

The Phenomenon of News Report Becoming Entertainment Oriented in the Internet Era

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Abstract: The theory of "entertainment to death" was put forward by Neil Bozeman, an American media culture researcher and critic, in 1985 about the gradual replacement of written language by television audio-visual. With the advent of the Internet era, the public can browse news from all over the country and even the world online through mobile software. In the information age of big data explosion, communicators need to attract audiences with exaggerated, amazing and strange content and titles, so as to improve reading volume and earn traffic. In the process of editing news, entertainment elements are added. Although they earn clicks, they also greatly reduce the authenticity and seriousness of the news. Take the case of Hangzhou nanny arson as an example - to re-examine the reasons for news entertainment in the Internet era, and put forward reasonable suggestions from the general public, media institutions and government supervision in view of the current difficulties of the news industry.

Keywords: "Entertainment to Death"; The News is Generally Entertaining; Internet News Communication

1. Introduction

At the end of the 20th century, with the popularity of television, print media gradually lagged behind. The fragmentation, simplification and entertainment of television make people start to think simply, and television has become the main media in the entertainment era. All cultures have become appendages of entertainment, and we have become a group of human beings who entertain to death. Influenced and inspired by McLuhan, Bozeman took "media is metaphor" and "media is epistemology" as the theoretical basis for his elaboration of "society from entertainment to death". He believes that the media can define the real world with a hidden and powerful hint power. Different media have different tendencies, which will eventually shape the characteristics of the entire culture.

2. The Phenomenon and Causes of Extensive Entertainment of News in the Internet Era

In the era of explosive information and data, the information that the audience receives every day is huge. The emergence of short videos has made news more popular, and many We Media news platforms have emerged. The increase in the number of news media has made it more difficult for media units to disseminate news. Many news stories use exaggerated headlines and outrageous covers to attract audiences and earn traffic. Ordinary health popular science news, with the words "carcinogenic" and "lethal" added to the title, can harvest considerable browsing and forwarding.

With the advent of the Internet era, every move of stars and online celebrities has attracted much attention, and the view of "entertainment first" and "drunk today" has been deeply affected. Many "illegitimate meals" spy on the life of stars and reveal personal privacy. The main purpose of the announcement of the itinerary of patients infected with COVID-19 in the epidemic environment is to identify close contacts, but they will still be subject to online violence by netizens. Human flesh search will publish their personal information. These behaviors reflect that people are deeply affected by the phenomenon of "entertainment to death" in the Internet era, and news events are gradually becoming more entertainment oriented.

Whether in the era of printing, the popularity of television, or the rapid development of the Internet, people are keen on entertainment. Why? Freud believed that the complete personality structure was composed of three parts, namely, id, ego and superego. The id follows the "happiness principle". It does not know what is value, good and evil, and morality at all, but only knows to pay all the costs to meet its own needs. In order to meet the needs of the market and the audience, the media are more inclined to push entertainment information. At the same time, compared with in-depth mining reports, the cost of entertainment information is relatively low, and the capital market is more willing to push entertainment news with low cost and loved by the audience.

3. The influence of news pan entertainment on today's society.

When people receive fragmented, stimulating and temporary news information for a long time, our brains will be more and more difficult to receive lengthy content, read long and serious articles, and look at problems with rational thinking. With the development of media, we can get news more easily and quickly, and the content of news is more interesting and rich. But can we really keep a clear head when immersed in the sea of news and information? When citizens of a country no longer pay attention to national affairs but focus on "soft news", the overall quality level of our citizens will be greatly reduced.

With the fragmented description of a few words, the authenticity of the news has been questioned, and the parties to the news have therefore been subjected to cyber violence and human flesh search. After the reversal of news through the fragmented release of the network, the audience began to question the authenticity of the news. This leads to the news becoming no longer true and reliable, which violates the authenticity principle of news. At the same time, in the face of serious and in-depth news, it is difficult for the audience to keep rational thinking and use emotional ways to vent, and the Internet network environment will be very bad. After the husband of the victim of the Hangzhou nanny arson case announced his remarriage, many rumors spread that the husband of the victim donated a well to suppress the soul of his dead wife and children. Netizens even called on the "master" who knew magic to answer questions. Through the transient and bizarre information reception of this long-term network, teenagers' logical thinking will also be affected. It is difficult for society to cultivate the next generation of talents with independent thinking and rational thinking.

