

Research on the Influence of Social Media on Political Communication

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Abstract: Social media's infiltration and influence on politics are becoming increasingly prominent, which is changing the model of people's political participation in various countries, the discourse space of international politics, and the ability of individual politics to act. This article takes the social movements taking place at home and abroad in recent years as a case, from the perspective of political communication, studies the influence of social media on political communication, analyzes the dual effects of social media in political communication and public political participation, and points out social media critically The "communication dilemma" in political communication.

1. Introduction

In the context of the new media era, new types of social movements have emerged at home and abroad, such as the "Jasmine Revolution", "Egyptian Riots", "Occupy Wall Street", "London Youth Riots", "Taiwan Sunflower Movement", "Hong Kong These events have broken through the two-dimensional boundary of space and time. The "existence" and "absence" of the participants constitute the intersection of reality and virtual space. In the form of expression, the channel shifts from reality to virtual and organizational form. From vertical to flat, movement demands from single to compound. From the perspective of political communication, in these social movements, the functions of new media, especially social media, have far exceeded the attributes of media, and changed the way and path of traditional political communication. In addition to publishing information, it has become an integrated and mobilized civil society. Free tool for groups and group events. Therefore, on the basis of exploring the role of media in political communication in the new period, this article takes the social movements at home and abroad as an analysis case, studies the positive influence of social media on political communication and public political participation, and critically proposes social media in social movements. Communication difficulties.

2. The Role of the Media in Political Communication

Political communication involves the political system, the media, and public opinion. The media has become the main channel connecting the political system and public opinion, and provides a field for the realization of political will and the game of political interests. An important aspect of the media's realization of the interest game is through "media absorption", that is, "the process of bringing together various interests and expressions of interests of society through social media channels to pre-solve social affairs". The media is the messenger of political information, the expression of political opinions, and the propaganda of political values. Its transmission methods, content, and channels are essentially consistent with the political ideology of the country or organization. Since the day of its birth, the media has been closely related to politics, economy, and society. It has played an important role in the integration and dissemination of social information and is an important subject of political action. Brian McNair said that the media, like political organizations and citizens, are political actors and participants. Its subjective status is not only reflected in the state or political organization's management and control of the media. At the same time, with the rapid, interactive, mobile and grassroots rapid development of new media, the media has also provided a platform for participation in the political activities of individual citizens. The political functions of the media include transmitting political information, guiding political attitudes and behaviors, inspiring political participation, and promoting public opinion supervision. The

media's political information transmission through agenda setting, public opinion guidance, information control, and interference in political decision-making are of political value. The output provides a channel to pass the values of politics to the audience in an "objective and neutral" position. On the one hand, the political nature of the media is reflected in the fact that the state can use the media to convey political information and shape a common ideology and culture, and through the spread of mainstream ideology and the guidance of public opinion in line with the wishes of the state, the purpose of maintaining social stability and maintaining political domination is achieved; On the one hand, the political nature of the media is manifested in the expansion of people's political participation, changing the vertical structure of past information release from the top, and to a certain extent achieving a flattening of information transmission.

3. Social Media Changes Political Participation

Traditionally, the structure of political rights in the past was centered on materialized features such as resources and status, and the elites became the protagonists of political manipulation. However, the information-centric political structure is changing the upper and lower modes of power transmission. Under the impact of technology, especially the emergence of social media, ordinary people have access to information and a platform for exchange of ideas, which has also caused imbalances in the political models of various countries. The power structure has shifted from controlled, vertical to decentralized and interactive. Personal expression and political participation are increasingly strengthened. The defects of the old technical bureaucracy are continuously exposed. Social complaints and dissatisfaction are aggregated, coordinated and released in the Internet world, and then transformed. For street politics, square politics, or public opinion politics, a huge force that eventually impacted the old governance order was formed. "Egypt riots" and "Jasmine Revolution" reaffirmed this view. During the revolution, participants put forward post-materialist political demands such as "requires democratic freedom" for government corruption, dictatorship, and dictatorship. Therefore, the three conditions of widespread dissatisfaction in society, a strong civil society, and modern media make Egypt and Tunisia possible, which has also become a prerequisite for a modern coup. After social dissatisfaction and the tension of civil society reached the tipping point, a coup d'état was finally formed through social media contacts. The process of traditional political subversion is: social dissatisfaction emerges-the establishment of opposition parties-use of social dissatisfaction-launch a political movement-threaten the security of the regime. The procedure of modern coups is: social dissatisfaction emerges-sudden social unrest occurs-threatens the security of the regime.

