

Research on Chinese University Students' Media Images

--Based on Content Analysis of "China Youth Daily" and "Qilu Evening News"

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Abstract—At present, university students, as the "after 90" and a new generation of young intellectuals, are being paid generally attentions by mass media. Nevertheless, university students' public images are on a decline as they have negative news appeared ceaselessly. Contemporary university students are becoming a group of people who are gazed at fixedly by the media. Moreover, the media keeps gazing at them and help them to build university students' media images. However, this kind of media behavior affects public judgments on university students' images. Furthermore, in the eye of the public, university students' images become serious distortion.

Keywords—University students' media image; Content analytic method; the public opinion; Synergistic effect

I. INTRODUCTION

Communication was seen as a magic bullet that transferred ideas or feelings or knowledge or motivations almost automatically from one mind to another...In the early days of communication study, the audience was considered relatively passive and defenseless, and communication could shoot something into them [1]. Although it is over exaggerated functions of communication by the "magic bullet theory", nevertheless, researchers have found out that audiences' judgments towards images of some certain groups of people were indeed affected by some media factors in the real activities of communication [2]. The public understandings and judgments towards some certain things in their minds are truly affected by traditional media and propagandistic advertisements, popular culture, and suggestions of friends as well as actual impressions [3]. In the contemporary social structure, the mess media productions (audiences of movies, books and magazines) are main resources to support the public to make judgments on images of certain groups of people. Furthermore, the related research methods are usually utilized from experimentalism to rational critique, and other methods include "utilization and satisfaction" method[4], recipient analysis method[5] and cultural study method[6], etc. Furthermore, the mass media play an intermediary role on transmitting information and strengthening information of social culture and social value judgment[7]. Hence, media's social cultural function supplies audiences with a theoretical framework which plays the corbelled function between social pressures and building images of groups [8].

In western society, university students' images which media pay attentions on is mainly about body image which is a psychological concept [9]. And this kind of attention is to discuss university students' features and temperamental formation. In the view of construction on media images, the mass media even provide a standard value of measurement for university students' feature and weight by their discussions on university students' images [10]. However, this kind of discussion on body images is a general discussion which cannot help the public to treat certain groups of people separately. On the contrary, in China, the word image has more abundant meanings. University students' images include lots of evaluation system such as their temperamental evaluation system, evaluation system on their reputation and morality, etc [11].

On the research issue of certain groups of people's media images, western researchers tend to particularly emphasis on cultural ethnic[12], religious union[13] and sexual discrimination[14] and they do not separate other certain groups of people according to people's occupation and the nature of their job additionally. There were no researches or reports that showed prejudice towards certain groups of people's media images.

Comparing with a more stable media evaluation system in western democratic society, China is in a period of social transformation currently. Its group evaluations are somehow uncertain [15]. In recent years, Chinese media have labeled "group construction" for group evaluation such as label "the peasant laborer", "the youth", "the women", "the female doctor", "the after 90", "the teacher" and many other groups and people from various of fields in the need of media communication and even in the need of prejudiced requirements of parts of audiences[16]. As a special social group, the university students have been paid particular attention by the media. Most of university students' images usually come from media reports, in some extent, it is the media that build university students' images[17]. Furthermore, a tendency of media images' construction also affects the public evaluative judgments on university students[18]. In this paper, the author analyses construction and evolution of university students' media images in China by using content analysis method. The author tends to open the images building process of certain groups of people by the media and unclose the effects of media evaluation on social evaluation.

II. RESEARCH QUESTIONS

In order to show the constructive and evolutionary condition of university students' media images in China, we make following research questions.

Q1: What topics do the mass media care about university students?

Q2: What kinds of report topics do the mass media use to build the framework of university students' media images?

Q3: Whether negative evaluations of university students by the public are connected with university students' media images built by the mass media?

