

The Application and Visual Communication of “Dynamic News” in the Rule of Law Report

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Abstract. Rule of law reporting type “Dynamic News” not only can restore the news image and present the news state of affairs through 3D animation, but also achieve the purpose of focusing on the hot cases and explaining the judicial procedures with the ease of data visualization communication, and strive to bridge the cognitive gap between the general audience and professional legal knowledge by implanting dynamic charts and short videos in the news text, which enhances the effect of spreading legal information. As a new genre of legal news, rule of law reporting “Dynamic News” integrates journalism, law, new media technology and application, and has its own unique reporting method, application concept and communication paradigm. Nowadays, with the continuous improvement of national rule of law construction and the attention of new media communication, the systematicness of legal news communication research needs to be deepened, and the professionalism, technicality and social functionality of rule of law reporting “Dynamic News” still need to be improved.

Keywords: Dynamic News; The Beijing News; Visualization; Rule of Law Reporting.

1. Introduction

“Dynamic News”, originated from Taiwan's Next Digital “Apple Daily” launched a new style of reporting; since its launch in November 2009, due to the excessive use of 3D animation simulation technology in “case reporting” to show the violence, murder and other “news matters” in detail, has been resisted and criticized. In recent years, against the background of digital technology-driven media integration, “Dynamic News” as a form of integrated reporting has been developing rapidly in China, appearing regularly on the pages of mainstream integrated media such as People's Daily, The Beijing News and the paper News, and is favored by the 90s Internet users. Among them, the case reporting type “Dynamic News” of The Beijing News has attracted the most attention, creating the “Beijing News model” which is different from the “fishy Dynamic News” model of Apple Daily. The rise and spread of the “Dynamic News” of the mainstream media convergence in the mainland reflects the trend of deep media integration under the national all-media strategy and the audience's adaptation and demand for visual news reporting in the era of video survival. In the future, “Dynamic News” with naked-eye 3D and VR immersive experience will further attract Internet users, and will attract continuous attention and research from the industry and academia. To carry out research on the application of “Dynamic News” visualization communication, analyze the visualization communication mode of “Dynamic News” of rule of law report, clarify the methodological restrictions and dissemination norms of new media visualization in domestic rule of law news report, which will play a positive role in carrying out rule of law propaganda and promoting the rule of law.

2. Overview of the Development and Dissemination Mode of “Dynamic News” in Domestic Mainstream Media

The rise of “Dynamic News” in China originates from the transformation of traditional paper media and the exploration of media integration driven by technology. In 2012-2014, faced with the pressure of market loss under “the wave of new media” and the weakening of communication influence under “decentralization”, traditional media have embarked on the media transformation and exploration of “accepting new media technology”. [1] With the growth of the “three micro and two clients (Wechat, Weibo, Micro video, mobile client and PC client)” news communication integration

platform, the People's Daily, The Beijing News, Xinhua News Agency and other media are paying more and more attention to the “video” of news reporting, and under the principle of “all visible, all dynamic, all need to integrate”, they are involved in “politics, economy, military, law, sports, entertainment” and other kinds of topics; in China, the creation of “four full media” that integrate in the deep direction to meet the ever-changing information needs of new media users has become the keynote and wave that affects news reporting and media communication ecological innovation.

2.1 Emergence and Exploration: Theoretical Exploration and Communication Model of “Dynamic News”

The “Dynamic News”, also known as “animation news”, focuses on Flash 2D animation and 3D animation; Flash 2D animation technology is used in information interpretation, transforming difficult expertise into easy-to-read dynamic graphics; [2] 3D digital technology is used in news reporting, restoring the news scene that audiences cannot personally visit, showing the microscopic world that ordinary people cannot see, expanding the form of news reporting from flat static to three-dimensional dynamic.

Regarding the concept of “animation news”, domestic scholars have a lot of opinions. Zhao Xun of Northwestern University proposed in his “Trial Analysis of the Problems and Regulations in the Application of ‘Animation News’” that “Animation news refers to the news that uses artificially produced non-live motion images to show news elements or processes in the report.” In their “Application of Animation Language in News Communication,” Yang Tiantong and Fang Rui elaborate more specifically, “Animation news is the use of digital information technology in the process of news communication and reporting, using the elements of animation to simulate and reproduce the newly occurred facts and explain them.”

