

Analysis on Cultivation Methods of Media Social Responsibility in the New Media Era

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Abstract: The development and popularization of the new media give a great impetus to the process of human society. With the increasing power and influence of the new media, the social responsibility of the new media has been paid more and more attention. The social responsibility of new media has different expressive models in the cognitive level, emotional level and behavior level. It is necessary to cultivate the social responsibility of the media from the guidance of government departments, management of industry association and self-discipline of media organizations.

1. Introduction

Since the late twentieth century, new media has become more and more influential to human beings, which directly changes the way people work and thinking. On the one hand, the new media influence extensive use of new media brings increasing; on the other hand, more and more new media social responsibility caused by the emergence of new media industry practice, bring huge impact and new challenges to the traditional media management and social governance. The practical exploration of the social responsibility of the new media is being paid close attention and deep thinking from all walks of life. The status of industry practice of accurate cognition and objective evaluation of the new media social responsibility, and evaluation and consideration to scientific and rational evaluation index system, idea and strategy to update the new media management, have become the new media theory and practice must face the problems and solutions. The new media social responsibility and the traditional media social responsibility come from the same origin. It is the development and extension of the media social responsibility in the new media era. Meanwhile, it is endowed with the new brand-new connotation and the new judgement dimension in the new media age. The social responsibility of traditional media is mainly focused on media organizations themselves, while the subjects of social responsibility of new media are more extended and extended, including all the producers and disseminators of new media, including influential users. From the perspective of media function and new media communication characteristics, we extend the main body of new media social responsibility from traditional media institutions and practitioners to various producers and disseminators of new media, including many social media users. The new media social responsibility refers to the corresponding duties of the new media information propagator according to the new media's moral standards and legal norms, including the basic responsibilities under the conventional state, and the responsibilities that should be pursued after the problems arise.

2. Expressive Models of Social Responsibility of New Media

2.1 Cognition Level

There is a balance between freedom and responsibility in the media. How to grasp the balance between the two has become an important factor that the news reports need to consider. The attitude and view of events gradually become a consensus of the audience. These cognitions cultivate the stereotype of the audience and stereotype of a specific group, forming extreme or erroneous

judgments, eventually leading to the deviation of public opinion. New media has put forward more challenges to the theory of social responsibility, which means news ethics has gone through a difficult transformation, namely from traditional and professional ethics to a mixed and complex state. Foreign media areas are also discussing whether how to adapt to existing norms, such as accuracy, identification, and objectivity. The scholars of our country in addition to the application of the theory of social responsibility, but also construct the media social responsibility evaluation index system, the indexes include information production, entertainment, cultural heritage, to coordinate the relationship between five aspects, public education will give the concept of social responsibility theory tends to operate. If no correct guidance, the new media of homogenization and alienation, dismantling the ecological system of cultural diversity is becoming a serious reality of Internet addiction, mobile phone spread vulgar, the development process of the new media industry in the gray interests of the chain and the people of mental damage, the abuse of new media people the rational and critical ability is declining, many people become not thinking, not the pursuit of culture. In the new media space, human beings not only undergo the reconstruction and change of the myth, but also have the transfer of the relationship of discourse power. The new media embed the human life and the way of communication, which influence and change the way of human existence.

2.2 Emotion Level

Emotion is a continuation of cognition. It is an emotional experience. When the negative emotions of the public are ignited by some events that touch social problems, the attention of the audience will quickly concentrate on one point. People are worried about the potential risks of everyday life and pay extra attention to the social behavior of risk. When an event is related to the interests of the audience, it will arouse the emotional resonance of the audience. The new media itself represents the information and characteristics of the times, and bears great social responsibility. In the campus bullying events, there are many serious violations of the victims' privacy and personal dignity. The new media provides a field for the audience's emotional catharsis and emotional appeal. Unlike traditional media, new media has strengthened its educational function as a means of mass communication. First, it is based on the production characteristics of common knowledge. New media has great educational value and accumulates knowledge through continuous multi-level information dissemination. Because the mass media education is so powerful, to force the education system gradually abandon the education monopoly, and start thinking about how to spread positive rational and scientific use of new media based education, and to study the influence of new media to a profound and extensive culture. The educational function of communication considers the usefulness of communication from the perspective of the recipient, and the effectiveness of communication education is based on the perspective of communicators, and investigates the usefulness of communicators in media education. The characteristics of the production of common knowledge in the new media environment make the value and audience status of the people in the communication increase continuously.

2.3 Behavior Level

Media literacy education is no longer defined to distinguish or penetrate the hidden ideology. It emphasizes the open and pluralistic media literacy education. This is the direction of the future development of media literacy education. We should cultivate students' media literacy, combined with the guidance of school education and media education, so that students can participate in the media world's self-development and positive experience, and cultivate their cognition of the media to further enhance their sense of social participation and social responsibility. In the new media environment, the audience imitates the content of the media, and depends on the services provided by the network. From the online information violence to the offline campus violence, the ability of the network to mobilize cannot be underestimated. The reports of campus bullying events make the audience more imitated, or because of the psychology of showing off and curiosity, or the driving of curiosity. The combination of character description, picture presentation and video in some violence scenes stimulate the thinking mode of the audiences in varying degrees. More and more related news

reports seem to be a negative teaching material, which stimulates more students to imitate, but not reporting violates the public's right to know and the publicity of information, and then falls into a paradoxical situation. The origin of media literacy education is based on paternalism ethics of care, and strive to enable students to avoid the erosion of bad cultural and moral concepts transmitted by media through media literacy education. However, this model is often opposed to the students' media experience, and the defensive mode based on the standpoint of protectionist education is becoming more and more challenging. Now more active media literacy education encourages students and parents to use new media to achieve social integration.