III. METHODS

In this paper, the author uses data collecting method which includes media content analysis and deep survey and interview method. In the method of media content analysis, the author takes some newspapers that have considerable social influence as referenced examples, while the interview method is used to confirm participants' potential hypothesis [19] and its correlation with media content analysis. Finally, complete content and organizational editing before formatting. Please take note of the following items when proofreading spelling and grammar:

A. Media Content Analysis Method

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

- **Research Subject.** In this paper, the author uses content analysis method to ensure university students' images in news reports. For the sake of ensure the unity of science on data connection, and then we set up a research scope of news media on print media. And we just do research on these national and local newspapers that are daily published, have wider transmitted scope and more audiences. We take "China Youth Daily" and "Qilu Evening News" as research samples. In these two newspapers, "China Youth Daily" is a major newspaper with important influence in contemporary China, and it's a comprehensive daily newspaper with distinct youthful characteristics. While the later is the largest circulation newspaper with the greatest social influence in Shandong province. It has above 1.35 million daily circulations. In the statistical results published by World Association of Newspapers in 2012, the circulation of "Qilu Evening News" is No.37 among world daily newspapers [20]. Since the media pay attention on university students are monthly changed according to job seeking period and holiday time, in order to ensure realism and effectiveness of statistics, the author general investigates university students-related reports of these two newspapers in the whole year of 2012 to acquire research data.
- **Unit of Analysis.** In this paper, the author sets unit of analysis as reports that are related to university students. And the concept of unit is that it is a standard

classification of content analysis in terms of content quantitative content. In this paper, the author takes pieces as the basic classified unit in the process of doing surveys and collecting data, and takes pieces of news on a main topic of "university students" into account.

- **Statistical Categories.** The establishment of these categories needs to conforming five principles. A: categories should inflect research purposes. B: these categories should be exhaustion. C: they should be mutually exclusive. D: they should be independent. E: they should be in single categories [21]. Then there are some statistical categories in this paper.

a) *Report quantity:* it means the number of statistical reports and the proportion of each report in the newspaper (unit: square centimeter).

b) *Report topics:* make some classifications for collected reports which are related to university students' images according to their main idea. These classifications are further study and postgraduate examination, campus entertainment and sports life, moral honesty condition, job seeking and working condition, consumption and financing condition, scientific research and social practical life, employees' life and starting a business, awareness of asserting rights and interests, physical and mental health, public-spirited activity, criminal offences, social assistance and so on.

c) *Standpoint:* the standpoint is expressed in three aspects. First, a somehow advantageous standpoint to university students, second, a somehow disadvantageous stand point to university students and third, a neutral standpoint or unable to judge.

d) *Presentation of images:* the Youth Development Department of China Youth University for political Sciences did a "survey on university students' public images" in Beijing from July to August, 2005. In this survey, it related to a category of "university students' images". Then we put this category as reference. In addition, we also consider the description of university students' images in the sample reports topics that are mentioned above as reference, too. Therefore, we make classifications for university students' images present in the media. There are several categories. A: what are university students' study attitudes? B: whether they are actively take part in campus entertainment and sports life or not? C: what are university students' consumption and financing condition? D: how are their moral honesty conditions? E: what performances do they have in job seeking as well as working? F: how about their scientific research and social practical life? G: are there any problems in their employees' life and starting a business? H: are there any problems in their physical and mental health? I: how are their awareness of asserting rights and interests?

A. Deep survey and Interview Method

We did questionnaire survey in agencies, enterprises and institutions in Jinan and some parts of Yantai. Then we gave questionnaires to service personals, administrative staffs, university students, middle school and high school teachers, retirees and other social groups of people. After getting there questionnaires back, we analyzed them by a statistical software

called SPSS to acquire effective data of university students' public images.

In this survey, we sent 214 questionnaires and 197 effective questionnaires were sent back. And 17 questionnaires are ineffective, and then effective percentage is 92.1%. Since the main topic of this survey is whether the framework of university students' images which are built by the media has influenced the public's judgment or not. Therefore, in the questionnaire, questions are mainly designed about contact conditions of interviewees with the university students and the media, and their judgments on moral condition of the university students, etc. (shown in table 1)

IV. ATA PROCESSING AND ANALYZING

A. Media Content Analysis

- Statistic on reports of Newspapers. Among the 357 sample reports that got in 1997, 202 reports came from "China Youth daily" which was 56.6% of the whole samples, while 155 reports came from "QILU Evening News" which was 43.4% of the whole. Moreover, among the 1198 sample reports that got in 2012, 515 reports came from "China Youth daily" which was 43.0% of the whole samples, while 683 reports came from "Qilu Evening News" which was 57.0% of the whole. (Shown in table 2)