2.2 Classics and Hotspots: A Typical Case Study of “Dynamic News” in the Beijing News

In January 2015, The Beijing News set up the “Dynamic News studio”, aiming to gradually build it into an expert in short animation news videos. On December 24, 2019, The Beijing News launched a dynamic news titled “The verdict of the case of ‘killing wife cheating’: the defendant was sentenced to life imprisonment, 120 seconds to review the beginning and end”, summarizing the case in a short video of 120 seconds, allowing the audience to clearly grasp all the key information of the case, achieving the accuracy of the facts and information visualization. When reporting negative news, The Beijing News’ “Dynamic News” will use 3D animation to moderately recreate the process of the case, but avoid the fishy rendering of rape, crime, violence and other crimes.

3. The Visualization Communication and Application of “Dynamic News” in the Practice of Rule of Law Reporting

The visualization communication and dissemination channels of Dynamic News are extensive, covering almost all new media communication platforms such as microblogs, WeChat public numbers, mobile news clients and aggregated video websites. In the practice of rule of law reporting, the visualization communication design of Dynamic News involves issues such as the limitation of judicial reporting, the proportion of rule of law propaganda, the switch of agenda setting, the mechanism of guiding public opinion and the empowerment of new media technology. Unlike traditional news reporting methods, the visualization application of Dynamic News in judicial case reporting is manifested in the use of live videos, animated simulations, graphic explanations, sound effects and other multi-focused auditory language to assist case reporting to the maximum extent [3], and to tell the news facts in a vivid image with short and concise videos to facilitate audiences' understanding of the case.

3.1 Dynamic and Energetic: “Dynamic News” has a Stronger Visual Impact and Various Means of Visualization Communication

The visualization communication of Dynamic News is intuitive, concise, popular, dynamic, vivid and inspiring, which meets the needs of young and educated new media short video users who have the ability to compile data and information. Kurt Koffka, one of the representatives of Gestalt psychology, emphasized that “perception is not a combination of senses, but a holistic experience”. As an interface visual product, a good visual design of Dynamic News generally conforms to and applies the “completion theory” of Gestalt psychology, breaks through the limitations of traditional language and symbols, uses dynamic visual images to convey abstract information through the collection and analysis of data information, and uses video material mixing and narration to achieve “Experience users” decode and complete the information of news elements.

3.2 Inheritance and Remodeling: The Narrative Discourse of “Dynamic News” is More Vivid, with Significant Narrative Communication Characteristics

In his book “A Study of the Principles of News Reporting Narrative”, Ouyang Ming elaborates that news reporting narrative discourse is a fairly complete unit symbolic segment of oral or written or film produced by the subject in narrating news facts and other related facts through the act of narration. The symbols of the narrative discourse of Dynamic News are various, including not only spatial static information such as text and pictures in print media, but also temporal flow information such as pictures and sound in film and television media; the main body of the narrative discourse is based on the news editorial department, mostly from the omniscient perspective or secondary perspective in the narrative perspective, and occasionally from the anthropomorphic perspective or anthropomorphic perspective; the narrative perspective and the narrative voice can be separated or unified, and the narrative carries a strong sense of vividness and is close to the network culture.

4. The Derivative Problems and Research Value of “Dynamic News” in the Practice of Rule of Law Reporting

In the practice of rule of law reporting, in the face of social hot cases such as "Lao RZ murder case" and "Hangzhou nanny arson case", the timeliness of Dynamic News is not as good as news and communication, and it does not compete for the exclusive coverage of the first and second time slots in the time-sharing of breaking news. Instead, it mostly focuses on the review and in-depth interpretation after the event has gradually entered the fourth stage, which makes Dynamic News fall into the criticism of insufficient timeliness of news.

