



Research on Xi'an TV news communication effect and audience acceptance based on agenda setting framework

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ABSTRACT

In the era of deep integration of media, the logic of agenda setting, communication path and audience acceptance habits of local TV news have undergone profound changes, and the effect of traditional agenda setting is facing a new test. Xi'an is an ancient historical capital and a large regional city. When reporting the local TV news, we should not only meet the needs of local residents, but also bear the responsibility of promoting the city image and serving the people. From the perspective of agenda setting, this paper explores the construction law of Xi'an TV news topics, studies the communication effect and audience acceptance, and puts forward the effect of Xi'an TV news reporting based on agenda setting and the path to improve audience acceptance, so as to strengthen the communication influence and guidance of TV news and enhance the credibility of TV news.

1. Introduction

As a classic middle-level theory of communication, agenda setting theory fundamentally refers to that the mass media influences people's concerns and views on issues by choosing which issues to report and the degree of attention given to different issues, thus providing a theoretical basis for the study of the effect of television news transmission. Xi'an's TV news is the place of local mainstream public opinion. It carries the multiple tasks of releasing government information, paying attention to people's lives and establishing the image of the city. To a large extent, it determines the cognitive level and attitudes of local residents. In the current era of integrated media, traditional TV news is facing the pressure of audience diversion and diversity of communication platforms. In this context, exploring the relationship between the agenda setting and audience

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acceptance of TV news in Xi'an and analyzing its actual communication effect can play a certain reference significance for improving the communication means of local mainstream media and consolidating the position of local public opinion.

2. Literature Review

The influence of agenda setting on Xi'an TV news communication effect and audience acceptance.

2.1 Topic selection and saliency ranking to shape the audience's cognitive focus

Xi'an TV news, based on the selection criteria of agenda setting, divides the issues of urban government affairs, public welfare, cultural tourism, social focus, etc., which directly affects the interest focus of local audiences. The mainstream TV media use its credibility advantage to vigorously publicize the central work of the city, practical issues to benefit the people and other topics, desalinate marginalized information, and make the audience have the mindset that "the important issues of media reports are important topics", so as to improve the public attention of news topics [1]. Such targeted agenda setting not only conforms to the planning direction of building Xi'an into a national central city, but also meets the concerns and needs of the local people, which is conducive to reaching social consensus, enhancing the cognitive influence of news reports and reducing resistance.

2.2 Topic narrative framework, affecting the audience's emotional attitude

The design of the narrative structure of agenda setting determines the public opinion orientation of Xi'an TV news report and determines the audience's emotional attitude and information reception. On the issues of Xi'an Cultural Tourism recovery, old urban renewal and reconstruction, road traffic improvement and so on, TV news uses the warm narrative structure and documentary narrative structure to dig out bits of life and feel the warmth of the city. In this context, it can make the audience resonate and identify, and greatly enhance the attention of the news; If these issues are narrated in a rigid disciplinarian and patterned narrative structure and divorced from the reality of the public's daily life, even if the topic itself is of great significance, it will be rejected by the audience. In addition, in the face of emergencies, TV news narrates with a true and transparent agenda and releases official news to relieve the audience's nervous mood and strengthen the media's credibility.

2.3 Cross media agenda linkage, adapting to the receiving habits of the audience

In the integrated media environment, the agenda setting of Xi'an TV news is no longer limited to the channel of TV, but to connect the new media platform to generate multi-media agenda resonance, which has a huge impact on the audience. The TV terminal constructs the main agenda and topic trend, and the new media terminal synchronously decomposes into fragmented information in the form of short video, graphic information and so on, so as to meet the information consumption mode of young audiences, and achieve the coverage of traditional media and emerging media. This joint agenda setting breaks down the time and space barriers of TV news, so that local hot topics can be transmitted in a fission manner, maintaining the authoritative characteristics of TV media, and is also in line with the way people receive information now, reducing the problem of people's focus shifting, expanding the attention of news topics and the number of people participating in discussions to a certain extent, and comprehensively improving the overall communication effectiveness and audience's willingness to accept.

3. Analysis of difficulties in improving the effect of Xi'an TV news communication and audience acceptance

3.1 The gap between local cultural expression and modern aesthetics

Xi'an TV news mostly relies on historical and cultural resources for content creation. In terms of presentation techniques, it is easy to fall into the stereotyped mode of historical literature accumulation and indoctrination interpretation, which has a huge gap with the interesting and visual aesthetics favored by the younger generation of audiences. The audience's love for local culture mainly focuses on tourism and friends' clock in and show off. If news programs can't turn the cultural connotation into simple story narration, lens language and other forms, it's easy to cause the content to be "sunny and snowy", which is difficult to cause the public's emotional recognition. At the same time, it will also weaken the influence of the core issues of the report theme, thus affecting the effect of information transmission and acceptance [2].

