
Problems and strategies of legal transmission of Warm Stories

Ph.D. candidate in Political Communication, Guangming School of Journalism and Communication, China University of Political Science and Law

Zhijun Chen

68430499@163.com

Abstract

In recent years, some influential mainstream media and new media have launched “warm-story” programme, which is favored by the masses of the people. However, there are many problems with the spread of warm stories, such as clickbait, superficial content, fake news, and the vague concept of rules of law. How to overcome these problems, how to write warm stories so that they can spread legally, how to develop warm stories in the future, and how to conduct legal communication with warm stories are all critical issues that must be addressed right now. This paper looks at what warm-story is, how it works, and what it says. It also talks about how warm-story is used in legal communication and what strategies can be used.

Keywords: Warm Stories, the Rule of Law, Law-based Communication

Warm stories generally refer to the warm social news that can pour strength into life and light a beacon for the soul.^[1] Different from ordinary news, which conveys objective information, warm stories provide readers with information that can affect their lives and values through emotional appeals and spiritual enlightenment. In recent years, some influential mainstream media and new media have successively launched the “warm-story” reporting plan to promote the social public opinion space’s more humanistic atmosphere and warm people’s hearts, so it is loved by the broad masses of people. In 2015, IFeng.com took the lead in launching a small column, “warm-story” in a conspicuous position on its home page, focusing on the noble humanity and love of ordinary people in life. They report a warm little event in the lives of ordinary people every day. In just two months, its hits exceeded 100 million times, and the column is still among the top hits on the network.

However, we find that there are many problems in the practice of warm stories after a comprehensive analysis of many warm stories spread in the media in recent years. Some warm stories are ambiguous in their interpretation of the concepts and phenomena related to the rule of law, which means they cannot effectively convey the objective and accurate concept of the rule of law to the audience. The news media is the watchman of social responsibility. It must spread clear ideas about the rule of law to the public and guide people to form correct ideas about the rule of law, so as to promote the harmonious development of society. Therefore, before the pursuit of news can warm the heart, warm stories should first emphasize compliance with the law and

pay attention to the dissemination of the rule of law and the concept of the rule of law, rather than being unrestrained and trying too hard to attract traffic.

1. The Fundamental Feature of Warm-story

Although the phrase “warm-story” has not been around for a long time, it is not a new thing. This type of news has always existed in news coverage, but it has received more attention in the mainstream media in recent years.^[2] The rise of a thing must have its own internal mechanism. The reason why warm stories are popular is that their content and mode of communication adapt to social development and people’s emotional needs, and they also adapt to the characteristics of modern new media communication.

1.1 Warm-story is news in essence, with the characteristics of being objective and real.

News first and foremost insists on authenticity. In order for news reports to appear accurate, they must reflect the world as it actually is. This is the so-called authenticity principle. In 1923, the Journalistic Guidelines formulated by the American Association of Newspaper Editors specifically emphasized that "honesty, truthfulness, accuracy, and loyalty to readers are the veritable basis of all journalistic work." The fundamental premise of news is that it is based on objective facts that can be verified. Facts are the first, while news is the second. There is a scientific attitude within dialectical materialism that states that news must be true, accurate, and reflect and explain things as they really are, based on the scientific approach. It is not acceptable for a journalist who is conscious of his or her ethical values to represent objective facts in a false or distorted way.

1.2 The communication mode of warm stories is mainly oriented by positive energy.

What warm-story advocate is a positive value concept. It has been found over the years that warm stories are not only capable of conveying specific norms of behavior to all members of society, but that they can also mold people's values and norms of behavior, which is highly consistent with the socialist core values advocated by our government. This is in line with the news propaganda context and the direction of public opinion to spread positive energy, carry forward the main theme, and inspire all the people to work together. Therefore, in the process of making and spreading warm stories, the socialist core value system provides value guidance and direction for it. At the same time, through the combination of ordinary people and ordinary stories in daily life, warm stories effectively combine value guidance with people’s daily life, and promote the spread of core values. In addition, warm stories are highly sought after by readers and media because of their strong stories. The rich materials of daily life narration compress the living space of bad information such as inferiority, kitsch, pornography, violence, and excessive entertainment. Warm stories create a clear environment for the healthy dissemination of news and information and have positive significance for maintaining our social value system.

