

The role of new media in the process of public opinion communication

Shiyu Xing

Nanjing Normal University of Special Education, Nanjing city, Jiangsu Province China, 210000

Abstract: With the combined development of the media industry and the IT technology industry, more and more emerging media have seized the market share of traditional media, which has changed the way people communicate and communicate. In particular, microblog, WeChat and online video, which are mainly represented by new media, have produced a certain effect of public opinion due to their fast spread and large audience, thus forming a strong fan team, which can gain the recognition of netizens and play the role of fans. This paper analyzes the role of new media in the dissemination of public opinion through its influence on information dissemination.

Key words: Public opinion; New media communication; Information dissemination

1. The relationship between the spread of public opinion and new media

Social public opinion refers to people's views on what is happening in society under a certain era background and tends to be in the same direction. This evaluation of public opinion needs to be spread by certain media to get more praise or criticism, indicating the mainstream value orientation of the current society. Among the traditional ways of communication, radio, newspaper and television are the media, but now the emergence and involvement of new media have affected the process of traditional media.

1.1 Communication mode of public opinion

In the past, public opinion was mainly disseminated through commenting television programs, topic radio programs and some newspapers. The content often contained the theoretical views of commentators, social experts and industry experts, which included professional knowledge and practical experience. Besides, this view expressed the mainstream values of the current society. The comments of these media will be supported and recognized by the audience and their comments are based on compliance with the law and public morality, and the content is biased towards the interests of the majority of the public. In addition, people use new media to spread by means of microblog, WeChat circle of friends, post bar, social networking site, BBS forum, video website and so on. Compared with traditional media communication, it has certain randomness and is deeply loved by netizens.

1.2 Characteristics of new media communication

Because of its randomness and high participation of netizens in the process of dissemination of new media and other characteristics, which may lead people to spread false information. However, the main reason for netizens to love new media is the fast transmission speed, long storage time and hidden comments. Young netizens are the main audience and communicators of new media due to their high dependence on the Internet and the use of new media can not only search the required information anytime and anywhere, but also be simple and convenient, which has the characteristics of large audience base, strong influence and wide range of influence. At the same time, it also triggered discussion from all walks of life and formed public opinion.

1.3 An analysis of social public opinion behavior of new media communication

Internet users' participation in the process of information dissemination on the new media platform can promote the formation of public opinion and the comment area set up by websites on the Internet provides a platform for the public to exchange views, where netizens can clarify their views and form their own opinion alliance. Although this form of communication is fast, it is likely to lead netizens to the wrong direction of public opinion due to the uncertainty of the authenticity of the information. And the magnitude of communication will eventually lead to the wrong value orientation, and even cause netizens' panic.

2. The guiding role of new media for public opinion

The uncertainty of the authenticity of new media information leads to the wanton spread of public opinion, including the opinions of some influential big V and stars, as well as the opinions expressed by many influential grassroots stars, corporate official account, etc.

2.1 The influence of the Big V fallacy

Some public platforms, such as celebrities, large enterprises, experts and scholars and other influential celebrities on the microblog, have a high efficiency in the dissemination of their real-name public microblogs. Their condemnation of certain social opinions and personal views will be particularly supported and spread indiscriminately by fans. Even though she has previously supported the singer He Yunshi, some fans still praise her behavior, these big V's attitudes are an energy that affects the direction of public opinion, and the audience is very broad, especially the values of those young star chasers. The impact of this is unpredictable.

2.2 The guiding role of positive energy

Of course, in addition to negative information, social public opinion is more positive energy, such as the condemnation of social bad behavior and some views on social phenomena, which have changed people's traditional feudal values. People's Daily and other positive energy article carriers use new media to speak out to the society. This way can change people's views on some social public opinions and guide social public opinion to a more reasonable, scientific and civilized direction.