3. Cultivation Paths of Media Social Responsibility in New Media Era

3.1 Guidance of Government Departments

Before the establishment of the new media industry association, China began to practice the social responsibility of the new media with a single leadership of government management. All the functional departments of the state regulate the development of the newly emerging Internet new media industry by formulating various management methods or regulations. The media should have more responsibility for the news reporting, which has become the consensus of journalists. The continuous progress of new media technology provides a broader window for more audience to understand the society, and provides a more convenient platform for the audience to participate and discuss. If the new media needs proper social responsibility and obligation in the way of operation, it can not only bring more effective information to the audience, but also establish a good media image and credibility. On the other hand, it will affect the audience's ability to judge and choose, and cause some negative effects. The provisions of the Internet information service providers shall not produce, copy, disseminate and publish information such as: against the basic principles of the constitution, endanger national security, harm national honor and interests, undermine national unity, undermining national religious policy, spreading rumors, spreading obscenity, pornography, gambling, violence, murder, terror or instigates the crime, insult or slander others and other contents prohibited by laws or administrative regulations. In this period, relevant organizations have been set up to exercise the relevant responsibilities of the state on the management of the Internet. We are on the new media content supervision and management departments for effective control, the relevant provisions of the increase of new media content between the various elements of supervision mechanism, object, release of new media content in the content, the main content of the broadcast time, broadcast times were clearly defined, to effectively regulate business behavior in the subject, the formation of a fair and orderly competition in the industry.

3.2 Management of Industry Association

Since its establishment, China Internet association has launched a series of self-disciplined activities and initiatives of the Internet new media in various ways, such as launching websites, issuing norms, establishing institutions and holding events. The Internet news and Information Service Committee of China Internet association has launched the website of "illegal and bad information reporting center", which indicates that China's Internet industry self-discipline is a substantial step in public supervision. The digitalization and hyperlinks of the new media make the aggregation of news content possible, and the related content and intelligent push are more in line with people's interest. In other words, the news practitioners do not have to arrange the news according to the interest of the audience, and let the audience actively explore the value of the news according to their own interests. It guides the audience to enjoy the freedom of news freedom, the right to choose and publish independently. At the same time, it trains the audience to maintain the awareness of news public attribute, enhance media literacy, rationally treat the complicated society, and protect the civilized carrier of consensus. It formed a relatively scientific and comprehensive evaluation system. Focusing on channel construction, referring to the channel development mode and management mode of new media advertising and other industries, we will establish channel

development strategies for new media advertising, enhance the creative planning and production level of new media advertising, and create healthy and elegant new media advertisements. The system of personnel training should be established and the qualification system for advertising staff is approved. It is necessary to strengthen the function construction of the Advertising Association, assist the government in the management of the advertising market, and encourage the advertisers to abide by the professional ethics. Public service advertising as a mode of transmission of citizen moral education should be the simplest, with the content of network public broadcast advertising, positive energy transfer community, practitioner and disseminator become social responsibility.

3.3 Self-discipline of Media Organizations

The industry organizations realize self-discipline by self-organized enterprise alliance, and carry out self-discipline management through their own self-regulation. In this period, many new media industry alliances have been set up in different fields. More and more new media industry organizations have begun to initiate self-discipline. The practice of social responsibility in new media develops from self-consciousness to rational. The new media, led by micro-blog and WeChat, have opened a new course of the development of China's Internet. All kinds of new media innovative forms have come into play successively, and the communication environment of the new media is more complicated. With the accumulation of previous experience, new media social responsibility practice moves towards a new mode of multiple main bodies linkage and co governance, such as government agencies, industry associations, industry organizations, third party groups and individual users. The individual user is an important force to effectively cooperate with the self-discipline of the industry. Individual users in browsing new media information, both have their own judgment more basic consensus, through the opening of diversified supervision and reporting channels, as much as possible to play the supervision and reporting of public functions, for dealing with new media illegal and harmful information have a positive effect. The digitalization and hyperlinks of the new media make the aggregation of news content possible, and the related content and intelligent push are more in line with people's interest. In other words, the news practitioners do not have to arrange the news according to the interest of the audience, and let the audience actively explore the value of the news according to their own interests. In the resort to moral consciousness and practice of news media itself, so the moral supervision on the news media, the Committee and resorting to the whole society, trying to mobilize all social forces, urging the media to continuously improve the occupation moral level. The new media will conduct self-examination of the information transmitted, establish linkage mechanism with relevant government departments and the public, control false information in time, and correctly guide the public opinion of the reversal news, and warn the audience to avoid negative social impact.

4. Conclusions

Under the new media environment, news media need to give full play to environmental monitoring function and social coordination function, effectively utilize the advantages of network platform and assume the media responsibility of new media. The social responsibility here refers not only to the professional ethics of journalists, but also to the sense of justice and compassion, to establish a good media image and to enhance the credibility of the media in social life. As the main way of all kinds of information and cultural communication, the new media should take due social responsibility and provide a good environment for public opinion.

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