1.3 Warm stories satisfy people's emotional needs through a variety of elements.

At present, warm stories are dominated by participatory communication. As a result of focusing on ordinary people and their stories, warm stories enable news organizations to make their coverage more engaging. There is no doubt that they not only tell vivid stories about events happening around people within a short period of time, but they also present them in vivid form and with powerful pictures that demonstrate a positive influence. This has created a chain effect in which more and more ordinary people are doing good deeds as a result. People are more likely to see sincerity, kindness, fairness, and justice when they read warm stories. The media reports and public discussions are also important from another point of view as they are a form of affirmation and encouragement for people who have similar behaviors and are participants in the news, as well as for people who become part of the public discussion. Therefore, whether from the perspective of psychology or from the perspective of biological "phototaxis", everyone who is connected with warm stories will take the initiative to become the recipient and transmitter of them.^[3]

1.4 Warm stories can spread more widely with the help of new media.

In recent years, warm stories originated from traditional media are widely transmitted on Internet-based new media such as Microblog, WeChat, and TikTok, which makes warm stories spread faster and farther, reach a larger audience, and have a deeper influence. Traditional media reports are rigorous, objective, and true, with strong credibility. In the era of mobile Internet, traditional media conform to the trend of the times and actively embrace new media. They have set up their own websites, WeChat official accounts, TikTok accounts, and other new media platforms to timely release topics, interact with audiences, listen to their voices and needs, and provide them with intimate services. In turn, the daily life practices and life stories of the vast audience also provide a steady stream of news materials for the media. The positive excitation between the two promotes the development of each other, which further increases the temperature for warm stories.

1.5 Warm stories not only warm people's hearts but also fills society with warmth.

A wide breadth of ordinary people and ordinary stories in society is being spread by warm stories, which are becoming ever more prevalent in society. Not only will this help to materialize and implement the abstract and grand narrative theme, but it will also be able to directly touch the hearts of users in such a way that will better enable them to receive positive value-oriented information. At the same time, warm stories are also a typical type of social "soft news" production. It is through warm stories that we can see how news information participates in the function and role of news information as a social orientation. They transmit warm value, popularize social knowledge, and create an environment that is friendly, harmonious, and legal in public opinion. Therefore, warm stories can not only warm people's hearts but also fill society with warmth.

2. Main Problems of Warm Stories in Practice

The positive energy discourse of warm stories spreads a positive and optimistic spirit through emotional appeal, strongly maintains the coexistence sense of interdependence among social members, and provides strength and guidance for people to move forward. However, with the development of recent years, some problems have been exposed in the writing and dissemination of warm stories, such as homogenization of content, labeling of characters, templated stories, and flooding of emotions, which often give people a feeling of awkwardness. Sometimes, people turn on the computer and find the screen full of similar good people and good deeds. At the beginning, people can still be attracted by these, but when they read too much, they can see through the routine and guess the beginning and ending just by looking at the title, and they will gradually lose interest in reading. What is more, some fake warm stories even result in negative reports because the news is not true, the angle is biased, or for other reasons. The false warm stories not only did not warm the hearts of the public but directly caused public anger and produced the dissemination effect contrary to expectations. Specifically, the following problems are more prominent:

2.1 In terms of communication content, the prevalence of patterns and routines of warm stories has weakened the role in education and influence as soft information.

