**The reconstruction of the significance and role of mainstream media in guiding public opinion under new technological conditions**

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【Abstract】The development of new technologies has brought huge challenges to mainstream public opinion in China and abroad and to the guidance of public opinion by mainstream media. Guiding public opinion by mainstream media is a practical need to safeguard the public interest and long-term interests of society under new technological conditions, and it is also a new exploration made by China in the modernization of national governance. Comprehensively reflecting social reality, leading the correct value orientation, spreading scientific methodology, strengthening constructive public opinion supervision, and enhancing international discourse power are new requirements for strengthening mainstream media and strengthening public opinion guidance under new technological conditions.

【Key words】New technology development, mainstream media, public opinion guidance 【Chinese Library Classification Number】G206 【Document Identification Code】A

With the rapid development and application of mobile Internet, the era of all-media where "everyone has a microphone" has arrived, and the status of traditional mainstream media as the main body of public opinion has been relatively weakened. Along with this, there is the diversification of public opinion objects (the focus of public opinion), and the complexity and irrationality of public opinion itself. The public opinion of traditional mainstream media is only a part of the diversified public opinion in the era of "all-media", and the carrier of public opinion is no longer limited to traditional mainstream media. The development of new technologies has brought a huge impact on the formation and consolidation of mainstream public opinion in both Chinese and foreign societies. Under this condition, the significance and role of public opinion guidance of my country's mainstream media deserves in-depth thinking.

Reconstructing the significance of mainstream media guiding public opinion under new technological conditions

The development of new technologies has brought huge challenges to mainstream public opinion and mainstream media in China and abroad. After the rise of new technologies such as the Internet, they have had a significant impact on the media landscape and public opinion ecology of countries around the world, and have posed huge challenges to mainstream public opinion and mainstream media. In recent years, the Yellow Vest Movement, the Occupy Wall Street Movement, the petition for a second referendum on Brexit in the UK, and the violent attack on the US Capitol, which have erupted abroad, reflect the tearing of public opinion, the confusion of mainstream ideology, and the extreme instability of society, which is not unrelated to the failure of mainstream media to guide public opinion. In China, the development of new technologies has diversified the subjects of information dissemination, diversified public opinion, and ubiquitous carriers. Internet platforms with media attributes and numerous self-media have actually broken through the state-owned media system since the founding of New China. Mainstream public opinion and mainstream media once faced the danger of being marginalized. Facts have proved that if mainstream public opinion is missing or weakened, society will become a mess or even fall apart. Only by continuously strengthening mainstream public opinion under the conditions of new technologies can we consolidate the mainstream ideology of society and maintain social stability and healthy development, both in China and abroad.

It is a practical need for mainstream media to guide public opinion under new technological conditions to safeguard the public interest and long-term interests of society. In Western countries such as Britain and the United States, the so-called "independent media", "freedom of the press" and "objective neutrality" have long been touted, but when news and public opinion threaten the rule of the bourgeoisie and its ideological security, the ideological attributes of the media controlled by capital are fully exposed. The seemingly more diverse "decentralized" public opinion is still controlled by capital and consortiums, as can be seen from Facebook's banning of a large number of Chinese accounts and Twitter's banning of Trump's account. The tearing of public opinion in Western society also shows that the traditional mainstream media controlled by private capital can no longer build consensus. Under new technological conditions, media public opinion based only on a certain class or group is difficult to gather the power for the overall stable development of society. In the long run, new technologies empower the general public, which is a fundamental challenge to maintaining the capitalist superstructure.

Mainstream media in my country have public attributes, and journalism has always been a social public cause. It is the responsibility of mainstream media to guide public opinion from the perspective of safeguarding the public interest and the fundamental and long-term interests of the broad masses of the people. In the primary stage of socialism and under the historical conditions of developing a socialist market economy, the guidance of public opinion by mainstream media in my country also has special practical significance: the multiple public opinion subjects in Chinese society at this stage do not have the same ability to participate in public opinion, and professional subjects are still required to assume the responsibility and mission of guiding public opinion in the social division of labor; there are rational and irrational elements in the complex social public opinion, among which the public opinion initiated by a large number of self-media often has irrational characteristics and emotional colors; the so-called MCN organizations (content production operators) and commercial Internet platforms that aim to make profits are difficult to guide public opinion from the standpoint of social public interest. It is a practical need to safeguard social public interest and long-term interests under the conditions of new technology development and socialist market economy to give full play to the role of mainstream media in guiding public opinion.

