

Research on the Interpersonal Communication Trend of New Media under the Background of "Internet Plus"

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Abstract: Judging from the history of the occurrence and development of human communication activities, the development of human communication activities means that human beings, starting from the communication ability endowed by nature, constantly develop and create new media under the impetus of productive labor and social practice, and constantly make the social information system develop and perfect. Today, with the emergence of a large number of new media, many new problems have emerged, which has triggered a series of social "pathological changes". More and more people are involved in the use of new network media, not only the audience of information, but also actively participate in the production and creation of information. Internet interpersonal relationship is a state between strangers and familiar people. Internet language plays a very important role in the whole process of netizens from meeting to meeting and finally getting to know each other. Taking the characteristics and development of new media as the research content, this paper explores the various communication components of new media in the process of interpersonal communication, and on this basis, further explores the influence of internet plus trend on the development of interpersonal communication of new media.

1. Introduction

New media is a constantly changing concept, which is relative to Old media. When a new information carrier reaches a certain audience size, it can be called "new media". Currently, new media mainly includes computers and the internet, text messages, digital television, blogs, etc. The emergence of new electronic media supported by digital information and other technologies, especially the emergence of digital new media represented by the Internet and mobile phones, has brought humanity into the era of new media[1]. Nowadays, the internet, mobile phones, and their related products and services have become increasingly frequent communication tools in people's daily lives. The dissemination characteristics of new media, such as networking, digitization, and globalization, have also brought profound changes to the media ecological environment, and the dissemination of information has begun to take place in a diversified media environment. From the historical perspective of the occurrence and development of human communication activities, the development of human communication activities refers to the continuous development and creation of new communication media, driven by the power of production labor and social practice, starting from the communication ability endowed by nature, and continuously promoting the development and improvement of social information systems[2]. New media has brought about the continuous expansion of communication methods and also means the continuous changes in human social lifestyles. In short, whether it is from the formation of information dissemination methods and interpersonal relationships, or from the perspective of social lifestyles and media relationships, as well as their negative effects on the entire society, we can clearly feel that information dissemination between people in the new media environment exhibits different communication characteristics from before [3]. The relationship between the evolution of media and the progress of human society is an interactive one. The evolution of media is influenced by the degree of human social development, but to a certain extent, media can also counteract human progress. Today, with the emergence of a large number of new media, many new problems have also emerged, triggering a series of social "pathological changes". This paper takes the characteristics and development of new media as the research content, explores the various communication components of new media

in the process of interpersonal communication, and on this basis, further explores the impact of Internet plus on the development of new media interpersonal communication, and boldly predicts the future development trend of new media under the interpersonal communication model [4].

2. The Concept and General Mode of Interpersonal Communication in New Media

2.1. The appearance of interpersonal communication is the transmission of social information

The development of science and technology is the main reason for the generalization of interpersonal communication concept. Especially in the new media environment, interpersonal communication has been applied to the greatest extent. Some people say that the rise of new media communication is a necessary condition for human beings to realize the ideal of global village and global communication. In a narrow sense, new media mainly serves the mass communication and refers to the information carrier that can realize interactive communication based on digital network communication technology [5]. Traditional media, such as newspapers, television and radio, are not prominent in timeliness. Not everyone has time to watch TV, read newspapers and listen to radio. Maybe something happened for a long time before you heard about it occasionally, so the timeliness of news reports can't meet the needs of the audience. As shown in Figure 1, through the evolution of interpersonal communication, we can find that interpersonal communication is developing in the direction of humanization.