As a type of news information production, "warm-story" has the functions of social education and cultural inheritance. In the process of its production, due to the different experience attitudes and value stances of journalists, problems in practice frequently occur. First of all, the phenomenon of "clickbait" is serious. In the era of picture reading that we are living in today, informational communication has entered a new phase. The news media often uses eye-catching headlines to attract the attention of audience members, and some of those headlines are very effective in securing the attention of the audience. This is due to the fact that some news media cater to the audience's excitement seeking and curiosity seeking psychology, making a common disease like clickbait into a warm-story report. When people read the headline, they think it is novel, but when they look at the content, the story is mediocre and lacks highlights. There are some reports that even violate the facts, causing people to become bored and even disgusted by the stories. This goes against the original intention of warm-story dissemination and greatly affects the dissemination effect. Secondly, the report is superficial and consider the thing as it stands. Every news report has its own connotation and orientation, but some media in the report did not dig the deep meaning behind the news carefully. Some deliberately elevated the deeds of people, some exaggerated, and some even make news more "chicken soup", which make a warm story full of tedious discussion and evaluation, forcing the warm news into a chicken soup for the soul. Let a person see a sense of no fun, a loss of novelty, reducing the "warm degree". Thirdly, the report content is shallow, the homogeneity phenomenon is serious, and the emotions are overflowing. Many media have the problem of too much single-operation mode in the process of warm-story reporting. Warm-story content is mostly in the traditional form of text and pictures, which does not appeal to young audiences. Over time, the audience

is easy to get tired of. Such so-called “warm-story” will not get a lot of clicks.

2.2 At the level of communication form: the emphasis on form rather than content is contrary to the original intention and purpose of warm news, which affects the communication effect.

In recent years, some traditional and new media have established a lot of warm-story columns and TV programs. A large number of related news articles were published in the newspaper. However, when setting up columns, publishing, broadcasting, reprinting, and reporting news, a few media are more like setting up columns in a formalistic way, reporting only for the purpose of completing the work rather than paying attention to the content and quality of the report, and paying no attention to digging out the deep facts behind warm stories, which is more obvious in the network news communication. Network news provides an excellent platform for the dissemination and development of warm stories due to its characteristics of fast dissemination, wide dissemination, a large amount of information, a large number of participants, and strong interaction among participants. However, as a result of these characteristics, there are numerous issues in network news communication, such as increased false news, a lack of original news, a flood of pornographic information, and insufficient development in the “warmth.” Furthermore, some media outlets create “warm-story” columns that merely follow the trend and cannot be trusted in the long run. Warm-story is generally small news, which makes it difficult to bring economic benefits to the news media in a short period of time. Some small and medium media with weak strength are often difficult to persist in the long term, and many media can only stop running after a period of time. In this way, the same news idea or value spirit cannot be spread consistently for a long time, and a relatively stable information environment cannot be formed. It cannot have an impact on the audience’s cognition and behavior and cannot achieve the dissemination effect of warm stories promoting the truth, kindness, and beauty of human nature, alleviating social contradictions, and singing the main melody. The American political theorist Lippmann believed that the information environment formed by mass communication (a “mimicry environment”) not only restricts people’s cognition and behavior but also affects the real environment by restricting people’s cognitive behavior.

2.3 In terms of communication discourse, the inaccurate use of law-related discourse and the weak awareness of the rule of law make it difficult for warm stories to “warm” the society.

There are many warm stories that are produced and disseminated through secondary production, based on various events in society that have taken place. Communication needs to be unique and simple in order to achieve the intended effect of creating a good social atmosphere in certain types of events involving the legal level, so that communicators use simple words and narrative techniques in order to popularize the law. However, in practice, especially in cases involving judicial acts, some false statements are made, such as “someone was put in the dock” or “someone became a shameful criminal”, which are not in line with the spirit of the rule of law. In fact, both

Chinese and Western laws follow the principle of "presumption of innocence" and "presumption of innocence". No one can be considered guilty, let alone a criminal, until he is found guilty by a court of law. Outside the courts, there is no such thing as a plaintiff or defendant. For another example, some media news reports do not clearly distinguish between laws, regulations, and other concepts, which affects the accuracy of the content of the news. The National People's Congress and its Standing Committee pass laws; administrative regulations are promulgated by the State Council in the form of an order signed by the Premier of the State Council; provincial and municipal people's congresses and their standing committees pass local laws and regulations; and State Council departments and provincial governments make administrative or government rules. In addition, provincial government departments and local governments issued documents, generally referred to as normative documents. But in practice, some news reports often use the term "regulations" or "regulations and regulations." In general, the term is very inaccurate. Such similar legal language imbues the audience with incorrect legal knowledge and spreads the wrong idea of the rule of law, which is a major taboo in the dissemination of warm news, especially law-related news.

