**Focus of new media content construction**

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Core Tip: At present, new media has become the most influential form of media. Affected by factors such as the open network environment and multiple participating entities, the new media public opinion environment is relatively complex. We should master the fundamental principles of new media content construction, target different audience groups, effectively guide online public opinion, and create a healthy and positive online public opinion space.

【Abstract】At present, new media has become the most influential form of media. Affected by factors such as the open network environment and multiple participating entities, the new media public opinion environment is relatively complex. We should master the fundamental principles of new media content construction, target different audience groups, effectively guide online public opinion, and create a healthy and positive online public opinion space.

【Key words】New media, Internet public opinion, Public opinion guidance 【Chinese Library Classification Number】G206 【Document Identification Code】A

The report of the 19th CPC National Congress proposed to "strengthen the construction of Internet content, establish a comprehensive network governance system, and create a clear cyberspace", which pointed out the fundamental direction for the construction of my country's network ecology and the guidance of network public opinion in the new era. At present, we must attach importance to the functions of new media, continuously strengthen content construction, and make new media an important position for spreading positive social energy.

**Guiding the development of online public opinion has become a basic function of new media content construction**

With the gradual increase in the influence of new media such as Weibo and WeChat, new media have become an important tool for people to receive and disseminate information. In recent years, some mainstream new media with greater influence have always insisted on bringing forth new ideas in content construction, and have successively launched a number of reports with clear value orientation and rich themes, playing an important role in guiding public opinion. For example, Xinhuanet has successively launched publicity activities such as "Entering the New Era" through news clients and WeChat public accounts, using vivid and vivid ways to convey policy information, and enhancing the public's understanding and grasp of national policies.

Although major new media have achieved certain results in content construction, we need to recognize that new media are affected by factors such as open network environment and multiple subjects, and their public opinion environment is relatively complex. At present, the dissemination and development of public opinion have entered the "countdown" era. Taking WeChat as an example, the scale of WeChat's monthly active users is about 1 billion at this stage, and more than 60% of users use WeChat more than 20 times a day. The speed of dissemination and fermentation of hot events in WeChat has been comprehensively improved, which provides conditions for the spread of negative public opinion. The dissemination of new media information and information has strengthened the application of modern information technologies such as big data and artificial intelligence, and the accuracy of information and information dissemination has been effectively improved. Most audiences are constrained by the defects of their own cognitive structure and will fall into a collective "information cocoon" and unconsciously become the disseminators of negative public opinion. With the rise of self-media, everyone can become a content producer. Driven by the traffic economy, phenomena such as title parties and new media marketing occur from time to time, and the voice of mainstream public opinion is further weakened in the complex torrent of network information.

**Credibility, guidance and content quality are the three basic principles of new media content construction**

The construction of new media credibility is the foundation of online public opinion guidance. At present, most commercial new media platforms focus on traffic economy, and the construction of information resources is centered on speed and innovation. This leads to obvious resource overlap between different media platforms, and the quality of media resources varies. In the long run, netizens' recognition of new media will gradually decline. Although mainstream new media have made great progress in the construction of high-quality content, most mainstream new media have certain deficiencies in the selection of publicity and promotion paths and the popularity of content, making it difficult to effectively guide online public opinion. To this end, it is necessary to adopt different guidance strategies for different audiences, enhance the credibility of the media, and consolidate the media foundation for guiding online public opinion.

Guidance is the main means for new media to disseminate content. The reason why new media can replace traditional media and become the most important media form is not only because of the high efficiency of new media information dissemination, but also because of the user concept upheld by new media. New media focuses on user experience and always adheres to the value concept of "people-oriented". It can gain widespread recognition from the audience and fully exert its power to guide public opinion. Focusing on the generation path of new media's guiding power, the current construction of new media content needs to optimize the media narrative form, grasp the user habits and psychology of new media audiences, and enhance the expressiveness of media content; strengthen the public's psychological identification with media content, so that new media content can be both "eye-catching" and "heart-touching". Compared with the form of news expression, the audience pays more attention to the value of news content. If new media is to become a powerful tool for guiding online public opinion, it is necessary to deeply process the news content in an appropriate way to stimulate the audience's resonance.

Content quality is the key to determining the effectiveness of new media in guiding public opinion. According to the classification of new media content services, new media can not only disseminate timely news, but also professional knowledge and theoretical viewpoints, which gives new media a more powerful technology spillover effect. Driven by modern information technology, new media can not only produce content information that meets timeliness needs in a timely manner, but also deeply explore the potential content behind instant information, analyze the deep-seated reasons behind the topic through the appearance of hot issues, and build different levels of information services. At this stage, new media must move from the production and processing of timely content to the production and processing of in-depth content to ensure that the platform content can not only meet the "short, flat and fast" needs of users, but also provide them with professional information services.

**New media content construction needs to grasp the laws of new media communication and improve the media literacy of the audience**

Establish and improve the new media discourse system and promote the dissemination of mainstream values. In the network media ecology, new media should not only provide audiences with more contemporary and lively discourse, but also enhance the authority of media content and ensure that new media content conforms to the value orientation of the socialist core values. On the one hand, we should strengthen the value education of new media practitioners, give play to the guiding power of Marxist news views, enhance the discourse power of new media in network platforms, and provide necessary value support for the construction of network ecology. On the other hand, we should grasp the country's major policies and social livelihood, accurately convey macro policies to the general audience, and in the process enhance the content link with users, establish an authoritative and reliable image, and then enhance the discourse power of new media in guiding network public opinion.

Respect the objective laws of new media information dissemination and guide online public opinion in an orderly manner. New media operations follow specific development laws. The production and processing of new media content must fully consider the characteristics of the media itself, innovate the form of content presentation, and form a joint force for public opinion guidance. On the one hand, we must focus on the creation of an "immersive" media environment to enhance the audience's acceptance of media content. For example, new media should make full use of short videos, knowledge payment and other methods to deeply process content, create a guiding model for all-media communication, and adapt to users' changing media usage preferences. On the other hand, new media must also dare to break the negative effects of "market-only theory", adhere to the bottom line of online public opinion, grasp the essence of online public opinion events, guide the audience to return to the rationality of public opinion, and curb the spread of negative public opinion.

Deepen user content identification and strengthen the emotional connection between users and new media. In order to obtain excess economic benefits, new media communication follows the basic thinking of "user first". It adopts whatever form of media publicity users like and provides whatever content users like. Although this content production and processing method meets the temporary needs of users, it is easy to introduce new media into a vicious cycle of innovation exhaustion in the long run. To this end, new media content construction should identify the emotional needs of users, establish a closer emotional identification with users while forming new consumption hotspots, guide users to consciously become disseminators of high-quality content, and achieve effective guidance of online public opinion.

Strengthen team management and platform construction to create a harmonious network environment. On the one hand, the openness of new media allows cross-border personnel to participate in new media operations, and the new media content system has become larger, but this is also prone to cause new problems: some non-professional media practitioners lack the basic qualities of media work, and have a clear lack of understanding of the social benefits of the media industry, which can easily lead to negative guidance on online public opinion. To this end, it is necessary to strengthen the management of new media practitioners, establish a new media access mechanism, and implement regular training and education for all staff to ensure that the content orientation of new media does not deviate from the value orientation of the socialist core values. On the other hand, new media platforms must gradually improve the construction of media management mechanisms, strengthen the supervision of the content disseminated by new media platforms, and create a new media environment full of positive energy. In particular, it is necessary to strengthen the supervision of live broadcast new media, enhance the platform's sense of responsibility through quantitative assessment, and create a harmonious network ecological environment.

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