

News Communication Positioning and Media Role Cognition in the Era of Big Data

Yunhuang Meng

Guangzhou Huali Science and Technology Vocational College, Guangzhou, Guangdong, 511325, China
395908182@qq.com

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Abstract: as the Main Communication Channel of Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Era, the Propaganda Task and Direction Shouldered by the News Media Should Be Gradually Adjusted to Make Due Exploration for the Construction of the Socialist News Communication System with Chinese Characteristics. with the Decline of Traditional Media, New Media Communication Has to a Large Extent Controlled and Mastered the Leadership of Youth Culture. a Lot of Multimedia Practitioners Think That Paper Media, as a Form of Communication, May Continue to Shrink or Die out, and the Development of Media Will Encounter a Period of Confusion. Based on the Above Changes, How to Find out the Role Orientation in the New Situation and the Win-Win Point in the Development of Traditional Media and New Media is a Problem That Every Journalist Must Think about and Practice.

1. Introduction

It Can Be Seen from the Above Statements That the Primary Problem of News Publicity is to Solve the Problem of Guidance, and to Do a Good Job of Publicity for the Party's Policies. Why to Solve the Problem of Orientation? in the Marxist View of Journalism, Only the Newspapers and Magazines That Work According to the Principle of Party Spirit Are the Real Ones. How to Deal with the Relationship between the Party Spirit Principle and Press Freedom? in Fact, We Should Treat This Problem in the Way of Dialectical Materialism and Historical Materialism. the Role Position in the Theoretical System of Marxist News View is to Represent the Interests of the Proletariat, So the Socialist News Media is a Part of the General Cause of the Proletariat[1]. Any One-Sided Authenticity and the Absolute Freedom of News Report May Hinder the Development of Socialist Business. the Communist Party is the Party Representing the Fundamental Interests of the Vast Majority of the People, So the Freedom of Press Media Reporting Should Be the Relative Freedom and Authenticity under the Leadership of the Party, Which is Not Inconsistent with the Authenticity of the News.

The Freedom of Press in China is Different from the Absolute Freedom of Press in the West, and This Absolute Freedom of Press without Supervision May Become a Tool of the So-Called "Mainstream Society", Endangering the Whole National System.

2. The Focus and Direction of News Report Should Be Adjusted

The media should firmly adhere to the principle of giving priority to positive publicity, and focus on unity, stability, encouragement and positive publicity. Stability is the source of all development. For a long time, Western hostile forces have denigrated the image of the party and the government. In addition, the so-called freedom of the press concept in the West also affects the ideological field of our country to a certain extent, and even penetrates into some media fields. If one-sided pursuit of the so-called authenticity of propaganda and freedom of reporting, and not firmly grasp the principle of the party's management of the media, it may lead to a public opinion crisis and affect the overall situation of social unity and stability[2].

Looking at the development of media in China in recent years, many multimedia colleagues are

confused and confused about the positioning and transformation of media roles in the new situation, which is not necessary. Because based on Xi Jinping's transformation and development of major strategic decisions of the party and the government in the new era, more grass-roots reports on the struggle stories of ordinary people will be made, so that the whole society will form a good atmosphere of high spirited and upward. When making topic selection reports, we should contact the causes and consequences, point to area, and form a complete and comprehensive report planning. Only in this way can more attention and resonance be aroused among readers, and it will also indirectly affect the decision-making and deployment of the Party committee and the government.

Secondly, we should accurately understand the connotation of positive publicity[3]. Adhering to the principle of giving priority to positive publicity is not to avoid problems, it cannot be understood as positive reporting. Some of the problems that hinder the reform process still need to be exposed boldly. For some problems strongly reflected by the masses, it is necessary to analyze the cause and effect, communicate with relevant departments in time, and improve the relationship between the party and the masses to the greatest extent. At the same time, it can also establish the authority of the media and improve the public opinion.

3. Opportunities Brought by New Media for the Cultivation of Journalism and Communication Professionals in Higher Vocational Colleges

Under the background of new media, the decline of traditional media forces the orientation of Journalism and communication professionals in higher vocational education to change[4].

The decline of traditional media is an indisputable fact. With the aggravation of the decline of traditional media, the absorbing ability of the graduates of Journalism and communication specialty is correspondingly reduced. The graduates of Journalism and communication specialty in higher vocational education who are at a competitive disadvantage have been kept out of the threshold of traditional media. It is understood that in recent years, the number of graduates majoring in journalism and communication who have been employed by traditional media is very small. However, the survey on the demand of network and New Media Talents in China by Huazhong University of science and technology shows that 5.26% of network and new media units recruit “junior college” graduates, which shows that “high education” is no longer a stepping stone in the new media industry, and the new media industry has opened up a new field of employment for the journalism and communication major of higher vocational education. From the perspective of employment demand, to stick to the traditional media employment position of Journalism and communication major in higher vocational education can only be “pie in the pie” and wishful thinking[5]. Only by giving up the traditional media, finding a new way, seizing the opportunity brought by the new media, and turning to the new media industry to train talents, can the journalism and communication major in Higher Vocational Colleges “turn to another village with bright future”. As shown in Figure 1

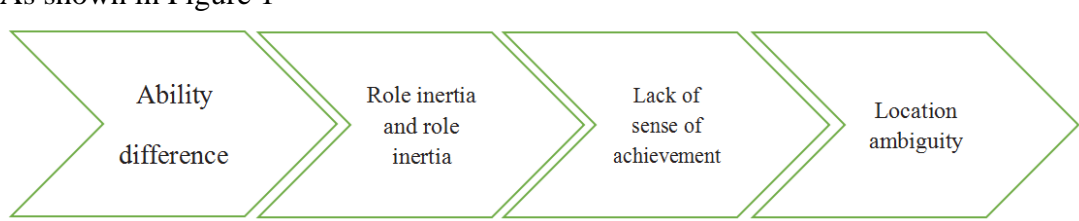


Fig.1 Four Reasons Why Roles Become Difficult

Under the new media environment, the transformation of the education model of news communication expands the space of the training and positioning of the professional of news communication in higher vocational education.