2.4 In terms of communication effect: warm stories are easy to deliberately fabricate facts and misjudge warmth, resulting in positive energy “hypochondriasis”.

Each warm story contains one specific theme, such as family, love, friendship, simple human nature, silent contribution, and so on. But some media reports in the news are not good interpretations of warm stories, so they cannot arouse people's resonance. For example, the media's lavish coverage of donations from a poor elderly man during the pandemic caused strong public controversy. Shortly after the COVID-19 outbreak in 2020, there was a news report about an 87-year-old man who lived alone and donated his life savings of 200,000 yuan. The news seemed warm, but the audience didn't buy it. "Please, don't accept the old man's money"; "How can you live with your conscience if you accept money from old people? "; "Please don't ask the old people to donate anymore; this is his retirement money." It was originally a kind act for the elderly man to donate money to the country during the pandemic, but some media focused on the “elderly man's donation” in order to compete for traffic, ignoring the deep meaning of kindness within his capacity. It is easy to form an excessive positive energy delusion, which not only has no positive impact on society but also has a negative impact. In addition, the problem of shoddy production of warm stories also leads to the distortion of its communication effect and the loss of its social value and orientation. For example, in July 2016, a photo of a police officer in Hunan Province catching a woman falling from a building with his bare hands was widely shared by netizens. Many people praised the bravery of the police to save people but also questioned: the incident was sudden; how to capture? Some users pointed out that the girl's hair and skirt should be flying up when she falls from the top, but the girl's skirt in the photo is pointing down. Later, it was confirmed that the photo was based on real events to restore the photographic works, so it fails to achieve what one sets out to do^[4]. This makes it

obvious that this warm story is deliberately fabricated and even makes people suspect that the forger has ulterior motives.

3. Ways and Strategies to Improve the Quality of Warm Stories

Developing good warm stories requires not only understanding the transmission characteristics but also performing in-depth analysis of each element and mastering the correct writing method in order to write good warm stories. It is important for us to remember that warm stories, apart from attracting the attention of users, can also warm people's hearts and create a warm and positive atmosphere of public opinion throughout society as a whole.

3.1 Warm stories must be “good news” with positive reports.

Warm stories must put the right political direction first. It is important that we adhere to the principles of the party spirit, actively practice the Marxist view of news, as well as adhere to the correct guidance of public opinion in all matters. At present, Chinese news propaganda sticks to the important policies of unity, stability, and encouragement, focusing mainly on positive propaganda. After the launch of warm stories, we must adhere to the correct guidance of public opinion, tell the story of the truth, the goodness, and the beauty of human nature, gain broad social recognition and attention, and create a positive social environment. It is very important to conform the direction of the dissemination of warm stories with the values that are fundamental to our socialist system. Warm stories inspire the social masses to unite and forge ahead, and spread positive energy through the warm stories in real life. In line with the Party's press and public opinion work, put forward the 48-word policy and requirements of “holding high the banner, leading the direction, centering the center, serving the overall situation, uniting the people, inspiring the morale, forming the integrity of the people, coagulating the heart and gathering strength, clarifying errors, distinguishing right from wrong, connecting China and the world, and communicating with the world.” The current society is not lacking in warm stories, but in good warm stories. Only when we adhere to the correct news value orientation, skillfully integrate the positive value guidance into the production process of warm stories, and give full play to the value orientation and role of warm stories can we achieve much better “warm story” reports.

