

Adhere to the Party Media's Public Opinion Guidance Strategy in Public Emergencies

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Abstract

General secretary Xi Jinping put forward the guiding principles for the work of news and public opinion: "holding high the banner, leading the direction, focusing on the center and serving the overall situation, uniting the people, encouraging morale, becoming a man and cohesive force, clarifying falsehood, distinguishing right from wrong, connecting China and foreign countries, communicating the world". It points out and illuminates the future direction of China's domestic news and public opinion work, and provides fundamental principles for it. In the face of novel coronavirus pneumonia outbreak and other public emergencies, the role of party media in guiding public opinion is very important. We must pay attention to content and pay attention to communication strategies to better play a guiding role.

Keywords

Party Media; Public Emergency; Public Opinion; Strategy.

1. Introduction

At the end of 2019, the first new epidemic crown case was found in Wuhan, China, and then the epidemic spread rapidly throughout the country at an alarming growth rate. Novel coronavirus pneumonia was forenoon grandpa in the morning of December 31st. The results of the test will be released at the first time. The exclusive news released by the first financial and economic network has made a historic first step in the domestic issue and report of the new crown pneumonia virus epidemic in Wuhan. After that, domestic mainstream news media began to make a comprehensive and multi perspective retrospective report on COVID-19 epidemic. In the environment of the all media era, the transmission channels of information are becoming more and more diversified and intelligent. At the same time, the era when the one-way feedback channel lags behind has long disappeared because of the emergence of the Internet, and the audience's awareness of actively participating in social hot events is quietly budding. On the novel coronavirus pneumonia, the people.com.cn, the people's daily and the people's network are the mainstream media. The mainstream media is more diversified, the people are more receptive to the way and more intelligent channels of communication. This has greatly enhanced the publicity effect of the new crown pneumonia epidemic in China, and has also been developing the public opinion in a good direction. On the other hand, the degree of control of public opinion by the mainstream media in the epidemic has been seriously impacted by the frequent occurrence of "public opinion forced" and "post truth phenomenon". Others believe that once a lot of news happens, it will be filled with all kinds of information, which makes it difficult for the public to realize a fair, correct and true understanding of relevant events [1].

The mainstream media has higher values and political awareness. It always adheres to the guiding ideology of taking people and national positions as the guidance and building the core values of socialism in China. It conforms to the general secretary Xi Jinping's duty and mission of "holding high the banner and leading the way" and is the correct guide for news media. Secondly, the mainstream media has more authority and extensive influence, and can "turn

around the center and focus on the overall situation" to the greatest extent. Therefore, using the above two advantages, we can publish more authoritative and influential content to truly express the mainstream ideology of the overwhelming majority of the people. Finally, the mainstream media has a broader mass base, which can more effectively express the most real social emotions and social value orientation; Put forward more problems and solutions to contribute to improving the people's living and ideological environment.

2. Policies and Principles

Supervision by public opinion and positive publicity are not a pair of contradictory communities against each other, but unified. Make positive publicity by means of public opinion hot spots, social pain points and other means to accurately grasp the concerns of the masses. The media should unite, strive for the top, and firmly adhere to positive publicity. The Communist Party of China has found this light in the long road of revolution and construction, which is also the normative criterion for doing a good job of news and public opinion. Adhering to this basic policy can play a key role in encouraging morale and unifying the common people and laying a solid foundation for mobilizing and mobilizing national strength to win the battle against COVID-19.

2.1. Adhere to the People First

General secretary Xi Jinping put forward the 16 word policy of "unite the people, inspire morale, turn the wind into the people, and concentrate on the strength". During novel coronavirus pneumonia, the mainstream media should clarify the value objectives, uphold the "people's supremacy", firmly stabilize the mass line, and truly respond to the interests of the overwhelming majority of the people. Avoid reporting on official language, which is obscure and difficult to understand and divorced from the people's life. We should focus on the details of life and be more human. Mainstream media should lower their stature, change their perspective, become popular and concentrate, and enhance the attraction and appeal of articles and video content. Special attention should be paid to the educational function of mass communication, less publicity and preaching, and more from the perspective of the people to attract the audience to actively understand the epidemic information.

2.2. Adhere to the Authenticity of the News

When novel coronavirus pneumonia is being dealt with, the news reporter should first rush to the scene at the first time, understand the latest situation, conduct a timely investigation and interview of the parties concerned and their relevant staff, collect as much useful information as possible, and then make more news reports at the local time. News media is not only the transmitter of public opinion, but also the loudspeaker of public opinion. If we can not "clarify fallacies and distinguish right from wrong", but only report some corrupt and dark things, and selectively filter out most bright and positive objective facts, even if the content of the report is indeed an objective fact, this kind of news truth can not be called true and complete news truth. At the same time, we should also avoid subjective bias and peeping into the sky.

