

# *Multi Discourse of Public Opinion under Sociological Meaning*

Chen Meng

*Jiangsu Center of Xinhua think tank, 210000, Nanjing, China*

**Keywords:** Sociological implication, Public opinion, Multiple discourse

**Abstract:** With the changes of network information and media forms, the discourse power in public opinion has also changed. It no longer highlights a certain subject, but all the subjects participating in public opinion communicate on an equal footing, with obvious characteristics of decentralization. In this regard, in order to understand the current multi discourse of public opinion, this paper will use the discourse method to analyze the connotation of sociology from the perspectives of positivism, postmodernism and so on, in order to clarify the logic behind multi discourse of public opinion of multi discourse of public opinion.

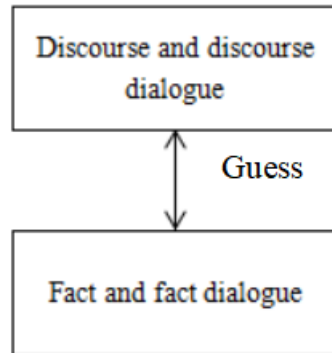
## 1. Introduction

In the complex environment of public opinion, people usually need to rely on a subject to clarify the direction of public opinion topics, and gradually make public opinion become a fact that can be recognized. This subject is mostly authoritative personnel or organizations. In the past, such subjects often put forward the words for public opinion. However, in the current multi discourse environment, such subjects put forward words Language gradually no longer has this effect, which shows that the authority of the main body of public discourse advantage has been weakened. This is a typical phenomenon of weakening and transferring the right of speech, and this phenomenon often leads to people in public opinion can not find a way to eliminate public opinion. which eventually evolved into some bad public opinion, which may bring some social harm in order to control the rationality of the multi discourse of public opinion in the future.

## 2. Multi Discourse of Public Opinion under Positivism

### 2.1 Positivist Concept

In the basic concept, positivism represents the position of conjecture and confirmation, that is, from the perspective of positivism, we should first guess the problem, and then confirm the nature of the problem according to the conjecture, and then carry out follow-up activities [1]. Under this condition, there are two directions for conjecture in combination with the multiple discourses of public opinion, as shown in *Figure 1*.



*Fig.1 Guess Direction of Positivism*

## 2.2 Analysis of the Multi Discourse Definition of Positivism Public Opinion

Things that people come into contact with. Although these things come from people, they have certain independence. That is to say, the multi discourse of public opinion is a language organized by people according to objective facts, which shows that language is closer to the objective and mainly used to carry people's subjective ideas Its output to the environment of public opinion, so language is the carrier. Although it is related to people's subjective ideas, it is independent of people's subjectivity. It is an expression of objective facts and makes the multi discourse of public opinion a “tool” for given facts. Under this condition, since the pluralistic discourse of public opinion is a linguistic environment based on objective facts and expressed subjectively, it shows that all discourses in this environment are statements of facts, and the relationship of “fact and fact dialogue” is formed by combining with each other. This is the conjecture in positivism, and then we need to confirm the result of conjecture Based on a public opinion case, collecting various discourses under public opinion, we will find that all discourses are closely related to public opinion, which is an objective fact. If we separate from the given facts, the discourse expressed by people will not be accepted by the public opinion environment. Thus, it is proved that the multi discourse of public opinion is the relationship of “fact and fact dialogue”.

Under the relationship of “fact to fact dialogue”, all the languages in the multi discourse of public opinion represent “facts”. After each “fact” enters the public opinion environment, it will accept the refutation of the authenticity of public opinion. Therefore, all the languages are screened out and all the false images are left behind. This process represents that the essence of “facts” is not being disclosed. Through this process, public opinion will gradually become a kind of information with credibility and credibility. People will no longer discuss the topic of public opinion, indicating that the public opinion attribute of the topic has been eliminated. The information in public opinion is helpful for people. Therefore, under the positivism, the multi discourse of public opinion can be defined as truth, a false fact, conflicting with each other to determine the fact. Truth is the precipitation process of linguistic information that benefits many parties. This process can often achieve mutual benefits.