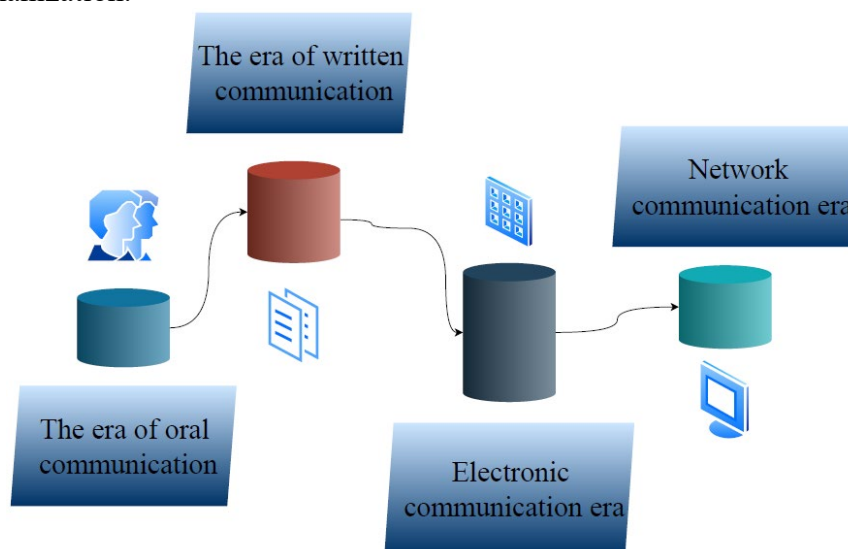


Figure 1 Development of interpersonal communication

In social life, the exchange and dissemination of information is an important form of communication among people. Psychologists believe that apart from 8 hours of sleep, 70% of a person's time is spent on direct or indirect interpersonal communication. And interpersonal communication focuses on the use of new media communication network technology, Mobile technology, etc., to achieve synchronous and remote communication between people. In the context of new media communication, interpersonal communication through media such as email, QQ, MSN, blogs, podcasts, and online games has been widely applied. Society is filled with various social information, such as witty words, traffic lights at intersections, telegrams and telephones sent and received by post offices, articles published in books and magazines, music and news broadcasted on radio stations, colorful pictures, various numbers and tables, etc., all of which are manifestations of social information [6-7].

2.2. The carrier of interpersonal communication is the symbol system mastered by both parties

In interpersonal communication activities, people must use some kind of symbol system to exchange information. Information with a certain meaning must be turned into symbols before it

can be expressed and passed on to others. The symbol system here is divided into linguistic symbol system and non-linguistic symbol system. Language symbol system is a part of social norms or symbolized culture, and it is a symbol system agreed by everyone. With the development of new media, interpersonal communication is no longer limited by geographical areas, and its function is no longer limited to consolidating old friends, and communication in different places does not need to consider the cost [8]. In a word, the development of new media has greatly expanded the forms and functions of interpersonal communication. The study of interpersonal communication can not be separated from the new media environment. The development space of new media is gradually expanding, which has formed a certain scale and has a high influence. The communication technology supporting new media has matured. China's new media communication network software and hardware technology has developed rapidly, which is not inferior to that of developed countries in Europe and America. Non-verbal symbol system includes posture, expression, eyes, even a certain smell, clothing, personal space and so on [9]. Non-verbal symbol system plays an important role in interpersonal communication, which can strengthen and expand the communication effect of linguistic symbol system and is a useful supplement to linguistic symbol system. The trend of interpersonal communication is more and more original, and the corresponding interpersonal communication tools are more and more integrated. Just as the Internet age combines oral communication in the oral age, letter communication in the written age and voice communication in the electronic age, interpersonal communication tools are trying to be invisible and make communication barrier-free.

3. The function of interpersonal communication of new media in the context of "Internet plus"

3.1. Realizing new self-awareness

The process of interpersonal communication is the process of revealing one's own situation, obtaining others' evaluations of oneself, and thus obtaining a more solid and reliable self-awareness. In the context of internet dissemination, everyone also has their own code name. The network has become the basic communication channel, and Big data analysis and intelligent reading are becoming more and more mature. The rapid popularity of Weibo, WeChat, Today's Headlines, and e-commerce indicates that China's new media communication network software and hardware technology has developed rapidly and has taken the lead in the world. Online interpersonal relationships are a state between strangers and acquaintances. Throughout the entire process of netizens from meeting to meeting and eventually becoming acquainted, online language plays a very important role. From initially striving to attract, to continuously developing and maintaining stability, and then to deeply understanding and determining relationships, online language education gradually fades out of communication space and is gradually replaced by standardized language.