2.3. Talk about Both Positive and Negative

General secretary Xi Jinping pointed out in his "two 19" talks that public opinion supervision and positive propaganda are unified, but not completely opposed to [2]. At the same time, we should also dare to expose the ugliness and corruption in the fight against the epidemic, show good and evil, and hit the nail on the head. The key to balance is to grasp the overall situation as a whole. In positive publicity, we should closely combine the publicity principles we follow with the principle of respecting the law of journalism, and closely combine the publicity of our party's political will and propositions with reflecting the aspirations of the broad masses of the

people. The mainstream media should actively pay attention to and publicly report on the issues most concerned by the people during the epidemic, solve doubts and dispel doubts in time, guide the development trend of public opinion and promote its improvement.

2.4. Improve International Communication Capacity

To do a good job of news and public opinion, we should not only focus on domestic public opinion, but also pay attention to the improvement of international communication ability. On March 17, 2020, President Trump of the United States of America made a statement on the US social platform twitter, saying that various industries led by US Civil Aviation affected by the "China virus" will receive strong support from the US government. Trump deliberately uses the term "China virus" to "stigmatize" China's international reputation in order to transfer the domestic contradictions of the United States to those of China. This obviously has a serious impact on China's domestic and international public opinion. Therefore, the mainstream media should also strengthen the international communication ability, closely connect China with the world, and strengthen friendly exchanges and communication with countries around the world. On the one hand, we should make the best use of the international communication platform, and make the examples of China's domestic advanced anti epidemic heroes and the situation of epidemic control objective, real Report it vividly, tell China's anti epidemic story well, and show the most real and objective current situation of China's epidemic situation to foreign audiences. On the other hand, we should resolutely counterattack any acts that harm China's interests, oppose any false reports on China's epidemic, timely show the real China to the world and enhance the international voice.

3. Specific Reports

3.1. Grasp the Reporting Scale of Epidemic Situation

The spread of the novel coronavirus pneumonia greatly threatens the lives, health and safety of the people. Therefore, grasping the reporting scale of news content is one of the issues that mainstream media should focus on in news reporting. We should not only let people get the latest news of the epidemic and improve the corresponding safety awareness, but also try to avoid causing unnecessary panic. For example, in 2020, because the mainstream media in Italy did not carry out reasonable and reliable news coverage of major epidemics, Italy citizens could not correctly understand COVID-19's transmission channels and protective measures, resulting in a large number of people fleeing the city, causing regional traffic paralysis, and even concentrated crowds, which did not play a role in relieving the epidemic. Instead, it exacerbated the spread of the epidemic. Mastering the reporting scale of the epidemic situation and reasonably publicizing and reporting the news are the necessary conditions to give full play to the positive role of news reports in the fight against the epidemic situation.

3.2. Grasp the Timing and Efficiency

The timeliness of news is an important index to test the work of news public opinion. In the face of news reports of major epidemic situations or other local sudden disease outbreaks, we should strictly ensure the timeliness of the reports. From the outbreak to news broadcasting, major epidemic news events are related to the life and health of every people. Therefore, the timing of news release must pay attention to timeliness. News staff should rush to the scene of the incident, master relevant news information through interview and investigation, update relevant reports of the epidemic in time, and ensure the consistency of timing and timeliness to the greatest extent, Let the latest epidemic information be spread to the audience in the fastest time. At the same time, time validity must run through all aspects of news and public opinion work during the epidemic, so as to better unite people's hearts and consolidate the ideological basis of the unified fight against the epidemic throughout the country.

3.3. Adhere to Improvement and Innovation

In the new media era, the voice of the audience is much heavier than before. Even ordinary users can express their opinions and opinions with the power of micro-blog tiktok, WeChat, B station, jitter and other related social platforms or entertainment platforms. Therefore, the mainstream media should start with multi angle and multi means to adapt to the trend of personalized and differentiated communication of the audience, so as to correctly guide public opinion and make the relevant public opinion of the event develop in a positive direction.

