

Theoretical Research on Imagination and Method for New Media Event

Shiyi Chen

College of Communication Arts & Sciences, Michigan State University, 48825, USA

Keywords: New media, Media events, Theoretical research, Method

Abstract: In recent years, media incidents have become frequent and have become an important topic affecting public opinion. Especially with the diversification of new media, different media often produce different topics. How to take different measures to control the spread of events through different subjects, and to promote positive energy has become an important issue. This paper analyzes the structure, propagation rules and methods of new media events from the perspective of theoretical construction and method analysis, and provides a reference for better resolution of public events.

1. Evolution of new media events

The new media event, also known as the network event, is an event that has caused major social impacts through the extensive participation and dissemination of new media, mainly represented by open media such as the Internet and mobile phones, as a large number of Internet users around a hot topic. The hot debate is an important cultural landscape of the current network society, reflecting the powerful side of the power of online public opinion. The new media event has about four stages of development, namely:

1.1 The origin of the new media event (1998-2002).

At this stage, China's traditional media still dominates the mainstream. The online media has not yet entered the ranks of mainstream media. The number of Internet users is limited. The lack of new media events has caused a large-scale impact on the soil. The purpose of netizens' initial Internet access is to browse news and send and receive mail. Around the 1994 Tsinghua University student Zhu Lingqi poisoning incident, triggered the first network public opinion focus around the incident. The first domestic use of the Internet for remote diagnosis and rescue was the most dazzling label for the first round of public opinion fermentation. In the 20 years after the incident, the Zhu Ling case triggered a wave of public opinion, which became the earliest influential network public event in China and the beginning of new media events in China.

In these incidents, netizens rely on the online community to express their opinions in the form of postings and posts. There are also early collective actions of netizens using the Internet, but the agenda setting and public opinion guidance of traditional media still It is an important force that promotes the development of events and even affects the direction of events. However, due to the limitations of Internet technology, the popularity of computers is not high, and network opinions have not become a powerful factor in the direct ten-pre-reality.

1.2 Development of New Media Events (2003-2009)

After 2003, the influence of Chinese Internet public opinion has been increasing, and various contradictions and problems in the social transition period of rapid economic development have become more apparent. Internet public opinion incidents have sprung up, and incidents of social concern have continued to increase in a large number. Some scholars referred to 2003 as the first watershed in the development of Chinese Internet public opinion. According to statistics, as of the end of 2003, the total number of Internet users in China reached 79.5 million, and the total number of computers on the Internet was 30.89 million. The number of Chinese Internet users jumped to the second place in the world. There have been many major events in this year: the SARS epidemic and the Sun Zhigang incident. At this stage, the number of new media events has increased, the

frequency of occurrence has also accelerated rapidly, and the activeness of online speech has reached an unprecedented level. Raise a big discussion about privacy through blogs, forums, websites, and more.

Table 1 List of major media events in recent years

| Time | Stage | Typical event |
|-----------|--------------------|-------------------------------|
| 1998—2002 | Originating period | Indonesian Chinese Troupe |
| | | Zhu Lingqi poisoning incident |
| 2003—2009 | Growth period | SARS incident |
| | | Sun Zhigang Incident |
| | | Wenchuan earthquake |
| | | Sanlu milk powder incident |
| 2010—2014 | Outbreak period | Campus killing |
| | | Lin Fengjiao |
| | | Foxconn jumped the case |
| 2015— | Weakening period | Binhai New Area Explosion |
| | | Fan Bingbing tax evasion case |
| | | Constitutional amendment |
| | | Zhao Liying married |

1.3 New Media Event Summit(2010-2014)

Since 2010, the four major portal websites in China have opened Weibo, and the microblogs represented by Sina Weibo have risen rapidly. They have gathered a large number of people in an instant and become an important source of new media events. Different social forces and interest groups have taken the initiative to introduce people. The era of mobile social media has come, and new changes have taken place in the network public opinion field. Weibo built an open network public space. In public affairs, citizens' rights to information acquisition and participation have been greatly liberated, and the resulting network public opinion fermentation, fission and social impact far exceed the BBS and blogging period. The main performance is: Weibo has become the preferred media for Internet users and the main venue for public opinion fermentation. It breaks the forum and blogs that require hierarchical and progressive information, and the participants' personality and autonomy are fully utilized.