It is worth noting that although the multi discourse of public opinion under positivism can confirm the truth by guessing and colliding with each other, as an objective information, the truth can not appear out of thin air. It must be based on a given premise, which represents the consensus of all people and organizations in public opinion. This consensus is the standard by which the subject of public opinion judges the illusion, the truth and the facts For example, in the 2018 Kunshan anti homicide case, the aggrieved counterattack for the purpose of self-defense, resulting in the death of the attacker. Whether the matter can be regarded as a legitimate scope in the legal level, and how to determine the crime and punishment has successfully aroused public opinion,

forming a multi discourse environment, then it is assumed that most people in this environment think that the passive counterattack is in. The behavior under threat of life belongs to “emergency avoidance” in the legal definition. When self-defense is established, at least all the discourse information supporting “emergency avoidance” in public opinion is the truth, otherwise it is false. In addition, according to the multi discourse development process of positivist public opinion in the above examples, it can be seen that the truth recognized by people in public opinion may not be consistent with the truth recognized by authority. In other words, although the public opinion thinks that the behavior of the passive responders when their life are under threat belongs to the legal definition of “emergency avoidance”, while the legal department, as an authoritative organization, is the fact Effective, other public opinion language that does not conform to the ruling of the legal department is meaningless, which indicates that the facts identified by the legal department will further impact the information that does not conform to the authority judgment standard, reverse the direction of public opinion and further reveal the truth. Therefore, in positivism, authoritative organizations need to play a leading role in the multi discourse environment of public opinion. If the information they put forward is not recognized, it may lead to wrong judgment Accordingly, in the development of multi discourse of public opinion, we should not allow the decentralization phenomenon to develop, instead, we should maintain the discourse power and dominance of authoritative organizations.

### 3. The Pluralistic Discourse of Public Opinion under Postmodern Ideology

#### 3.1 The Concept of Postmodernism

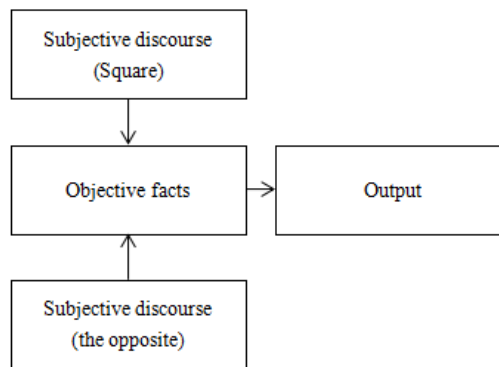
Postmodern ideologies have different views on the multi discourse of public opinion from positivism. They believe that in the pluralistic discourse of public opinion, people's subjective consciousness and objective facts coexist, and discourse is the bridge connecting them. That is, the pluralistic discourse of public opinion originates from our subjectivity, but all the information put forward by people in public opinion is closely related to objective facts It is unreasonable to draw and subjective or objective. Only the coexistence of the two can form public opinion. It shows that the pluralistic discourse of public opinion is not purely objective existence, but the multi discourse representing public opinion is no longer a qualitative existence. On the contrary, it is closely related to people's social life experience. The method of post-modernism is called' *Discourse analysis model*' [2] . The information carrier contained in the discourse analysis mode does not only refer to words, but also other information. See Table 1for details.

*Table 1 Information Carriers Contained in the Plural Discourse of Public Opinion in Postmodernism*

| Type        | Detailed information   |
|-------------|--|
| Characters  | The forms of expression in different languages and in other carriers |
| Non literal | Symbols, pictures, videos, etc                                       |

#### 3.2 Analysis of the Multi Discourse Definition of Post Modernist Public Opinion

The discourse analysis mode in postmodernism has obvious systematic characteristics. This mode emphasizes the connection of discourse to subjective discourse and objective facts, and uses discourse as a tool to collide with other discourses in the environment constructed by objective facts, thus forming public opinion. Under this condition, the multiple discourses of public opinion reflect the narrative discourse system *Figure 2*.



