**Keeping the original aspiration in the self cognition revolution On the effective integration of communication theory and network media**

Source: People's Forum Network

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2019-08-13

<https://www.rmlt.com.cn/2019/0813/554269.shtml>

Core Tip: In the Internet era, network communication appears to be fragmented and disordered on the surface, but behind it are the expressions and connections of people's concepts, perceptions, emotions, and feelings. In the disorder, network communication has formed its own internal organic connection of life. In the new era, we must learn to self-revolution, regain confidence, pursue beauty and goodness in ugliness and evil, and in the process of theoretical communication, turn the content into stories, narratives, and emotions; innovate and change in form, so as to adapt to the ever-changing new forms and new ecology of media.

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【Key words】social relations, Internet of Everything, new media communication 【Chinese Library Classification Number】D26 【Document Identification Code】A

Since the 18th CPC National Congress, General Secretary Xi Jinping has reiterated on many occasions the importance of "people's hearts are the greatest politics, and consensus is the driving force for progress." "People's hearts" and "consensus" are the two most important elements in emotional identification, and are also the basis for the existence of society as an organism. The Internet connects everything, making it possible for communication to be quickly connected, quickly iterated, and quickly forgotten. Information dissemination not only has the functions of informing, expressing, and transmitting, but more importantly, it can trigger people's emotional resonance and build consensus, thereby achieving effective dissemination in the perception system reorganized by the media, while bringing about the possibility of action and change. For this reason, General Secretary Xi Jinping's thought that "people's hearts are the greatest politics" best fits the characteristics of online media communication. It is not only the basis for continuously expanding the online territory of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, but also the starting point and foothold of new media communication research.

**Communication of multiple social subjects under the empowerment of new media**

The concepts, ideas, consciousness, feelings, and emotions in Internet communication always surround us. They are inseparable from reality and interact with each other, laying the foundation for the generation of people's cognition, attitudes, and behaviors. At the same time, they also make speech, feelings, and perceptions become the basic elements of Internet connection, exchange, and communication, pointing to people's emotional connection. The dynamic connection of people's minds unconsciously changes the relationship between people and becomes the driving force of social change. When the communicator and the receiver can dynamically adapt to each other in mind, it can trigger the possibility of action, and taking action is the ultimate foothold of communication. This action is not only a change in ideas, but also a practical action into the fiery reality. It is in the communication action that people form a new social relationship network and promote social change. This is the source of the new media empowerment thought.

Internet technology has continuously given "power" to various communication entities. In a diversified communication landscape where everyone has a microphone, mainstream media that once firmly held the right to spread discourse are facing unprecedented challenges. To expand the network territory of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the fundamental premise is to enhance the awareness of mainstream media people about changes in the communication environment, recognize the impact of new media empowerment and anti-empowerment on the development of mainstream media, and continuously improve their ability to understand and learn.

New media empowerment allows the audience to actively and conveniently participate in the process of information interpretation, explanation, and dissemination. As the main body of communication, the mainstream media still plays the role of "gatekeeper" in the process of information dissemination, determining the content and form of dissemination. However, once the content and form enter the dissemination channel through the new media, how to interpret and explain, that is, how to process the information is no longer a process that the communicator can control, but is determined by the audience's cognition. At present, multiple communication subjects coexist and co-exist, and the communication effect is the result of the joint action and reaction of the communicator and the audience. The two are interdependent and compete with each other. Whether they can seize the communication opportunities and how to achieve effective communication are tests of the mainstream media practitioners' level of cognition and ability of the new media environment.

**Beware of the “rearview mirror thinking” in the new media era**

Under the empowerment and anti-empowerment of new media, the communication ecology, communication forms and content, and communication media have undergone profound changes. Looking at the current communication landscape, many mainstream media are still confined to "rearview mirror thinking". In the process of promoting mainstream ideas and mainstream discourse, they still use discourse strategies of grand speeches and grand narratives. This is obviously difficult to adapt to the needs of the current media environment and social changes. It is difficult to truly achieve communication that enters the mind and heart, and it is even more difficult to achieve a true organic integration of theoretical armament and network media.

