

Moving to Emotion: A Study on the Communication Strategy of Public Welfare News from the Perspective of Emotional Communication—Taking Xin'an Evening News Great Anhui News as an Example

Huan Wang

Anhui University, Anhui, Hefei, 230601, China

Keywords: Emotional communication, public welfare news, communication strategy

Abstract: This article focuses on the communication strategy of public welfare news from the point of view of emotional communication as exemplified by the Xin'an Evening News and its new media platform "Da Wan News". By analyzing emotional elements, narrative style and interactive mechanism characteristic of public welfare news, this gets at the importance of emotional communication as a booster of communication effect of such news. It was found that Xin'an Evening News and Da Wan News successfully stimulated the emotional resonance of audiences via scrupulous emotional exposition complemented with diversified narrative outlooks, flushing out real and touching stories in the public welfare news to enhance its infectiousness and communicability value. Meanwhile, the new media platform interactivity further expanded the reach of public welfare news, and promoted public participation in public welfare.

1. Introduction

Public attention, under extreme information overload, has become a scarce asset to capture for any kind of news. Finding ways to break through the wall and get inside the heart of the people and make them feel connected has become a challenge that needs to be solved fast. So it is with emotion that human beings are united-it is the focal point of information transmission. In the past years, emotion transmission theory has both pointed a new direction for news communication and has provided useful ideas for public welfare news communication strategy innovation. This paper takes Xin'an Evening News Great Anhui Newspaper as a case study, and explores emotional resonance using emotional elements in its public welfare news reporting, which enables the communication effectiveness enhancement, thus providing a future reference for public welfare news' communication practices.

2. Emotional value embodiment of public interest reporting: media shaping a sense of responsibility

The current notion of public welfare communication cannot exist outside the issues of purpose, task, context, public welfare, and media. In the article "What is Public Welfare Communication - Conceptual Study of Public Welfare Communication in the Era of Digital Communication," Xia

Jiixin, Yang Weifang, and other scholars provided a new definition of public welfare communication in the era of digital communication in light of such aspects as the public welfare motivation of communication, pluralistic subject matter, interactive content, form of communication, and effect of communication: Public welfare communication is defined as communication conducted by the government, media, enterprises, public welfare organizations, and individuals originating from the principle of social well-being and public interest. It is the communication activity of government, media, enterprises, and civil society which utilizes tools, such as charitable reports, public service advertisements, and public service mobilization in digital means, to produce and send out messages with public welfare elements to engage others in digital life to change their concepts, attitudes, and behaviors in moving toward the public welfare that create harmony and stability in society. [1] First, the concept of public welfare communication was formally defined in 2005 by scholars Ma Xiaoli and Zhang Health. In defining public welfare communication, they said, "An activity of communication in itself non-profit-oriented has a public interest, seeks the good of the society as its main concern, understands, supports, and participates in the public good".[2]

By telling true and touching stories, public interest reports can stimulate the public's emotional resonance and enhance the connection and identification between people. This emotional resonance is not only sympathy for the recipients, but also concern for social problems and support for public welfare, thus promoting the public to actively participate in public welfare actions. Public welfare reports reflect the media's concern for social issues, care for the disadvantaged, and the media's sense of social responsibility. This sense of responsibility not only enhances the public's trust in the media, but also improves the social image of the media, making the media more authoritative and credible in the eyes of the public.

3. Case study of Xin'an Evening News Great Anhui News Charity Report under the perspective of emotional communication

On September 2, 2024, at Shucheng County of Anhui Province, an accident caused by a gas leakage and deflagration had happened at a local residence. On September 8, "Anhui News" reporters went to interview hospitals over the issue, which had, in fact, aroused wild attention! The couple of Shucheng, Anhui, got seriously injured due to accident on this gas explosion that happened during the first school day. Fortunately, their two children were unharmed and family worried about the costs of hospitalization for the two articles: "Two children who were allegedly injured by a horizontal explosion were admitted with serious burn injuries. Fortunately, both children were uninjured, though the family was concerned about funding their treatment." This revelation has created a lot of noise in the community. A plethora of generous people have come forward to donate money and visit the hospital. Even local government officials did not hesitate to learn the situation and immediately visited the hospital. The local government came to the hospital to pay the first visit to the injured and the relatives as soon as they learned the situation.