*Fig.2 The Composition of the Multi Discourse Narrative Discourse System of Post-Modernism Public Opinion*

In the narrative discourse system, the information conveyed by multiple discourses of public opinion is a simple dialogue between language and text. The difference in discourse is only because people use different modification methods to the discourse subjectively, so there are differences in discourse expression, but the essence is the same. Under this condition, modern sociological research generally believes that the definition of plural discourse of public opinion under postmodernism is more convincing, and enumerates two factors, which are inclusiveness and consistent with the structure of plural discourse. The specific contents of each factor are as follows.

### 3.2.1 Inclusion

In view of the pluralistic discourse of public opinion, postmodernism does not emphasize the difference between subjective and objective, but simply understands the facts from the discourse level. As an open carrier, discourse can fully contain subjective and objective information. That is, according to the discourse analysis model, the public opinion information of multi discourse of public opinion is a kind of public opinion information under the restriction of discourse system. Public opinion is a kind of behavior to express the theme of public opinion, and public opinion also comes into being. At the same time, the way of expression is no longer limited to the form of words. This makes people rely on Postmodernism to analyze the multiple discourses of public opinion, or to carry out public opinion activities, without any further speculation and demonstration of public opinion, but to serve each other through simple discourse communication, so that public opinion will gradually become the truth, which reflects the inclusiveness, which is obviously more in line with the decentralization characteristics of the current multiple discourses of public opinion. Zheng, that is, the credibility of authoritative organizations in the decentralized environment is declining, but it is still the main body of public opinion. From the perspective of postmodernism, authoritative organizations can put forward the basis of objectivity according to the subjective thoughts of other subjects, so as to convince the other party and accept the refutation of the other party. However, facts are better than eloquence, and the objective basis will be eliminated. The lack of basis for the wrong subjective discourse shows that under the decentralized characteristics, the authoritative organizations can still play a role in the multi discourse of public opinion with the help of post-modernism, avoid social harm, and ensure the consistency between the direction of public opinion and the objective basis [3].

### 3.2.2 Consistent with Multiple Discourse Structures

From the perspective of positivism, this doctrine needs to list all the discourse information in the multi discourse of public opinion separately, Then one by one guess, empirical, then guess and

empirically one by one, and finally draw a single conclusion. However, the conclusion of public opinion is not single, especially in the multi discourse environment of public opinion, it is difficult to completely define a single conclusion by relying on one conclusion. If someone doesn't read as a young person and has been in financial trouble. He was always in a state of economic difficulties. When he was old, his children left him alone. At this time, in terms of public opinion, it was not appropriate to define him as a "poor man" or a "hateful person". We must comprehensively define this person from multiple perspectives, which shows that positivism is not applicable to the pluralistic discourse definition of public opinion. But in postmodernism, it does not limit the conclusion of public opinion. All information that can be understood and recognized will be displayed as the conclusion. Therefore, in the above cases, through postmodernism, we can often draw the conclusion that "the poor must have hateful place", which is consistent with the multiple discourse structure of public opinion.

#### 4. Conclusion

To sum up, this paper analyzes the multiple discourse of public opinion under the sociological meaning, and defines and explains it from the perspective of positivism and postmodernism. From the perspective of positivism and postmodernism, the definition of multi discourse of public opinion is different. The former emphasizes objective facts and judges everything according to objective standards. However, it may lead to the situation that the judgment result is different from that of authority identification, which is inconsistent with the multi discourse environment of modern decentralized public opinion, while the latter integrates objectivity With subjectivism, its inclusiveness can bring all information into it, and comprehensively define public opinion through the structure consistent with multiple discourses. Therefore, it is more reliable to use postmodernism to define multiple discourses of public opinion In the future, we can better distinguish the levels of multi discourse and clarify the positioning of discourse power.

#### References

- [1] Simon A F, Jerit J. *Toward a Theory Relating Political Discourse, Media, and Public Opinion*[J]. *Journal of Communication*, 2007, 57(2): 254-271.
- [2] Tannen, Deborah. *Intersexuality in interaction: Reframing family arguments in public and private*[J]. *Text & Talk - An Interdisciplinary Journal of Language, Discourse Communication Studies*, 2006, 26(4-5): 597-617.
- [3] Robinson, Jill. *Public Perceptions of Human Trafficking in Moldova*[J]. *Psychosocial Intervention*, 2011, 20(3): 269-279.