In the process of development, the status of the communication subject is undergoing changes. Firstly, the communicator and the receiver are integrated. Because interpersonal communication occurs instantaneously and has strong interactivity, it blurs the position between the communicator and the recipient during the process of communication. Secondly, the ultimate result of interpersonal communication is an increase in the amount of dialogue information. In the new media environment, the communicator can express and grasp more information through the other party's information, which is conducive to the expansion of subsequent communication. We have found that users often choose a nickname for themselves outside of their code, even adding carefully designed signatures to their emails, and even managing their own business card files. Moreover, in fixed and long-term interactions or information exchanges with other codes, they shape the characteristics of this code.

3.2. Gain knowledge and experience

People are always willing to learn useful enlightenment from the development of others. The so-called "a word with your husband is better than reading for ten years" has a broader significance in

the network age. As Negroponte said, in the networked space, "because everyone has different information preferences, entertainment habits and social behaviors, your interface is different from mine. In the new media environment, letters, phone calls, mostly take "I'm not happy today, let's go somewhere to talk" as the conversation content. Interpersonal communication in the new media environment is less convenient than traditional interpersonal communication, so the degree of disclosure is reduced. In the same way, revealing information is revealed in conversation and does not need to be actively revealed. New media plays an increasingly important role in people's daily life, but it also reveals many problems. Netizens are no longer passive recipients of information, but have become sharers, disseminators and producers. Social new media platforms provide convenience, but at the same time, they cause endless incidents of cyber violence, unable to protect people's personal privacy information, "human flesh" incidents and frequent information fraud.

Internet communication and interpersonal communication can make participants feel different people's understanding of life and the world from all corners of the earth, all ages and all professional fields, and truly learn from others' strengths and complement each other, so as to continuously improve and improve themselves. How to take measures to improve these loopholes is an urgent problem for the relevant government departments to overcome. It is necessary to fully promote the development of new Internet media, and also actively play the role of public management to create a clear and harmonious network environment.

3.3. Establishing harmonious relationships

With the development of communication technology, information dissemination has shown a fragmented trend, and people can only understand one-sided information. Therefore, in a state of cognitive imbalance, the communicator chooses to retain their own information and holds a skeptical attitude towards the other party's information. In recent years, the media has continuously reported the use of online interpersonal communication for personal fraud, which has increased the suspicion of interpersonal communication in the new media communication environment. In the new media environment, a number of new interpersonal communication tools have emerged, such as WeChat, FeiChat, Momo, and other software. One characteristic of these software is that it can provide you with each other's geographical information, and by receiving the information, determine whether both parties are in a basically identical living environment, thereby increasing the trust in making friends. So internet interpersonal communication has become an important means for people to establish interpersonal relationships, and internet interpersonal relationships have become one of the main networks that people are willing to establish. Similarly, interpersonal relationships on the internet also need to be harmonious and stable. Otherwise, even if you are facing the internet that can connect various corners of the world and connect billions of netizens, you will not meet the normal interpersonal needs.

4. Conclusions

At present, with the rapid development of new media, it is even more necessary to enhance the ability to control public opinion and control the ecology of public opinion, so that new media can give full play to its advantages, discard dross, develop healthily and bring greater social benefits. More and more people are involved in the use of new network media, not only the audience of information, but also actively participate in the production and creation of information. Internet interpersonal relationship is a state between strangers and familiar people. Internet language plays a very important role in the whole process of netizens from meeting to intersecting and finally getting to know each other. From the initial effort to show and attract, to the continuous development and stability, and then to the in-depth understanding and determination of the relationship, online language education gradually faded out of the communication space and was gradually replaced by standardized language. Generally speaking, the influence of new media on interpersonal communication is positive. With the new media, people will become more free, equal and creative in the process of information dissemination, and they will no longer just passively receive information, but become the creators of information. The advantages of media information channels

will also be re-evaluated, which will greatly accelerate the integration and growth of the media industry and re-create a media carrier with a larger pattern and far-reaching influence. Only through the great innovation of "internet plus" can the new media face the great revolution of the future media structure more calmly.

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