1.4 New media events weaken (2015-)

After 2015, the popularity of online public opinion has faded. Major hot events have been greatly reduced compared with the previous ones, and the public sentiment of major sensitive events in the social public discourse space has weakened. On various social platforms, new media events are still emerging, but the heat and continuous attention caused by these events are decreasing. Netizens are attracted by network “small events”. These “small events” show “When you come, come and go. The characteristics of time is also fast, it is difficult to attract the public to watch, discuss and continue to pay attention. The transformation of the new media platform and the changes in the reality of public opinion have brought new developments in the development of new media events.

The main feature is that, first of all, WeChat becomes the mobile instant messaging software with the largest user group in China. Secondly, in recent years, the development trend of new media events has been manifested as a number of protesting events and sensitive events reflecting the rapid conflicts in society, highlighting the increase in social “positive energy” events. Third, the rise of the online community in recent years has made the new technology platform gradually become the main source of public opinion. The source of information from the outbreak of new media events has turned to the online community. The network community has obvious information aggregation functions, showing the characteristics of information dissemination.

The deep background of the new media events is the profound changes in the realities of social, political, economic, cultural and other fields and the intensification of contradictions. It is the concentrated mapping of social contradictions and social ethos in the virtual space of the network. Although many new media events are triggered by real-life events or originated from the Internet, they all have profound real-world roots. They are the extension, bearing and mapping of the real society and reproduce the complex and pluralistic social mentality.

2. Theoretical construction of new media events

2.1 The concept of media events

The new media is a relative concept and a new media form that has been developed in the traditional media such as newspapers, radio, television and so on. From a theoretical point of view, new media includes new media, innovative media, derivative media, and foreign media, but their performance in China is two forms: new media and derivative media.

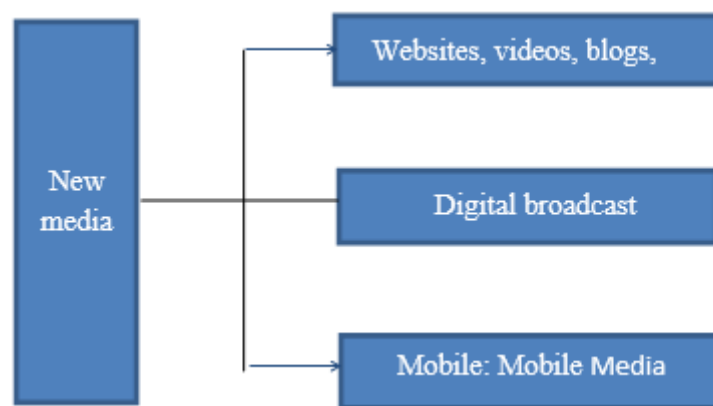


Figure 2 New Media Family

By summarizing these definitions, we can find that, first of all, the new media is a relative concept with certain characteristics of the times. It is a new form of media organization developed after the emergence of traditional media such as radio, newspapers and television. Secondly, the new media uses digital technology and network technology to provide media organizations with information services through the communication channels such as local area networks, wireless communications and satellite digital signals, as well as mobile terminals such as mobile phones, computers and televisions. Finally, the new media provides the audience with personalized content, and the communicator and the recipient have interactive feedback mechanisms for communication and communication.

The Media Event presents the following new features. First of all, the media event no longer appears as a representative of reconciliation. It no longer expresses a common and consistent theme as usual, showing a state of division and competition, and also attempts to continue this differentiation. Secondly, it weakens the role of communicators and communication agencies in the original media events. They can no longer spread events through the formation of audience groups. More people are willing to obtain information and communication feelings through personal and self-receiving methods. Thirdly, in terms of symbolic relations, media event are no longer the traditional unity of the whole, but are divided into many factors. These independent elements merge into other categories, so that there will be extreme social thoughts and behaviors in politics and the media, making the public's desire to reach a collective consensus on an event more impossible.

