

# News Dissemination and Strategy of Public Crisis Events in the Internet Age

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**Abstract:** At present, with the advancement of news communication technology, the ways for the audience to get news are diversified, which increases their attention to public crisis events. Different from ordinary news information, public crisis events are more likely to drive people's emotions and create public opinion, resulting in the escalation of the situation. Guan personnel must give full play to the role of public opinion guidance and guidance of news dissemination, use effective methods and ways to understand public crisis events in time, and carry out news dissemination work according to industry standards and requirements. When news media reports an event, it conveys to the audience the occurrence process, causes and follow-up treatment of the event. If news communication fails to control the direction of public opinion, it will have a bad influence on the public. The rapid development of science and technology and economy has comprehensively promoted the overall development process of the news communication industry. With people's increasing attention to public crisis events, higher standards and requirements have been put forward for the actual news communication work. This paper first analyzes the main characteristics of public crisis events and the characteristics of news communication, and finally expounds the relevant strategies of news communication in public crisis events.

## 1. Introduction

A public crisis event mainly refers to a type of event that will harm and affect the common interests of people or the overall life of the public. It is value-neutral, explosive, responsible, time urgency, process continuity, and directed destruction. Sex and other characteristics. With the diversification of news dissemination methods, the timeliness for the audience to receive messages is gradually improving. Events that happened a few minutes ago may become news in a few minutes [1]. Public crisis events pose a serious threat to the harmony, stability and security of the country and society. Different from ordinary news information, public crisis events are more likely to lead to the mood of the masses, create public opinion, and cause the situation to escalate [2]. Compared with traditional news media, emerging network media have the advantage of faster transmission speed, and the power of public opinion has also increased. There are many types of public crisis events, but no matter what kind of public crisis events appear, they will inevitably pose a serious threat to the harmony and stability of our society and national security [3]. Relevant personnel must fully play the role of public opinion guidance and guidance in news dissemination, timely use effective methods to understand public crisis events, and carry out news dissemination work in accordance with industry standards and requirements. While enhancing the influence and appeal of news dissemination in an all-round way, it effectively reduces the substantive impact and harm of public crisis events on people.

Due to the characteristics of Internet information such as richness, mass, randomness, divergence, complexity, permeability, virtuality and concealment, and China is in the critical period of reform and sudden contradiction, many problems have accumulated and overlapped, and there are also many things like kidnapping policies of online public opinion, kidnapping media and kidnapping enterprises. Different from ordinary news information, public crisis events are more likely to drive people's emotions and create public opinion, resulting in the escalation of the situation. The media supervision by public opinion promotes the transparency of public events, and at the same time, it is easy for the public to misunderstand the events. As a citizen of our country, we should try our best to reduce the negative impact of public crisis events, and news

communication is the most direct and effective way [6]. Public crisis public opinion communication is a complex and dynamic systematic process. It is necessary to further study the new paradigm of public crisis public opinion communication in the era of media integration.

## **2. Analysis of the Present Situation of News Communication of Public Crisis Events**

### **2.1 The Influence of News Communication on Public Crisis Events**

Public crisis is a sudden major emergency that has a great impact on social stability and will lead to casualties. News communication can control the panic after the crisis. When people know the progress of the event and the government's active rescue measures through the news, they will not guess the reasons behind the event and look at the whole event more objectively. At the same time, the news rumor refutation of authoritative media can prevent the rumor of gossip news [7]. Some news communication units do not carry out the innovation of news communication in time, and the interval between information collection and information communication is relatively long. This will make the masses more vulnerable to the influence of information disseminated by other media [8]. When the adverse effects of public crisis events continue to ferment, even if the news communication publishes official information and relevant data, it is still difficult to improve the recognition of the masses. Under the influence of the new media environment, ordinary events can evolve into vicious group events through the spread and rendering of the Internet, and the events spread fast and wide range, and the relevant departments are unable to issue response measures in time, which leads to the condemnation of the government by public opinion [9]. In the era of financial media, with the network communication of public crisis events, whether in the outbreak and duration of public crisis, or in the settlement, evaluation and repair of public crisis, various internal and external factors will act on the evolution of network public opinion, resulting in the evolution of public crisis network public opinion is a complex, changeable and uncertain process. For the government, giving full play to the advantages of network communication and controlling the negative effects of network communication of public crisis information is conducive to the handling of public crisis events.

### **2.2 Analysis of Communication Methods**

The outbreak of the incident caused great psychological panic to the public. The contradiction between the suddenness of the incident and the speed of rescue is very prominent, and the rescue cannot reach the scene in the first time. News dissemination can carry out real-time reports, break through the limitations of time and space, and announce the progress of the incident to the society as soon as possible, and at the same time release the progress of rescue to the disaster-stricken area, which has played a very important role in stabilizing emotions. In today's risky society, reflection has become a modernity for people. It is based on this reflective awakening that Chinese netizens began to participate in the spread of public crisis events [10]. For government departments, news dissemination can establish close ties with the people, build a bridge of information communication, and help convey decision-making and related opinions to the people, and reduce their cognitive blind spots. News media workers should always follow the principle of positive propaganda and focus on the overall situation. In the face of public crisis incidents, the news media should proceed from the overall situation of uniting and stabilizing social relations, and need to have a certain sense of responsibility and mission to assist the government and relevant departments in publishing information related to public crisis incidents in a timely and accurate manner, so as to fully grasp the actual situation of the incident. First, grasp the initiative in news dissemination, give play to the positive effects of news dissemination, effectively resolve crises, stabilize social order, and stabilize people's hearts. The news media can also effectively innovate the original staff training mechanism and increase theoretical training and skill training related to public crisis events.