3.2 Warm stories should adhere to the authenticity of the news feature.

Authenticity is the soul of news, the primary criterion, and the first choice of news^[5]. The essence of warm-story is news. Unlike a literary work, which can be made up or exaggerated, this is not a work of fiction. It must be written on the basis of real events. A complete account of the "six elements" of news (the when, the where, the who, the why, the what, and the how) must be presented in a way that conforms to objective reality, can be subject to rigorous verification, and should not raise public doubts. In order to achieve the communication effect, warm stories must be based on objective and true event reports, and they should exhibit the truth, kindness, and beauty of the human nature so as to achieve the communication effect through which a good social atmosphere can be rebuilt. At the same time, journalist also have a responsibility to

improve their own media literacy, avoid misjudging the warmth of news, and consciously put an end to the formalistic nature of news in order to promote the better development of warm stories in order to promote the development of warm stories as well. Warm-story reports are mostly ordinary people's ordinary things, much closer to people's lives and emotions, a little untrue, and it is easy to reveal flaws, reduce credibility, and even form negative network public opinion. Ignoring the value characteristics of news authenticity will turn warm-story into an embarrassing situation. For example, some journalists are not paying enough attention to the details of individual news events and write by imagining or intentionally fabricating the event process in order to cater to the theme they are trying to portray. A number of false reports, or even outright lies that aren't backed up by facts, are not only unconstitutional according to the original intention of news stories, but they also damage the credibility of the news media in the process, so they hurt the credibility of newspapers as well.

3.3 The themes of warm stories should fully reflect humanistic care.

The essence of humanistic care is to promote the subjectivity of human beings, which is mainly manifested as concern for and respect for human beings and the maintenance of other people's personalities. The subject matter of warm stories always adheres to the people-oriented, fully embodies the humanistic acts of care that are important in the human existence. The best way to do this is to focus on bringing the news scene up to date as quickly and efficiently as possible, minimize their own interpretation and subjective comments, and leave only the most important interpretations to the reader. There are many ways in which readers can experience and summarize, and what they might be able to do is let the news events bring the audience a unique space for thinking, or allow the audience to express their opinions from different angles and levels, which will trigger social discussion and gradually clarify the truth within the discussion. Years ago, there was a story in the media about Hong Kong pop star Andy Lau jumping off a seven-foot-high stage during a performance to save a fan who was being chased by security guards for throwing flowers and running through a police line. The report not only describes Andy Lau's protection of the rescued fans but also highlights his understanding of how the security guards should perform their duties. More importantly, Andy Lau's exhortations to the fans are reflected in the lines of each group personality, such as the care and respect for the flower, security, and audience, making this report a rare warm story. It happens that there is a similar case when a television station reports a child for the mother's house property right of inheritance and for the support of events; the report in addition to this fact does not include much commentary from the host, but in the video at the end, the host leaves the background of a helpless, sad old man, which leaves a lot of thinking space for the audience. It has had a good communication effect.

3.4 The reporting angle of warm stories must focus on people's livelihood.

The perspective of news communication in the new era should focus on people's livelihoods. The news perspective determines the direction, content, and scope of the news topic. A warm story is one in which the perspective of the people is taken as the

entry point, and it treats the production and life of the people from a horizon-level viewpoint and angle. As the main content of news communication and the subject of reports, it is important to focus on the hot spots and issues that are most commonly addressed by the people, and to observe, think, and appreciate the people and things in people's lives from the perspective of ordinary citizens. Only in this way can it reflect the people's concerns, and at "zero distance" can it report the joys and sorrows of the people as well as the bittersweet. Only such warm stories can really attract the attention of the public, which includes a wide range of audience groups. In addition, most communication media today attach great importance to two-way interaction with the audience. Many media collect news clues with prizes, conduct anonymous online surveys, and hire special reporters, liaison officers, and supervisors from the public, so that the public is not only the communication audience but also the witnesses, disseminators, and even direct participants of the warm news. This not only effectively broadens the sources of news but also brings warm news closer to the grassroots of society and more closely reflects the demands of people's livelihoods. It also improves the authenticity and accuracy of good news and greatly reduces the probability of false reports.

