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Responsibility and Commitment of Mainstream Media in the Self-Media Era: Postprint

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Abstract

With the rapid development of Internet technology and mobile communication technology, self-media has transformed people's lifestyles. Through self-media, audiences can freely express their viewpoints and disseminate information. In the self-media era, mainstream media bears greater social responsibility and introduces greater diversity to news and information dissemination. Therefore, research on the responsibility and commitment of mainstream media in the self-media era holds great significance.

Full Text

Preamble

The Responsibility of Mainstream Media in the Era of Self-Media

Abstract: With the rapid development of internet and mobile communication technologies, self-media has transformed people's lifestyles. Through self-media platforms, audiences can freely express their viewpoints and disseminate information. In the era of self-media, mainstream media bears greater social responsibility, bringing more diversified characteristics to news and information dissemination. Therefore, studying the responsibility of mainstream media in the self-media era is of great significance.

Keywords: self-media; mainstream media; journalistic responsibility

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Mainstream media plays an irreplaceable role. As a key source of online information, it should further strengthen its functions to comprehensively guide the

orientation of online public opinion and ensure the orderly dissemination and healthy development of information.

Self-media is playing an increasingly important role in our lives, serving as a crucial actor in information dissemination. Leveraging its vast information resources and characteristics of speed and interactivity, self-media can rapidly transmit diverse voices to different audiences, where various viewpoints clash and interact. However, this environment also contains inappropriate and value-incorrect statements. Today, many online rumors exploit public panic to spread rampantly, and many citizens cannot distinguish truth from falsehood, perpetuating misinformation and causing social disorder. Mainstream media in this era possesses greater authority, professionalism, and credibility, and its establishment of interactive platforms is more readily accepted by audiences. To seize the initiative in the self-media era, mainstream media must highlight mainstream values, fully exert its exemplary role, and become a societal leader.

Currently, the trends of diversified communication subjects and varied communication media in self-media information dissemination have become more pronounced, profoundly impacting and transforming traditional public opinion formation and dissemination mechanisms. Public opinion platforms have also become more complex and diversified, with official, media, and public opinions coexisting, further exacerbating the difficulty of opinion guidance. When news events occur, mainstream media, due to its authority, typically conducts detailed investigation and verification to ensure accuracy, while self-media often releases information ahead of time thanks to its speed and convenience. Consequently, mainstream media loses the commanding heights of public opinion guidance, and its functions and roles cannot be effectively fulfilled.

Strengthening mainstream momentum is not only an audience need but also a societal need. Currently, social media differentiation is increasingly prominent, and diverse interest appeals are becoming more apparent. This requires mainstream media to timely release clarifications, unite people's hearts, and play a certain role in informing policy-making. These are the challenges and areas for improvement that mainstream media currently faces.

1. Everyone Is a Broadcaster in the Self-Media Era

When we open our computers or mobile phones, we face complex information where truth is difficult to distinguish. The self-media era has created a new situation where everyone can publish news, everyone can express opinions, and everyone holds a microphone. What we must do is not simply adopt their viewpoints or become their followers, but rather understand what happened from their perspective. Then, we must screen, investigate, analyze, and synthesize these news materials to strengthen the authority and credibility of mainstream media. The hotter the issue, the more society needs the judgment and voice of professional and mainstream media.

In many cases, online information is published and reposted without verification,

or even maliciously hyped, slandered, and defamed. We know that on forums, blogs, and other platforms, different people can express different viewpoints. However, journalists from mainstream media must interview real people and real events through proper channels, report truthfully, ensure the authenticity and objectivity of news information, and uphold the principle that media is never a means for individuals to vent emotions, but a platform for publishing truth and authentic information.

2. Opportunities and Challenges for Mainstream Media

Mainstream media possesses high authority and influence, capable of leading societal opinion trends through authoritative investigation, research, and impartial reporting and value judgment. The professional advantages and brand strengths of mainstream media enable it to play an irreplaceable role. As a key source of online information, mainstream media should further strengthen its functions and roles to comprehensively guide the orientation of online public opinion and ensure the orderly dissemination and healthy development of information.

