**Effectively enhance the ability of new media to guide public opinion**

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Public opinion guidance refers to the ability of a specific organization, individual or media to guide the nature, development trend and direction of public opinion according to its intention. It is mainly composed of four elements: communication power, influence, persuasion and cohesion in public opinion guidance. At present, with the increasing popularity of new media and its increasingly extensive influence, it is of great significance to do a good job in new media public opinion guidance under the new situation. We must stand at the height of "it is related to the smooth promotion of the various undertakings of the Party and the country, it is related to the cohesion and centripetal force of the whole Party and the people of all ethnic groups in the country, and it is related to the future and destiny of the Party and the country" and effectively enhance the public opinion guidance of new media.

**Challenges in enhancing the ability of new media to guide public opinion**

To guide public opinion through new media, we must first grasp its characteristics and rules and clearly understand the challenges we face. The challenges we face mainly include:

The subjects of public opinion guidance are diversified. With the rapid development of media technology and the emergence of new self-media such as Weibo, WeChat, and clients, the media landscape has undergone profound changes. Public opinion guidance has evolved from the original relatively single subject - traditional media, to today's traditional media and many new media. In the new media environment, everyone has the potential to become a subject of public opinion expression and guidance. Even with the help of a mobile phone, an individual can greatly improve his ability to express his thoughts and influence public opinion.

The content of public opinion guidance is fragmented. Public opinion events are often sudden and destructive, and can produce huge impact and shock in a short period of time, causing great social impact and becoming the focus of social attention. The evolution of public opinion events is also a process of continuous reporting by new media and continuous guidance of public opinion. In the era of "everyone has a microphone", thousands of netizens publish news and express opinions on the same event according to their own perspectives and views, and with numerous reposts and comments, the content of public opinion guidance is fragmented.

The carriers of public opinion guidance have been enriched. The changes in media technology have greatly enriched the carriers of public opinion expression and guidance. New media with the Internet as the core have broken the time and space boundaries of people's information exchange through emerging carriers such as social networking sites, "two microblogs and one terminal". Especially with the emergence of instant communication carriers such as WeChat, people's communication has become more direct, more vivid, more convenient and more economical, and the options for public opinion guidance carriers have increased significantly.

The public opinion guidance model is interactive. Compared with the one-way, linear communication of traditional media, the nonlinear communication model of new media can make wisdom exist at both ends of the "transmitter and the receiver". This means that once a social individual enters new media communication, he or she will have a dual identity at the same time, that is, a complex of a passive receiver of public opinion information and an active creator of new public opinion information. The public opinion guidance information of new media flows back and forth in the communication activities, and the public opinion guidance model is interactive.

The channels for guiding public opinion are three-dimensional. The new media communication model breaks the "gatekeeper" theory of traditional media, making it unnecessary for the release of public opinion guidance information to be reviewed and strictly controlled. Ordinary people can participate in all links from the source of information, dissemination to feedback. Moreover, due to the openness and freedom of the communication channels, information can spread rapidly in a short period of time. The lack of "gatekeepers" makes the amplified public opinion guidance information lack the corresponding constraints and organization, forming a situation of many voices, which is not conducive to building consensus, cultivating good morals, and spreading positive energy, and also brings risks to national security and social stability.

**Countermeasures to enhance the ability of new media to guide public opinion**

Faced with the challenges faced by new media in guiding public opinion, we must take positive and effective measures to effectively enhance the new media's ability to guide public opinion.

Innovate the concept of new media public opinion guidance. Correct guidance is the basis of new media public opinion guidance. General Secretary Xi Jinping pointed out that all aspects and links of news and public opinion work must adhere to correct public opinion guidance. He emphasized that now, the media structure, public opinion ecology, audience objects, and communication technology are undergoing profound changes, especially the Internet is promoting an unprecedented change in the media field. He demanded that we should study and grasp the laws of modern news dissemination and the development of emerging media, strengthen Internet thinking and the concept of integrated development, promote the effective integration of various media resources and production factors, and promote the sharing and integration of information content, technology applications, platform terminals, and talent teams. Therefore, we must adapt to the new ecology of public opinion guidance, connect the traditional public opinion field with the new media public opinion field, connect the official public opinion field with the folk public opinion field, accelerate the construction of a new pattern of new media public opinion guidance, and firmly establish the concept of "big guidance".

Enrich the content of new media public opinion guidance. On new media platforms, news structure and function have undergone tremendous changes. When information directly connects people and information in a point-to-point manner with the help of social media, accurate dissemination becomes possible, and people's requirements for the accuracy, depth and breadth of information are also strengthened accordingly. Accordingly, new media should be better at focusing on needs to connect audiences and communicate with users, and better at strengthening services to win audiences. It is necessary to be demand-oriented, give full play to the advantages of new media, and provide news information, emergency information, rumor-refuting information, public welfare platforms, government information, think tank information, etc. through the "cloud platform" method, and continuously enrich the content of new media public opinion guidance.

Improve the new media public opinion guidance method. The new media public opinion guidance must adapt to the trend of segmentation and differentiation, which is reflected in the method of "one-time guidance, multiple generation, and multi-directional distribution". When new media guides the reporting of a hot event, it should not simply copy its content to various platforms for direct distribution, but generate it multiple times. This generation focuses on content positioning and presentation form, and should adapt to the communication requirements of different scenarios and different media. On the basis of the same content, it should be processed twice or three times, transformed into a presentation form that adapts to the characteristics of different emerging media, and then released on different platforms. It is necessary to give full play to the advantages of the close social relationship between new media and users, hit the social empathy points, resonance points, and resonance points, and make the guidance information "live" and "spread".

Improve the new media public opinion guidance mechanism. A scientific mechanism is an important guarantee for completing the work of public opinion guidance. To improve the new media public opinion guidance mechanism, we must focus on improving the new media public opinion information collection and analysis mechanism, implement all-round collection and analysis, strive to monitor the whole process uninterruptedly in time, organically connect online and offline in space, and fully cover the content monitoring with emphasis on highlighting. We must improve the new media public opinion guidance response mechanism. Make sure that authoritative information is unified and released at the first time, actively communicate information, guide emotions, and resolve doubts. We must pay attention to adopting the correct guidance strategy, implement targeted and differentiated communication according to the object of public opinion guidance, dare to take the initiative to attack negative public opinion, and promptly convey positive energy, and improve the new media public opinion guidance response plan.

Cultivate a high-quality new media public opinion guidance team. General Secretary Xi Jinping pointed out that the key to media competition is talent competition, and the core of media advantage is talent advantage. No matter how advanced the new media technology is, it still needs people to control it. We must deepen the reform of the personnel system of new media units and accelerate the cultivation of a new media public opinion guidance team that is politically firm, professionally proficient, has a good style, and is trusted by the Party and the people. New media public opinion leaders must find their coordinates and position themselves in centering on the center and serving the overall situation, bear in mind their social responsibilities, and constantly solve the fundamental problem of "for whom, relying on whom, and who am I". An incentive mechanism should be established to fully trust new media public opinion guidance workers politically, boldly use them in work, sincerely care about their lives, and timely guarantee their treatment.