- Statistic on Report Pages of Newspapers and Months When Reports Are Published. In 1997, there were 53 reports about "university students" on the front page of "China Youth Daily", was 26.2% of whole reports throughout the year. That number of "Qilu Evening News" was 21, with 13.6%. In 2012, there were 44 reports about "university students" on the front page of "China Youth Daily", was 8.5% of whole reports throughout the year. While that number of "Qilu Evening News" was 96, with 14.1%.
- In the view of statistic results of reports in the year 1997 and 2012, reports were not equally distributed in every month. There were more than 140 reports in July or August and there were 149 reports which in August were the much more one compared with that in July. And there were 53 reports in February. Then the number of reports in August was triple than that in February. Besides, the number of reports in November, December and January was more than that in other months since these three months were the end of terms or holidays. Hence, all these statistics shown that the media pay more attentions on university students' life out of campus, such as their social practical life, their employees' life and starting a business, postgraduate examinations, etc..

TABLE I. STATISTIC INFORMATION OF INTERVIEWEES

Name of company/institution/organization/agency	The number of people	Department	city
<i>Yantai transportation group, Co., Ltd.</i>	25	Operating department Business department	Yantai
<i>Yantai Lianmin property group Co., Ltd</i>	28	Zhongcheng digital products mart	Yantai
<i>Yantai supply and marketing oil company</i>	23	Sales department	Yantai
<i>Yantai municipal office, Sat</i>	24	Agency	Yantai
<i>Ludong University</i>	31	Literature school	Yantai
<i>Shandong University</i>	41	Literature& journalism school	Jinan
<i>Jinan motive power Co., Ltd.</i>	13	Planning department	Jinan
<i>Shandong network radio-television station</i>	12	"Life help" program	Jinan

TABLE II. COMPARATIVE ANALYSIS ON THE NUMBER OF REPORTS ON NEWSPAPER

Category Percentage	China Youth Daily		Qilu Evening News		In total	
	1997	2012	1997	2012	1997	2012
The number of reports	202	515	155	683	357	1198
Percentage	56.6%	43.0%	43.4%	57.0%	100%	100%

- **Statistic on Tendency to Certain Groups of People.** In recent years, many people identified as certain social groups, for instance, “the peasant laborer”, “the after 80” and so on. In this paper, the author tries to find out if the media have identified University students as a “certain social group” by searching appearing frequencies of the word “university student” in the titles of news reports. It was pointed out by statistic results that there were 44 reports with the word “university student” in the titles of “China Youth Daily” in 1997, and it was 21.8% of the whole. And there were 35 reports with the word “university student” in the titles of “Qilu Evening News” in 1997, and it was 22.6% of the whole. Therefore, that means the media did not have special tendency on university students.

In 2012, there were 637 news reports with the word “university student” in the titles. Among these reports, “China Youth Daily” had 228 reports, was 44.3% of the whole, while “Qilu Evening News” had 409 reports, was 59.9% of the whole. Therefore, that means “university students” have been seen as a certain group in this society in the process of building framework of university students’ images by the media.

A sociologist Gordon W. Allport thought that tendentious attitude towards some group lied on accumulation of individual episode description. “People would abominate someone belonged to a certain group and even hostile to them” [22]. People had this attitude only because these ones were someone belonged to this certain group, and person who were belonged to this certain group must have all unpleasant characteristics of the group.

So it is shown that the university students, as a special social group, do exist by comparing “individual episode description” and “entirety background description”. An American famous journalist Iyengar [23] and a politician Ansolabehere[24] made a conclusion of writing news reports, one was “episodic” while the other was “thematic”. The former was based on individual cases and the later was based on an entire view of cases’ background and environment. The entirely background description more cared about a whole view angle. According to the statistics of “China Youth Daily” and “Qilu Evening News” in 2012, the ratio of news reports with individual episode description to news reports with entirely background description was 358: 276 (the other 564 reports did not have these two ways of description). Hence, it is obviously that individual cases can not represent the whole image of social groups, nevertheless, effects of individual cases’ accumulation will lead university students’ entire images to negation.

