

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01565](https://chinaxiv.org/items/chinaxiv-202310.01565)

---

## Postprint: Challenges and Solutions for Traditional Media' s Public Opinion Guidance in the New Normal of Media Convergence

**Authors:** Yang Jingjing

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Faced with the new normal of media convergence, traditional media must break through the current dilemmas in public opinion guidance to find new pathways for development. This paper focuses on analyzing and discussing the dilemmas and solutions for traditional media' s public opinion guidance under the new normal of media convergence: it first introduces the dilemmas faced by traditional media in conducting public opinion guidance under the new normal of media convergence, and then proposes effective solutions for enhancing traditional media' s public opinion guidance capacity.

### Full Text

#### Challenges and Solutions for Traditional Media' s Public Opinion Guidance Under the New Normal of Media Convergence

**Abstract:** In the face of the new normal of media convergence, traditional media must break through the current dilemmas in public opinion guidance to find new pathways for development. This article analyzes the challenges faced by traditional media in guiding public opinion under the new normal of media convergence, and then proposes effective solutions to enhance traditional media' s public opinion guidance capabilities.

**Keywords:** media convergence new normal; traditional media; public opinion guidance; facing dilemmas; effective solutions

## 1. Analysis of Challenges Facing Traditional Media's Public Opinion Guidance Under the New Normal of Media Convergence

In the new normal of media convergence, if traditional media continues to rely on conventional methods for public opinion guidance, it will inevitably suffer from the impact of new media and lose its initiative and influence. Analysis reveals that traditional media currently faces several major challenges in public opinion guidance.

### 1.1 Increasingly Active Clash of Viewpoints

With the continuous emergence of new media, both the content and form of disseminated information have become increasingly diverse. In this information-rich environment, the focus of public opinion constantly shifts, transforming from traditional unified patterns to diversified development models. The clash of viewpoints has become increasingly active, with information demands changing under the influence of different communication subjects, leading to transformations in audience roles and value positions. Faced with this trend toward diversified public opinion voices, traditional media's one-way communication approach can no longer meet the demands of the era. This risks alienating existing audiences and diminishing its capacity for public opinion guidance.

### 1.2 Rising Grassroots Discourse

In the past, traditional media dominated the public opinion market, making guidance convenient and giving it absolute advantage. However, under the new normal of media convergence, the internet has created new spaces for public opinion, providing more opportunities for grassroots voices. The continuous increase in grassroots discourse inevitably exerts deterrent pressure on mainstream discourse authority, particularly regarding hot-button issues that frequently generate unified opinions among ordinary citizens. This phenomenon challenges the dominant position of traditional media.

### 1.3 Growing Individual Participation and Emotionalization of Viewpoints

In today's internet environment, anyone can express their opinions and views online, resulting in increasingly abundant content and faster dissemination speeds. Platforms like Weibo and WeChat have large user bases, enabling netizens to directly participate in various online interactions and significantly influence public opinion. The continuous development of mobile internet technology has further enhanced netizens' enthusiasm for participating in topic discussions. People can instantly share their thoughts via smartphones or computers, spreading them through interpersonal networks. This communication model inevitably increases individual opportunities to participate in public opinion formation and leads to

increasingly serious emotionalization of viewpoints. While negative attitudes reflected in online public opinion may lead to irrational thoughts, it is undeniable that discussions on public topics often involve non-rational emotions, making viewpoint emotionalization more severe and complicating traditional media's public opinion guidance work.

#### **1.4 Gradual Weakening of Political Trust**

As grassroots discourse continues to rise, political trust is being further weakened. Under the influence of the online environment, increased interpersonal interaction often leads to emotional complaints based on insufficient information, inevitably generating erroneous ideas and causing further weakening of political trust that affects government image.

## **2. Effective Solutions for Strengthening Traditional Media's Public Opinion Guidance Under the New Normal of Media Convergence**

To address these challenges and enhance traditional media's guiding power and effectiveness in public opinion guidance, the following approaches and methods can be adopted.

### **2.1 Conceptual Innovation and Enhanced Service Awareness**

With the continuous development of new media and its growing audience base, traditional media must transform its concepts and innovate its service philosophy in the process of public opinion guidance. It must abandon traditional top-down thinking, adopt a humble posture when facing dilemmas in public opinion guidance under new media conditions, and fully utilize new media technologies with updated service methods and guidance approaches. To improve public opinion guidance capabilities, traditional media must further innovate its service consciousness, better serve publicity needs, and in the era of big data, grasp target audience needs to effectively deliver information services and gain the initiative in public opinion guidance.