With the development of communication technology, various new media forms such as network media, mobile media and so on appear constantly, which brings great changes to the news communication ecology, and then leads to the discussion of the reform of news communication education. In recent years, the topic of how to transform the journalism and communication

education has continued to heat up. Throughout the relevant research[6], the main focus is on the transformation of news communication talents training in the context of media integration. People in the industry generally believe that it is necessary to strengthen the cooperation between journalism and the industry and cultivate “all-round journalists”, so as to solve the problem of the disconnection between the cultivation of journalists and the needs of the media under the trend of the integration of new and old media. To be sure, these studies have certain guiding effect on the reform of the cultivation of University journalism and communication talents, but they are still difficult to get rid of the disease. The reform of Journalism and communication education focuses on the pulse of industry reform.

In other words, the new media era has brought the rise of public communication industry. In the era of new media, “audience centered” has been replaced by “user driven”, and the demand of “user” has become the source power of news communication industry and news communication education reform. With the rapid development of our society and economy, and the rapid improvement of people's living standards, the demand of “users” for information has not only not decreased, but also continued to show a substantial growth trend. “Users” need all-round public information including news information. It can be seen that the transformation of the paradigm of training public communication talents for the society has undoubtedly expanded the extension of the cultivation of News Communication Talents in higher vocational colleges. The major of Journalism and communication in higher vocational education can not only be for the government, social organizations, public media, but also for the cultivation of talents[8].

4. Traditional Media and New Media Complement Each Other

Under the impact of “Internet +” and mobile terminals and other new technologies, with the rapid occupation of the media market by network media and new media due to their short, new and fast characteristics, the coverage and market share of traditional media have been squeezed into a lot of space. Gradually, the paper media is declining, and the network media and new media are advancing together.

How to realize the role cognition of paper media and new media and choose the theme of report in such an environment? The author thinks that we should make full use of their own advantages and complement each other. Compared with paper media, new media has the characteristics of rapid communication and strong interaction. The focus and hot issues will quickly form social public opinion and cause strong social repercussions. Paper media, as a social voice generator, is the most authoritative and persuasive media because of the public awareness and the supervision of the Party committee. As social public instruments[9], they should complement, support, cover and support each other. In view of the above characteristics, the publicity direction of online media and new media should focus on reflecting the hot issues concerned by the masses. For the possible public opinion focus, it is necessary to respond to the concerns in a timely manner, clear up the confusion, clarify the fallacy, form a strong public opinion guidance force of mainstream media, and resolve the risk of public opinion in a timely manner.

It should be noted that in the era of self media where everyone can speak, QQ, Weibo, WeChat, blog and other online marketing tools have played a very good role in the release and dissemination of information. The problems caused by such a result make it difficult for us to judge the right and wrong, right and wrong of the event from the massive information, so it leads to the proliferation of harmful and false information on the Internet and rumors. At this time, the new media under the leadership of the government should clarify the truth and publicize it at the first time, because the party manages the media with its high social attention and the trust of the people, and its news release has There is authority that other self media do not have. At that time, the specific role of news media as “the promoter of social progress, the watchman of fairness and justice” was fully demonstrated. In addition, a series of good news, such as the release of major policies, the implementation of information for the benefit of the people, and the stories of the people who carry forward the spirit of upward and goodness, can also be quickly delivered to everyone through short, fast graphics and even audio.

5. Fully Grasp the Fresh Topic Planning and Enhance the Leading Power of the Mainstream Media

On the other hand, does paper media do nothing? In fact, compared with online media, paper media has irreplaceable authority because it relies on government departments. Compared with the fragmented reading of new media and the fast grasping of news, once the traditional media chooses an event or a topic, the full-time journalists will sink in their mind according to their own professional quality, gradually find out the origin and development of the event, form the cause and effect type of special report, and form the news report to extend in depth. Such in-depth reports will even directly affect the government's decision-making, and also have a good role in promoting the role identity of media reporters. Throughout the network era, more than 80% of news information of all portal websites are captured and reproduced by traditional media, which fully shows the unshakable status of traditional media. In a positive publicity oriented environment, we should fully grasp the fresh topic selection planning, which can also achieve the corresponding communication effect[10].

It goes deep into the front line of county economic construction in Henan Province, enters the forefront of poverty alleviation, and reports the “grassroots innovation and reform development story” in most regions of Henan Province, which provides reference for other media's topic selection planning and reporting methods. As an extension of “glory of the county”, on the occasion of the 40th anniversary of reform and opening up in 2018, Oriental today news continued to launch a large-scale special report “mission of the county - all media County trip of Oriental today news in the 40th year of reform and opening up”. This topic became the specific practice of “reporting the growing needs of the people for a better life”.

6. Conclusion

“Time is the mother of thought, practice is the source of theory.” Whether it is traditional media or new media, we should firmly grasp the party spirit principle of media, and grasp the focus and direction of public opinion work in the new era.

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