The stability of any particular democracy depends not only on economic development, but also on the effectiveness and legitimacy of its political system, and legitimacy is people's attitude toward the state. In real life, with the formation of civil society, political legitimacy has been challenged by civil society, and the media is the key tool for its role. "Although the technology of democracy has never been the key to the realization of democracy in a country, its instrumental value cannot be underestimated. Only when technology and methods consistent with the democratic goals to be achieved are gradually found and adopted in daily social life and democracy can be realized when it is spread across all aspects of our common life. In economic development, through the use of social media, citizens are gradually participating in political movements. During the "Occupy in Hong Kong" incident, many ordinary people joined the movement through social networks. For example, the trend of the academic community was only 55,000 followers before Facebook "occupied", and quickly rose to 273,000 after "occupied". In the "Occupy of Hong Kong" event, participants used the official website, social media accounts, traditional media communications, online forums, and the use of various apps to promote the campaign's appeals, goals, strategies, processes, etc. to attract more Citizens joined the rally; in the "Jasmine Revolution", through analysis we saw that foreign forces are using social media public opinion to exert pressure and interference on the Tunisian government, but it is also undeniable that the participants passed New media methods such as social media have spontaneously become participants and propaganda of the movement. The agenda, organizational structure, and development situation of the movement have also been formed in

people's online discussions. Therefore, the political participation of online citizens has changed the way people behave. There is a “decentralization” feature.

4. Social Media's Dilemma over Political Participation

Under normal circumstances, traditional media will be initially suspected due to lack of information or low credibility of the media, and then turn to social media. However, we have to admit that groups are more susceptible to instincts, emotions, interests, and stereotypes. , Leading to the rise of irrational factors in public opinion. The political participants who use social media to engage in online communication and offline clusters are mostly collective irrational audiences, and the diffusion and dissemination of network information begins under the guidance of blind followers. In some political events or emergencies, due to the sensation or speciality of information release, information will spread on the network in a manner similar to virus transmission. At this time, the herd effect of the group and the spiral of silence mechanism are very likely to occur. Irrational emotions infect participants' emotions like viruses. People's transformation from the one-way communication-passive acceptance information transmission method to the active communication-voluntary acceptance-active retransmission viral transmission mode makes the risks in the media society have increased greatly. possibility. At present, the main participants of the online social movements at home and abroad are youth groups. They have mastered new media technologies, are critical of society, and are extremely vulnerable to external control. For example, during the Occupy Hong Kong incident, organizers used “justice” to pack and distort participants' values. They called the rush into the cordon “strike” rather than “violence” and used tear gas to maintain normal order against the police. It was described as repression. Law enforcement officers “removed obstacles” were called “clearance by force”, etc., and once insulted the police and violently attacked the Legislative Council. This kind of self-media dissemination, which is widely participated by the whole society, is beyond reproach, and was once regarded as a manifestation of social and democratic progress. However, in addition to considering the democracy and freedom in the establishment of the right boundary, it is not necessary to consider the legality of political governance. Border? The blindness, conformity, and follow-up of social media can sometimes inevitably become a booster for emergencies, social revolutions, and terrorist organizations. This viral and spontaneous expansion of information will not only speed up reform in a certain period of time. Instead, it will accelerate social chaos and distort the direction of reform.

Social media can easily become a diplomatic force because of its strong penetration and dissemination to other countries. In the current era, countries, especially big countries, have launched diplomatic innovations and used social media to launch a new round of diplomatic work. The concepts of “E diplomacy”, “digital diplomacy”, and “2.0 diplomacy” have begun to prevail in the diplomatic circles of various countries. In the chaos of the “Jasmine Revolution”, “Egyptian Riot”, and “Arab Spring” social media revolution, the United States and other countries condemned the international practices of interfering with democracy and interfering with free speech, and took the opportunity to preach American democracy. After the changes in the political situation in North Africa, Secretary of State Hillary Clinton began to concoct a new “offline diplomacy” offensive, publicly praised Tunisia, Egypt, and Iranian opposition for organizing social movements through the Internet, and accused some countries of restricting online freedom. We need to think about the promotion of cyberspace interconnection and communication in a networked global dissemination. At the same time, we must respect the cyber sovereignty and security of each country. We must not abuse resources and technological advantages to violate the cyber sovereignty of other countries. Intervention, etc.

5. Conclusion

With the innovation and development of new media, new media will further expand the connotation, extension and communication path of political communication, and the political participation of the people and the interaction between the media and politics will continue to

improve. Generally speaking, in a democratized society, especially in a society that advocates strong democracy, social media can become a public place for people to express their opinions, make criticisms, and express political aspirations. However, it also requires a certain range of restraint and management. As a political tool, innocent and kind netizens have been abducted by politics, from subject of public opinion to object of public opinion. Therefore, it is of great significance to fully understand the strategic value and role of new media in political communication, make full use of new media resources to shape political image, grasp the right to speak, spread the governing ideas, and strengthen national ideology.

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