**Taking the initiative in guiding public opinion in the new media landscape**

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On August 18, 2014, General Secretary Xi Jinping presided over the fourth meeting of the Central Leading Group for Deepening Comprehensive Reform and stated that "to promote the integrated development of traditional media and emerging media, we must follow the laws of news dissemination and the laws of emerging media development, strengthen Internet thinking, and insist on the complementary advantages and integrated development of traditional media and emerging media." The central government's far-sighted strategic deployment has released a signal: media integration is an irreversible historical trend. Only by adapting can the media occupy the commanding heights of public opinion and seize the initiative in the new media landscape.

**The necessity of new media public opinion guidance**

The 34th Statistical Report on the Development of China's Internet released by the China Internet Information Center shows that as of June 2014, the number of Internet users in my country reached 632 million, and the number of Weibo users reached 275 million. The report said that from the perspective of value application, with the accumulation of data, Weibo will play a greater role in public opinion management.

Indeed, such a huge group of new media users contains immeasurable energy in the field of public opinion. The emergence of public opinion is a natural result. This is the characteristic of human society and we cannot stop it. In addition, due to the fast and diverse characteristics of microblogs, the blowout of public opinion is also an inevitable fact in the information dissemination ecology of media convergence. Therefore, in the face of public opinion, the methods of prevention and blocking are simply not feasible. Only guidance is the right choice.

Another important reason for doing a good job in guiding public opinion is that the reaction force of public opinion has always been direct and huge. Although public opinion on new media occurs in virtual space, the subject of public opinion, that is, the public, is a real social existence, and the content of public opinion revolves around real hot issues in society. The reaction force of public opinion also returns to the relationship between people and people, and between people and society in reality. It will actually affect various states and interests in this society, and ultimately affect whether we can live happily and whether society can develop in a healthy way.

**The complexity of new media public opinion guidance**

In fact, facing the new information dissemination environment, the media have also responded positively accordingly - major media have rushed to follow up and open Weibo, WeChat and APP. According to the "2013 Sina Media Weibo Report", in 2013, the number of media organizations certified increased by 40% year-on-year, and the number of media professionals certified increased by 33% year-on-year. More and more media have joined the Sina Weibo family. However, if media organizations open Weibo, add the blue V certification mark, and transfer the content of traditional media to new media, they are adapting to media convergence? Is it media reform? The answer is obviously no.

New media itself is a complex discourse field. The new information it generates every day is overloaded, that is, it exceeds the public's acceptance and information needs. Information overload is also manifested in the degradation of information, that is, the reduction of information quality. For example, it is difficult to distinguish between true and false information, rumors are everywhere, information is packaged and disseminated in an overly entertaining way, the depth of discourse is extracted and superficial, populism is prevalent, and logic and rationality are lost in public debates, etc., all of which have worsened the public opinion ecology of new media. The fission-like dissemination characteristics of new media have exacerbated the complexity of the public opinion ecology. The public imitates the dissemination and heated debate on Weibo, emotional public opinion spreads, and the opposition of public opinion causes group polarization, which eventually evolves into emotional confrontation that deviates from rational discussion.

In the fission-type communication of new media, the role of opinion leaders cannot be underestimated. Due to factors such as the large number of fans, abundant resources, and team promotion, they are at the top of the pyramid of discourse power and influence the direction of public opinion. Moreover, due to their "infatuation" with opinion leaders, fans' forwarding behavior is often habitual and unthinking, thus falling into boundless collective ignorance. What's more, they adhere to the principle of "adversarial interpretation" - whatever the media says, they just understand it in the opposite way. This shows that the public's cognitive level and understanding ability have not yet matched the development level of information dissemination.

Under such circumstances, how can the media make their words stand out, how can they establish credibility, and how can they correctly guide public opinion? This series of questions are practical problems that need to be solved urgently.

**Suggestions on guiding public opinion through new media**

Although the new media public opinion ecology has posed a huge challenge to the work of guiding public opinion, there are still many successful cases and methods worth learning from in the practice of the media in accepting this challenge.

Liu Jianming, a professor at the School of Journalism and Communication at Tsinghua University, believes that traditional media are first and foremost reflectors of public opinion, and only secondarily initiators and guides of public opinion. This view is still applicable in the new media era. The key is that the media should first adhere to journalistic professionalism, reflect social dynamics and public opinion truthfully, objectively and impartially, and establish the credibility and authority of the media, and then effectively and correctly guide public opinion. Otherwise, when faced with the outbreak of major social events, the media will be under greater credibility pressure, and negative public opinion will swallow everything like a shipwreck.

Of course, safeguarding the overall interests of the country and the people and assisting the healthy and orderly development of society are the goals and fundamental principles of new media public opinion guidance; people-oriented and people-oriented are the core. These are not inconsistent with journalistic professionalism. On the contrary, they support each other and are indispensable. What the media needs to do is to organically integrate them, serve the work of public opinion guidance, and create a new situation of public opinion guidance in the new era of social development and information dissemination.

Finally, the complexity of the new media public opinion ecology determines that the media must master the laws of communication, follow the fluctuations of public opinion, and analyze specific situations. As the saying goes, "Those who do not innovate will decline", "The wise change with the times, and the knowledgeable make decisions based on the situation", traditional media should abandon the old way of ideological propaganda, innovate communication methods and discourse, and improve the efficiency and effectiveness of communication. For example, set up fixed special columns, initiate micro-discussions around specific topics, issue micro-comments on hot events, conduct micro-interviews and micro-live broadcasts, increase exclusive reports with new media as the first landing point, etc. However, the media should also avoid being "led by the nose" by new media and avoid falling into the vulgar situation of excessive entertainment and trivialization.

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