

The Impact of New Media Environment on Public Opinion Dissemination and the Coping Strategies

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Abstract: With the rapid development of China's economy and the continuous improvement of national science and technology level, the development of new media technology in China has also been greatly promoted. At present, China's new media technology has developed relatively mature, and has been widely used in many aspects such as public opinion dissemination. The development of new media technology has promoted the innovation of the mode of public opinion dissemination, and made a great breakthrough in the development of public opinion dissemination. From this point of view, this study briefly introduces the characteristics of the new media media, and will focus on the impact of the new media environment on the public opinion communication and the new media communication on the public opinion-oriented response strategies.

1. Introduction

At present, China's new media technology has made great progress, and played a great role in the process of public opinion communication, which makes the mode of public opinion communication is gradually realizing the transition and transformation from traditional mode of communication to new media communication. With the rapid development of Internet technology and other times, it is undeniable that the value of new media to the dissemination of public opinion is enormous, which greatly improves the speed of the dissemination of public opinion. Therefore, our government should fully recognize the characteristics and development concepts of new media, and correctly understand the way of new media communication, so as to adopt the correct guidelines to guide the new media to play an active role in the dissemination of public opinion.

2. The Characteristics of Public Opinion Dissemination in New Media

2.1. The amplification effect of public opinion dissemination

As a main way of information dissemination, new media has its own unique characteristics, one of which is the amplification effect of public opinion dissemination [1-2]. The so-called amplification effect of new media on public opinion means that in the process of using new media to disseminate public opinion, the dissemination of a trivial matter will be constantly exaggerated, and then be disseminated as a bigger thing in the network, arousing widespread concern. This amplification effect of public opinion often causes greater social concern and triggers widespread discussion in society. In some cases, the magnification effect of public opinion is positive. For example, for the waste classification advocated by the state, a wrong act, a sentence or even a photo of waste classification may be widely spread on the Internet, causing widespread concern.

2.2. The fusion effect of public opinion dissemination

The fusion effect of public opinion communication is also a main feature of new media communication. With the characteristics of fast information dissemination and wide audience, new media can gather relatively small personal views of behavior and form a strong social force, which can arouse widespread concern of the whole people, make the development of events gather higher attention, and in this case affect the follow-up development of events. For example, when the State

formulates relevant policies and regulations, citizens from all walks of life, through the supervision of online public opinion, can put forward suggestions that are more in line with the national conditions and more in line with the actual development of society, thus contributing to the improvement of relevant national policies and laws and regulations [3]. At present, the topics that have aroused widespread discussion are shown in Figure 1.

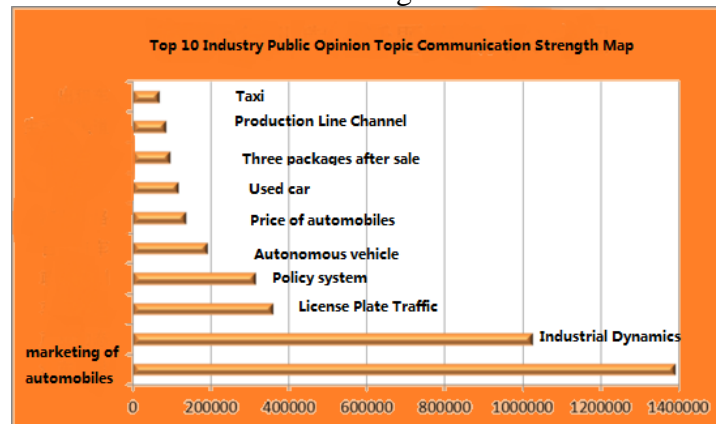


Fig.1. Distribution of top ten topics of public opinion in China

2.3. Fission effect of public opinion dissemination

In addition to the above two points, the fission effect of the new media in the process of public opinion communication can not be ignored. The fission of public opinion propagation corresponds to the fission effect in physics, that is to say, for a topic which is widely discussed by the public, it will be decomposed into other related topics in the process of dissemination, thus deriving other topics of public interest. Through this constant decomposition and dissemination, it can be achieved. Form a great deal of public opinion, and disseminate different energies for the society. For example, Zhai Tianlin's academic problems in 2018 have aroused widespread concern and discussion in society. As a popular star, his behavior is not only widely concerned in the entertainment circle, but also widely criticized in the academic circle, which has a great impact on the academic behavior of the academic circle [4].

