

# The “post-truth” era guided the media to the public emotional expression

## ——took the “female graduate student of the Chinese Academy of Social Sciences” as an example

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**Abstract:** In recent years, Through the continuous development of the Internet, Social media has gradually become a new window for public opinion information dissemination, at the same time, China is in the transition period of social and economic development, Multiple social conflicts, Cause public opinion emergencies are common, In the context of the “post-truth” era, “Emotions are before us, Truth comes “ Facts and truth have been replaced by public sentiment, rumors and speculation, This also brings many challenges to the society, In this paper, taking the pregnancy suspension event of female graduate students of Chinese Academy of Social Sciences as an example, Studying a series of questions about the expression of public sentiment, With a simultaneous reflection, Constantly improve and innovate the media guidance strategy for the expression of public emotions.

**Keywords:** “post-truth” era public opinion; reversal media public opinion

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## 1.Introduction

### 1.1 Research background

With the development of science and technology and mobile network, it has brought innovation to the communication technology, and also ushered in a new change in the form of communication media. Ke Post believes that “ news communication has entered the era of cyberspace, and human beings are also in the era of new media dominated by digital technology.”” According to the 50th Statistical Report on the Development of the Internet in China, “ As of June 2022, the number of Internet users in China had reached 1.051 billion, and the Internet penetration rate had reached 74.4 percent. Among them, the growth rate of short video is the most obvious. The scale of short video users reached 962 million, accounting for 91.5% of the total Internet users. This social media “wechat, Weibo, TikTok, Kuaishou, etc.” has gradually become a new window for public opinion information dissemination, Everyone has a voice in the Internet, Everyone can give their own opinions and comments, so public sentiment is the underlying cause of public opinion, but, The formation of this public opinion is an uncontrollable factor, The direction is uncertain back and forth, So to play the role of our professional media, Do the guidance strategy well, Help in the virtual Internet world on the right path.

### 1.2 Research meaning

In the era of “truth after”, we are in the transition of social and economic development, there are all kinds of contradictions and problems, distrust, anxiety, prejudice, emptiness, irritability, nowhere to vent, etc., so many network hot events, constantly search, actually failed to solve some social problems and the long-term accumulation of public emotions, reality of psychological state reflected in the network public opinion field, become the public peep, dig, emotional catharsis.

Thus, in this context, Research on public sentiment in the online environment is gradually attracting the attention of researchers, These hot events have been trending on the Internet, Through this matter, many people in the society have developed anxiety, fear, And the situation has reached an uncontrollable situation, With a great negative impact, Make good use of being female, pregnant, and knowledgeable, Using the platform for drainage has caused a lot of sympathy, So it is worth research, very research value, Since the incident happened recently,

there are no relevant reports on this matter, And there is few research on public sentiment in China, Therefore, this study has some significance.

## **2. Event review and sorting**

### **2.1 Period of public opinion reversal: the truth emerges**

As the event heat continues to rise, Some netizens have picked up the deeper news, The original seemingly ordinary south according to the husband-Xiao Xinggang, Used to be a barber, Now serve as shareholders in both companies and executives in multiple companies, One of the “ we-media companies even registered a registered capital of 5 million yuan, therefore, On a second is still trying to persuade the south of the netizens, Then I saw that the account on the TikTok platform has risen to 143,000 fans, And that data keeps going up, It can be said to bring a wave of dividends to Nanyi, Bringing the heat, Netizens also instantly sober up the original use of these words combined, To consume the public sentiment

### **2.2 Period of public opinion dissipation: the return of rationality**

At 1 am on September 20,40 points, south in accordance with the weibo post response: he won't because children regret: I won't because children regret, with my boyfriend together although time is not long, but I know his character, and see his family growth environment, just know what shaped his personality, although no degree, but also will superior bear, not do bad material security. When I return to school a year later, I can devote myself to study and take reading as a career and get a PhD. I just hope that I can do what I can do well in front of me at this stage, I will be responsible for my own choice, everyone's choice is different, we try to make a meaningful life! Mr.Xiao, the husband of the party, said he is a technical secondary school degree, two people once because of engaged in the media work gradually familiar with love. He just got a license with his wife, Nan, a few days ago, who is still in a school in Beijing and he lives in Yunnan. Xiao said Nan would be her in Yunnan after giving birth, and his wife would continue her studies. Then some online media for the comments at this time, I hope that everyone will return to the matter itself, and respect everyone's choice.

Reasons for public opinion: (the public)

- (1) The public believes that this behavior gradually shrinks the social upward channels.
- (2) The public believes that its south yi and her boyfriend behavior for the flow of their own interests in the hype.
- (3) The public believes that Nanyi is not only an individual but also a symbolic group.

## **3. The era of post-truth and its influence on the dissemination of social public opinion**

First, new media is gradually growing. In the era of the rise of new media, the media of rapid, led by traditional media elite type voice was submerged in the public emotional expression, new media gradually become the dominant force of public opinion and media communication, at the same time, the same point of view, values the individual will form their own circle in public opinion, and influence other individual subtly to accept this view, values, if there is the individual will kick out, therefore, in the new media gradually enhanced, public opinion expression more uncertain, emotional.

