**The dissemination and guidance of new media social thoughts**

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【Abstract】The development of social thoughts always carries the mark of the times. Under the new media social operation environment, the public psychological basis for the generation of social thoughts has undergone profound changes, reflecting richer connotations and characteristics. To this end, we must rely on the public opinion leading function of the government and comprehensive media, give play to the role of new media information education, inspire the public's cultural consciousness, further form a consensus of thinking, and avoid the risk of changes in new media social thoughts.

【Key words】New media, social trends, intelligent society 【Chinese Library Classification Number】G120 【Document Identification Code】A

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The evolution of social thoughts reflects the transformation of the mentality of social members towards the external environment under certain social conditions. Since the reform and opening up, actively adapting to the needs of the times and promoting reform and innovation are the overall manifestations of my country's social thoughts. Under the influence of the common social mentality, my country has made remarkable achievements in various social constructions. However, with the passage of time, the arrival of the new media "smart society" has triggered the agitation of social thoughts. Although it has activated citizens' awareness of thinking about social problems and contradictions, it has also promoted the complex interweaving of new media ideological dynamics, which has brought negative effects on the security of my country's mainstream ideology and social stability.

In the new media era, social thoughts are endowed with more profound and complex connotations. New media social thoughts refer to the new trend of diversified social thought development formed under the influence of cultural and technological conditions in the new media era. The media for the dissemination of new media social thoughts are the digital platforms of traditional media and emerging network media. With the development of new media technology, the development and changes of social thoughts have gradually reflected their dependence on the new media cultural environment. In the open environment of new media, the channels for the penetration of foreign culture are more diverse than before. In addition, in the process of comprehensively deepening reform, complex social contradictions have emerged on new media platforms, which has affected the ideological consciousness of members of our society. Social thoughts have also been agitated due to the promotion of new media, which has caused a certain impact on the discourse power of the socialist mainstream ideology.

The new media social thoughts have the following characteristics of dissemination. First, the dissemination of new media social thoughts is convenient and multi-channel. In recent years, the use rights of platforms such as Weibo, WeChat, and live broadcasting are no longer monopolized by young people and highly educated people. Internet users of different ages and education levels have seen the convenience and fun of new media social networking and quickly entered new media virtual social platforms, making more social, shopping, and question-and-answer platforms similar to Weibo and WeChat spring up like mushrooms after rain, greatly expanding the dissemination channels of new media social thoughts and accelerating the timely dissemination of new media information. In the process of joint release, mutual forwarding and citing by multiple channels, the dissemination of new media social thoughts has been greatly accelerated, and the convenience of discourse dissemination has been significantly improved.

Secondly, the dissemination of new media social thoughts is interactive. Different from the one-way and lagging information dissemination in the traditional media era, the new media information dissemination that carries social thoughts is more interactive and multi-directional. The topics raised by the subject will receive different degrees of response with the help of mobile communication technology. In particular, Internet public figures with high influence on new media platforms often have a high discourse influence on the development of new media social thoughts. The remarks made by these people usually receive a large number of comments and reposts at the first time, forming a topic interaction effect, which accelerates the formation and dissemination of new media social thoughts. The development of social thoughts breaks through the inherent limitations of interpersonal relationship structure and further expands the breadth of information dissemination.

Thirdly, the social thoughts of new media are unstable. In order to achieve a certain purpose, some people create false information in the dissemination of discourse. As a result, some speeches with ulterior motives have a negative impact on netizens who lack the ability to discern. The misinformation of non-mainstream discourse in a certain range undermines the public influence of mainstream social thoughts.

Finally, the spread of social thoughts in new media reflects a high degree of participation. The low entry threshold of new media has created conditions for the public to participate equally in social governance and public topic discussions, increased the public's attention to public affairs, and injected momentum into the spread of social thoughts. However, due to the uneven media literacy and cultural reserves of the public, it has further increased the difficulty of guiding social thoughts in new media.

