

Research on the Guidance of Public Opinion in Internet News Communication

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Abstract: Nowadays, in the environment of continuous development of information technology, the network characteristics of our social system are deepening gradually, during which the Internet plays a great role in news communication and has been paid more and more attention. Because Internet news communication is in line with people's demand for information, the characteristics of convenient inquiry mode, fast inquiry speed and strong interaction make Internet news communication mode more and more popular. The new Internet news communication mode has changed the traditional mode of news communication, so that the audience are enabled to fully present their ideas through the Internet platform and the emergence and development of public opinion have been further promoted, while the burden of guiding public opinion is increasing. Therefore, this paper launches a detailed analysis of the public opinion guidance in the Internet news communication mode, hoping to provide reference for future professional research.

1. Introduction

With the rapid development of Internet technology and the continuous improvement of information technology, the mode of news communication in China is gradually developing toward the direction of meeting people's actual needs. Compared with the Internet news communication mode, the traditional one has lost its color because of the characteristics of Internet news communication mode, such as the diversified content, unlimited communication field as well as the attractive interactive form between the Internet news media and the broad audience. These characteristics ensure that the Internet news communication mode is liked by people to the greatest extent. However, due to its strong openness, many negative comments exist. Therefore, it is necessary to strengthen the management and improvement of the Internet news communication mode.

2. Basic Principles of Improvement and Innovation of Public Opinion Guidance in Internet News Communication

2.1 Proactive and Rapid Response Principles

Nowadays, under the environment of network era, the development of Internet technology is more and more perfect. Because of its characteristics, such as fast dissemination speed, diversified content and fast information updating, it is welcomed by government organs, news media and other main bodies with the function of public opinion guidance. By utilizing the new mode of Internet news communication, the information they need will be presented at the first time. The main body of guiding public opinion can make correct judgment and guidance around the actual situation of public opinion, and then continue to maintain the dominant position of public opinion. In today's Internet environment, information can be communicated through all kinds of methods. Because of the diversification of communication methods, the content disseminated can not be strictly examined. Therefore, all kinds of information are available, and the quality of information media is uneven. In view of this situation, it is essential to firmly grasp the core focus of public opinion communication and seize the opportunity at the first time, so that the media will not be defeated in the fierce competition environment. The content of Internet news communication must be positive, real and full of positive energy. If it is not strictly managed, false information will become a stain in Internet news once it is disseminated, which seriously damages the whole process of Internet news

communication. Therefore, for some non-positive news, the government organs, news media and other main bodies with the role of public opinion guidance are required to actively play a functional role, such as strict management, active investigation and arrest, as well as timely correction of these information.

2.2 Principles of Equal Exchange, Communication and Interaction

Compared with the traditional mode of news communication, the mode of Internet news communication is special. That is, it can build a platform, concentrate the media and the broad audience on this platform, and start the instant communication of news information. This platform enables the broad audience to receive the information released by the news media at the first time, and release their views instantly. On the platform, news media can also receive these views for the first time, and recognize the direction of the development of public opinion immediately. Due to the lack of such a communication platform, the traditional mode of news communication produces less influence on public opinion. Internet news communication mode can completely change the shortcomings of traditional news communication mode, maximize the speed of communicating public opinion, and promote the concrete presentation of public opinion at the fastest speed. In the long run, in such an environment, the concept and idea of the broad audience will be received by news media as quickly as possible, which plays a critical role. For news media in the Internet era, it is an unshirkable duty to understand the actual situation of people, listen carefully to their ideas and actively disseminate positive energy. In order to achieve this, the principle of equality plays a particularly important role. It is essential to listen to the opinions of the broad audience and insist on interaction and exchange. Only in this way can the development direction of public opinion be guided and the needs of development be meet.

2.3 Baseline and Grasp of Direction Principles

When guiding public opinion by the new mode of Internet news communication, it is required to take the positive political thought as the guiding direction and the propaganda work of the Communist Party of China and government departments at all levels as the main guiding goal, which is also the political principle that the Internet news communication must adhere to. Based on the laws and regulations of our country as the basis, when news media carry out Internet news communication, the direction of public opinion should not violate the requirements of laws and regulations, and the authenticity of news communication should be maintained for a long time. In addition, for the news media and audience who are able to freely publish online consultation, when publishing and disseminating news, they must be strictly managed and give full play to the influence of responsibility and public morality. For news information that has not been audited, is still being audited and has not been approved, we should adhere to the principle of no publishing, no disseminating and no false information disseminating, and strictly follow the authentic, positive and objective characteristics of Internet news dissemination to carry out Internet news communication.