- **Statistic on Report Topics.** The author divides all the collecting news reports that talk about “university students” into several parts according to their main topics. These parts are students’ study and further study attitudes, postgraduate examination, campus entertainment and sports life, moral honesty condition, job seeking and work, consumption and financing condition, scientific research and social practical life, their employees’ life and starting a business, awareness of asserting rights and interests, physical and mental

health, participation on public-spirited activity, criminal offences, getting social assistance, etc. According to statistic results, the media mainly report university students’ campus entertainment and sports life, their job seeking and working condition, their employees’ life and starting a business and their social assistance. The percentage of these four parts is all above 10%, and they are 52.8% of the whole quantity of reports. (shown in table 3)

- **Statistic on Standpoint of Reports.** In the macroscopic level, advantageous reports on university students were in the leading role in 1997, while neutral reports or uncertain reports were in the leading role on university students in 2012, it was about 41.0%. Disadvantageous reports were a bit more than advantageous reports with 30.0% and 29.0%. (shown in table 4)

In the microcosmic level, statistic on using prejudiced words can make the media’s standpoint more clearly.

In addition, using prejudiced words is a common expressing way for ensuring the media’s reporting standpoints. An American journalist Meerill[25] put forward a famous method called “prejudiced types of words” to explore whether a journalist intended to use prejudiced (over advantageous or over disadvantageous) nouns, adjectives, verbs and adverbs to describe reported subjects[26]. In the statistic of prejudiced words used in 1997 and 2012, there were no such words used in reports in 1997.

However, such words appeared many times in the newspaper “China Youth Daily” and “Qilu Evening News”, especially in “Qilu Evening News”. They include “female university students”, “play truant”, “being cheated”, “cohabitation”, “being indulgent”, “unhealthy mental condition”, etc. The utilization of such words makes university students’ images more negative and also affects the public judgments to university students’ images.

- **University Students’ Media Images.** Based on a thought to help to build a framework of university students’ media images, the mass media design some topics with clear value tendency which constitute this framework. In this framework, there are many parts of contents which are study attitude, campus entertainment and sports life, moral honesty condition, job seeking and work, consumption and financing condition, scientific research and social practical life, employees’ life and starting a related values while ignore some reports with neutral judgments and uncertain opinions.

Then the numerical value=the percentage of positive images on each item-the percentage of negative images on each item. In 1997, university students’ images shown on “China Youth Daily” and “Qilu Evening News” were mainly positive images (figure omitted), except for negative images of moral honesty condition (only -0.28) and consumption and financing condition (only -0.56). However, descriptive figures of university students’ images made by the media had obviously changed in 2012. (Shown in fig.1)

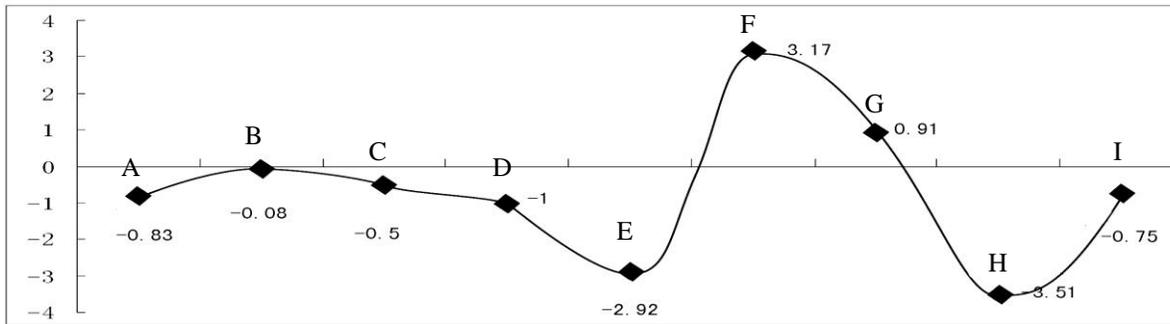


Fig. 1. University Students' Media Images

TABLE III. DISTRIBUTIVE CONDITION OF TOPICS ON "CHINA YOUTH DAILY" AND "QILU EVENING NEWS"