On September 8, the Great Anhui News released the latest video news on Jitterbug and the Wechat public number platform. The injured Zuo Shenxiang and his wife were wrapped in gauze, which the WeChat public number video liked 125 times, forwarded up to 392 times, the comment area of the netizens said: safety awareness really needs to be popularized often. A netizen hailing from Zhejiang, with the nickname, 'Brave Heart' noted that he has donated to their own daughters. A netizen hailing from Anhui, known as 'Yulan I Love My Family', said: 'I don't have much money, I really want to express my feelings. I don't know how to express them though'. It can be seen that the Anhui news report attracted more eyeballs from netizens to the incident. According to the report, about 5:30 on September 8, Shucheng County Chengguan Town, community-related people in charge of a line of four people went to the hospital to sympathize with and visit Zuo Shenxiang and

Wei Na. The Shucheng County Chengguan Town party committee and government even knows that left Shenxiang and Wei Na suffered that are very concerned, especially mobilization town, village, community, women's union, and trade union organizations, caring enterprises all together from all walks of life raised funds totaling more than 200,000 CNY for the treatment of the couple left behind Shenxiang. In the afternoon of September 13, with warm-hearted Mr. Hu from Anhui Shucheng learned of the matter through The Great Anhui News report and was quoted to have said 'When one party has a problem, the surrounding community helps and supports, so I will do my part to support the couple. If it can help them through, I hope they will get well soon!' At 4:30 p.m. on September 13, Mr. Hu donated 500 yuans to Zuo Shenxiang and his wife through the fundraising platform.

On September 24, 2024, a Da Wan News reporter again followed up with the families of the injured for the latest progress. at 8:00 pm on September 24, Da Wan News published the article "Shucheng Couple Encountered Gas Explosion Accident, Great Love Convergence Helps Injured to Survive Difficulties", and the reporter learned in detail from the families of the injured about their latest treatments and recoveries, and the report once again stirred up wide social concern. In October 2024, Zuo Shenxiang, a member of Da Wan News, was discharged. In October 2024, Mr. and Mrs. Zuo Shenxiang were discharged from the hospital with the help of active treatment and the society. In order to express their gratitude, the family members presented the banner 'Great Anhui News conveys true feelings and the voice of the times warms the hearts of the people'. It can be seen that the timely media employee and the dissemination have done well to help the rescue efforts for the injured. On 6 September 2024, the grandparent of 6-year-old Xu Kangchen, from Lu'an in Anhui Province, asked Anhui News Network for help. His six-year-old grandson Xu Kangchen has suffered a great illness: severe uremia, which means that he will have long periods of dialysis treatment in Hefei. He was unable to raise Xu Kangchen as both parents had congenital defects and together with his wife, Xu Xianzhuo would help take care of him, taking him to the hospital in place of his parents, Mr. and Mrs. Xu Xianzhuo approached the media and society for help. Mr. and Mrs. Xu Xianzhuo are more than 100 years old and usually live from odd jobs; the family can't afford the huge medical expenses.

Anhui News reporter Zhang Kaidi came to the line in the understanding of specific circumstances after September 12-th to interview Xu Xianzhuo and the child. On September 12 the news agency Anhui News client made the publication named "6-year-old boy unfortunately suffering from uremia hope that good men will lend a helping hand". It laid a basis for great many segments of social concern about an earlier report - many social caring people lending a hand to family Xukancheng. Indeed, on the Buddhist new year festival of Mid-Autumn, it recorded the visitation specific circumstance by the caring people. In other words, he uses positive public service to get closer to the news. Getting attention from them continuously is the only way for the public news sports to follow suit. So, reporters should target public figures also.[3] Anyway, senior Xiao Shizi, 62, put seven years in public welfare-orientated activities. It's September 6-he has been informed by some of his relatives that, due to a serious health problem, Xiao Chen must be treated through various nights and cannot find places of rehabilitation in Hefei. That thrice pushed him to call out the leader of the House of Angels in his word of mouth, Wang Dacheng, and offer coordinate recalls for Xiao Chen-LOL: a bed to sleep on, hence he may seek treatment unfettered.

On September 22, the published "" small, so poor, surely help! A 6-year-old boy suffering from uremia, people must extend a helping hand "". The text has detailed the help that has come from many caring people in the community to save the family of Xiao Chen: ""help can't be discussed, just want to give a bit of love. On the afternoon of September 18th, a woman in Hefei, Ms. Wei, contacted the Da Wan News 0551-62639900 readers' hotline to declare her intention to make a donation. On September 19th, Ms. Wei took her son to the love hut of the Masked Angels Halfway

House, where he visited Xiao Chen and made a donation of 500 yuan. On the 19th of September, a Hefei citizen by the name of Mr. Wang contacted Da Wan News inquiring about help for Xiao Chen. The following morning, Mr. Wang declared that while Xiao Chen would not be helped in the remodeling of the house, he could be helped in terms of support. Mr. Wang said to Xiao Chen's grandfather. Mr. Wang donated to Xiao Chen's grandfather 500 yuan hoping Xiao Chen will surely get through this hard time.