3. Reform and Innovation of Public Opinion Guidance in Internet News Communication

3.1 Give Full Play to the Role and Ability of the Government in Guiding Public Opinion

3.1.1 establish a monitoring and early warning mechanism of network public opinion

For the government management department of our country, the way of dealing with public opinion in the past was to shield the relevant content and reduce the influence of public opinion after the public opinion had happened. Such a way has serious shortcomings. If the public opinion is serious enough to exceed the government's control ability, then the government needs a large number of auxiliary resources for comprehensive management and rectification, which not only wastes unnecessary social resources, but also greatly reduces the credibility of the government itself to the masses, and seriously reduces the management effect of the government. Nowadays, malignant public opinion in society produces a rapid dissemination effect in the Internet social

environment, which causes serious obstacles to the stable development of society. But for these malignant public opinion, we also have corresponding solutions: start from the root of malignant public opinion and then control it. In the process of management and control, problems caused by malignant public opinion will be solved properly through reasonable application of various technologies. For example, it is necessary to integrate big data technology with the government's supervision and management of Internet news communication and establish a set of perfect early warning mechanism on the network platform for judging malignant public opinion, so as to eliminate the large-scale occurrence of malignant public opinion.

3.1.2 increase government's support to the mainstream official media

In the highly developed social form of the Internet, the ranks of news media have gradually developed and expanded with various types and diverse nature, providing a wide range of news and information for the general audience. However, no matter how the number of news media increases, only can the official news media produce a greater impact on the broad audience. Because of its authenticity and reliability of news broadcast, the official news media has an unshakable position in the hearts of the general public. Therefore, it is necessary for the government to strengthen the development of these official media, offer necessary help, stabilize the status of the official media, and ensure that people's real public opinion can be presented to the government in the first time and accurately.

3.1.3 transform the system of government discourse and realize the equal Relationship between officials and people

If the government wants to guide the development of public opinion, it must participate in the context in order to better grasp the direction of public opinion. There are great differences between the discourse system of government and netizens. It is obvious that the government can not make the public aware of the facts by using some polite formulas and platitudes. The change of the network context requires the government to carry out discourse conversion when it conducts public opinion guidance, so as to be grounded and effective. The government is required to appoint professionals familiar with Internet discourse to convey information and clarify the facts in a timely manner.

3.1.4 establish and improve laws and regulations related to network public opinion and create a good network environment

The government should actively apply the general principles of modern society ruled by law to regulate the network, maximize the positive public opinion guidance function of the network, and purify the network environment. In the aspect of regulating the legislation of network public opinion, a network legislation system which includes the combination of general laws, administrative regulations and departmental rules needs to be established. For some non-positive news of Internet news communication, government agencies, news media and other main bodies with the guiding role of public opinion should actively play a functional role such as strict management, active arrest and timely correction of these information.

3.2 Stick to the Bottom Line and Take Responsibility Bravely

The burst of information in the Internet era together with various interests and temptations has put forward higher requirements for the professional quality of news media. It is essential to not only strictly check the authenticity of every news release, but also take responsibility for the social public opinion formed. Therefore, in the Internet era, news media people should pay attention to the authenticity and accuracy of the information itself and any unauthenticated information must not be sent. Moreover, more attention is required to pay to the objectivity and multifaceted nature of news events, and in-depth, non-vulgar, insightful and non-catering views on hot events are in urgent need. All of these are the basic requirements for the media people in the new era. Moreover, the news media should also be brave to take responsibility, including social moral responsibility, industry disciplinary responsibility and legal responsibility. When it comes to responsibility, interest is the

greatest threat. In the long run, in such an environment, the concept and idea of the broad audience can be received by the news media at the fastest speed, which plays a very critical role.

3.3 Enhance Citizens' Ability of Identifying Network News Information and Information Literacy

The content of news communication in the Internet age is rich and diverse, and so are the audience. In the face of such vast news and information, citizens seem to be somewhat blind and bewildered. A large number of news reports have flooded the rational judgment of netizens, so that they are unable to tell from which information is real, which is objective or which is scientific. Blind choice and dissemination of information by netizens will lead to the deviation of public opinion. Therefore, netizens are expected to learn to use the network, learn to distinguish information and learn to interact rationally.

4. Conclusion

In a word, the influence of Internet news communication mode on the development direction of public opinion in our country is undoubtedly huge. Compared with traditional news communication mode, Internet news communication mode has more diversified content, unlimited communication field as well as attractive interactive form between Internet news media and the broad audience. These characteristics, to the greatest extent, ensure its popularity. Through the use of the new mode of Internet news communication, the information people need can be presented for the first time. Main bodies guiding public opinion can make correct judgments and guidance around the actual situation of public opinion, as well as make outstanding contributions to the steady development of our country.

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