**The new wave is coming. How does the media guide the circle culture?**

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【Abstract】In recent years, the circle culture has been developing continuously, attracting media organizations to report and spread it, which has accelerated the "breaking of the wall" of the circle culture. However, there are also some typical problems that need to be paid attention to, such as some media opposing the circles in the dissemination, resulting in a "fault" crisis in the circle culture. Therefore, media organizations should assume the media responsibility in the dissemination of circle culture, correctly guide the circle culture, establish a benign dialogue system, create a diverse and harmonious circle culture atmosphere, and promote the vigorous development of social culture.

【Key words】“Hou Lang” group circle culture media responsibility 【Chinese Library Classification Number】G206 【Document Identification Code】A

The term "circle" was first used to describe spatial geographical phenomena, and then gradually spread to the fields of urbanization and regional economy, and then entered the research scope of humanities and social sciences. In the field of cultural research, with the development of diversified media communication channels, the circle characteristics in cultural communication have become more and more obvious. In cultural communication, circles are mostly used to refer to groups of people with the same interests and hobbies, and the concrete and characteristic culture within them is called circle culture. Circle culture has the characteristics of being young, active, and niche, which can make circle members feel a sense of belonging and identification with the circle. Recently, Bilibili (B Station) launched a speech video dedicated to young people, "Hou Lang", which is a representative of circle culture, and then it has triggered a phenomenal discussion through the dissemination of many media. With the deepening of the media's influence on young people's life attitudes, work status, and consciousness, it has also triggered thinking about how media organizations can spread and guide circle culture.

**The increase in young Internet users and Internet products has led to the rise and development of circle culture**

The rise of circle culture stems from the increase in young Internet users and the popularity of Internet products. On the one hand, the growth of the "Hou Lang" has directly driven the growth of Internet users in my country. According to the "2019 National Research Report on Internet Usage of Minors" jointly released by the Youth Rights Protection Department of the Central Committee of the Communist Youth League and the China Internet Network Information Center, the scale of China's underage Internet users has reached 175 million. This means that the "Hou Lang" has begun to participate in the blueprint of China's online social world as a vigorous force. As time goes by, their creativity and youthful atmosphere will largely redefine China's online world and real life. ① On the other hand, the popularity of Internet products has enabled contemporary teenagers to access more information, have more choices for hobbies, and have the opportunity to explore in more fields. In this process, young people find like-minded partners through Internet products and gradually form various circles. The huge base of young Internet users and the increasingly mature hardware of Internet products have prompted the formation of circle culture.

In recent years, the circle culture has been developing continuously, and has gradually formed a unique cultural communication feature. First of all, the cultural communication carried out by the media for specific circles is professional, and the audience stickiness can be significantly improved through the circle culture. The circle culture has higher requirements for cultural communication and needs to be carefully planned for specific circle audiences. It not only contains a lot of original ideas, but also contains professional knowledge. Therefore, it is easy to be welcomed by the circle audience and obtain good communication effects. Secondly, the dissemination of circle culture mainly relies on the Internet platform and has the characteristics of interactivity. Nowadays, while people are exposed to new events and new cultures, they also use the Internet functions to express their emotions and express their opinions. For example, when watching a certain program, people can send "bullet screen" at any time to express their true feelings, communicate instantly through "bullet screen", and spontaneously supplement and discuss the circle culture. Thirdly, the development of circle culture complements the development of Internet technology and big data industry. According to different growth environments, life experiences, educational backgrounds, hobbies and other aspects of big data, users of different circles are naturally diverted together, and different types of information can be pushed to users more accurately through the Internet. ②In this process, the media disseminates precise information to people with common interests and builds a circle culture with unique characteristics.

**Some media reports on circles are biased, beware of the crisis of circle culture "fault"**

The rise and development of circle culture has attracted many media organizations to report and spread it, accelerating the "breaking of the wall" of circle culture. However, the media should also pay attention to language expression and attitude, and be vigilant against conflicts between circles due to deviations in reporting. Taking the report on "Hou Lang" as an example, it can be found that the expression and attitude of central and local media in the dissemination of circle culture are very important. For example, the People's Daily praised the "Hou Lang", saying that young people are the "Hou Lang" standing at the forefront of the times, and understand and affirm the youth circle culture. Such reports are conducive to actively guiding the healthy growth of contemporary youth. However, some media said that the work "Hou Lang" actually revealed a kind of arrogance of the "front wave". Such reports are easy to be over-interpreted by the public, diverting attention from the growth of young people, and triggering a public opinion war about the "front wave" and "back wave".