Types of report topics	The number of reports		Percentage	
	1997	2012	1997	2012
Study and further study attitudes, postgraduate examination	63	107	17.7%	8.9%
Campus entertainment and sports life	55	155	15.4%	12.9%
Moral honesty condition	20	85	5.6%	7.1%
Job seeking and work	66	228	18.5%	19.0%
Consumption and financing condition	14	73	3.9%	6.1%
Scientific research and social practical life	44	92	12.3%	7.7%
Employees' life and starting a business	8	128	2.2%	10.7%
Awareness of asserting rights and interests	8	66	2.2%	5.5%
Physical and mental health	4	19	1.1%	1.7%
Participation on public-spirited activity	33	78	9.2%	6.5%
Criminal offences	3	16	0.9%	1.3%
Getting social assistance	33	122	9.2%	10.2%
Others	6	29	1.8%	2.4%
In total	357	1198	100%	100%

TABLE IV. DISTRIBUTIVE CONDITION OF STANDPOINT OF REPORTS

Standpoint of reports	The number of reports		percentage	
	1997	2012	1997	2012
Advantageous	204	348	57.1%	29.0%
Neutral or uncertain	118	491	33.1%	41.0%
Disadvantageous	35	359	9.8%	30.0%
In total	357	1198	100%	100%

Business, awareness of asserting rights and interests and physical and mental health. In the need of directly expressing demands, we design a figure based on related values while ignore some reports with neutral judgments and uncertain opinions.

- 1) A. Study attitude; B. Campus entertainment and sports life; C. Moral honesty condition
- 2) D. Job seeking and working condition; E. Consumption and financing condition
- 3) F. Scientific research and social practical life; G. Employees' life and starting a business
- 4) H. Awareness of asserting rights and interests; I. Physical and mental health

In figure 1, it points out that most values of images are negative in the reports except for two values of positive images, the scientific research and social practical life and the employees' life and starting a business. Besides, the absolute d-value is generally small. According to data in figure one, we make a statistic of several items whose absolute values are more than or equal to one in proportion. And we take these items as university students' images. These items are actively do scientific research and take social practice (3.17), bad performance in job seeking and work (-1.00), bad condition on consumption and finance (-2.92) and weak awareness of asserting rights and interests (-3.51) in order.

B. Interview survey analysis

If we say interviewees who are not university students have special visual angles on university students, then it is more

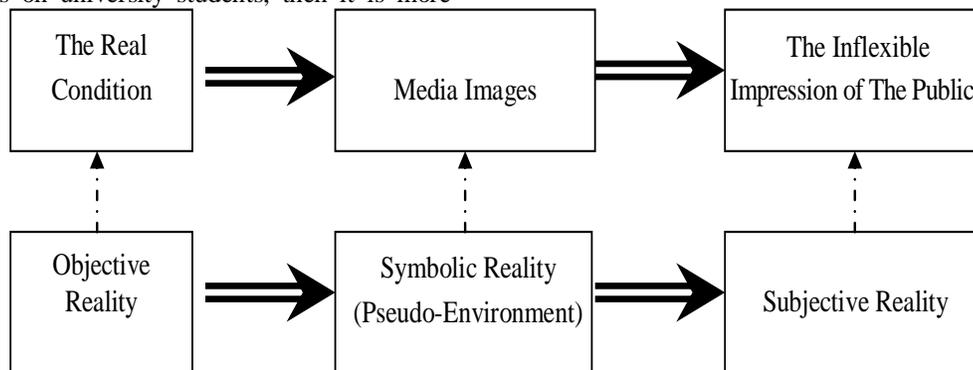


Fig. 2. A Formative Process of University Students' Media Image

Elisabeth Noelle-Neumann points out that the media have three influencing factors that influence human's environmental cognitive activities. Initially, most reports from most medias have highly similarity (Resonance effect). Besides, transmitting activities for similar information has continuity and repetition in time (Cumulative effect). Finally, the media information can be reached to a scope which is in the unprecedented universality (Ubiquitous effect) [28]. This paper shows that reports' contents of the surveyed media changed in these 15 years and this kind of change is similar. Moreover, this kind of change means that university students' media images are no longer positive as they were 15 years ago, while they are turned to neutral images and somehow are turned to be little negative

valuable to analyzing and thinking about attitudes of university students themselves. We found that university students who had been interviewed had close understanding on their images. In another word, they saw themselves not as independent audiences who kept long distance from images, on the contrary, they integrated themselves (or individual or groups) into the university students' images [27]. Specifically speaking, the media image is just an intermediary point when they thought about their existence. There are many particular concepts about appraisalment of media image by interviewees who are university students. A concept that is initially used as well as mostly used is deformation. It means they think that university students' images are deformed and other groups' appraisements come from the media or their own feelings.

