to introduce a new mobile phone APP--XXX." Camera switch: show the main functions and features of APP, narrator: "this APP allows you to easily manage your life and work." Camera switch: show users using APP scene, narrator: "No matter where you are, you can use it anytime, anywhere." End: once again show the icon and name of APP, narrator: "come and download the experience!" The narration of the whole video is concise and clear, without using overly complex language and sentence patterns, while maintaining the correctness of grammatical logic.

Such a short video is not only easy to understand, but also can attract the attention of users and improve the communication effect. In the future, with the popularity and development of short videos, we need to pay more attention to the simplicity of the language and the correctness of grammatical logic in the production process. At the same time, it is necessary to constantly innovate forms and contents to meet the needs of different users and improve the communication effect and influence of short videos. Short video regional media communication has the characteristics of short and concise and rich content, so it is the key to express complex content in concise and easy-to-understand language and maintain the correctness of grammar and logic. A case study shows how to make a short video that is easy to understand and attractive. In the future, we need to keep innovating and developing while maintaining this advantage.

Stand out from the contenders, how to achieve effective communication in different audience groups, which requires our in-depth thinking and exploration. This paper will discuss the communication strategy of short video

media from the perspectives of content hierarchy and group communication. Shallow information: this is the most basic form of short video, mainly to provide simple, easy-to-understand information, such as weather forecasts, news summaries, etc. This kind of short video is suitable for people who get information quickly. Middle-level information: this kind of short video not only provides information, but also contains some opinions, insights and thoughts. They usually provide in-depth analysis and interpretation of specific topics, and are suitable for those audiences who need to think and digest. Layer information: this kind of short videos pay more attention to the dissemination of values, outlook on life, world outlook, etc., they are usually presented in the form of stories, fables and other forms, designed to arouse the audience's resonance and thinking. This kind of short video is suitable for viewers who have a high pursuit of values.

Sub-group communication, the target group, according to the characteristics and needs of the target group, develop the corresponding short video content. For example, short videos for young people can focus on fashion, entertainment, food and other areas; short videos for the elderly can focus on health, health, tourism and other aspects. Community communication, through the establishment of specific communities, targeted dissemination of short video content. For example, for a community with an interest, short videos related to that interest can be produced and disseminated to attract more like-minded viewers. Cross-border cooperation, cross-border cooperation with other media platforms or brands to jointly produce and promote short video content. For example, cooperate with well-known bloggers and brands to produce topical short videos to expand the scope and influence of communication. From this point of view, the hierarchy of video media content and sub-group strategy is the key to achieve effective communication. Through in-depth mining of the hierarchy of content, we can meet the needs of different audiences; through group communication, we can more accurately locate the target audience and achieve accurate delivery. In the future, with the continuous progress of technology and the changing needs of the audience, short video media need continuous innovation and exploration to adapt to the new communication environment and challenges.

### **3. The Rich Effect**

From the perspective of communication effect, the effect of Internet Agenda Setting is richer than that of traditional Agenda Setting. Agenda Setting Theory is a certain stage of communication effect, from early magic bullet theory, limited effect theory to silent whirlpool theory, communication effect is constantly excavated, explored and extended into new interpretations. After the earliest "magic bullet theory" came into being in 1920, it only led the study of the effect of communication for more than 20 years. By the 1940s, many scholars had questioned it. In the Internet era, the power of discourse has been delegated, and the relationship between transmission and reception has changed from the original minority to the majority to everyone has the right to speak, resulting in many communication theories to be impacted to a certain extent. The re-emergence of the magic bullet theory is making a comeback in an era when everyone is from the media. The magic bullet effect of short video: from cognition to action, on the short video platform, some specific content, such as celebrity sharing, life skills, entertainment gossip, etc., can often attract wide attention and spread in a short time. The magic bullet effect of these short videos is mainly reflected in the following aspects: first of all, cognitive changes, through the visual and auditory impact, short videos can quickly change people's cognition. For example, some short videos of life tips can enable the audience to master new life skills in a short period of time through intuitive demonstrations and concise language. The second is behavior guidance, some behavior demonstration and interaction links in the short video, which can guide the audience to imitate and try. For example, some short videos on fitness, food, travel and other topics can stimulate the audience's enthusiasm for participation by showing a healthy lifestyle and interesting activities. Finally, there is emotional resonance: the emotional expression and storyline in the short video can arouse the emotional resonance of the audience, and then affect their attitude and behavior. For example, some touching

short videos on the topics of family affection, friendship and love can stimulate the audience's compassion and love.

