

Study of Media Interaction and Audience Participation

Luyao Guo

Yunnan College of Business Management, Kunming, Yunnan, 650304, China

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Abstract: Since the new century, the structural transformation from the planned economy to the market economy in China's economic field has had a tremendous impact on the development of the entire society. The mass media, as a major social mechanism, also gained unprecedented social support and development vitality in this process of change. The policy support of media development has become stronger, the demand for advertisements and information in society has increased, and the advancement of science and technology has become the technical basis for media expansion. The general improvement of public cultural literacy has led to the expansion of audiences, and the dissemination of masses from concepts and systems to content and methods. The ever-changing changes have taken place in many aspects, reflecting the mutual dynamics of mutual adaptation, mutual influence and interaction between the mass media and social development.

1. Introduction

Observing the communication activities in a certain period is inseparable from the investigation of the actual communication environment. The development and changes of the social environment in which the media is located directly affect the expansion and development of communication functions in terms of concepts, structures and mechanisms. Since the reform and opening up, especially with the 14th National Congress of the Communist Party of China and Comrade Deng Xiaoping's speech on the southern tour, China has entered a new period of social transformation. The symbol of transformation is: Chinese society is transforming from a planned economy to a socialist market economy, from an agricultural society to an industrial society, from a rural society to a urban society, from a closed, semi-closed society to an open society. The singular society transforms into a heterogeneous and diverse society, transforming from an ethical society to a jurisprudential society. The overall and comprehensive transformation of the state of social structure has unleashed enormous energy, promoted social progress, accelerated economic development, and made great changes in people's ideas, values, and ways of thinking. For the mass media of social development and the mass media of positive interpreters, there has also been a tremendous change in the structural transformation of society. As researcher Chen Chongshan, one of the pioneers of media audience research in the early days of reform and opening up, said: "In recent years, the mass media, which is an important part of the social system, has shown new aspects in its systems, technologies, scale, structure and content. It can be called a revolutionary change. The great change has made it a prominent part of social change. The expansion of its social function and the changes in the way the public uses it have also attracted the attention of all sectors of society.

2. The role of the media and its social function

The influence brought about by the structural transformation of China's social economy has made the formation of social public opinion diversified and complicated. However, the social paradox does not only reflect the society negatively, but also reflects the tendency of humans to gather consciousness. Engraving affects society and counteracts people's thinking activities and behaviors. In the information society, due to the popularization of information dissemination technology and the speed of information dissemination, the formation and dissemination of public opinion relies to a large extent on mass communication, which is to represent, reflect, organize and guide society. Public opinion brings its social function to play and influences the public's value

orientation, behavior and lifestyle. Any news media is a representative of a specific public opinion, reflecting the interests of certain classes, groups and social groups. News media in information dissemination In the process, they consciously or unconsciously use their own interests as a guideline to disseminate and expand information that is beneficial to themselves and to suppress information that is not conducive to their own interests. This kind of propagating factual communication of the news media has caused There is a tendency for news public opinion. Any news propaganda in ancient and modern China and foreign countries can't get rid of the influence of the tendency of news subject of specific interests. The consistency of fact tendencies and public opinion tends to be the main feature of the public opinion of the news media. Comrade Jiang Zemin is talking about socialist news. When the nature of the cause was clearly stated: "Socialist journalism and socialism Like literature, art, and publishing, although they each have their own characteristics and specific development laws, they, as part of their ideology, must serve socialism and serve the people.

The specific ways in which the news media control social public opinion include choice control, penetration control and direct control. "Selective control means that the information dissemination of the news media and the expression of opinions are based on the choice of news facts. On the one hand, in order to expand the influence of certain opinions, the facts that are conducive to explaining opinions are selected. On the one hand, suppression is not conducive to this. The purpose of the opinion is to control the public's visibility, that is, to know the facts and not know. Because the public is in contact with the facts and forming opinions is a subtle process, the choice control is generally reflected in the similar influence of news propaganda to public opinion. Progressive features. As Li Puman, the originator of American public opinion, said: "The public is not reading news, but reading the direction of the actions implied in the news. In fact, under any social system, the news media controlled and influenced public opinion through the choice of news reports. In 1984, the then socialist country, Poland, kidnapped and killed a Polish solidarity cleric, and the US media reported The American media has turned a deaf ear to the murderous hundreds of religious workers in Central America. 40 The US media's unusual "enthusiasm" for the so-called "Levin and Espionage" since last year. This tendency can be clearly seen in China. In the historical process of realizing socialist modernization in our country, the news media must influence the public through positive reports that positively reflect the mainstream of social life, and play a role of unity, stability and encouragement. Li Ruihuan Comrades have clearly pointed out: "Only by insisting on the principle of positive publicity, news reports can correctly and fully play the role of guiding public opinion, and can contribute to the stability of the overall situation and the resolution of various social problems.

