

## On the Discourse Construction of Big Data News Reporting Post-Prints

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### Abstract

In contemporary society, big data news reporting has permeated every aspect of people's lives and exerted considerable influence within society. Compared with conventional news, substantial differences exist in discourse style, discourse mechanism, and other dimensions; it does not completely exclude any party and better reflects the communication logic inherent to news media themselves. The discursive construction of big data news reporting constitutes an issue warranting attention in journalism. This paper first analyzes and introduces discourse construction and social cognition, subsequently examines the characteristics of big data news reporting, and finally explores the construction of discursive power in big data news reporting.

### Full Text

## An Analysis of Discourse Construction in Big Data News Reporting

### ChinaXiv Cooperative Journal

**Abstract:** In contemporary society, big data news reporting has permeated every aspect of people's lives and exerted considerable social influence. Compared with conventional news, big data news reporting exhibits significant differences in discourse style and mechanisms. Rather than completely blocking out any particular perspective, it better reflects the communication logic inherent in news media itself. The discourse construction of big data news reporting represents a critical concern in journalism. This paper first analyzes discourse construction and social cognition, then examines the characteristics of big data news reporting, and finally explores the construction of discursive power in big data news reporting.

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Big data is profoundly influencing every dimension of human life. Big data news reporting represents a synthesis of big data and journalism. While traditional news reporting constitutes a process of processing news events, big data news reporting provides more comprehensive meaning consumption and influence, spreading more extensively among the public and generating far-reaching impact. As an integral part of people's lives, big data news has become widely disseminated as a discourse carrier in the information age, achieving broad public recognition. Consequently, research into the discourse construction of big data news reporting holds significant practical importance.

## 1. Discourse Construction and Social Cognition

Discourse reflects the meaning and value of events within social groups, yet in big data news reporting, which discourses may be disseminated and which may not must follow certain principles. As public discourse, news discourse construction should be rigorous in conveying objective facts and faithfully representing events. Serving as a tool for public cognition of the world, big data news reporting imposes strict requirements on discourse construction. News producers must possess a comprehensive understanding of society and effectively integrate news discourse with social reality. The production of big data news is a dynamic process wherein producers' knowledge levels and cognitive structures significantly influence discourse construction, with different approaches yielding varying effects among audiences.

## 2. Characteristics of Big Data News Reporting

Today, data has penetrated every field of our lives and become a crucial, immensely powerful productive resource. News production is similarly enveloped by data, which highlights journalistic authenticity and sharply increases audience acceptance. Big data news selects topics from massive datasets to obtain news sources, with information increasingly oriented toward people's livelihoods and ordinary citizens—focusing primarily on what audiences want to know. Big data news differs from traditional news reporting in several key respects:

### 2.1 Light and Pleasant Discourse Style

Generally speaking, popular discourse and authoritative discourse constitute the two primary styles in news reporting. Authoritative discourse, as the term suggests, possesses extremely high authority; the authenticity of its news reports is beyond question, exhibiting authoritativeness and rigor. It typically eschews elaborate embellishment and appears frequently in party and government news.

Popular discourse, by contrast, is accessible and down-to-earth, staying close to audiences' lived realities. Without strict rhetorical constraints, its language organization appears plain and warm, creating a relaxed atmosphere that aligns with popular preferences. Popular discourse is more common in social news, conveying desired information to audiences through detailed event descriptions.

To some extent, a news report represents a microcosm of a film script. In today's era of high-speed network technology, the construction of big data news discourse requires reasonable positioning of news, with discourse style—popular or authoritative—determined according to topic type. Big data news reporting typically exists as a form of scenario-based communication. Through the internet, people can easily access news content of interest, browsing events during fragmented leisure time. In the big data era, news exists as embedded information; electronic news has gradually replaced traditional newspapers, fundamentally changing people's news reading habits. These changes in news demand owe much to network development, as big data news dissemination employs fragmented data and visualized information symbols.

## 2.2 Relational Structural Characteristics of Information Value

Truthfulness represents the most prominent feature of news reporting, forming stories within news texts. Traditional news reporting employs non-fictional narrative forms, restoring event processes after processing news elements. To dramatize events and attract audience interest, it typically presents suspense and conflict for dramatic effect, delivering rich, bizarre news events to audiences. By contrast, big data news discourse construction does not emphasize causal relationships in news logic. Instead, it stresses the breadth and depth of news content, striving to fully express the essential connotation of news rather than presenting a 起伏跌宕 (turbulent) news story as traditional news does. It places greater emphasis on constructing relationships between pieces of information. Big data news contains vast amounts of information; in reporting, relevant data points are integrated to restore the complete picture of news events.

## 2.3 Multi-level Predictive Reporting Discourse

The public's judgment of news events is often influenced by the guiding orientation of news 舆论 (public opinion). In other words, they accept imposed judgments and are easily moved by imagery. Traditional news deliberately renders events as strange, special, or bizarre, whereas big data news reporting—through its multi-level predictive discourse—offers alternative approaches to audience engagement and interpretation.

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv — Machine translation. Verify with original.*