Mainstream media guiding public opinion is a brand-new exploration made by China in the modernization of national governance under the conditions of new technologies. The establishment of the concept of "public opinion guidance" in my country has gone through the historical process of "creating public opinion - public opinion propaganda - public opinion guidance - public opinion guidance": taking the Marxist view of news as the theoretical cornerstone, from reaching a consensus to unconditionally promoting the party's ideas to guide social public opinion, and then to public opinion propaganda should adhere to the correct political orientation, and finally follow the operating laws of public opinion itself under the premise of correct orientation. In the new era when China has become the world's second largest economy and has embarked on a new journey of building a modern socialist country in an all-round way, it is even more necessary for mainstream media to follow the laws of public opinion development under the conditions of new technologies, follow the laws of development of the socialist market economy, and play a good role in guiding public opinion.

Guiding public opinion under new technology conditions is very different from when mainstream media occupied a monopoly position in the communication pattern. In order to adapt to the development trend of new technology, China has elevated the development of media integration to a national strategy, proposing to "use the achievements of the information revolution to promote the development of media integration, expand and strengthen mainstream public opinion, consolidate the common ideological foundation for the unity and struggle of the whole party and the people of the whole country, and provide strong spiritual strength and public opinion support for achieving the "two centenary" goals and realizing the Chinese dream of the great rejuvenation of the Chinese nation". Through integrated development, mainstream media should play the role of public opinion ballast, social adhesive, and value vane, and gradually build a mainstream public opinion pattern that integrates online and offline, and links internal and external propaganda. Mainstream media have become part of the national governance system and are an important resource and means for governing the country. This is not only a manifestation of China's fundamental system of adhering to the guiding role of Marxism in the field of ideology, but also a top-level design and institutional arrangement for the modernization of the national governance system and governance capacity with Chinese characteristics, and it is also a new exploration made by China in the modernization of national governance under new technology conditions. On a global scale, this will also have positive significance for how to effectively guide public opinion, build social consensus, and promote social stability and healthy development under new technology conditions.

The role that mainstream media should play in guiding public opinion under new technological conditions

Under new technological conditions, although mainstream media is only one of the multiple public opinion entities and the content it publishes may only account for a small part of the massive social public opinion, it shoulders the responsibility and mission of safeguarding the public and long-term interests of society. To become the ballast and adhesive for the stable and healthy development of society, it needs to focus on the following aspects:

Present social reality comprehensively and truthfully, and guide the masses with facts. Public opinion is a collection of personal views, attitudes and beliefs, and is often generated based on the cognition of objective reality. Therefore, exploring the truth is crucial to guiding public opinion. Under new technological conditions, although everyone can speak out, not everyone can go deep into the news scene and have time to conduct special investigations and interviews. Providing important factual information that the people are most concerned about, involving national economy and people's livelihood, national and social development, is the primary responsibility of the mainstream media. The more in the "post-truth" era with a cacophony of voices, the more mainstream media are needed to clarify fallacies and distinguish right from wrong through professional and timely factual reporting. Only by mastering the facts and reporting the facts can we master the dominant power of public opinion and occupy the commanding heights of public opinion. Failure to clarify the facts and report the truth in a timely manner often leads to passive public opinion, which is not only a dereliction of duty of the media, but also a great damage to the credibility of the media. In addition, mainstream media reports should also be a comprehensive and true reflection of the facts. The Marxist view of journalism believes that the idea of ​​only focusing on individual (specific, special) news facts and ignoring the dominant, mainstream (universal, general) social situation can easily lead to people's one-sided cognition of the society as a whole. Mainstream media should guide the public to recognize the mainstream and essence of society by presenting comprehensive, objective and true social reality; they should grasp the authenticity of things in general, in essence and in development trends, and achieve the unity of individual truth and overall truth.

Lead the correct value orientation and form a consensus on values ​​in social life practice. The core of guiding public opinion is to guide values; the key to building consensus is to form a consensus on values. In order to play a guiding role in the complex and diverse public opinion ecology, the mainstream media must play a leading role with advanced scientific ideas and concepts. On the one hand, the mainstream media should guide the political direction in the field of ideology, vigorously publicize "Why the Communist Party of China can, why Marxism works, and why socialism with Chinese characteristics is good", firmly establish confidence in the path, theory, system, and culture of socialism with Chinese characteristics, and form a general consensus and value recognition of the socialist core values ​​in the whole society. On the other hand, the mainstream media should guide the value orientation in news reports, commentary interpretations, and program activities, so that the socialist core values ​​can be deeply rooted in the hearts of the people, transformed into the life concept of the majority of the people, and the theoretical concept of the socialist core values ​​can be transformed into a life beacon in all aspects. General Secretary Xi Jinping emphasized that for a value to really play a role, it must be integrated into social life so that people can perceive and understand it in practice. To this end, the mainstream media should not only advocate the core socialist values ​​in their daily reports and activities, but also organize and amplify the positive voices of social forces, and guide the whole society to integrate the core socialist values ​​into food, clothing, housing, transportation, speech and behavior, as well as into the life experiences at different stages, the life attitudes towards different things, the life needs of different cities, the professional situations of different industries, and the life experiences in different fields.