3.5 The main body of warm-story reports should pay more attention to the "little people" familiar to the people.

Warm stories do not focus on major scientific discoveries, earth-shattering feats of heroism, or gossip. Warm stories are about human kindness, which the public often overlooks in everyday life, as well as an optimistic and open-minded life style and attitude. In recent years, the diversified value orientation of the audience has made the reports of "little people" widely welcomed. A wide range of unusual and diverse ordinary "little people" enter the media's focus. The low profile and people strategy changed the traditional way of reporting. What we call the "little people" is actually the general public. They are the main body of society, the backbone of social development and progress, and they should be the main character of news reports. Due to the universality of their experiences, the "little people" in the category of grassroots news can better reflect the profound human nature, truly reproduce the social reality, and awaken the deep spiritual resonance of the public. Therefore, what warm stories report are not only good people but also reflect the good side of human nature through many casual trifles in people's lives. Therefore, warm stories focus more on the people around us, such as doctors, teachers, mothers, students, sanitation workers, disabled people, delivery boys, firefighters, ordinary soldiers, and so on, than on those advanced models or celebrities. Through the ordinary deeds and life experiences of "little people", warm stories reflect their development situation in the current era, see the big from the small, reflect the profound theme of social development, and make it easier for users to understand the process and characteristics of the development of society. For example, the Voice of China, a program organized by the China Media Group, shows "70 Years of Family and Country". It focuses on ordinary people. By telling extraordinary stories of ordinary people, it not only warms the audience and users but also better presents the development process of the country and society.

3.6 Writing good warm stories should learn to use the rule of law thinking.

In today's efforts to promote the rule of law, the use of rule of law thinking to carry out news reports is more important, especially in the political communication, legal publicity, case reports, and major social activities of the news. As a form of news communication, warm stories must respect the law of justice and the spirit of the legal system, follow the principles of the legal system and judicial procedures, and never make arbitrary remarks or assumptions. For events that have not been concluded by judicial organs, they must abide by the principles of innocent until proven guilty and presumption of innocence, not make light conclusions in news reports, and consciously safeguard judicial authority. We should try to avoid the appearance of media ethics, such as the trial of public opinion. At the same time, emotional, tragic, and other writing techniques commonly used in warm news should be used cautiously and sparingly in the reportage of law-related events to prevent public opinion from affecting judicial justice. In the process of producing warm stories related to the rule of law, journalists are not only the disseminators of news information but also the popularizers of the rule of law's knowledge. Therefore, they should strive to improve their own rule of law literacy and enhance their awareness of the rule of law. Especially in terms related to law and politics, they must be accurate, in line with the legal norms and the actual situation, and should not generalize or exaggerate. For example, when reporting the activities of CPPCC members, we can use "participating in the deliberation and administration of state affairs," but when reporting the activities of NPC deputies, we can only use "discussing state affairs" instead of "participating in the deliberation and administration of state affairs." This is determined by the different nature of the two types of organizations, the People's Congress and the CPPCC, and the different political identities of the deputies to the People's Congress and the CPPCC members. Warm stories as rule of law dissemination, rule of law culture construction of a specific form, to allow the social audience in the warm news to receive joy while accepting the rule of law education, learning the right rule of law knowledge, and spreading the right rule of law concept and spirit.

3.7 The dissemination of warm stories should be flexible and diverse.

There are a variety of ways in which warm stories can be told in life. Aside from a traditional narrative style that dominates with words and paragraphs, a photo, a video, and a comment may also be unintentionally included. In particular, the visual, interactive, and game nature of some of the latest new media technology has transformed the traditional way of spreading the news, and the propagation effect is also improved by the use of geometric series, which increases the ability to spread the news. There is no doubt that visual news is making a great impact in the society. Nonetheless, it is important to note that the presentation of visual news also provides a better reading experience for the audience due to the clarity and simplicity of its logic. In a context of fast rhythm and high pressure, the audience is susceptible to the transmission report. Instead, the information that chooses and accepts relatively simple, happy, relaxed, empathetic, and decompression functions becomes the general spiritual

demand of modern people^[6]. So, we should start with the story of the news and guide users to join the discussion. We should also pay attention to the style orientation of different media platforms and communication channels so that we can adapt the media form of different users to get the exact message across, use the right media elements, and encourage the public to be able to understand the value subject in a light and happy way.