3. The Impact of New Media Environment on Public Opinion Dissemination

3.1. New media communication breaks the traditional pattern of discourse power

At present, as the backbone of information dissemination in China, new media has an important impact on the dissemination of public opinion, one of which can not be ignored is that the dissemination of new media has broken the traditional pattern of discourse power. When the traditional media occupies the mainstream position, the discourse right of all kinds of information is basically controlled in the mainstream media. The public can only passively accept the information disseminated by these media, but can not share their views and views with people from all walks of life. In the context of the development of new media, people have many platforms to participate in the dissemination of public opinion, such as through micro-blog, micro-mail, forums, etc., people can communicate in real time and without distance, participate in public opinion discussion, so that people gradually get the right to speak about news, and become the key force of topic discussion [5].

3.2. The self-propagating characteristics of new media make the orientation of public opinion lack the supervision of gatekeepers.

New media also has a very important influence on the dissemination of public opinion. The self-dissemination characteristics of new media make the guidance of public opinion lack the supervision of gatekeepers [6]. In the traditional media era, the dissemination of information is generally checked by gatekeepers, that is, to deal with the information to a certain extent, and then

spread through appropriate speech to guide public opinion, making public opinion develop in a controllable direction. However, in the new media era, people can express their opinions and opinions through the network platform for any information in society, without the need for the relevant personnel to check and supervise. This way makes people upload some rational and irrational opinions to the network, many of which are inappropriate and not socially correct. The viewpoint of energy may adversely affect the orientation of public opinion.

3.3. New media communication forms powerful power of public opinion

In addition to the above two points, the formation of a strong force of public opinion is also an important influence of the new media on the dissemination of public opinion [7]. Under the background of the rapid development of Internet technology, the maturity and extensive use of new media technology has stimulated people's right to know and participate in the topic, and people's enthusiasm and enthusiasm to participate in the topic discussion through the network and various social platforms have been unprecedented enhanced. People's opinions on the Internet and social platforms will form a larger force of public opinion, which has a great guidance for our government to deal with affairs.

4. The Coping Strategies of New Media Communication to Public Opinion Orientation

4.1. Make information transparent and open, and reduce people's speculation about public opinion

In order to make better use of the new media to achieve the correct orientation of public opinion information, we need to adopt certain coping strategies. One of the main strategies is to achieve transparency and openness of information and reduce people's speculation about public opinion. At present, the information dissemination of new media is very popular. If there is a mistake in the dissemination of information, people will form a wrong view and cause people's unreasonable guess. Therefore, it is very important to realize the transparency and openness of information dissemination. To achieve transparency and openness of information dissemination requires that the form and content of information dissemination should be unified among information disseminators, information dissemination media and information audiences. That is to say, it is not only transparent and open in form, but also needs to be strengthened in communication. Only in this way can people express meaningful opinions under the correct information background[8].

4.2. Perfecting laws and regulations to effectively supervise new media

Another very effective response strategy of new media communication to public opinion orientation is to improve laws and regulations, and effectively do a good job in the supervision of new media. The rapid dissemination of new media, the large number of participants and the lack of supervision by gatekeepers make the supervision of new media more difficult. The important value of new media to disseminate public opinion is to provide the society with correct guidance of public opinion and help people to establish correct values. Therefore, government departments should strengthen the supervision of negative news and set up gatekeepers to supervise the disseminated information, so as to achieve proper handling of negative information and create a good one. Healthy atmosphere of public opinion dissemination in new media [9].

4.3. Following the means of communication of new media and establishing the response mechanism of public opinion

In addition to the above two points, there is also a very effective response strategy of new media communication to public opinion orientation, which is to follow the means of new media communication and establish a public opinion response mechanism [10]. When using new media to communicate and express opinions, everyone is equal, so it is easy for people to reach a consensus on some events, especially for some hot topics which are widely concerned by people, and it is easy to form strong public opinion. Therefore, in the process of supervising the public opinion of new media, the government departments should respect the law of the dissemination of new media and

establish a good response mechanism. Only in this way can the government departments and the public strengthen their interaction and promote people's trust in the government departments, which is related to the government departments. The work is also of great positive significance.

5. Conclusion

New media has become the mainstream way of public opinion information dissemination, and plays a huge role in social information dissemination and public opinion guidance. Therefore, we must strengthen the importance of public opinion dissemination of new media. Based on this, this study gives a brief introduction to the characteristics of public opinion communication in the new media, and focuses on the impact of the new media environment on public opinion communication, as well as the response strategies of new media communication on public opinion orientation, hoping to benefit the new media to play a better role in public opinion orientation.

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