3. Exploring the practical ways in which the media can effectively guide public opinion

Since the 1980s, the results of a series of audience surveys and opinion polls have shown that the credibility of China's news media is not high, and the proportion of the public's convinced news reports is generally decreasing year by year. From the situation of the joint investigation team composed of 8 news organizations and news and public opinion research institutions in the capital, which was conducted in September-November 1990, the results of the sample survey on the effectiveness of the Asian Games, the situation has not been significantly improved. According to the survey, the respondents who sprinkled more than 8 said that the propaganda report on the news media in China is not "completely believed." When asked why this evaluation is held, the strongest opinions expressed by people are: "The news is not reported," and "avoiding the major practical problems that people are generally concerned about." That is, the tendency to ignore the reflections and needs of the audience still exists to varying degrees. In the case of the catastrophic flood in the summer of 1998 alone, the timely tracking of the incident by the news media focused the attention of the whole country on the flood-stricken areas in the north and south. It is these reports that condense the hearts of the people throughout the country and inspire the confidence and courage of the people in the disaster areas to fight floods and disasters. However, on August 1, when the biggest breach of the flood occurred on the Yangtze River embankment in the Jianzhou Bay, Jiayu,

Hubei, the news media did not report it in time. So many foreign media have rushed to send a message in front of us. And some unscrupulous media have maliciously exaggerated the number of casualties in the floods, confusing some of the public's audio-visual, and making the domestic media into a very passive situation. Of course, the responsibility for such consequences is not entirely in the media. The fundamental reason is that the concept of "reporting hi-nots" and the sense of neglecting the audience's understanding of the truth under administrative intervention have been restricting specific news reports.

What is gratifying is the changes that have taken place in the transformation of Chinese society since the 1990s, which have brought about tremendous changes in the media and public life. The transformation of the concept of communication, the promotion of subjective consciousness, the influence of the formation of social factors and the expansion of the media's own functions, the public's main body meaning, the spirit of the subject is recognized and respected, and the concept of the subject extends to the entire field of communication. At the same time, the communicator and the media continue to deepen their understanding of themselves, play their role as the main body of communication, gradually dilute the awareness of tools and strengthen the sense of responsibility. Respecting the law of the law of communication and paying attention to the needs of the public are reflected in the practice of reporting of the civilian life. By enhancing the openness, authenticity and audience concern of the news media, the public image of the news media as a whole has A significant improvement. We can feel this positive change from the news media's report on the major event of US President Clinton's visit to China in May 1998. Whether President Jiang Zemin and President Clinton answered questions from students at Peking University, or whether President Clinton talked with Wang Hai and others at Shanghai Oriental TV Station, CCTV conducted a live broadcast of the whole process, which the news media could not think of even President Clinton. The move reflects from one aspect that the Chinese news media and the public are gradually playing a more important role in the field of political life that was not sufficiently involved. The live coverage of major international affairs and certain sensitive occasions has made the media's openness, authenticity and audience's concern get the proper performance. This is itself a kind of progress, and also shows the news media. The development of the social environment and the news media itself is maturing.

The establishment of the sense of identity between the media and the subject and object of the audience makes the media's guidance of public opinion to be necessary for the full reflection of public opinion. The process of reflecting public opinion is the process of guiding public opinion. The content of the news media reflecting public opinion is closely related to the content of guiding public opinion. So in a certain sense, what kind of reflection, what kind of guidance and communication effect. The formation of a correct paradox must be based on a reliable and sufficient understanding of the facts. The process of understanding and accepting the facts of the audience is also a process of public opinion. That is to say, public opinion has objectivity based on facts. The news media is the most direct and important channel for reflecting objective reality. "In addition to news reports, no form of consciousness can provide people with continuous thinking content and timely explanation of social events." Most of the audience is through the news media to keep abreast of changes in external affairs and form A certain view of things. At the same time, the formation of public opinion is not spontaneous, always with a certain tendency, expressed as agreeing with or against what. Then, the function of the news media is to integrate the spontaneous individual opinions into a public opinion that can represent the national interests and reflect the public's social value pursuit on a broader level, making it truly "the people used to observe themselves." A spiritual mirror" (Marx). It can be seen that the media reflects the direction and goals of public opinion to determine the nature of public opinion guidance.

4. Conclusion

The role of the media as a bridge is to converge public opinion by adopting public opinion guidance that conforms to social reality and public needs, promote the exchange of consciousness between the public and the government, strengthen the understanding and trust between the two,

and make the public Decisions establish a good psychological expectation and turn it into a great spiritual impetus for the public to voluntarily participate in the cause of reform and modernization. At the same time, the guidance of the media must become reality from the possibility, and it depends on the media to continuously improve its credibility in the specific guiding process, and to enlighten, guide and shape the correct values of the public as an important social responsibility, and actively It plays an important role in reflecting public opinion and conducting public opinion supervision.

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