4. How news controls pan entertainment influence.

4.1 Press media units stick to the bottom line

All cultural products have their own artistic, educational and entertaining functions. Under the influence of the market economy, today's cultural products pay more attention to commercial value, so there are many vulgar and kitsch cultural contents. News media units can not only meet the needs of consumers, but also spread correct news values. Mainstream media units such as CCTV News Broadcast and People's Daily have opened their own media platform accounts to spread news through short videos, microblogs and other ways that audiences like. Guide, educate and influence the audience in the way of combining education with entertainment, and establish a correct outlook on life and the world for the audience. In the face of the uneven news media units on the Internet, the mainstream media should maintain their original intentions and stick to the bottom line of professional ethics. Strictly abide by the General Rules for the Examination of the Content of Online Audio visual Programs issued by the State Administration of Radio, Film and Television, and make news information dissemination in accordance with the guidelines.

Entertainment is a human instinct. Today's information is both entertaining and commercial. On this mercenary network, news media units should keep sober, reduce the spread of entertainment news, and more importantly, spread warm and in-depth news.

4.2 Supervision role of government departments

The government departments need a wise and clear bottom line thinking to manage and govern the entertainment information on the Internet, establish relevant laws and regulations to punish the disseminators who spread rumors, spread vulgar and kitsch news information, and eliminate the drawbacks of network anonymity. Improve relevant laws and regulations, strictly approve the media of news production, and strictly control the production process of entertainment information. The government departments should strengthen the strict supervision of the Internet platform, require the Internet platform to strengthen the review of news information,

and should establish an "Internet police" to clean up the Internet environment.

The way the government departments enforce the law should also keep pace with the times. Create accounts on the Internet platform to guide and dredge the current hot news in a timely manner, and respond to rumors in a timely manner so that the audience can reduce the loss and damage caused by rumors, and improve the authority and credibility of the government departments. In the face of the defects caused by the market, the government departments should do a good job of dredging and guidance in a timely manner, and reasonable norms to reduce the "entertainment" of news communication. At the same time, the threshold for news and communication media has been strengthened, and the threshold quality of entertainment professionals has been improved, so that stars and online celebrities can become the idol representatives of positive energy.

4.3 Improvement of media platform audit system

As a media platform on the Internet, it has a large number of user groups. In addition to relying on the supervision of government departments, the media platform itself needs a content review process for self supervision. If the Internet is not illegal, it is necessary to review and monitor the content published by users, otherwise the speed of spreading rumors is uncontrollable. In addition to reviewing the content of platform bloggers, the acrimony in the comment area needs to be rectified. "Keyman" put the negative emotions in real life on the Internet to vent. In addition to the reasons of users, the media platform needs to supervise and manage the comment area, so that more netizens can be alert and responsible for their personal comments before they make comments.

In addition to establishing a complete audit mechanism, the media platform should also promote rational, scientific and positive content to attract more We Media bloggers to produce more healthy and scientific content. To reduce the impact of capital on the Internet climate, real name registration should also be encouraged for registered users, and it should serve as an auxiliary function for the accountability of government platforms.

5. Summary

In the new media era, the information dissemination scope of opinion leaders is far more extensive than that of ordinary audiences. At the same time, the audiences are easy to hold opinion leaders to the altar and are affected by their thoughts and behaviors. At the same time, as the development opinion leaders of new industries have great business value, as long as there are hot topics, they can be converted into commercial value flows. Just as Lin Shengbin, the husband of the victim in the case, spent his dead wife and children, set up an affectionate and miserable person to become the opinion leader concerned by the audience, and launched Taobao marketing and Tiktok live streaming of goods in the name of creating a clothing brand with the dead wife and children. Therefore, when facing opinion leaders, the audience should have insight and focus to examine online entertainment carnival and avoid becoming a "tool man" for others to achieve their goals. The audit and supervision role of government departments and network platforms needs to be further strengthened and standardized.

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