According to opinions from Walter Lippmann, in this modern society with highly developed mass media, people's behaviors are closely related with three sorts of "realities". The first one is an "objective reality" in this real world. The second one is a "symbolic reality" (pseudo-environment) which selective hinted by the media. The last one is a "picture about

the outside world" which people describe in their minds, thus is the "subjective reality". Moreover, the real condition in the group of university students is the "objective reality" said Walter Lippmann while university students' images made by the media is the "symbolic reality", and the inflexible impression of the public towards university students is "subjective reality" (Dai Yuanguang, 2007). We would like to show thus in a figure. (shown in fig.2)

images. This kind of change has also been put into news consciousness of many media. Since lots of media especially those mainly work on social news selective build and transmit university students' negative images, then audiences certainly will have multiple resonances in psychology with these media. Furthermore, this continuous and repetitive transmission of university students' images will gradually pass audiences an illusion that degraded university students are everywhere[29].

C. Correlation between Media Images and Interview Survey Analysis

All kinds of social evaluations about university students may not match with their real living conditions. Maybe some of

these evaluations have large deviations. Then how this deviation formed? Some scholars think that social evaluation is an evaluated activity with basic characteristics of meaning understanding and value judgment. Its rationality is totally different with real and fake logical characteristics pursued by the fact-based judgment. Hence, there are diversified evaluated

systems exist in elements of complex social evaluation. Among these systems, the evaluated tendency made by construction of media's framework cannot be neglected.

In the acquired data, statistic results of communicating conditions with university students by interviewees in daily life are shown in table 5.

TABLE V. COMMUNICATING CONDITIONS WITH UNIVERSITY STUDENTS BY INTERVIEWEES IN DAILY LIFE AND INTERVIEWEES' EVALUATED CONDITIONS

Category		Frequently communication	Occasionally talk	Only meet	Never know	In total
Tendency of Evaluation	<i>Positive evaluation</i>	57	16	1	2	76
	<i>Neutral evaluation</i>	18	13	4	7	42
	<i>Negative evaluation</i>	6	55	7	11	79
In total (persons)		81	84	20	12	197
Percentage (%)		41.1	42.6	10.2	6.1	100

According to statistics in table 5, interviewees who frequently communicate with university students are usually relatives of them, such as parents and children or siblings. The percentage of these interviewees is 41.1. The percentage of those interviewees who not frequently communicate with university students is 58.9. It is also presented in table 5 that positive evaluation by interviewees is a bit lower than negative evaluation in 2012. But there is no obvious distinction between these two kinds of evaluations. However, if we do a further statistic on communicating degrees with university students, we find out that there is a big different in evaluation towards university students' entire images by those interviewees who have opposite communicating degrees with university students. The higher communicating degrees with them, the higher identification on their morality interviewees have. And those interviewees who frequently communicate with university students think that the percentage of university students' good honesty (very honest+ comparatively honest) is 88.9. While those interviewees who occasionally talk to university students think the percentage is 19. And 88.9% is higher than 19%. Furthermore, those interviewees who only meet university students think that the percentage of university students' good honesty is 5%. Obviously, 19% is higher than 5%.

Apparently, those interviewees who frequently communicate with university students are usually their relatives, and they make judgments through communication. They have more direct and visualize judgments, however, their evaluations may be mixed with "consanguinity" effects, etc. Therefore, their evaluation may not reliable. Meanwhile, in order to be suitable with the main topic that whether university students' public images are related to media images, the author removes those interviewees who frequently communicate with university students when do relevance analysis on samples of university students' public images. The author just sorts out statistics data of those interviewees who do not have frequently communication with university students.

