

# Frame Theory and Media Practice: Construction of Media Image of the Elderly Group under the Deep Aging Trend - Based on the Content Analysis of The Paper's WeChat Official Account (2021-2023)

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## ABSTRACT

The media subconsciously shapes people's cognition of domestic and international environments, social events, and groups. The image of the elderly group presented by the mass media has an important impact on the "self-awareness" and "others' perception" of the elderly. The comprehensive and active participation of the elderly group in news media can enhance social attention to the elderly group and promote the process of active aging in China. This article uses quantitative content analysis and analyzes the elderly image in 171 research samples of The Paper's WeChat official account under the framework theory. The study found that in the high-level framework, the reporting topics of elderly-related reports are relatively diverse, but they focus more on social news and personality news. In terms of reporting tendency, the elderly-related reports of The Paper's WeChat official account tend to be more negative. In the middle-level framework, the geographical areas of the reported subjects focus more on cities, and the gender attributes focus more on males, but the gender ratio of the reported subjects gradually shows a balanced trend. In the low-level framework, from the perspective of reporting form, graphic and textual reports are the main reporting forms of elderly-related reports. This study appeals to the media to be more objective, comprehensive and profound in reporting the elderly group, avoiding the oversensationalization of negative news, so as to shape a more positive, diverse and inclusive media image of the elderly, promote social attention and respect for the elderly, and facilitate the implementation and development of the active aging strategy.

**Keywords:** Deep Aging; Media Image Construction; Content Analysis Method

## How to Cite

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