3.2 Lack of accuracy of audience portrait on multiple platforms

Xi'an TV news is aimed at the government audience, elderly users, young netizens and other groups, but they have obvious differences in the demand for information, the time background of receiving, and the way of use. At present, the setting of programs and the production of content are based on past experience and the standards of audience differentiation, lacking accurate analysis of the browsing habits of users on different media platforms, so that the pushed content can not be targeted to meet the needs of users. Pushing short, fast and situational content for young users in the short video app, and pushing convenience information for elderly users on the TV terminal will lead to unequal audiences and content, reducing the arrival rate and viewing willingness.

3.3 Insufficient depth of cross media content collaboration

In the era of integrated media, although Xi'an TV news plans multiple platforms synchronously, the content production still has the phenomenon of "copying and pasting the same material on various platforms", lacking personalized planning. What it does on the TV platform is a complete feature film, but in the new media, it does not re create according to their own characteristics, such as cutting the long news of TV, changing it into a short video clip adapted to the algorithmic distribution mechanism, or producing pictures that can interact with the audience, etc. Such a shallow cross media communication mode can not produce a resonant agenda setting, which wastes media resources and can not obtain stable audience attention according to the viewing habits of users on different platforms, resulting in a decline in communication power and a clear weakening trend in audience stickiness.

3.4 The temperature and depth of people's livelihood news need to be strengthened

News of people's livelihood is the key means to improve the audience's stickiness. However, some Xi'an TV news are superficial and stop to the point. After the event, they only make simple reports and ignore the causes, solutions and the most real expectations of the people's livelihood; Secondly, there are too many didactic and indoctrinated languages in the program, which lack the mentality of equal dialogue and cannot touch the deep feelings of the heart; Finally, the lack of follow-up investigation to solve the difficulties of people's livelihood makes the whole news content seem pale and incredible, which reduces the audience's interest and enthusiasm in reading and paying attention to people's livelihood news.

3.5 Insufficient power to produce high-quality original content

Compared with the demand for a large amount of information, the supply of high-quality original works of Xi'an TV news is insufficient. On the one hand, due to the long production cycle and high personnel investment, the production of high-quality programs such as in-depth investigations and feature films is limited; On the other hand, there is a lack of efforts to develop regional hot events, and a number of concerns with Xi'an imprint that can cause widespread debate have not been formed. The content is uniform, which is not conducive to the long-term retention of the audience and the establishment of its own brand influence, thus affecting the influence of TV news programs

to a certain extent.

4. Suggestions on the dissemination of Xi'an TV news reports and the improvement of audience acceptance based on agenda setting

4.1 Accurately anchor the needs of local audiences and optimize the screening and ranking of the agenda

According to the basic principle of agenda setting, Xi'an TV news should break through the traditional top-down agenda arrangement, form a "two wheel drive agenda selection system of audience attention+urban development", and fundamentally improve the relevance of the agenda. First, we use questionnaires, audience interviews, online public opinion monitoring and other methods to obtain the main concerns of the audience in Xi'an, focusing on the popular hot issues in the improvement of people's livelihood, the integrated development of culture and tourism, urban construction, public services and other aspects. On this basis, we exclude the truth that it has nothing to do with the people, put the issues that are highly concerned and closely related to daily life into the key agenda, and give preference to the length of the report and the proportion of the page. Secondly, the proportion of government information and people's livelihood information should be controlled to prevent the agenda from being too focused on one aspect. For the elderly, young people, office workers and other different audience groups, we should be more careful in the focus agenda, such as adding pension policies and health knowledge agenda to the elderly; Explore topics such as tourism clock outs, youth entrepreneurship and urban trends for young people, make the agenda setting more in line with the information needs of different audience groups, enhance the audience's recognition of the news agenda, and improve the basic acceptance rate [3]. By accurately selecting the agenda, the content of the news can really penetrate into the local life, eliminate the "information gap" between the audience and the media, and lay a good foundation for the communication effect.

4.2 Innovating the narrative framework of the agenda and strengthening the communication appeal

The influence of agenda setting not only comes from the choice of topics, but also is based on the infectivity of narrative structure. In Xi'an TV news reporting, we should get rid of the rigid and preaching reporting mode, create a warm, popular and Xi'an story filled agenda narrative style, and shorten the spiritual distance with the audience. For the political agenda events, the cold "policy propaganda" should be eliminated, and the form of "policy analysis+people's stories" should be used to tell stories about the changes in the lives of ordinary people caused by a series of policy changes such as the upgrading of Xi'an's urban business environment, the reconstruction of old areas, and the improvement of road traffic. The real scene should be used to show the results of policy implementation, making the boring political agenda vivid and interesting. In terms of cultural construction planning, we should explore the historical and cultural connotation of Xi'an, embed the contents of cultural relics and historic sites protection, intangible cultural heritage inheritance, tourism festivals and other activities into the streets and alleys, people's stories, jump out of the boring cultural popularization, and call the audience's urban feelings in the life scenes [4]. And optimize the way of language expression, use the plain and grounded language broadcasting method, weaken the unfamiliar sense of authoritative context, and enhance the local characteristics by combining the local dialect stem, street visit and other forms. Follow up and report on hot topics in depth, fully show the causes and consequences of the event and solutions throughout the process, establish a true, credible, friendly and accessible image, enhance the public opinion penetration of the agenda with excellent narration, and make the audience voluntarily

accept and recognize the news agenda.

