

Analysis of the Bias and Objectivity of News Reports in Intercultural Communication

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ABSTRACT

Under the background of intercultural communication, the communication between countries is more frequent, and news reports have become an important channel for people to understand the world and speak to the world. This paper analyzes the bias and objectivity of news reports in intercultural communication, and explores the correct development path of news reports in intercultural communication.

KEYWORDS

intercultural communication; news report; news bias; news objectivity

Intercultural communication refers to the communication activities between people with different cultural perceptions and symbol systems, which includes not only the news communication between different races and countries, but also the news communication between different social groups. For example, gender, age, and other standards can be used to distinguish different cultural groups. It is thus clear that the cultural environment faced by news reports is relatively complex, which will affect the bias and objectivity of news reports. In this regard, this paper will analyze how to ensure the objectivity of news reports in cross-cultural communication.

1 The Formation of the Bias of News Reports in Intercultural Communication

News bias refers to unfair, dishonest, selfish, unbalanced, or misleading distortions in news reports. Such bias goes against the basic principles of truth, objectivity and impartiality that news reports should follow ^[1]. In intercultural communication, the differences between the subjects and the objects of the reports and the complex cultural environment will lead to news bias.

1.1 Limited Capacities of Practitioners

Insufficient capacities of talents can cause the bias of news reports. Due to the differences in the symbol systems between different countries, news reports need to use non conventional text symbol systems to express themselves in order to achieve intercultural communication, which requires reporters to have the expression and analysis abilities of the corresponding culture. For example, the use of various Chinese proverbs and allusions in news reports requires the reporter to complete the accurate expression through other language symbols on the basis of understanding them. However, if the reporter's ability is limited, there may be errors in the translation, which will lead to the distortion of the report and the formation of reporting bias.

1.2 Complex Audience Composition

The difference and complexity of audiences will cause the misunderstanding. In intercultural communication, the audiences of news reports are wider, and they have large cognitive differences, which requires reporters to conduct corresponding analysis and research on the different cultural environments and language systems of these audiences to provide differentiated reports for audiences from different cultural backgrounds. For example, audiences with different cultural levels have different understanding abilities. For audiences with the limited understanding ability, news reports should be elaborated by more popular language. For another example, for special tools, craft works and cultural customs under different cultural backgrounds, reporters should combine the development level of productivity, rich habits, language and culture and other factors of the area to complete the report.

1.3 Expanded External Interference

In intercultural communication, news reporting practitioners face complex environment and many external interference factors. These external factors may affect the cultural stance of the reporter themselves, and then result in the news bias. For example, if it is generally accepted that a certain country is relatively backward, there may be a sense of superiority unconsciously in the process of news reporting and a preconceived critical attitude toward its development situation, which will affect the reporter's true judgment and the objectivity of news reports. In addition, news reports are usually based on certain purposes and exist to safeguard their own interests. Therefore, individuals in the reporting process may distort the content of the report to a certain extent based on their own positions.

1.4 Higher Requirements for the Professionalism of Practitioners

The professionalism of the practitioners increases uncontrollability of news reports. In cross-cultural communication, it is more difficult to collect news report content. Therefore, the requirement for the professionalism of reporters is higher, which is prone to the situation that reporters blindly chase hot spots and lower the requirements for the objectivity of the report. And the lack of dependent of report content is more likely to form news bias, and the objectivity of the report is doubtful. Under different cultural backgrounds, there are certain differences between the collected text symbols and their own cultural expressions, which increases the practical difficulty of news reports, and requires practitioners to have higher requirements for themselves, and have higher ideological consciousness, dedication and responsibility. Once the content collection ability or cultural expression ability of practitioners is insufficient, it is easy to produce the bias of news reports.

2 The Significance of Improving the Objectivity of News Reports in Intercultural Communication

The bias of news reports cannot be completely eliminated due to the nature of its work, but it in the process of cultural communication can be effectively contained by ensuring the objectivity of the report. By improving the objectivity of news reports in intercultural communication, it can effectively promote the exchange among cultures, maintain the healthy developing environment for news reports and safeguard the national ideological security, thus helping to fully leverage the efficiency of Chinese news reports in intercultural communication.

2.1 Promote Exchanges among Cultures

Improving the objectivity of news reports in intercultural communication can help Chinese news reporters to have a deep understanding of different cultures and improve their language transformation ability, which is conducive to the correct transmission of information among different cultures and can effectively promote the communication and understanding among cultures.

2.2 Maintain a Healthy Development Environment for News Reports

In order to improve the objectivity of news reports, it is necessary to strengthen relevant laws and regulations to standardize the content and operation process of news reports, which is conducive to forming certain constraints on news reports in the process of intercultural communication, ensure the healthy and orderly development of the news industry, and thus create a healthy environment for news reports. In addition, it is necessary to promote the participation of more excellent news practitioners, and to improve the punishment mechanism to improve the vigilance of practitioners, gradually optimize the overall quality of practitioners, eliminate the possible unhealthy tendency in news reports, and realize the conscious maintenance of healthy news reporting environment by practitioners.