Secondly, people from all walks of life are more angry and extreme.” Social psychology and suggestion are mutually contagious, And turn to a common direction, “ is a line in The Uble, Due to the development of our present society, The public has anxiety and distrust about the environment, political order, and so on, And in this social mindset, Members of society are easily manipulated by emotions, hints, etc., Form a social blind obedience and anxiety, so, An emoji or a text can further strengthen public anger and extreme, Finally, the public can vent their dissatisfaction and release their emotions in this virtual world, People are more concerned about communicating their will, Thus brings the loss of the media.

Finally, the major hot events become a window for excessive catharsis of public emotions. before one, Our society is in a critical transition period, We face many difficult problems, such as “class differentiation, the widening gap between the rich and the poor,” and so on,

These problems promote dissatisfaction among the marginalized groups or the disadvantaged people in similar situations, (For example: our example in this article, “pregnancy suspension of female graduate students of the Chinese Academy of Social Sciences”, Let female graduate students, students, women, pregnant women) feel dissatisfied at the beginning, Hope Nan will no longer love brain, To be an independent woman, Don’t give up their studies for love, After the truth comes out, The mood is even more dissatisfied, More abuse said anything for traffic) so these topics, protagonists, events, To promote excessive public emotional catharsis, Increased the difficulty of controlling social public opinion and public sentiment.

## **4. The expression of public sentiment in the “post-truth” era**

### **4.1 Public emotional bias and uncertainty.**

In the post-truth era, each of us is a record and a vocalist, Express their opinions, attitudes and opinions through various ways of the media, So it is not predictable and estimated, Smelce believes that “ social psychology, social deprivation, emergencies, social values and beliefs, social control ability will all affect the expression of public emotions, Making public opinion even more elusive “, “The Chinese Academy of Social Sciences female graduate pregnancy suspension incident” than the pregnancy of Nan is more concerned about the damage of the blogger’s own interests and whether the husband and its in the hype, More is the hatred of the rich, dissatisfaction psychology (using their own label to manipulate public emotions, Then after the explosion of red live with goods quick money), originally, Nan posted a video on TikTok that casual social events may have unexpected results.

### **4.2 The public mood has a strong desire to vent**

In a short video, users to share their life show to the public, the vivid information transmission can bring immersive feeling, stimulate the public emotional experience and psychological feelings, plus have opinions since the media induced title, let people from all walks of life to discuss female graduate student pregnant children, replace rational, let public emotions, emotional catharsis completely replace the original thing, actually there are a lot of female students married, pregnant and children, they did not give up their studies, it is through this thing vent employment, pregnancy is not easy, and so on.

### **4.3 Public sentiment is spreading so fast**

In the network information age, all is given priority to with traffic, see your playback and point rate, so in the network to cater to the audience more, when “academy of social sciences female graduate student pregnancy suspension events” after tens of thousands of TikTok, thumb up quickly on weibo hot search, a topic has heat, major experts and scholars, or similar groups rushed to discuss opinions, so the transmission speed is more important than content, more ignore the thing itself.

## **5. Conclusion**

### **5.1 In the “post-truth” era, the public emotion expression is guided by the media**

#### *5.1.1 The media should enhance and enhance the ability to guide the public’s emotional expression*

First, the scientific assessment and grasp of the direction of public sentiment. Before some things did not present all best cautious voice, on the basis of grasping the public emotional expression targeted to guide the public mood, make explanation, disclosure, prompted the public with rational and objective attitude to express hot events, such as: for “academy of social sciences female graduate student pregnancy suspension events” People’s review: female graduate student home leave, why “dad” preaching?, Carry out public opinion guidance in a moving way, carry out public emotional guidance, and promote the public emotional expression to advance in a scientific and controllable direction.

Finally, In this case, both the comments and most of the negative effects occur, Thus has produced adverse social consequences, So the media should convey the most rational value guidance to the public at this time, For example: Qianjiang Evening News: female graduate

students “marry down” barber suspended school for labor, Don’t have to point out across the screen, Qianjiang video: Commentator: “ Put down the complex of helping others, Respect for their destiny “, Each of us is an independent individual in this matter, Each person chooses it differently, We can only respect and accept that, Can’t change anything, In fact, excessive care, persuasion is also very distressed for others, This kind of matter is private without discussion, Respect for the right to choose. In the end, Nan Yi also said that he did not give up, and after giving birth, he would return to school to continue to study, and also study for a doctor.

In short, we should have basic cultural literacy, should be more tolerant and tolerant, do not feel surprised about the suspension of female graduate students, do not speculate, make irresponsible remarks.

#### *5.1.2 We will improve the system construction of the media for the expression of public emotions*

First, to establish a public emotional guidance with the mainstream media as the core. In the “post-truth” era, it is best to combine the public emotion guidance with Party newspapers and CCTV as the main body, with today’s short videos, by professional scholars, big V and parties to clarify the truth in time, do a good job of public opinion dissemination, and better guide the expression of public emotions.

Secondly, strengthen the purification of information spread by the media. In new media actually often only concerned about you want to focus and interested in and more concerned about emotional catharsis, expression, in this case new media and social platform for information supervision, and pay attention to strengthen the opinion leaders (network big V, etc.) the content of regulation, prevent in order to attract traffic release false news, reduce emotional spread.

Finally, improve the supervision of public opinion on social platforms. It’s an important platform for public emotional expression, so timely detection and analysis of public opinion, carry out public opinion guidance work, more likely to reduce the negative impact.

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