Regarding this typical incident, we should not only pay attention to the topic itself, but also pay attention to the fact that some media have some problems in reporting on the "Houlang" and other circles, and then we need to think about whether these problems will lead to a gap between circles. For events with the nature of circles, if the relevant reports of the media are biased, it is easy to ignite the public opinion war between circles. At present, in the process of disseminating a certain circle culture, some media impose their own views on the main body of the circle culture in order to pursue a unique intention or an unconventional conception, ignoring the positions and attitudes of the members within the circle, and also ignoring the responsibilities as a media organization. The consequence of this is misunderstanding and even confrontation between different circles.

At the same time, due to their wide influence, the deviation of media organizations in reporting circle events will also create barriers of ideas and cognition between specific circles and other social groups. This may not only lose the rational retrospection of the whole process of the incident, but also cause or deepen the contradiction between the specific circle and the outside world, and let the public form a negative stereotype of this circle. This reminds media organizations that they should have a deep understanding of the circle culture to be reported, prevent subjective speculation and reporting deviation, and be vigilant against the crisis of "fault" in circle culture. As a media organization, it should be noted that the reporting and guidance of circle culture should not be carried out in a way that blindly pursues novelty, but should be close to the subject to restore objective facts and always maintain a neutral attitude.

**The media should establish a healthy dialogue system and create a diverse and harmonious cultural atmosphere.**

Circle culture is a new form of media and cultural communication. We need to face it, study it, make good use of it, stimulate its inherent cultural creativity, and make it a force to promote the vigorous development of social culture. The original intention of the "Hou Lang" video was to pay tribute to the new generation on Youth Day, but it triggered debates within and between circles during the dissemination process. In fact, in today's world where talents emerge from generation to generation, there is no need to emphasize the so-called "Hou Lang" and "Fan Lang". Those who deserve encouragement are always those who work hard for life and strive for the great rejuvenation of the Chinese nation. In the complex world of Internet information, how to guide social groups to communicate and cooperate harmoniously and effectively is the media responsibility that media organizations must shoulder. This also reminds media organizations that they need to stay awake at all times and think about how to establish a benign dialogue system between circles and create a harmonious cultural atmosphere.

At a time when circles such as the "Hou Lang" continue to emerge, media organizations need to explore more paths to correctly guide circle culture. First of all, as a media organization, we should pay attention to the commonalities and individualities of the era groups and have a deep understanding of the consciousness of the main body of the circle. In the network social space, due to the existence of the circle structure, the situation of exclusion of dialogue and communication between different groups often occurs, and the definition and imagination of "others" often fall into the thinking of "either friends or enemies". As a media organization, we should take the responsibility of establishing a dialogue and trust system between different circles. Facing young people in different network interest circle structures, the media should try to use the network cultural elements and emerging network discourses that they are familiar with to establish a harmonious and effective discussion channel. ③ After all, only with a deep enough understanding can we stand on the standpoint of the circle and speak for it. Secondly, promote the positive elements in the circle culture to be shared by the entire era and establish a benign cultural dialogue system. The media should not have praise or criticism for different circles, but should maintain its neutral attitude, strengthen the exchange and guidance of information, actively promote the interaction and communication between the circle culture and the overall social culture, and realize the "breaking the wall" and "out of the circle" of the circle culture. Finally, we should encourage cross-circle communication and establish a diverse and harmonious atmosphere for discussion of circle culture. Media organizations should also encourage more "newcomers" in the digital age to step out of their "comfort zone" and "safe zone" and try to communicate and discuss directly with other circles. By creating more opportunities for dialogue, the protagonists of circle culture can express themselves directly, injecting fresh blood into mainstream culture and allowing circle culture to stimulate more development possibilities in communication.

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【Notes】

① Zhang Baoshu: “The rise of a “new force” of Chinese netizens, with 175 million underage netizens”, People’s Daily, May 18, 2020.

②Luo Xiaoming: "Keywords in Internet culture: "Circles" must have both characteristics and consensus", People's Daily, May 8, 2020.

③Chen Baojian: "The Internet and the Shaping of Youth Values ​​from the Perspective of Social Space: Influence Mechanisms and Guidance Strategies", Journal of Peking University (Philosophy and Social Sciences Edition), Issue 2, 2020.