4.3 Build a cross media agenda linkage system and broaden communication coverage

In the integrated media environment, it is difficult for the agenda push of one screen TV terminal to reach all audience groups. Xi'an TV news should build a cross screen linkage communication framework based on the agenda setting theory, which is "TV main front+new media matrix", to comprehensively cover the agenda push demand in different scenarios. Based on the TV screen, we will produce important agendas such as in-depth topics and heavy reports, determine the keynote and authoritative image of the topic, and link with emerging media platforms such as short video app, wechat official account and local information client to disassemble the agenda and distribute it to various platforms, and produce differentiated content products according to different media attributes. For example, the TV in-depth feature programs are compressed into 1-3 minutes of short video essence, in which important opinions are extracted and published on the short video platform in the form of graphic posters or voting, which is in line with the fragmented browsing mode of young people. The use of new media channels to carry out exchanges on hot topics of local current affairs, called on netizens to make comments, and on this basis, fed back good comments to TV columns, completing a complete communication process [5]. Combined with the local government microblog, tourism microblog and online celebrity V, it has expanded the information dissemination of the agenda, broken through the spatial limitations of TV news, and made important issues reach people of all ages and media habits. The cross media agenda interaction keeps the authority of traditional TV media and conforms to the communication characteristics of new media, enhances the visibility of agenda information and public attention, and strengthens the overall influence on the agenda.

4.4 Establish an agenda effect feedback mechanism and dynamically adjust communication strategies

To improve the accuracy and influence of agenda setting, it is necessary to establish an effective audience feedback and effect evaluation mechanism to overcome the problem of more communication and less feedback in traditional media, so as to achieve timely adjustment of agenda setting. Xi'an TV news should establish a multi-level feedback system, and set up various forms of feedback channels such as TV channel hotline, mobile wechat message, on-site exchange meeting, online questionnaire to understand the audience's attention, satisfaction and perfect opinions and suggestions on various topics, so as to accurately grasp the reaction and emotional tendency of the masses to various agendas. Develop quantitative and qualitative double effect evaluation standards, measure the coverage of the agenda through specific indicators such as audience rating, click through rate, number of comments, and forwarding times, and investigate whether the audience understand and recognize the agenda and the emotional color it conveys by means of interviews, public opinion analysis, etc. Regularly review the effectiveness of agenda setting, and timely change the reporting angle, narrative method or reporting order for topics with low attention and poor communication efficiency; For local topics with high popularity and great influence, we should strengthen the amount of reports and form thematic topics; In addition, we should also establish a rapid response mechanism for audience feedback. In the face of the life problems and questions raised by the audience, we can use the news agenda to answer questions and solve doubts, so that the audience can understand the importance of the media to them, and enhance the audience's awareness of participation and identity; Finally, we need to achieve closed-loop circular adjustment, so that the agenda setting is always close to the actual needs of the audience, and constantly improve the communication results and acceptance.

4.5 Create local characteristic agenda IP and strengthen the credibility of the

agenda

Based on the agenda setting theory, the establishment of its own localized exclusive news agenda IP is an effective means to improve the news competitiveness of Xi'an TV station and enhance the audience stickiness, so as to make the agenda setting have a long-term influence. According to the urban positioning and regional characteristics of Xi'an, a series of brand fixed agendas are launched around the three major aspects of cultural and tourism integration, livelihood services and urban development, such as "Xi'an People's livelihood express", "cultural and tourism Chang'an" and "face-to-face urban development". The fixed agenda disseminates IP to strengthen the audience's impression, emphasizes Xi'an elements in the process of agenda production, explores local exclusive news materials, pays attention to local unique news events, typical figures and hot news events, prevents the assimilation with the media agendas of other regions, and sets up the unique core agenda of Xi'an. At the same time, we should safeguard the credibility of the media, report fairly, impartially and truthfully on the agenda setting, avoid dodging and exaggerating in the face of problems concerned by the people and social concerns, and release positive news at the first time to ease public sentiment. We will continue to create good localized agenda products, guide audiences' watching habits, and make Xi'an TV news a window for local people in Xi'an to understand the truth and the city. By using high-quality agenda content, we will enhance the brand image of our media, so as to achieve the purpose of long-term effective and highly recognized communication.

summary

To sum up, based on the agenda setting, this paper analyzes in detail the reporting situation of Xi'an TV programs and the difficulties in audience acceptance, and explores the ways to improve the effect of local TV news in the era of integrated media. Only by accurately grasping the local demand, innovating the mode of communication, establishing the all media integration mechanism and forming a good effect circulation loop, can we establish an effective trust link between the topic and the audience. In the future, Xi'an TV news should find the point of agreement between the historical accumulation and development progress, use the way the masses like to see and hear, deliver the news more targeted, make a local mass media image with weight and temperature, and continue to serve the urban culture publicity and public opinion publicity of Xi'an.

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