2.3 Providing a platform for netizens to express their feelings

Where can people's freedom of expression be reflected? That is, people can express their ideas equally. The emergence and development of new media have opened up new space and path for freedom of expression. Ordinary people can express their views on the Internet at any time through new media. Although some of them are negative emotions, they are not enough to affect the direction of public opinion in the whole society. Finally, they can express their personal emotions, reduce their negative emotions towards the society, and avoid psychological obstacles.

3. Purifying the network and improving the supervision of new media

3.1 Improvement of new media supervision system

Under the new media platform, because the public is free to speak without restriction, many illegal and untrue negative information is rapidly spread. In order to avoid this phenomenon:

First of all, someone should supervise the website platform, automatically search information through IT technology, screen illegal information, and punish the information distributor by failing to log in again. Secondly, the website can encourage the netizens to supervise each other through some ways of rewards. Once false or illegal information is found, the netizens can submit the reported object through the supervision column of the website. After verification by the relevant staff of the website, if the report is true, the website will provide the whistleblower with certain rewards to reward the whistleblower. Finally, the reward and punishment system of new media supervision should be made public, and civilized network behavior education and publicity should be carried out, so that more Internet users can spontaneously improve their awareness of law-abiding, identify the authenticity of public opinion by improving their self-literacy, and have the ability to predict the serious consequences of illegal information dissemination on society and themselves.

3.2 Legal punishment of illegal speech dissemination

The spread of illegal remarks is the most widespread in WeChat's circle of friends. Many of the information in the circle of friends often spread some irritating words to stimulate people's forwarding behavior in order to hype, attract attention and win people's sympathy. China has promulgated relevant laws and announced that the behavior of the forwarder will be investigated at the same time, which can play a certain role in curbing the spread of illegal information, and also prove that the timely promulgation of relevant laws can play a certain role in controlling the spread of speech, at least reducing the behavior of people's random forwarding, and reducing the adverse impact of bad public opinion. The high acceptance of Internet users for new media has made it possible for new media to challenge the dominant position of traditional media in disseminating information today. In the new media environment, the audience's release of information is no longer limited by time and space, and the rapid dissemination of information makes information become a hot topic in a very short time. The way of spontaneous interaction with the media has improved the speed of information dissemination, and also made public opinion become the talk of people after lunch. Although the speed of new media in the dissemination of public opinion is very fast, there are also certain drawbacks, such as the inability to restore the truth and the phenomenon of spreading false information through error. The real situation is exaggerated by netizens, and even deliberately fabricated false content to irritate the public and this kind of untrue and bad information dissemination is easy to aggravate social contradictions and disrupt social order, which is extremely detrimental to the development of the Internet. Therefore, reducing the spread of extreme information and illegal and unhealthy information through strengthening the management of the Internet and the act of Internet legislation will help to build a civilized and healthy network environment, and at the same time, it will also enable the advantages of new media to play better and avoid the further aggravation of the disadvantages of new media.

References:

- [1] Han Yunrong, Huang Tianyuan Research on public opinion regulation of current social problems in China [M] Communication University of China Press, 2011:37.
- [2] Lei Yuejie, Xin Xin Introduction to Network Communication [M]. Beijing: Communication University of China Press, 2009.
- [3] Ma Xiaogang The rise of We-media stems from the choice of traditional media [J]. Media Watch, 2006, 4.
- [4] Zhao Lizhi Introduction to Crisis Communication [M]. Beijing: Tsinghua University Press, 2009.
- [5] Wu Xiaoming Investigation on the role of We-media in group events [J]. Jianghai Academic Journal, 2009, 6.
- [6] Li Honglei Public opinion guidance under public crisis [J]. Young journalists, 2006, 6.
- [7] Yu Huanhuan We-media in crisis events and its communication countermeasures [J]. Young Journalists, 2008, 24.
- [8] Qin Zhixi Public Opinion and News Culture [M]. Wuhan: Wuhan University Press, 1997: 14.
- [9] Liu Jianming Basic Public Opinion [M]. Beijing: Renmin University of China Press, 1988:24.