Most of interviewees are in Shandong province. Among interviewees who often read newspapers, most of them read "QILU Evening News". Since the author uses content analysis method to analyze "China Youth Daily" and "QILU Evening News", therefore, statistics data of interviewees can be used as an effective supplement to media content analysis. For the convenience of research, the author makes a "two dimensional figure" for statistic of interviewees' communicating degree with the media and their evaluations to university students' images. (shown in table 6)

TABLE VI. STATISTIC ON INTERVIEWEES' EVALUATIONS OF UNIVERSITY STUDENTS' PUBLIC IMAGES AND INTERVIEWEES' COMMUNICATING DEGREE WITH THE MEDIA

Category		Evaluations on university students' public images (persons)		In total (person)
		<i>Prefer to negative evaluation</i>	<i>Prefer to positive evaluation</i>	
Communicating degree with the surveyed media	<i>Frequently communication</i>	68	17	85
	<i>Not frequently communication</i>	15	16	31
In total		83	33	116

In the process of statistic integration with relative analysis, people always use Chi-square test. Purpose of Chi-square test is

$$\chi_p^2 = \sum_{i=1}^k \frac{(A_i - T_i)^2}{T_i}$$

In this formula, A_i is a count. T_i is the theoretical value (expected value) when H_0 is true.

The Chi-square value is 11.15 though calculating. According to Chi-square theory, if Chi-square value is more than 6.63 in the two dimensional figure above, these two indexes have 99% possibilities of correlation[30]. And the real measuring value in this figure is more than 6.63. Therefore, it means there is a connection between communicating degrees with surveyed media by interviewees and interviewees' preference for negative evaluations. Thus is, more contacts with the media, more negative evaluations the interviewees have.

V. RESULTS

A. Topic Scopes That The Mass Media Pay Attention to on University Students Is Expanded.

It can be seen in the statistics that media reports' tendency had been quietly changed in the past 15 years. Their main topics have obviously and gradually inclined from further study and postgraduate examination, scientific research and social practical life to getting social assistance and employees' life and starting a business except for topics on job seeking and working condition and campus entertainment and sports life. Besides, the topic on university students' images is become increasingly diversified. These changes have formed a fragmented tendency towards topics correspond to the language environment in this Internet era.

B. The Mass Media Build Framework of University Students' Media Images by "Certain Groups of People"

1) The Appearance of A Concept "Image".

In the research of public relations, the concept "image" appears frequently in recent years. This terminology covers to a more complex descriptive system. And as a terminology with various meanings, the concept "image" means quality, reputation and morality in Chinese[31]. The formation of "image" is a two-way interactive process, one way is from inside to outside while another is from outside to inside. It is a practical product of the development of the concept "image" in public relationship that the appearance of university students' media images as a certain group. In addition, this concept is also an epitome of label "certain groups of people" by the media.

2) The Process of Constructing "Certain Groups of People" by The Media.

With diversified reports of the media, prejudiced reports about university students are gradually produced in the brewing process. The framework of university students as the "certain group", made by the mass media by means of emphasizing individual episode description has caused apparently negative transfer. By expressing macroscopic standpoints and utilizing

to find out difference between observed value and expected value. A formula of Chi-square test is,

microcosmic expressions, the mass media make university students' group characteristics which have been labeled become more and more apparently. All these steps have pushed to build the framework of university students' media images.

In the view of the media, perhaps each report is real, however, a macroscopic framework made up by repeated adding lots of real microcosmic realities on it may not be real. A Chinese young scholar Sun Wei puts forward a flatness theory for the mass media's contents. This theory was expounded in four aspects. In the theory, Sunwei thinks that in the view of relations between real and unreal, "reality of the media" has to be inevitably constructed based on a single reality which is supposed to be separated from entirety. Therefore, the mass media are good at manifesting a "spot" of reality and not good at manifesting a "flatness" of reality. That means what the media point out is a kind of flatness reality[32]. On the macroscopic level which is continuously constructed (gaze fixedly) by the mass media, the "symbolic reality" (university students' images in the media) is departed from the "objective reality" (real condition of university students). And this phenomenon has caused "macroscopic inconsistent with the facts" (university students' images have serious distorted).

C. The Public's Negative Evaluations to University Students Are Highly Related with The Mass Media Images.

Results of correlated calculation for the media images and interview survey show that there is a close correlation between negative evaluations by the public towards university students and report topics from the media. In the statistic results, although interviewees who are university students think "the media do distorted reconstruction for university students' images", nevertheless, this is not a truly reflection of university students. In fact, these interviewees also have negative evaluations on university students' entire images by themselves when they have answered questions in the questionnaires. Their evaluate results are certainly correlated with university students' media images which we have got. According to the social comparison theory [33] proposed by an American social psychologist Leon Festinger, individual does self-evaluation under the comparative dimension of others (organizations) when individual lacks of objective facts. University students' self-recognition and evaluation are influenced by the social comparison theory. Meanwhile, they tend to reference framework of images constructed by the media to make self-evaluation [34]. Finally, they make similar evaluations with university students' media images.