### **2.2 Gradual Improvement of Management Systems and Methods**

Under the new normal of media convergence, to fully leverage the role and functions of traditional media as mainstream media, more comprehensive management systems and methods should be formulated based on current work realities. Traditional media should actively interface with new media, clearly define rights and obligations between traditional and new media, and ensure more scientific and efficient public opinion guidance through clear responsibilities and coordinated communication. Additionally, in the process of public opinion guidance, the premise of freedom of speech must be upheld while employing relevant technology and laws for effective management. Traditional media should strengthen

supervision of new media network language to prevent the proliferation of unregulated expressions that could confuse public opinion. Within legal boundaries, effective supervision of new media should be implemented. Traditional media should uphold impartial and truthful attitudes to promptly identify and address inaccuracies in online information, thereby comprehensively enhancing its online influence. While audiences pay close attention to online information and its rapid dissemination, traditional media's credibility still exists. Therefore, it must voice correct positions on events, impose sanctions within legal limits on malicious public opinion guidance behaviors online, and report facts with objective and impartial attitudes to help the public improve their discernment abilities, grasp correct public opinion orientation, create favorable public opinion atmospheres, and safeguard legitimate rights of both the public and traditional media.

### **2.3 Gradual Innovation of Official Information Dissemination Models**

Traditional media inherently possesses certain credibility, giving it advantages in public opinion guidance. However, under the new normal of media convergence, when disseminating official information, traditional media should further innovate its models, actively learn from successful foreign cases, and continuously improve China's information dissemination methods to ensure the timeliness and authenticity of public opinion guidance. Particularly, it should fully play its important role in combating rumors and other misinformation. By innovating models and strengthening cooperation with new media, adopting new platforms for information dissemination and public opinion guidance can enhance effectiveness. Especially when disseminating information about major emergencies, if necessary, traditional media can utilize new media platforms to express official opinions and viewpoints, thereby guiding correct public opinion and preventing deviations that could cause social panic or unrest. To gain public opinion guidance authority, traditional media should explore new communication models, integrate closely with new media communication methods, leverage the advantages of new media and its own strengths to achieve strong alliances, enhance its public opinion guidance capabilities, better handle various information, ensure the creation of favorable public opinion environments for citizens, fully utilize the positive role of network platforms, strengthen public opinion guidance, create favorable environments, and thus achieve greater and better development space.

## **Conclusion**

Under the new normal of media convergence, traditional media faces several dilemmas in public opinion guidance, including increasingly active clashes of viewpoints, rising grassroots discourse that deters mainstream language, weakening political trust, and phenomena of naysaying. Additionally, excessive individual participation has led to emotionalization of viewpoints. Faced with these challenges, to enhance traditional media's public opinion guidance capabilities,

it is essential to promptly update concepts, improve service levels, comprehensively strengthen management, perfect management methods, ensure the position of public opinion guidance as the main battlefield, and further innovate communication methods and models to win more audiences, thereby enabling traditional media to achieve new development.

## References

- [1] Zhang Xiaojian. On the Challenges and Solutions for Traditional Media' s Public Opinion Guidance Under the New Normal of Media Convergence [J]. Research on Communication Capacity, 2017(5): 94-95.
- [2] Peng Yangping. Research on the Dilemmas Facing Public Opinion Guidance Under the New Normal of Media Convergence [J]. West China Broadcasting TV, 2017(11): 58-59.
- [3] Wang Wenwu, Wu Xianguo. Challenges and Solutions for Traditional Media' s Public Opinion Guidance Under the Background of Media Convergence [J]. New Media Research, 2017, 3(3): 144-145.
- [4] Li Yongkun. The Dilemmas and Solutions for Traditional Media' s Public Opinion Guidance [J]. News Dissemination, 2017(14): 52-54.
- [5] Zhang Shuai. Problems and Countermeasures of New Media in Public Opinion Guidance Under the New Normal of Media Convergence [J]. New Media Research, 2017, 3(13): 30-31.
- [6] Wang Yuan. Analysis of the Dilemmas and Solutions for Traditional Media Under the Background of Media Convergence [J]. Research on Communication Capacity, 2018(12): 97-98.

(Author' s Affiliation: Lincang Media Group, Yunnan Province)

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv –Machine translation. Verify with original.*