Table 2 Differences between traditional and new media

| Comparison item | Traditional media events | New media event |
|----------------------|--------------------------------------|-------------------------------|
| Event organizer | Mainly for the government | Non-government and individual |
| Media | The media is subject to | Online media |
| Category of issues | Planning major ceremonies in advance | Incidental controversy |
| Who sets the issue | Traditional media | Mainly for netizens |
| Teach relationship | Single communication | Teaching interaction |
| The right to speak | Elite power | Bottom empowerment |
| Communication effect | Maintenance status | Challenge power |
| Information clarity | High | Low |

2.2 Media game phenomenon in new media events

The whole process of new media events from birth to impact reflects their high media dependence, which is the basis for the researchers to name them. Foreign scholars believe that modern media have a common effect, they expand the scope of reception, but narrow the scope of the release. The use of new media events rooted in media means is evidence of the impact of the new communication system on social reality. In this sense, the new media event is one of the complicated media game phenomena. This paper takes the game elements to observe the game phenomenon in the new media events.

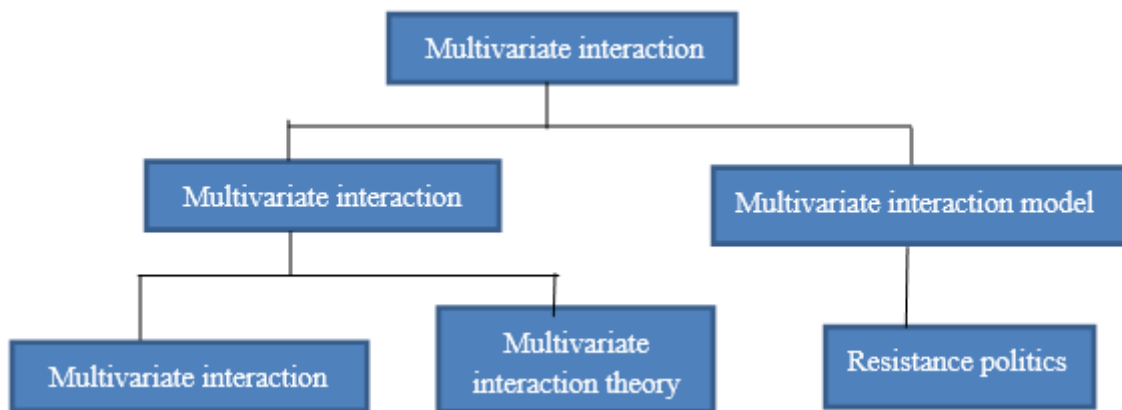


Figure 2 Multi-interaction theory framework

2.2.1 Player

Any game requires at least two participants to be formed. This is a prerequisite for the game. The new media event is a game in which traditional media and new media participate together. Traditional media and new media are active at all stages of the development of new media events, and neither of them can influence the event process alone.

2.2.2 Action or strategy

Both sides of the game are rational actors, and will determine the most effective actions or strategies that are most in line with their own interests. In the new media event, how traditional media chooses information and from which perspective can better influence public opinion is its game strategy, as is new media.

2.2.3 Payoff

The game participants' choice of strategy and actions result in corresponding results, and the player's game income is the payment. Behind the new media event process is a powerful public

opinion drive. However, the game payment of new media events is not a paradox phenomenon, but a public opinion force. The phenomenon of public opinion is a kind of free phenomenon. The discussion in the new media has formed an online paradox about events. Whether the traditional media reflects the representative, triggers or guides, it will form a corresponding paradox. The two sides' public opinion constantly confronts each other in a complex social and media environment, thus forming a public opinion force that promotes the process of events. It is worth noting that the power of public opinion is not a simple voice over the other side, but a joint force of public opinion. It is difficult to distinguish between the online and offline public opinion. In many cases, the power of public opinion is based on public opinion. Extension and sublimation. For the two sides of the game, the power of public opinion has been internalized into the media's control, guidance, and penetration of the media, and even the social influence of the media.

In addition to the basic elements mentioned above, the game in the new media event also follows the rules of the general game phenomenon. For example, the game production environment is information dissymmetry, the participants must abide by some rules (rule) and finally reach the game equilibrium and so on.