#### **1.1.1.3. Effective Strategies of News Communication in Public Crisis**

### **2.3 Improve the Quality of Relevant Personnel**

Strengthen the normalization of public crisis training, regularly use virtual studios to organize relevant personnel to carry out drills and practices of public crisis communication, so that relevant personnel can turn theory into methods and practices, and accumulate more experience in dealing with public crisis events with reference and reference. So as to ensure that the news media personnel can have the competence and quality for the job. The change of audience structure has accelerated the arrival of the era of media fragmentation. In the era of all-media, online public opinion has become a new force in the means of public supervision. Once some social events are exposed online, online public opinion will become the most active fermentation factor for event development. News communication itself has a good guiding function of public opinion, which can reduce people's negative emotions about public crisis events by guiding public opinion, thus avoiding social conflicts and social chaos.

The biggest feature of news communication is oriented control. For the reporting of public crisis events, the news itself should have good news planning and control oriented planning. Before the outbreak of public crisis, the news media should rely on sensitivity and judgment to establish crisis awareness and improve the crisis reporting mechanism. The media should sort out the events at the first time, curb the spread of rumors in time, stabilize social order and alleviate people's panic psychology. When dealing with public crisis events, the news media should first be based on the overall situation, cooperate with the government work, release information timely and accurately, master the voice and news initiative, and guide the direction of public opinion. On the one hand, the news media should meet citizens' right to know, on the other hand, they should integrate various information to restore the truth. In addition, the media should also give timely feedback to the voice of the people and the government. As the "mouthpiece" of the government, the news media should do a good job in guiding public opinion in crisis events.

## **2.4 Develop an Effective Response Mechanism**

For some unprecedented and reliable public crisis events, it is also necessary to make planning and overall planning according to their nature, scale, influence and public response at the first time. The news media can also, under the guidance of the government, formulate a relatively perfect early warning mechanism for public crisis events, comprehensively evaluate and judge the information, find out its clues, and grasp the initiative of information release. Some news media did not follow up on public crisis events, or the reporting process was not rigorous and standardized. This will also greatly reduce the timeliness, authenticity and effectiveness of information dissemination. This will not only make the public have bad views on news communication, but also increase the difficulty of public opinion management and control in public crisis events.

The staff of the news media should adhere to their own working principles, maintain unity within the organization, and follow the principle of serving the people and positive publicity. This is a huge challenge for the news media. As a source of information dissemination, news media should adhere to people-oriented, and can not use events to improve the reputation of their unit or company, while ignoring people's psychological feelings. Not only should the news media always pay attention to the state of the people, but also ensure the safety of their lives and property. This approach can unite people's hearts, reduce people's fear of such events and promote the resolution of crisis events faster. The functions of the permanent emergency management organization are generally divided into two parts: one is to perform the daily public crisis management functions, mainly responsible for the formulation of crisis management strategic planning and policies, the preparation and review of crisis management plans, education and training and emergency drills, etc; Second, carry out specific coordination work in a state of emergency. In the process of crisis management, the department needs to coordinate the actions of relevant government departments and all aspects of society to ensure the orderly progress of crisis management.

## **3. Conclusions**

Compared with Western countries, China's Internet public opinion is more lively and noisy, and the tendency to public opinion is also more obvious. Perhaps online public opinion cannot speak for

mainstream social groups, but it is an intuitive reflection of social sentiment. As the “mouthpiece” of the government, the news media should grasp the right to speak in public crisis events and the guidance of public opinion at the first time, take the principle of restoring the truth of the incident, and take the attitude of seeking truth from facts to enhance the credibility of the government and the media. The news media should play an active role in guiding the panic caused by the public crisis. When facing public crisis events, news media must carry out relevant reports in a correct and cautious manner to ensure the timeliness and authenticity of reports related to public crisis events, and effectively guide public opinion to help the people from panic. Come out of it. Through the guidance of public opinion, we can better control the negative emotions caused by the accident and increase the public's trust in the news media and the government. It is necessary to combine the specific requirements of the dissemination of public crisis events, carry out professional training in a planned and focused manner, and comprehensively improve the professional ability and business level of relevant personnel. Creatively introduce brand-new news dissemination methods and methods on the original basis, scientifically organize and edit the content of public crisis events, use various new media platforms and online channels for news dissemination, and according to the characteristics and influence of public crisis events , To formulate effective response mechanisms and plans.

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