This paper analyzes several video communication cases and discusses the role of magic bullet effect: 1. The story of Xiao Ming: a short video about the success of losing weight. By sharing his weight loss experience and experience, Xiaoming encourages the audience to believe that he can also lose weight successfully. The short video garnered hundreds of thousands of views in just a few days, and many viewers left messages saying they were encouraged to try a healthy diet and exercise. two Challenge for food bloggers: a food blogger has released a challenge video inviting viewers to try to make a new dish. In just one week, the video attracted tens of thousands of people, and many viewers shared their production experiences and feedback. This case illustrates the magic bullet effect of short video interaction, which changes the behavior and concept of the audience by arousing their enthusiasm for participation. 3. Environmental protection public welfare short film: a short public welfare film about environmental protection calls on viewers to pay attention to environmental issues and take action through vivid pictures and touching storylines. This short film has received a lot of attention and retweets in a short time, and many viewers have expressed that they want to join the environmental protection action. This case illustrates the importance of emotional resonance in the spread of short videos, which affects the attitude and behavior of the audience by arousing their emotional resonance. Generally speaking, the magic bullet effect of short video plays an important role in spreading information, guiding behavior, stimulating emotion and so on. However, we also need to pay attention to the limitations of this effect. Due to the incompleteness of information and cognitive limitations, people may overtrust some information and ignore the role of other factors. Therefore, when we use short videos to spread information, we should maintain a rational and objective attitude to avoid over-reliance on the magic bullet effect.

#### **4. The Development and Change of Agenda Setting in the New Media Era**

The phenomenon of topic hype is increasing: in the era of new media, some bad media or individuals create or exaggerate some issues in order to attract attention, resulting in an increase in topic hype. To a certain extent, this kind of behavior affects the judgment of the public and causes public opinion to get out of control. two Public opinion supervision is strengthened: in the new media era, the public can supervise the government and enterprises through the network platform. The power of public opinion continues to strengthen, and the binding force on the behavior of the government and enterprises is also gradually increasing. 3. The guidance and intervention of public opinion is more difficult: in the new media era, the dissemination of information is faster and wider, but it is also more likely to be misled by rumors and false information. This makes the guidance and intervention of public opinion more difficult, and requires the joint efforts of the media and the public to maintain a healthy environment of public opinion.

The changes and challenges can be understood from the following aspects: the authenticity and credibility of information. In the new media era, the speed of information dissemination is accelerated, but at the same time, it also brings the problem of information authenticity and credibility. False information and rumors are easy to mislead the public and affect the trend of public opinion. The credibility of the media has declined, and some bad media or individuals create or exaggerate some issues in order to pursue the click-through rate and attention, resulting in a decline in the credibility of the media. This challenges the role of traditional media in Agenda Setting. The power of Agenda Setting is decentralized: in the era of new media, everyone can become the producer and disseminator of information, and the power of Agenda Setting is gradually dispersed. This requires the media and the public to make joint efforts to maintain a healthy environment of public opinion and avoid the proliferation of bad information. The coping strategy is to improve public information literacy: the public should improve their information literacy, learn to distinguish the authenticity and credibility of information, and avoid being misled by false information. To strengthen media self-discipline, the media should strengthen self-discipline and avoid creating or exaggerating certain issues in order to pursue click-through rate and attention. At the same time, we should actively transmit

positive energy and give play to the positive role of the media. Establish a sound legal system: the government should establish a sound legal system, strengthen the supervision and management of the new media platform, and crackdown on the illegal acts of false information and bad media.

In a word, the development and change of Agenda Setting in the new media era has brought many new characteristics and development trends. In the face of these changes and challenges, we need to constantly improve our information literacy, strengthen media self-discipline, establish sound laws and regulations, and jointly maintain a healthy environment of public opinion.

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