3. Method path of new media event communication management

The frequent occurrence of new media events is inevitably related to the rapid development of new media in China. Therefore, the prevention and control of new media events must first be controlled from the new media.

3.1 Improve the way of guiding public opinion

Public opinion guidance should not only stay at the level of government or traditional media, but also try to expand the scope of the main body of public opinion guidance. On the one hand, from the perspective of the new media client, we must effectively play the role of opinion leaders in social media such as major portals, WeChat and Weibo while ensuring the main body of the mainstream media, and play a positive public opinion guide. On the other hand, it is necessary to establish an information warning mechanism and evaluation mechanism for opinion leaders, and conduct targeted management of the identity of the opinion leaders through sensitive word warning and information statistical evaluation.

3.2 Change the concept of network supervision

Traditional network management methods are carried out in a top-down and mandatory review. In an open network society, this method is easy to suppress people's subjective consciousness and even cause rebellious psychology. Therefore, improving the network supervision mode should emphasize the democratic nature of the network subject, change the top-down supervision mode in the past, actively carry out multi-party exchanges and consultations, and form a model of top-down supervision and bottom-up governance. It is to be realized by creating an independent, self-disciplined, and autonomous private network public opinion platform. In the face of new media events, respect the subjectivity of netizens, constantly improve the relationship between the government and citizens, and achieve a common attitude in a more democratic way, from a positive aspect to promote the development of events in a good direction, effectively solve social contradictions.

3.3 Improve legislative management measures

We must adhere to the rule of law, open networks according to law, and go online according to law, so that the Internet can operate healthily on the rule of law. It is necessary to continuously improve the legislative management measures so that there are laws to follow and laws to follow. In the new media incident, if there is no relevant legal norm guidance, and there are no clear laws and regulations, the malpractice of the network will be beyond control. Therefore, it is necessary to speed up the network legislative process, strengthen the constraints of the network platform, clarify the rights and obligations of the network entities, standardize the network information

dissemination behavior of netizens, and fundamentally manage the cyberspace.

3.4 Establish an emergency response mechanism for incident handling

After the incident, the emergency response mechanism should be established and continuously improved. Try to kill the bad results from the source in the bud, minimize the harm of the incident, learn lessons, and avoid the possibility of similar incidents happening again. You should also observe the trend of public opinion at any time, use the new media sensation data, grasp every possibility that the event will develop, and increase the sensitivity to new media events. As soon as possible, the government, social organizations, relevant experts and the public will participate. The early warning mechanism has prompted new media events to turn in a good direction.

3.5 Effective use of resources, do a good job in journalism

When major events occur, traditional media should quickly use their geographical advantages to interview and report on the incident in a timely manner, breaking the gap in the new media that people can't get the background information of the incident, and do the essential work of spreading real information and resolving people's doubts. . At the same time, rational use of social resources, the mainstream media should rely on their own unit strength, give full play to the effectiveness of the media, form a common concern of the media, including television, newspapers, the Internet, etc., and work with professionals in various fields to achieve these social An effective solution to the problem. At the same time, judge and screen the relevant information of the event, and do a good job of answering questions and answers for the masses. After the incident, encourage more academic and cultural wise men and experts to enter the Internet and thicken the cultural soil on the Internet.

References

- [1] Li L. Research on Trust Transmit Mechanism of New Media Event Based on Grounded Theory: Taking the Luo'er Event as an Example [J]. Global Media Journal, 2018.
- [2] Zhou J. Research on the Chongqing Event Destination Marketing from the Perspective of New Media Marketing Perspective [J]. Modern Industrial Economy & Informationization, 2016.
- [3] Qiu J L, Miao W. Reflections on New Media Events Research: An Interview with Jack Linchuan Qiu[J]. Chinese Journal of Journalism & Communication, 2016.
- [4] Ohlden A. International Research Firm Parks Associates Announces New Media And Digital Entertainment Summit For Nice, France, Following Su[J].
- [5] Veillette M. System and method for false alert filtering of event messages within a network [J]. 2012.
- [6] Olsson D, Nilsson A. MEP – A Media Event Platform [J]. Mobile Networks & Applications, 2002, 7(3):235-244.