3.4. Deepen the Reform of Integrated Development of News Media

3.4.1. Promote the Integration of Traditional Media and New Media

According to CSM media research survey, more than 70% of the interviewed users will watch more TV [3]. Therefore, the mainstream media with a large audience should comply with the development trend of the new media era and make more use of new media means to output and disseminate content. On the one hand, we should deepen the reform of traditional media system to maintain the "double high" advantages of authenticity and strength of traditional media; Another aspect of conforming to the development trend of the new media era is to integrate 5g, artificial intelligence and other new media means to further improve the effect of epidemic news communication. For example, during the epidemic period, China Central Radio and Television Corporation used the "central video" app mobile client to broadcast the construction sites of two shelter hospitals in Wuhan all day with real-time live pictures, which truly presented the situation of on-site construction for the audience. This highly transparent and real "cloud supervisor" method plays a great role in alleviating the public's anxiety of "uncontrollable epidemic development" when the epidemic just broke out.

3.4.2. Make more Use of New Media Means

Nowadays, new media social entertainment platforms such as "double micro", bilibili, headline news and watermelon video are no longer the "exclusive venue" for young people. More middle-aged people and even the elderly are beginning to become an important part of these new media platforms. Therefore, mainstream media can open their own official accounts on major platforms and develop integrated social media platforms New media platform and other media channels as a whole. Continuously use the innovative content of multi angle themes to meet the audience's personalized needs for obtaining epidemic related information, and use the new media platform to spread the latest epidemic situation, expert opinions and prevention and control knowledge. At the same time, the mainstream media can also refute rumors through the advantages of fast communication speed and wide coverage of the new media platform.

4. News and Public Opinion Work Team Construction

When the problem of "people" is solved, the difficulty of doing a good job in news and public opinion will be solved. If we win talents, we will win the competition of the media. If the talents have advantages, the core advantages of the media will be highlighted. With the advent of big data and the Internet plus era, the central kitchen mode of news operation has developed rapidly. The development speed of traditional media can not meet the rapid development progress of new financial media. As news and public opinion staff, they abandon the long-term inertial thinking of traditional media and regard turning to new financial media as an important content in the construction of news and public opinion team. In addition, while the digital age brings convenience to journalism, it is also mixed with many temptations. Journalists and public opinion workers must improve their ability to distinguish right from wrong. Deepen the reform of the personnel system of Party members and leading cadres in news organizations and units,

so as to lay an organizational foundation for the smooth development of news and public opinion work.

4.1. Be a Politically Determined Journalist

If we want to really do a good job in public opinion, news and publicity, we must always maintain a solid and clear ideological and political mind. Journalists should have a broad sense of social macroscopic consciousness, proceed from the overall situation of the state, and learn and understand the new spirit and requirements of Xi Jinping's new era journalism thought, and implement the line policy from the actual work. At the same time, the work of news and public opinion is also regarded as a work with strong political color, so we must put politics in the first place. Journalists and we media workers should maintain journalistic professionalism, adhere to the principle of party spirit and never forget the original intention of the media. Media can develop better and brighter in the future.

4.2. Be a Leading Journalist

Everything is flowing and changing. In novel coronavirus pneumonia, journalists are the witnesses of good material life in the era of peace. Journalists are the witnesses and communicators of epidemic prevention work, and they are fighting for the positive energy of the masses and fighting corruption. At the same time, they are the guiders of this period. They must always adhere to the correct attitude towards news and public opinion in all aspects and links of news and public opinion reporting, constantly enhance their awareness of leading news and public opinion, adhere to news professionalism, abide by professional standards, and always adhere to the authenticity of news when we report on the epidemic situation, Improve people's initiative and consciousness to lead people in the correct way of public opinion.

4.3. Be a Skilled Journalist

Journalists should constantly learn to improve their professional and technical level, adhere to the correct news thought and direction, and be a political journalist loyal to the people of all ethnic groups in the country. At the same time, we should learn from and carry forward the solid foundation and high-level professional ability of the older generation of journalists and public opinion workers. At the same time, we should further strengthen the sensitivity of public opinion guidance. During the epidemic, any inadvertent little thing or sentence may lead to social hot events. Therefore, journalists should enhance their sensitivity to news and public opinion, timely conduct on-the-spot investigation, sort out and distribute relevant news content, and strive to be the watchtower of epidemic news events.

4.4. Be a Journalist with Excellent Style

Be a journalist who abides by the code of professional ethics and learn from the lofty ideological realm of a generation of famous journalist Mr. Mu Qing - caring for the people, taking root in the people and devoting himself to the people. At the same time, we should strictly demand ourselves from all aspects and constantly improve our ideological and moral cultivation. Grasp the political position and firmly adhere to the guiding role of the party's news and public opinion.

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