

## ***Research on the Strategy of Controlling the Public Opinion of the Army***

**Xiaohua Zhang<sup>1</sup>, Juan Li<sup>2</sup>, Weiguo Wang<sup>3</sup>, Yong Wang<sup>4</sup>**

<sup>1</sup>*Hubei Provincial Armed Police Corps Hospital, Wuhan, 430062*

<sup>2</sup>*Police Academy of the Chinese People's Armed Police Force, Chengdu, 610213*

<sup>3</sup>*Armed Police Logistics College, Tianjin, 300361*

<sup>4</sup>*Hubei Provincial Armed Police Corps Hospital, Wuhan, 430062.*

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**Abstract:** The Internet has become an important channel for the vast numbers of officers and soldiers to obtain information and an important force influencing their value judgment. The military-related network public opinion has obvious characteristics such as mutual interweaving of virtuality and reality, coexistence of interactivity and imbalance, and increasingly prominent and uncontrollable disorder. In order to do a good job in the control of public opinions concerning military affairs on the Internet, it is necessary to strengthen education and guidance and build a "firewall" of ideas, improve the management and control mechanism and take an active action to fight well in "precaution battle", pay attention to methods and strategies to form a "combined fist", strengthen the network security and perfect the response to the "card", so as to enhance the initiative in the public opinion struggle involving the army and effectively guide the public opinion.

Under the background of rapid development of Internet technology and sharp and complicated struggles in the ideological field, it is particularly urgent and important to effectively deal with online public opinions related to military affairs, create a favorable public opinion environment and clear network space conducive to strengthening military affairs, guide online public opinions, and strengthen the control of public opinions related to military affairs. At present, the mission and tasks of our army are continuously expanding. The army is facing the world with an increasingly open and confident attitude. The dynamic trend of army reform, actual combat exercises, research and development and use of new weapons and equipment, anti-corruption and promotion of integrity, and improvement of style construction all affect the eyes and nerves inside and outside the army and convey the positive energy of reforming and strengthening the army. However, the spread of Internet public opinion is a "double-edged sword". While spreading positive energy, it also has the function of amplifying negative effects. Adapting to the reality of Internet information dissemination and strengthening the effective management of military-related Internet public opinion information are of great significance to vigorously cultivate the core values of contemporary revolutionary soldiers and to give full play to the positive role of the Internet in the growth of young officers and soldiers.

## **1. The prominent Characteristics of the Military-related Network Public Opinion**

With the continuous development of mobile Internet technology and the rapid popularization of mobile intelligent terminals, China is gradually moving towards a "big data era" of full networking. The scale of Internet users' initiative to publish and disseminate public opinion information has greatly increased. Internet users are increasingly establishing various ties through social network tools, increasing the complexity of public opinion control. There is no doubt that big data has started the transformation of the era of online public opinion, and the public opinion related to military affairs in the era of big data also presents significant characteristics.

### **1.1 Virtuality and Reality Interweave**

At present, the military-related public opinion on the Internet shows a trend of "hype is necessary when engaging in military activities, and hype is always hot". On the one hand, it shows the complexity and intensity of the struggle of the military-related public opinion, and on the other hand, it also shows that the public opinion on the Internet media on military activities makes it difficult for the masses to distinguish from the actual situation. The network virtual space with Weibo and Wechat as the main body is an important domain for the formation of military-related public opinion data resources, and the intermediary events of its occurrence and fermentation are its real trigger points. The formation of online military-related public opinion determines the indivisibility of its virtuality and reality. Virtual public opinion is an indirect reflection and direct mapping of real public opinion through Weibo, Wechat and other projections. In recent years, some examples show that some military-related public opinions have a tendency to strengthen the transformation to reality. Some netizens are no longer satisfied with "mere online talk", but are more keen to witness and promote the development of the incident. For example, when the 5th generation aircraft and the aircraft carrier were tested and put on trial, some netizens went to the scene to take photos one after another. A series of major advances in our army's equipment were uploaded and released through Weibo, Wechat, etc. This shows the power of public opinion to evolve into actual actions.

### **1.2 Disordered, Difficult and Prominent Control**

Massive public opinion data make Weibo and Wechat amplifiers of public opinion. At present, there are still loopholes in the supervision of Weibo and Wechat moments. The imperfection of relevant laws and regulations has indirectly contributed to the occurrence of various emotional tendencies and opinions of netizens, making the public opinions concerning military affairs on the network extremely disordered. Even hostile forces have used the platform of network media to hype negative information related to the army, smearing and damaging the positive image of the army. This information is easy to stimulate netizens' nerves and is consistent with some netizens' psychology of "hatred for the rich" and "hatred for officials". Whether it is true or not, it is easy to be spread by netizens and even misinformed, further increasing the difficulty of controlling public opinions related to military networks.