VI. DISCUSSION

In this paper, the author discusses three fields of construction and evolution of university students' media images in China. Firstly, it is the construction and change of university students' media images. Secondly, it is the formation and identification of the concept "certain groups of people". Thirdly, it is correlation between social evaluation and the media evaluation. Research shows that there are different understandings of media images in Chinese and western society[35]. Western media believe that individual images are

related to appearance and internal feelings, while Chinese media emphasis on individual reputation as well as morality.

A. *The Construction and Change of University Students' Media Images.*

Images are carries of culture. All the prejudiced information included in university students' images is not manifested in form of destruction and inhibition in modern media. This kind of information is expressed by constructing a new standard (lack of pursuits, be addicted to reality, not being elites in certain fields) to give pressures to those university students who are looking for diversified development [36]. Then this construction of the new standard is covert and it influences feelings of a society as well as individuals with its invisible existence. And this construction and changes are gradually formed by time passes. Furthermore, it is usually hard to thoroughly eliminate its potential effects in a short time [37].

B. *The Formation and Identification of the Concept "Certain Groups of People".*

The process of forming the concept of certain groups of people is a process formed from microcosmic view to macroscopic view, and is a process formed from fragmentation to concretion. In 1970s, a theoretical physical scientist, Prof. H. Haken, from University of Stuttgart, Germany created synergy theory [38]. Main principles of synergy theory are synergistic effects and order parameter. Synergy effects is that all subsystems' synergy behaviors cause some common influences that are much more effective than influences caused by each subsystem inside a complex large system. And these synergy behaviors cause unified and associated influence. The construction of media images plays an order parameter role in the process of forming the concept of certain groups of people. It controls individual opinions, forces people to have a generally similar public opinions to maintaining its existence[39]. The order parameter role played by the media images can be seen as a process, and this process is exactly the one that forms and identifies the concept of certain groups of people. In addition, the collected statistics on negative reports of university students' study attitude, campus entertainment and sports life, moral honesty condition, job seeking and working condition, consumption and financing condition, scientific research and social practical life, employees' life and starting a business, awareness of asserting rights and interests, physical and mental health, etc that have been mentioned above, are numbers of the order parameter. And the larger the number, the stronger orderly conclusion will be produced, then the deeper influence to the ordinary public, then the harder to overcome and change audiences in each subsystem.

C. *Correlation between Social Evaluation and the Media Evaluation.*

Production of values of the social public opinion is a process of social evaluation, and the media' s impetus is the great reference value. University students' images constructed by the media evaluation turn to be a stubborn and unchangeable image through interpreting and recreating of individual images and even human communication. It follows that media transmission have essential social guidance responsibility. Of course, the influence of the media should not

be limitless exaggerated. Some suggestions can be applied by negotiation or even by "opposite" effects (the second and the third hypothesis of Hall) to counteract negative factors of the media evaluation.

VII. CONCLUSIONS

If a sort of news framework has been repeatedly and exaggeratedly used, it will father upon audiences a kind of certain opinion. And audiences once accept this opinion, then they will utilize this news framework unconsciously when they think about images of this certain groups of people. Hence, they will come up with improperly judgments. Audience is like a mirror of the media. We expect that the media may check themselves by understanding audiences and change their images.

Therefore, under professionalized tendency of university students, the media must do self-criticism for their prejudiced construction of university students' images framework. They need to comprehensively and objectively construct the news framework of university students' images with rationally attitudes. They need to effectively guide the public opinions. Since the financial crisis in 2008 all over the world, university students' employments have been stroked as well. Then some media increase their reports that are adapted to current affairs on university students who start their own business. These reports increase the proportions of positive reports on university students and have some certain effects on correcting university students' media images. However, this kind of adjustments of reports is also a stress reaction, and it lacks of conditions and guarantees to normally operate. It is a question worth to be considerate that how to build a long-term testing mechanism for news framework to adjust news reports' tendency in time and to entirely and correctly pass objective realities to audiences in pseudo-environment by the media.

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