Spread scientific methodology and guide the masses to look at social contradictions rationally. Emotional transmission is more obvious in the public opinion field of multiple subjects. If there is no scientific methodology to guide, the public will easily form a group polarization effect under the transmission of emotions, allowing irrationality to deviate the direction of public opinion. As users of public resources and defenders of public interests, mainstream media should assume corresponding responsibilities and obligations, cultivate scientific methodology for the public, guide the public to look at social contradictions rationally, and adjust the public's social mentality. Mainstream media can guide public opinion through agenda setting, spread objective scientific spirit, convey rigorous scientific thinking, improve the scientific literacy of the whole nation, and enable the public to construct an epistemology and methodology for rationally looking at social events, which includes not only natural sciences but also the epistemology of social sciences, so that science can play a role in the overall context. At the same time, the mainstream media should popularize and publicize scientists, scientific research, scientific spirit, scientific phenomena, scientific principles, etc., so that the public can deepen their scientific understanding of various social events, analyze the driving forces behind various phenomena, understand the impact of social psychology on public opinion, etc., and ultimately form an atmosphere of public opinion that respects the reasonable demands of individuals while starting from the overall social situation, the long-term development of the country and even the community of human destiny, "finding the greatest common divisor and drawing the largest concentric circle."

Strengthen public opinion supervision and help improve the overall effectiveness of social governance. As a defender of social public interests, public opinion supervision by mainstream media is one of the main paths to promote the modernization of the national governance system and governance capacity. Public opinion supervision promotes the positive interaction among the media, government and the public, which not only helps to enhance the public's willingness to express, strengthen the public's awareness of rights and the initiative and enthusiasm to participate in social governance, but also helps to find loopholes and improve the scientificity and effectiveness of social governance in the process of optimizing the government's organizational structure, improving government operations and processes. Under new technological conditions, public opinion supervision by mainstream media is an important means to safeguard public interests and long-term interests and promote continuous social progress. The purpose of public opinion supervision is not a simple critical report, but to solve social contradictions and social problems through public opinion supervision and improve the effectiveness of social governance. Therefore, mainstream media public opinion supervision should adhere to a constructive orientation, on the one hand, it should be close to the central work, on the other hand, it should reflect the demands of the masses; on the one hand, it should supervise the government and enterprises, on the other hand, it should supervise the public; on the one hand, it should dare to face and expose problems, on the other hand, it should be good at solving problems and promoting harmony.

Enhance international discourse power and create a favorable external public opinion environment. National development and social governance must not only face the demands of multiple domestic interests, but also face the complex interest relations of the international community. Under the conditions of new technologies, the dissemination and penetration of international public opinion are more convenient, and the impact is more rapid and far-reaching. As my country moves closer to the center of the world stage, the attention of international public opinion is increasing, and the pressure and complexity of public opinion are also increasing. In the multi-subject and three-dimensional external communication pattern, compared with other subjects, mainstream media are often regarded as representing the mainstream values ​​of the country, with more public resources and professional strength, and are the main force of national strategic communication. They need to play a banner role and a guiding role, continuously enhance international discourse power, and create an external public opinion environment that is favorable to the country. To this end, mainstream media should continue to, professionally and comprehensively voice China's voice, declare China's propositions and solutions, create new concepts, new categories and new expressions that integrate China and foreign countries, and more fully and more vividly show the Chinese story and the ideological and spiritual power behind it. We should respond effectively to external public opinions that spread rumors, slander, distort and smear China, safeguard national interests and launch public opinion struggles; we should clarify and guide the international community's misunderstandings and misinterpretations of China in a timely manner, guide international public opinion to correctly understand my country's development concept, civilization concept, security concept, human rights concept, ecological concept, international order concept and global governance concept, enhance mutual trust between countries and promote people-to-people exchanges. Especially under the conditions of new technologies, we should give full play to the characteristics of the Internet that transcends time and space boundaries, breaks through language barriers, and gathers multiple voices, make full use of highly interactive social media, low-threshold video forms, intelligent response systems, etc., give full play to the role of mainstream media in public communication and public diplomacy, hold high the banner of a community with a shared future for mankind, seek common ground while reserving differences, learn from each other, shape a credible, lovely and respectable image of China, and guide the international community to jointly shape a more just and reasonable new international order.

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