On October 1, 2024, the Anhui Newsfeed published a report titled "A 6-year-old boy suffering from uremia in Hefei Lihua Lane, Grandmother Jiang warmed him," which noted that at about 12:00 noon on September 30, with the help of Ms. Wei, a reader of the Anhui Newsfeed, and with support from Jiang Tongkou, who is well-known for his "love of tofu brains" as a public service member of Hefei, visited the specific love hut. Philanthropist Jiang Tongkou gave Little Chen a donation and encouraged the child to persevere in the fight against this disease. Because childhood children are so innocent to look at, I feel so heartbroken! October 1 is the child's birthday, I want to wish him a happy birthday and a speedy recovery." Sincerely wishing blessings from Jiang Tongkou to the child. On October 20, 2024, the Grand Anhui News client published the article "7-year-old boy loses dad and mom in Hefei, aunt and uncle love speechless warm," viewed Aunt and Uncle with tears to help raise their nephew who lost both parents. It's on the same day that many people spontaneously came to the child's house to send living and learning items and some financial help.

4. 'Moving with emotion': a communication strategy for public interest reporting

4.1 Facing the real problems and hitting the pain points of the society

Public interest journalism directly tackles the real problems and social pain points to trigger public concern, thus raising public socio-awareness and urging public sympathy and responsibility: by exposing the real issues and pain points, public interest journalism is able to let the public learn some of the society's problems and challenges that have gone unnoticed or become negative. For instance, the "Great Anhui" report on the gas explosion at Shucheng, Anhui Province Mrs. Zuo Shenxiang calls for help was able to get more people to see how important safe use of LP gas really is, thus causing the society to remember the dangers of life from using LP gas.

But the humanistic care attribute of public interest news emanating from whatever viewpoint still wouldn't change. [4] Facing the real issues there, through the identification of such victims such as poor families or those disabled, it would be able to excite people's feelings of sympathy and responsibility. Just as the tracking report of 6-year-old Xiao Chen, a uremic patient, done by Da Wan News exhibited the weak children sickened by serious illnesses and struck an emotional chord. The general public is able to emotionally identify with the desires and pains of sick children, which evokes a deep feeling of compassion and desire to help in earnest. In the domain of social moral ideas, in relation to the weak and underprivileged, helping them falls under the categories of social duty and, in conjunction with that duty, a public demand. As one of the vulnerable groups in society, children are in a more difficult situation when they are sick, and the public, out of a sense of moral obligation, will consider it their duty to help them and provide them with the necessary support and assistance.

4.2 Telling a good story for the public good Expanding the scope of dissemination, so as to bring together more forces for the public good

In fact, the best way to make the voice of public interest resonate is by telling good stories that work for that interest. There is no way to deliver the message without good story presentation. For better Anglo-Saxon romance, how best can new express correspondent information news from itself

to society while storytelling? That one is quite a good part for how to maximize the effects of public interest reporting. First of all, let it be objectivity and fairness, which means public interest reporting is no different fundamentally from common reporting at all in engaging the interest towards encouraging readers for social responsibility. Truth still prevails: professionalism is still there; many media just for sympathy reasons invent false information and exaggerate the tragedy. Designation of that is serious breach of professional ethics. Such calamities do create a much broader news impact after getting reader-juiced, which usually leads to increased credibility.

Secondly, to dig deeper into those representative and typical stories of public welfare, and to select real cases with the potential to touch people and interrelate with them for reporting. What is presented in public welfare and charity reports often constitutes humane “love” and “dreams” that are by far attractive and touching.[5] In the reports of public welfare, details have to be described in depth, using vivid and specific details to show the character's feelings and the touching qualities of the story. For example, the report in Dawan News on Xiao Chen, a uremic child, added many details about the caring people who visited him. For example, Jiang Tongkou, an aged 70, a worrying person from Hefei, when visiting Xiao Chen, gave him a red scarf, vowing his early recovery and that he could be back to school again. With unique character outlines, “Da Wan News” lets the audience sympathize with the people in the story.