4. Development and Prospect of Warm Stories

Great changes have taken place in the ecology and environment of public opinion in the new media era^[7]. The news media should adapt to the trend of social and mobile information dissemination, innovate the dissemination mode of warm stories, accelerate the integration of traditional media and new media, and improve the influence of warm-story dissemination. Generally speaking, the social functions of news can be summarized into five categories: first, to communicate the situation and provide information; second, to carry out propaganda and integrate society; third, the implementation of public opinion supervision; fourth, to disseminate knowledge and provide entertainment; Fifth, they create economic benefits. As a kind of special news that mainly spreads positive energy, warm stories should pay more attention to the second function of news, that is, “carry out propaganda and integrate society.” At present, China is carrying out socialist rule of law construction with Chinese characteristics. “law-based governance” has been determined as a basic strategy of our country’s rule. The press propaganda must better understand and interpret the major policies of the party and the country, establish the rule of law, and rationally guide public opinion. Warm-story reports should emphasize the spirit of the rule of law, according to the law. First, the content of the communication must be legal and true, in line with laws, regulations, and the requirements of socialist core values. Second, the mode of transmission must be lawful. Warm stories must be spread through legal channels without rumors, let alone those that spread rumors. We should pay attention to the dissemination of the legal rights of the parties, which shall not be infringed. Third, we should make use of warm-story, a popular form of news reporting, to promote the thought of the rule of law and spread the spirit of the rule of law. To tell the China story well, with emotion and voice, it is important to pay close attention to and screen the events happening around it, look for moving stories of ordinary people obeying, using, and protecting the law, use the right story-telling techniques, and incorporate the thought and spirit of the rule of law into the process of news-making events. In addition to spreading positive energy such as civilization, prosperity, harmony, and friendliness, warm stories also become an important channel for spreading legal ideas such as fairness, justice, abiding by the law, and integrity.

In recent years, the users of newspaper, television, and radio audiences has been declining year by year. Traditional media are declining, while new media are gaining momentum. Warm stories originate in traditional media. Although warm-story has been widely spread in new media and we media in recent years, it has not formed a cluster effect, and the radiation of spreading influence is not very extensive^[8]. Therefore, traditional media, new media, and we media—central and local media, online and

offline media—should strengthen exchanges and cooperation, build alliances, share resources, spread warm stories in a clustered and large-scale way, and increase the scope of radiation. We should carry on the cooperation between different media in terms of journalism and communication, information interaction, and warm stories, which form a warm-story cluster effect and in a larger range create a warm atmosphere of news reports, enhance warm-story transmission power, expand the warming influence of news transmission, more widely spread positive energy, and contribute to promoting the spread of our rule of law and social harmony.

References

- [1] Zhang Qiang. Discussion on the meaning of “warm-story”. *News Research Guide*, 2015-10-01.
- [2] Xu Wulong. How could the mainstream media do a good job of “warm-story”. *Young Reporters*, 2019-06-01.
- [3] Zhang Qiulan. Our new era needs "warm-story". *Media Today (Academic Edition)*, 2018-05-01.
- [4] Liu Jianfei. Crack down on ratings fraud by breaking up interest connections. *Young Reporters*, 2018-05-01.
- [5] Jiang Hai, Zhang Qiong. Common features of news interviews. *Journalism & Communication*, 2010-04-01.
- [6] Zhang Qiulan. Our new era needs "warm-story". *Media Today (Academic Edition)*, 2018-05-01.
- [7] Zhang Qiyuan. How to improve the guiding power of public opinion of TV media in the new media era. *Science Communication*, 2020-07-01.
- [8] Cai Dian. Rational thinking in the rapid development of warm stories. *Media Comment*, 2018-10-01.