

Analysis of the Failure of Modern Network Media Based on Information Dissemination

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Keywords: Information Dissemination; Social Responsibility; Modern Network Media; Methods

Abstract: The modern network media mainly relies on the developed Internet technology and combines the information media technology to realize the convenient transmission of news, information and other related information. It plays a key role in popularizing common sense and regulating people's lives. Compared with the traditional media, its media information dissemination forms and ways are more flexible and diverse. It is not based on the promotion of national policies, but in order to meet the needs of the public, market-oriented, looking for novel and eye-catching information to get attention, so as to obtain the development of corresponding media enterprises. Although all the interested parties concerned have obtained the corresponding benefits, there is a very flaw in it, that is, it is difficult to be bound by the corresponding laws and regulations, so it is prone to disturb people's thinking and values, resulting in a certain impact on society and bring bad effects. This situation is called media negligence. In this regard, this paper focuses on the analysis of social responsibility of network media, the main manifestations of media negligence and its causes, and finally gives the corresponding improvement measures, so as to promote the effective control of this social phenomenon.

1. Introduction

As a new type of public opinion-oriented media in the new era, network media conveys to a certain extent the basic orientation of the current Chinese public on related issues, and at the same time caters to the needs of the public to a certain extent, which makes the application of this media tool commercialized [1]. On the one hand, it will greatly weaken the network media. The role of public opinion guidance will distort the orientation of values, mislead the public and cause social instability. At present, our country lacks perfect legal restraint in this respect, which leads to the lack of certain restrictions and control, so it is easy to appear the phenomenon of negligence. In the current situation of increasingly commercialized network media, its emergence is more and more frequent [2]. On the one hand, how to effectively control this social phenomenon is a problem that needs to be considered at the current management level in China. This paper focuses on the analysis of the modern network media based on information dissemination, and puts forward corresponding improvement strategies, in order to help standardize the network media industry in China.

2. Overview of Social Responsibility of Network Media

2.1. Meaning of internet media

Network media, mostly refers to the media that publishes news, which has certain qualifications and uses the media form of the network to engage in information dissemination. Generally speaking, the network media mainly covers the new media forms such as network newspapers, network television, network broadcasting, etc. In the process of operation, it is often presented in a way that combines with traditional media, such as Xinhua, CCTV and so on. In addition, some professional websites regularly update and publish news, such as Sina, Netease, Sohu and other websites news channels are also the scope of network media. At present, the self-Media headed by blogs and forums has become another kind of important network media [3]. The vast number of netizens get

rid of the former unilateral status of recipients and become active communicators. This breaks the monopoly of information by traditional news media, but also expands the sources of news information, in all fields and strata. Citizens have a convenient voice channel.

2.2. Social responsibility of network media

With the wider and deeper scope of affairs involved by the network media, and the emergence of mass media around the time is endless, in this case, the social responsibility of the network media has become an important topic [4]. Figures 1 and 2 show the audience's preference for the content of the report and the media respectively, while the network media dominates and the content of interest tends to be customized. It can be seen that the network media need to assume more social responsibility to guide the correct public opinion accordingly. For media responsibility, in addition to the social responsibility of ensuring the authenticity and timeliness of news dissemination and adhering to the correct guidance of public opinion, the network media should establish a sense of responsibility in the entertainment function of communication activities and the education of adolescents. For the general public, it is necessary to transmit positive spiritual food, resist the low-level interesting content which easily kills people's will, so as to play a good role in educating the public.



Fig.1. The content preference of the general audience for media coverage

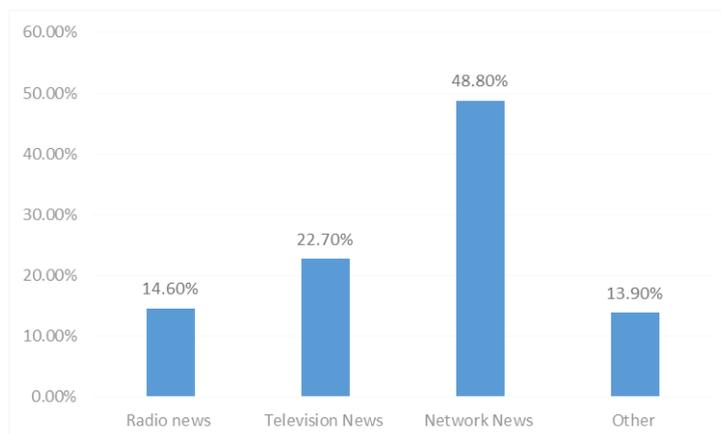


Fig.2. The general audience's preference for media

3. Analysis of the Main Manifestations of the Network Media's Irresponsibility

3.1. To cover the whole with partial coverage and lack of objective evidence

The most typical performance of modern network media is partial generalization. On the one hand, it mainly lies in the commercialization development of network media. In order to gain market position, it is necessary to gain a large number of audiences by catering to the public [5]. In this way, network media will develop in accordance with people's needs, which often breaks the

chapter. To gain news sensationalism effect, win the public's attention, and enhance network traffic by means of partial generalization. On the one hand, in order to obtain the uniqueness of the news, it would violate the privacy or intellectual property rights of other people. By means of spoofing and malicious exposure, it would not only harm the interests of the parties concerned, but also seriously damage the public opinion atmosphere created by the network media, and even have a negative impact on social stability. Influence.