3. The Social Responsibility of Mainstream Media in the Self-Media Era

3.1 Realizing Diversified Social Public Opinion Expression

Since the emergence of self-media, social issues such as rights protection, rule of law, and judiciary have received special public attention. In the self-media era, we should help society construct a “public discourse space” that protects the public’s right to speak objectively and impartially. In active reporting, investigative reporting, and service reporting, we should learn to obtain clues, materials, and assistance from interactions. In the process of media convergence, we must respect audience feelings, innovate and reform traditional news writing models, and improve inherent discourse and expression habits in news communication to make content and style appealing to audiences while ensuring news authenticity.

Utilizing self-media platforms to fully interact with audiences enhances participation and report stickiness. On one hand, we should discuss hot topics on platforms such as Weibo, WeChat, and blogs, and organize relevant news materials to conduct in-depth reporting on some events. On the other hand, when investigating certain events, mainstream media can widely disseminate them through self-media platforms to intensify hot discussions with audiences. Mainstream media should focus on excavating the essence and connotation of news, ensure timely follow-up of hot events, and earnestly safeguard its authority; it should also strengthen hot news commentary sections, invite experts and senior commentators to comment on hot news events, and use correct opinion guidance from experts and media commentators to influence society and exert mainstream media’s impact.

3.2 Strengthening Linkage Between Self-Media and Mainstream Media

Strengthening the linkage between self-media and mainstream media to ensure the authenticity and credibility of news dissemination is of utmost importance. In the self-media communication era, news information content is extremely rich and voluminous. However, due to the lack of necessary research and investigation, the mixed content cannot guarantee authenticity and only serves as a platform for personal emotional venting. Therefore, rational people always doubt such information. Conversely, traditional mainstream media, with its consistent rigorous and realistic approach and a high-quality professional team, has accumulated good reputation. In audiences' eyes, traditional mainstream media is trustworthy, objective, real, and fair.

In summary, facing the challenges and development of self-media, the most effective strategy is to adapt to development trends, actively utilize this platform, fully leverage its advantages, intensify the cultivation of authoritative opinion leaders, and improve information release and dissemination functions. Currently, many mainstream media have begun using self-media tools to establish their own Weibo and WeChat public platforms, strengthen interaction with audiences, and build good brand images, thereby achieving certain development.

3.3 Strengthening Responsibility and Playing a Leading Role

Traditional mainstream media is the main channel for cultivating and practicing core socialist values, an important force in building advanced socialist culture, and bears important responsibilities in disseminating the voice of the Party and government, reflecting the people's voice, and guiding social values and cultural roots. Traditional mainstream media must consolidate and expand its position, strengthen its sense of responsibility, have the courage to play its role, and always stand at the forefront of the times.

With the development of the socialist market economy, people's ideological concepts have become diverse and pluralistic. The rapid rise of self-media makes these ideas easier to spread and intertwine. Anyone can use new media such as Weibo and WeChat to disseminate their own voice and express their viewpoints, directly causing some inevitable noise to be mixed in.

The responsibility of mainstream media is to navigate for audiences. The current media landscape features developed media and massive information, but also a mixed bag of truth and falsehood that is difficult to distinguish. When you are in a vast ocean of information, you desperately need a beacon to guide you, and that beacon is mainstream media. Mainstream media must distinguish right from wrong, see the truth clearly, restore the real situation of events, and enable audiences to understand the nature of events. The more information there is, the more we need the voice of mainstream media.

Additionally, mainstream media must deeply understand public sentiment, ob-

jectively present and demonstrate public behavioral norms, public interest appeals, social moral standards, and social class status, actively guide public opinion, build public discussion platforms, and encourage the masses to actively discuss and participate in public issues within local domains. The wanton spread of online information, which disregards authenticity and only vents personal emotions, must never change the purpose of traditional mainstream media's news dissemination. We must clearly disseminate mainstream ideology, capture the clear consciousness of audiences, and simultaneously maximize the public opinion impact of social events. Under ideological guidance, traditional mainstream media should play a mainstay role without any deviation or error. This is not only a responsibility system but also a magic weapon for success and an eternal pursuit of traditional mainstream media.

4. Conclusion

As described above, mainstream media, as the opinion leader in the media era, should undertake the social responsibility of guiding social consensus. Mainstream media bears the function of public opinion supervision and the mission of correctly guiding the people through public opinion. Advocating positive energy and opposing the spread of false negative information is more meaningful than the authenticity of events themselves, which is also the social responsibility of a news disseminator.

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