4.1 Light and Dark: The Boundaries of Reporting and Journalistic Ethics in the Restoration of Cases by “Dynamic News”

In the restoration of the case, the Dynamic News mostly adopts 3D modeling and rendering technology to imitate the behavior of the parties involved in the case, rendering the environmental features of the crime scene, and the animation figuratively achieves "resemblance to the meaning", not pursuing every bit to present, but effectively avoiding the gore and violence of the crime scene through software processing, but the visualization itself is enough to stimulate the audience to "complete" the information and easily trigger imitation behavior. As a form of news reporting, Dynamic News also needs to obtain news materials of cases through legal ways, verify the accuracy of news elements and details in accordance with the law, adhere to comprehensive interviews, maintain an objective and impartial position, follow the limits of judicial reporting, respect the legitimate requirements of the interviewees and protect the portrait rights and privacy rights of the parties, and safeguard the human dignity and safety of the people involved in the litigation. Under the dual "regulation" of the legal system and news principles, animated simulated images can neither be "absolutely true" nor lose "relative truth"; there is room for controversy on the ethics of news

reporting, and it is very difficult to grasp the scale of reporting, and the professionalism of the media is even more tested.

4.2 Innovation and Controversy: Technological Innovation and News Narrative Issues in the Production of “Dynamic News” Visualization

Following C4D, the lightweight 3D software Spline was launched, marking the arrival of the era of 3D lightweight modeling. Spline is an "animation tool" that can efficiently complete 3D modeling and material rendering. It supports interactive 3D animation design and one-click generation of call codes and animation sequences, which can be applied to "Dynamic News" visual creation and improve animation productivity. In the case of The Beijing News, for example, the animation production is outsourced to a professional team, and the media editorial department is solely responsible for supplying and gate-keeping the video script. News reporting is a process in which journalists disseminate their own constructed news facts based on their perception of the objective world. When reporting on a case, animators of "Dynamic News" inevitably need to "secondary construct" the facts in the visualization process, or even unconsciously switch to a "meta-narrative". Whether they have the journalistic sensitivity and professionalism of journalists is the key issue. The new media report narrative discourse is also marked by a mixture of online "discourse" and non-narrative discourse, resulting in the deconstruction of traditional news narratives.

5. Strategies and Prospects of Visualization Communication Application of Rule of Law Reporting “Dynamic News”

The application and development of rule of law reporting “Dynamic News” in visualization communication cannot be achieved without two strategies: first, the formation of professional production teams, which need to absorb professionals in various fields to form integrated media reporting teams; journalists need to further explore judicial remedies and social services in news production, improve the news reporting mechanism, and bring into play the social function and media value of the media.

5.1 Opportunities and Challenges: Upgrading and Integration of Visualization Technology of Rule of Law Reporting “Dynamic News”

The future Dynamic News needs to be more targeted to serve the segmented audience, presenting the Dynamic News with diversified styles, interactive information impartation, detailed animation templates and specialized dissemination platforms; with the upgrading of visualization technology and improved news productivity, multi-platform cooperation can be tried to develop Dynamic News columns, organize local universities, judicial fields and professional video production companies to form an industry-academia-research linkage and build a fusion-type integrated media team.

5.2 Use and Satisfaction: Judicial Remedies and Social Services in the Dissemination of Rule of Law Reporting “Dynamic News”

The judicial remedy for rule of law reporting "Dynamic News" mainly refers to the post-event remedy, which requires the media to assume criminal responsibility for the illegal reporting, correct the report, compensate for damages, and make every effort to eliminate the adverse effects caused by the report. The regulation of media coverage of criminal cases in China is limited to industry regulation and post-event punishment, and the two parts of prevention and post-event relief need to be established, regulated according to law and supplemented. To explore the rule of law reporting “Dynamic News” in the entire legal news dissemination system of social service functions: first, from the information of the news to the service of information, using the influence of the column, to carry out the platform of legal advice and data research; second, relying on the column brand research and develop artificial intelligence database of “date analysis, report and case explanation”, so that digital 3D and AI technology to help judicial services and legal publicity.

6. Conclusion

In the era of video communication, the rule of law reporting “Dynamic News” from the starting point of being close to people’s lives and following the social hotspots, using dynamic visualization to present news content, tell judicial cases, focus on social opinion, illustrate legal knowledge and popularize the concept of rule of law. In the process of realizing “visualization communication”, it provides users with interactive experience, creates a sense of immersion and presence, and broadens the construction paradigm and dissemination mode of digital news. The application of “Dynamic News” in the visualization of judicial case reporting is promising, but while it is developing, it is also necessary to face the problems directly, to continuously improve the production technology and reporting level on the one hand, and to continuously explore the balance between judicial ethics and media ethics on the other.

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