"Rearview mirror thinking" is an important point of view put forward by Canadian scholar McLuhan. He believes that media has a profound and lasting impact on people and the environment. Since the environment is invisible in the initial stage, people can only perceive the old environment before the new environment. In other words, the old environment becomes visible only when it is replaced by the new environment. The transition from the old environment to the new environment is an unconscious process for most people. Many people in the new environment still use the thinking formed in the old environment to think about the problems faced in the new environment, look at the new era with a perspective that lags behind the times, and use old methods and strategies to solve current problems.

The new and old media environments are first of all a change in people's way of thinking, and this cognitive revolution is generally manifested in the different understandings of certainty and uncertainty, identity and difference, consensus and misconstruction. Internet technology has accelerated the speed of communication, making the communication system in a complex change all the time, eliminating the so-called certainty, identity and consensus. Uncertainty, difference and misconstruction have become the driving force of social development. The communication subject needs to take the initiative to assume its own responsibilities, highlighting the importance of public discussion.

Yearning for the unknown means embracing uncertainty, differences and misconstruction, accepting the seemingly disordered, chaotic and fragmented characteristics of online media, understanding the value and significance of different ideas and viewpoints in cyberspace, and analyzing specific issues in specific ways. Only in this way can abstract and serious theories be effectively integrated with online media, and in small narratives, the audience can get a glimpse of General Secretary Xi Jinping’s true feelings and beautiful vision for the people, the country and even the community of human destiny reflected behind the grand theory, and truly understand what the original intention is and why it should not be forgotten.

**Self-revolution and returning to the hearts of the people**

At present, new technologies such as AI, Internet of Things, blockchain, and 5G are emerging one after another. They are not only changing the form and content of communication, but also creating a new environment in which people are generally numb to the application of new technologies. This requires people to carry out a profound self-revolution in cognition, thinking, emotion and other aspects. Self-revolution is not to overthrow all the old value order and rebuild a new order and value; it is to return to the starting point, to the life of the person himself, and to the heart of the people. In the space of the Internet, explore the heart and human nature hidden behind its disorder, heterogeneity, and misconstruction, and find the basis for self-revolution.

Internet communication appears to be a fragmented, inorganically connected world. However, in the current uncertain times, only by returning to the "heart" and better recognizing oneself and the complex relationships between people and society can we get closer to the full picture of events in communication, see the impact of "time" and "trend" on social progress, and make communication and interaction possible. The realization of communication and interaction is the goal that communication subjects should constantly pursue. In the landscape of network communication, how to translate serious and grand theories into stories and images that are understandable and imaginable to the audience requires a change of thinking, attention to communication content, and also more attention to the form of communication. Keep in mind that in the Internet age, content and form jointly contribute to the communication effect. All of the above are testing the ability of mainstream media practitioners to judge the situation and act at the right time, and also testing how various communication subjects can promote people's communication and interaction and achieve connection and continuity in the face of the same communication ecology.

The self-cognition revolution brought about by the Internet is essentially a profound change in human thinking, concepts, ideas, consciousness and other ways of thinking. As the main body of communication, mainstream media need to deeply understand the meaning of "people's hearts are the greatest politics", which requires everyone in the mainstream media to learn self-revolution. Only by arousing empathy and sympathy from all walks of life in the dissemination of news can the maximization of people's hearts and politics be achieved; and the original intention of the communicator should be the moral conscience of human beings, the pursuit of "beautiful life with virtue" of "each beauty in its own way, and beauty in common", and truly exchange hearts with hearts, and use the welfare of the people as the driving force of work. Because of this, we can continuously reach consensus in the surface fragmented, discontinuous and heterogeneous network communication, realize the organic unity of society, and form a community with a shared future for mankind.

In short, the Internet brings about the rapidity of information dissemination, and thoughts and ideas change rapidly in the interactivity of expression. It has already exceeded the logic of political, commercial, social, and cultural development in the industrial age, and has surpassed the linear cognition of the self, and is changing human society unconsciously. Standing on the threshold of a world that liberates and inspires people, mainstream media should further explore the rich connotation of "people's hearts are the greatest politics, and consensus is the driving force for progress", grasp the characteristics of network media communication, understand and accept the uncertainty and differences in Internet communication with an inclusive attitude, master the characteristics of new media empowerment and anti-empowerment, keep in mind the original intention, and realize the effective and organic integration of theoretical arming and network media.

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