2.3 Safeguard the National Ideological Security

The improvement of the objectivity of news reports is beneficial to improve the persuasiveness of news reports, and is conducive to Chinese news media to establish the authority in a global scale and to China to occupy the initiative in the international public opinion field. At the same time, the improvement of the objectivity of news reports is conducive to objectively restoring the real cultural features of China, promoting the people to understand the process of change in China, and establishing a positive international image. Utilizing the authority brought by the improvement of the objectivity of news reports will help China to clarify some false reports and maintain its own positive image. In addition, it is conducive to strengthening the existence of China's policies, culture and other elements, enhancing the advantages of China's 5000-year-old excellent traditional culture and promoting the wide dissemination of China's great achievements, thus helping to strengthen the cultural confidence, demonstrate the China's comprehensive power, master the discourse power, and maintain the security of national ideology.

3 How to Improve the Objectivity of News Report in Intercultural Communication

In the process of intercultural communication, the objectivity of news reports can be improved by improving individual abilities and standardizing individual behaviors, so as to ensure that practitioners have the ability and attitude to be competent for the task of news reporting in intercultural communication. Meanwhile, in the process of intercultural communication, the state should strengthen the importance of news reports and improve the supervision of the news industry.

3.1 Enhance the Individual Abilities of Practitioners

The first is to cultivate the professional ability of news reporters. Relevant courses should be set up in colleges and universities to cultivate professional practitioners of cross-cultural communication news reporting, and make them have basic skills and characteristics such as the

pursuit of authenticity and the sensitivity to news. At the same time, it is necessary to promote the communication between journalism majors and other majors, and the integration of more comprehensive courses with more practical value in intercultural communication into the teaching process of journalism majors.

The first is language courses. According to the future career direction of news reporters and the cultural groups targeted by them, language elective courses are offered, which can provide students with targeted language training, improve their language transformation ability and help them overcome the obstacles brought by different cultural symbols to news communication. The second is folklore courses. We should encourage students to complete news reports in intercultural communication on the premise of understanding local culture, get rid of stereotypes, truly grasp the realistic mentality that journalists should have, and complete news reports with an objective attitude. Therefore, we should integrate more cultural customs into the teaching content, so as to encourage students to complete the news report in intercultural communication on the premise of understanding the local culture. Finally, it is necessary to optimize the professional skill courses of news reports. Students must have solid professional skills and more sensitive news literacy to report news in intercultural communication^[2]. In this regard, colleges and schools should set up relevant courses to cultivate students' corresponding skills.

3.2 Standardize the Operating Mechanism of News Reports

The state should improve the institutional supervision and legal supervision of the news industry in intercultural communication. First, there is a need to improve the review mechanism. The newspaper office should invite experts and scholars in the field of intercultural communication to participate in the review to ensure the rigor of the report. In intercultural communication, before the news report is released, the reporter should be required to provide relevant event materials and other materials to verify the objectivity of the report. Meanwhile, the auditor should collect information through his own means to verify the authenticity of the report. In this process, it is necessary to form a multiple review mechanism including reporters, auditors, department managers, and general principals.

At the same time, the cultural groups targeted by the report should be invited to participate in the review process to provide more comprehensive and localized analysis of the report content, so as to avoid possible errors in expression between cultures and offending the other party's cultural customs and beliefs, and thus complete the adaptive development of news reports. Second, it is necessary to improve reward and punishment mechanisms. A clear code of conduct for the new industry should be developed to regulate the conduct of practitioners. Practitioners with deviations in value orientation and lack of professional qualities should be given special attention and education, and news reports that do not conform to the facts should be dealt with seriously. At the same time, practitioners who provide truthful and objective reports should be rewarded. Third, it should strengthen supervision and feedback mechanisms. The news reports that have been published should be supervised, and the public supervision channels should be unblocked through the public hotline and other forms to facilitate the feedback of the public's opinions, so as to effectively maintain the objectivity of news reports. In addition, relevant publications that evaluate the content of news reports can be promoted to check and balance the news reports in intercultural communication and ensure the objectivity of news reports. Fourth, it is necessary to improve the access mechanism and strengthen the qualification examination of news practitioners. The entry barrier of news reporters should be raised, so that they can report on relevant cross-cultural content only after having relevant qualifications, so as to improve the overall professional level of news practitioners.

4 Conclusion

In the process of intercultural communication, due to the influence of words, symbols, customs, cultural beliefs and other factors, the bias of new reports appears, which puts forward higher requirements for the professional abilities and qualities of practitioners. Based on this, corresponding measures should be taken to improve the environment of news reports, and the objectivity of news reports should be enhanced by cultivating professional talents and improving the supervision of reports, so as to promote the healthy and orderly operation of the news industry.

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