## **2. Contradiction Analysis of Military-related Network Public Opinion Control**

With the development of the era of big data, network supervision has become an inevitable requirement for military-related public opinion control. Its influence is increasingly evident. Although network control has incomparable advantages over other supervision methods, it is, after all, a new thing that is still in continuous improvement and exploration. It cannot avoid the existing problems. On the whole, the current contradictions in the management and control of online

military-related public opinions are mainly manifested in the following aspects:

### **2.1 The contradiction between rapid spread, wide influence and slow handling.**

In the era of big data, the transmission process of real events on the network is almost a "fission" type "butterfly effect" process. A post, a message, a few hours or even faster can appear with post, forwarding climax, produce storm effect. Especially in today's world where "water forces" and "pushing hands" are prevalent online, any information, including sensitive issues related to the armed forces, may be spread or hyped, triggering a heated discussion on the Internet. Due to the relatively special environment in which the army is located, the collection and dissemination channels of public opinion information related to the army are not smooth, and the work is very easy to fall into passivity due to reports from higher-level functional departments or online encounters. It is possible that the outside is "known to the whole city" and the inside is just "heard". Moreover, due to the lack of a perfect control mechanism, the public opinion problem is found to be slow to act and the processing speed cannot keep up with the transmission speed, which easily leads to missing the best processing time.

### **2.2 The contradiction between the rapid flow of personnel, the weak sense of self-discipline and the high requirements of educational control.**

"Iron camps, flowing soldiers". For a long time, the army has the characteristics of fast replacement of the old and the new, and large mobility of personnel. Especially in recent years, with the rapid development of social economy, some young officers and soldiers, influenced by utilitarian thoughts, use the army as a springboard and "get gilded then leave". Some officers and soldiers are weak in self-control, use smart phones illegally to surf the Internet in secret-related places or during military missions, and some go out to Internet cafes to surf the Internet. All these are easy to cause the problem of loss of secrets. Some officers and soldiers miss the life of the army and the friendship of comrades in arms after they retire from the army, and set up friendship circles and forums on the internet that highlight the characteristics of the army. Some officers and soldiers have a flamboyant personality and are keen to show off their experiences as soldiers. They upload pictures and videos related to the army to the internet, burying the potential safety hazard of losing secrets.

## **3. The Control Measures of Military-related Network Public Opinion**

### **3.1 Strengthen Education and Guidance and Build a "Firewall" of Ideas**

Strengthen the education of mainstream ideology and continuously cultivate the core values of contemporary revolutionary soldiers. First of all, we must lead the soul of thought. Adhere to holding high the banner, focusing on the overall situation, sticking to the center, serving the officers and soldiers, accurately grasping the network ideological and political education guidance, inheriting the fine tradition of our army, and always guiding the officers and soldiers' thoughts and behaviors with positive energy. Secondly, we must build up the foundation of our belief. Give full play to the power of role models, publicize the typical deeds of advanced military figures through various channels and methods, carry out various forms of online publicity and education activities, and always maintain the strong momentum of positive public opinion. Finally, three kinds of consciousness should be strengthened. One is to strengthen the awareness that public opinion is military intelligence. Under the big data environment, massive information is growing indefinitely, and its dissemination and diffusion can be described as global synchronous sharing. Public opinion

hot spots and focus may be formed in a very short time. This requires that public opinions should be handled with the awareness of military intelligence, and a variety of measures and means should be effectively used. Once signs of public opinions involving military forces are discovered, they should be responded to promptly, actively and effectively. The second is to strengthen the awareness that public opinion is image. At present, the military's work is increasingly open and transparent to the outside world. Every movement, word and deed of the military will be displayed in front of the world through various cameras at any time, becoming the focus of public opinion. Once the response is inappropriate, it will be caught by the media and public opinion, affecting the image of the army. To this end, we should strengthen public opinion guidance and positive publicity, build new media voice platforms with our army's characteristics such as Weibo and Wechat, establish the image of a mighty and civilized army, and enhance the general public's sense of identity with the army.

### 3.2 Improve the Control Mechanism and Take an Active Action to Fight Well in "Precaution Battle"

Do a good job in analysis and judgment, clarify facts, clarify right and wrong, and properly handle them. First of all, it is necessary to identify the source and background of public opinion incidents involving the army. The current situation is that once military-related information appears on the Internet, it attracts high attention. In order to attract attention and increase the click rate, some media even violate the professional ethics of news and impose fabricated opinions on the incident itself to mislead readers. There are also some hostile forces behind the manipulation and sabotage. We must have a clear understanding of this. Secondly, we should have a clear understanding and accurate grasp of the nature and development rules of military-related online rumors. The multi-point and multi-faceted spread of Internet public opinion makes it easy for military-related incidents to evolve from concerns about individual issues to broader and deeper discussions. Finally, the development trend of military-related network public opinion should be predicted to some extent, so as to effectively deal with it. If military-related network incidents cannot be effectively dealt with in their infancy, an important remedy is to have a scientific and careful analysis of the development of public opinion. The cause, course, people and events involved in the incident will predict the development direction of the incident, analyze the possible impact on the army, what direction it will have to the public, make a timely response plan, and strive to grasp the initiative of public opinion and effectively contain the development of the situation.

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