The guiding path of new media social thought

At present, the guidance of new media social thoughts should adopt a strategy of multiple paths to play a role in coordination, optimize social thoughts to guide the scientific subject structure. First, the government should play a pivotal role in the guidance of new media social thoughts. The party and government's work of leading public opinion should first adapt to the will of the people and secondly be innovative. We should strengthen the observation and analysis of new media public opinion, understand the ideological trends and psychological demands of netizens, and make big data analysis an important means of understanding public opinion. At the same time, the propaganda and ideological work of the party and government should use Weibo, WeChat, live broadcast platforms, etc. to accelerate the pace of innovation. Timely combine the characteristics of the dissemination of new media social thoughts, change work thinking, and achieve the harmonious coexistence of the principle of inclusive and diverse discourses and the task of guiding mainstream discourse. In view of the problem that some departments are not timely in guiding sudden public opinion crises and use simple and crude methods such as covering and blocking to control public opinion, we should rely on the power of the system to strengthen norms. Define the responsibilities of various departments and supervisors in the guidance of new media social thoughts, and strive to guide social thoughts from the masses' demands in terms of intention, win the hearts of the people in terms of methods, and be effective in terms of results.

Secondly, new media should start from social responsibility and professional responsibility, and consciously play a positive role in guiding social trends in new media. Taking the movie "Wolf Warrior 2" which was popular all over the world in 2017 as an example, all new media platforms attach great importance to this rare opportunity for patriotic education, and are able to put the cohesion of ideological consensus as the first priority in the process of publicity, reflecting the initiative of media discourse guidance and showing the positive role of mainstream media in guiding social trends. Therefore, first, we must rely on the binding force of the legal system to restrict and punish the vulgar and low-level information dissemination and illegal activities of new media platforms, and purify the new media ecological space. Second, we must rely on authoritative media entities to drive the common development of ordinary media entities. Mainstream media should set an example in guiding social trends in new media, form a demonstration effect, and let other new media platforms form a sense of alignment, and strive to align with the advanced and the mainstream. Third, the comprehensive media's guidance of social trends should be reflected in the innovation of cultural works and the design of discourse symbols. We should be good at adding information content around the core socialist values ​​in film and television works and topic interactions, expand the scope of influence of mainstream trends, and form a positive social popular culture.

Thirdly, we should unremittingly carry out public new media information education to improve the new media usage ability of our citizens from the source. First, we should carry out new media information education in primary and secondary schools. The education content mainly includes new media information identification education, mainstream ideological safety education, new media moral ability education and new media legal system education. Integrate new media information education into the education and teaching system of primary and secondary schools to enhance the ability of young people to cope with the erosion of negative social thoughts. Second, strengthen new media information education and scientific research in colleges and universities, and through case education and practical education, encourage contemporary college students and university teachers to become active leaders and participants of social thoughts, and give play to the advantages of advanced knowledge groups in promoting the development of social thoughts. Third, we should rely on grassroots party organizations, communities and streets to carry out new media information education for residents. Popularize the basic connotation of social thoughts, let residents understand the contemporary influence of new media social thoughts, enhance residents' profound understanding of social thoughts, and accumulate new media knowledge reserves.

Finally, inspire all netizens to form cultural consciousness and form a united force in guiding the positive development of social thoughts. The number of netizens in my country is huge, which means that the condensation of netizens' power will play an irreplaceable role in guiding social thoughts. Therefore, we should attach importance to the development and standardization of the new media cultural field, rely on excellent traditional culture, theoretical articles, red culture and local sentiment and local culture, cultivate and cultivate excellent netizens in the new era, and enhance the "four confidences" of netizens. Strengthen netizens' understanding of the complex situation in the primary stage of socialism and the stage of deepening reform, guide netizens to form cultural consciousness and rational speech, and enable netizens to strengthen self-discipline and always maintain sensitivity to social thoughts in the process of public participation in new media. Do not participate in rumor-mongering and rumor-spreading, and do not blindly absorb and transform information from unknown sources. Actively spread positive energy when using social platforms such as Weibo and WeChat, and shoulder the individual responsibility of netizens in guiding social thoughts in new media.

The emergence and rapid development of new media are a huge driving force for the change of social thoughts. It is of great significance to maintain the security of my country's socialist mainstream ideology and ensure the stability and harmony of society by guiding new media social thoughts. The government, new media, educational institutions and all netizens need to work together to suppress the negative development of new media social thoughts, so as to purify the social public opinion environment and form a good social psychological foundation to adapt to the needs of the development of mainstream ideology in the new era.

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