While an individual's power is limited, a collective's power can go to infinity. Through public interest reporting, it could be possible that the social actors—say the governments, enterprises, social organizations, and the public—will collaborate among themselves to address complicated social issues. Through issue-based reporting, the groups can understand their needs and strengths better so that they can combine forces to assist in the remedy of the problem. For instance, the report on the gas explosion injuring couple Zuo Shenxiang by Anhui Wanbei News Network triggered the Shucheng local government to rush to the hospital to express its sympathy and to offer the injured and their family timely consolation and help. They further called for all sectors of society to join in a rescue effort, rallying some 200,000 yuan for Zuo Shenxiang's family, which was indubitably a great comfort for the family in their time of need. The visible advantage derived from the media's public interest reporting further boosts multi-party cooperation from the government to enterprises and social organizations to provide substantial assistance to help-seekers. On the other hand, public interest reportage renders decision-making assistance to the government and relevant departments. When reports highlight anomalies in a given sector, the government takes note and commences drafting or enhancing policies to ameliorate the status quo. It thus happened that after the report on the gas explosion accident in Shucheng, Anhui Province, was published by Anhui Wanbei News Network, 'Shucheng Audiovisual Online' and 'Shucheng Time Window' reposted the report urgently, calling on every citizen to step up their safety questionnaires and handle daily life safety routines with the utmost seriousness to prevent these explosions from ever occurring again.

4.3 Ongoing tracking reports to form a wide range of influence

It is very important that this stays relevant to public interest reporting; however, quite besides, continuous tracking coverage serves an essential purpose in keeping public interest news planning socially relevant. This is expressed in various ways.[6]

First, it guarantees a greater level of accuracy and completeness of information: From initiation to implementation to closure, a public welfare project is a dynamic process. Continued tradition provides reporters with added opportunities to understand the inner working of the various aspects of the project, and to detect and prove any misinformation or exaggeration. In this way, the public will be sure that the information has been verified and established as true and reliable.

The public interest reports touch on very complicated issues: the background, goals, course of

realization, difficulties, results, and many other components of the project. Constant tracking allows putting the fragmented pieces of information together, providing the overview of the complete picture of the welfare program in a more understandable way.

Secondly, it can reinvigorate the public's enthusiasm for involvement and elevate trust in the media: The trust of the public toward other programs for this cause is of paramount importance, which makes continuous tracking report vital to maintain the public motivated. Continuous tracking reports will bring about an aura of transparency in the public welfare program, thus greatening his trust for that cause. When the public sees that their welfare project has always been reported on, it cultivates a sense of trust in the whole structure for purposes of greater public participation in charity events.

Create an atmosphere of participation: Honest reports of the public welfare projects and their twinkling effectiveness will help elicit the interest of the masses. And an atmosphere of favorable public opinion will be created. This atmosphere will further motivate and infect more people to participate in the public welfare cause. For one, an ongoing series of reports on 6-year-old Xiao Chen, suffering from uremia, by Da Wan News has made more and more people aware of his living conditions and his needs, which in turn spurred the sympathy of caring people from all walks of life and caused more volunteers to join the team for the caring work of little Xiao Chen, sending warmth and love to him and his family.

5. Conclusion

Emotional communication-the important communication strategy that needs no introduction-engaged in the making of public interest news. Through in-depth analysis of Xin'an Evening News and Dahe Newspaper public interest news reports, this paper sheds light upon the crucial function of emotion communication in ameliorating the communication effect of public interest news. It has come to the conclusion that by delving into real-life touching stories and making use of delicate emotional expression and diversified narrative perspectives, public interest news can stimulate audience emotional resonance effectively, thus enhances its infectivity and power to disseminate engagingly. While the interactive feature of the new media platform contributes significantly on a very broad level to the emotional dissemination of public interest news, this further extends the coverage of public interest news and invites the public to participate in public causes.

References

- [1] Jiaxin Xia, Weifang Yang. What is public interest communication - A study on the concept of public interest communication in the era of digital communication[J]. Advertising Dazhan (Theory Edition),2020,(04):83-89.
- [2] Zhang W ,Zhang H ,Deng Z .Public attitude and media governance of biometric information dissemination in the era of digital intelligence[J].Scientific Reports,2025,15(1):2419.
- [3] Jia Xu. How the News Media Do a Good Job in Public Welfare Reporting[J]. News World, 2022, (04):66-69.
- [4] Yongsheng Zhao. Doing Public Welfare with Heart and Speaking News with Sentiment--Practice and Thoughts of Participating in Public Welfare Activities and Reporting of South China Morning Post[J]. Chinese Journalist, 2021, (06):110-113.
- [5] Yuanyuan Liu. Exploring the strategy of urban newspaper public welfare news to cope with the challenges of network era[J]. Media Forum, 2019, 2(19):80+82.
- [6] Jiawei Wang, Shanyi Liu, Yongkun Wang. A brief discussion on resource integration in public welfare planning of TV livelihood news--Taking Anhui Radio and Television's 'Yingshanhong Action' as an example[J]. News World, 2018,(04):34-36.