3.2. Attracting eyeballs overrides media responsibility

At present, the corresponding audience mobility of network media is stronger than that of traditional media [6]. Faced with many convenient sources of information, netizens may change their access to information at any time. Moreover, the regulatory mechanism of network media in our country is not perfect, and various network media with different qualifications and mixed good and bad emerge in one swarm to let readers. At the same time, we can only choose by temporary title. Driven by the characteristics of this audience, the relevant media will use "Title Party" to capture the click-through rate and attract the audience's attention. This phenomenon will significantly reduce the overall quality of China's network media, but also lead to the overall quality of Internet users' reading content decline. What is more serious is that it uses improper behavior to gain market position, which leads to vicious development of the market.

4. Analysis of the Causes of Network Media's Failure of Responsibility

4.1. Leading role of network media audience

At present, with the commercialization of the news industry, the introduction of market competition mechanism, so to gain a larger audience is the lifeline of the development of relevant media enterprises. This situation has formed a kind of inversion, that is, the audience has become the main force leading the development of the network media. The network media need to work with the people's overall will, which will weaken the role of the network media in guiding the values of the public more and more, and the broad audience has become unconsciously influencing the industry. In the long run, such a situation will lead to the deviation of the basic ideas and concepts they convey from their basic development trajectory, leading to serious social problems [7].

4.2. Insufficient development of network media

As an important part of public opinion supervision, network media plays an important role in transmitting information, supervising society and even influencing decision-making by investigating and publicly reporting incidents, excavating and disclosing inside information. Whether the social responsibility of network media is implemented or not is related to the stability of state power and social order. Whether the norms and the interests of the broad masses of the people are guaranteed. However, the essential reason for the endless problems in the actual development lies in the insufficient development of network media itself, which is mainly reflected in the following aspects [8]: (1) the uncertainty of business development model; (2) insufficient understanding of responsibility performance; (3) uneven quality of network media staff.

5. Analysis of Solutions to the Problem of Network Media Failure

5.1. Promoting the social responsibility consciousness of the audience

In view of the dominant role of the audience for the network media, we can control it from the audience level, such as enhancing their sense of social responsibility, which has a significant role in transforming the relevant information dissemination of the network media [9]. One of the key reasons for serious media malfeasance at present is the lack of social responsibility consciousness of the audiences. In the process of acquiring matters of interest to them, the audiences often break through the moral bottom line with the mentality of fluke or irresponsible audiences. In this way, if

a group phenomenon is formed, the corresponding network will emerge. In the media market, the problem of media failure will become more frequent. To this end, we should do a good job in popularizing the audience's sense of responsibility, to a certain extent, implement constraints, so as to effectively rectify the direction of media development.

5.2. Constructing media self-discipline mechanism

Media self-restraint is an important aspect, because the main problems are directly caused by the media level, good control of this aspect is very crucial. Of course, for self-discipline, it mainly relies on the overall value orientation of network media enterprises, which is a kind of spontaneous behavior. Relevant enterprises need to build corresponding self-discipline mechanism and integrate it into all aspects of enterprise management, so as to improve the credibility of network media, avoid social responsibility risks and enhance the supervision department. To enhance the core competitiveness and avoid the industry crisis, we should enhance the credibility. The construction of media self-discipline also focuses on enhancing the self-discipline consciousness of media practitioners, which requires relevant enterprises to train their employees in self-discipline related content, thereby improving the situation of media self-discipline.

5.3. Strengthen the law enforcement of media misconduct

Enhancing the enforcement of the law of the network media's misconduct is the most direct and optimum coercive measure. To this end, we need to speed up the news legislation, so as to achieve the effect of law [10]. Enforcement of law is not only an important content of standardized management, but also an important means to maintain the credibility of law. Therefore, we need to strengthen enforcement of law to promote the settlement and improvement of affairs. For this method, first of all, we need to speed up the construction of large-scale network law enforcement personnel, build a professional team of network communication supervision, strengthen the education and training of network police, fully arm law enforcement personnel with knowledge of network technology, communication theory, reconnaissance skills, laws and regulations, so as to build a team that is both proficient in handling cases and network technology. Compound policemen with more skills. On this basis, we should build a network monitoring and early warning system, so as to enhance the basic guarantee of law enforcement effect.

6. Conclusion

Modern network media, as a national public opinion-oriented machine, deviates from its essential concept of development due to various reasons in its commercial development, which leads to certain confusion of thinking and subversion of values in society. This serious problem is negligence. In order to solve this problem, this paper focuses on "the analysis of the malfunction of modern network media based on information dissemination". Firstly, it discusses the basic meaning and social responsibility of modern network media, then analyses the main manifestations and causes of the malfunction of current network media, and finally puts forward the improvement methods for the problem of malfunction. It is helpful to standardize the commercial development of modern network media.

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