

# On the Guiding Power of Internet News Publicity and Public Opinion in Colleges and Universities

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**Abstract:** with the advent of the digital era, university network news has become the mainstream trend, occupying a leading position in public opinion propaganda. News propaganda work in colleges and universities has an extremely important influence on the three views of college students. Therefore, great attention should be paid to the increasingly important guiding power of public opinion in colleges and universities. As a talent training base, how colleges and universities cope with the new changes in the campus network environment and build a new pattern of network public opinion guidance is of great significance to the training of high-quality talents with a unified personality of truth, goodness and beauty. This paper discusses the guiding power of public opinion in the network news publicity in colleges and universities, with a view to providing reference for the network news publicity in colleges and universities.

## 1. Introduction

Public opinion guidance refers to the guidance and guidance of public opinions by means of communication to control the direction of public opinion. Adhering to the correct direction of public opinion and improving the ability to guide public opinion are the consistent requirements of our party for propagating ideological and cultural fronts [1]. Modern society is an era of digital information. As a small society, colleges and universities must also involve digital information. Network news becomes the mainstream under the effect of digital information and serves as a way of public opinion propaganda in colleges and universities. Internet news public opinion is an indispensable part of social public opinion, which plays an important role in guiding social groups [2]. However, in some aspects, the publicity of network news has affected students whose outlook on life, values and world outlook are not perfect, and has had a profound impact on the cultivation and construction of talents in colleges and universities. In modern colleges and universities, students have a huge demand for news. Network news has become the main way for students to understand information and has an important impact on students' personal development [3]. Therefore, it is of great practical significance to strengthen the research on the guiding power of public opinion in college network news publicity.

## 2. The Importance of Internet News Propaganda and Public Opinion Guidance

### 2.1 It is Helpful to Establish a Good Brand Image of Colleges and Universities

The rise of social software such as blogs and microblogs has provided a fertile soil for the development of online news, and online news publicity has also developed vigorously with a series of derivatives. On the Internet, all resources are generally open. Network users all over the world can obtain information resources on the Internet. Each network user can easily receive and publish information through the network. The modern society has entered the information age. In a sense, information has entered people's lives. Taking advantage of this feature, the social influence of public opinion propaganda has gradually expanded [4]. As an educational base, colleges and universities are particularly important in terms of image building, and the influence of colleges and universities can be well expanded through the publicity of network news and public opinion. In the information age, people are getting more and more convenient to obtain information, so the guiding

power of network news propaganda and public opinion has become strong enough to change the development process of the whole society [5]. In the network news, its dissemination uses the Internet, the information can be transmitted to all parts of the world in an instant, accepted and understood by the audience, and the dissemination is very efficient. What is more important is to send the correct information to students to help them form correct social, value and outlook on life. Training students with correct ideas is the aim of higher education construction. Only in this way can students become qualified successors of socialism.

## **2.2 It is Helpful for Personnel Training and Construction**

Colleges and universities are repositories of talents. They have trained numerous outstanding social elites and pillars of the country. The guidance of network news propaganda and public opinion can give colleges and universities great help in ideological education and help colleges and universities cultivate the socialist five-good youth in the new era. In the network news, the positioning boundaries of news related groups have been blurred. Everyone can be the producer or the audience of the news. For the network news, anyone can release their own opinions and opinions through corresponding channels. They are used to using network platform to participate in campus management, discuss and pay attention to social development, and pay more attention to the future than other groups. Assist them to form correct outlook on life, values, world outlook and social outlook. Therefore, we should make full use of the characteristics of the network and focus on enriching the products and services of campus network culture to build a unique campus network culture and enhance the connotation of the construction of network culture. In this respect, it is necessary to understand the public opinion propaganda of network news, which can resolve the doubts and contradictions between teachers and students, and at the same time put different cognition on the bright side for analysis and decomposition, so as to form a united front, avoid the situation of fighting because of disagreement, and help to build a harmonious campus environment.

## **2.3 It is Helpful to Build a Harmonious Society**

Society is made up of all kinds of people. As a part of society, colleges and universities have cooperative relations with many aspects of society. In network news, words, pictures, videos and other multimedia means can be effectively integrated, and the means of network news performance are more diversified. The campus network has formed a new pattern of campus culture as well as a new garden for the construction of campus culture. Here, the marginal culture impacts the mainstream culture, the cultural integration force conflicts with the individual centrifugal force, and the representation of the healthy state of campus culture is relatively obvious. The guidance of public opinion in online news publicity becomes particularly important. It can lubricate interpersonal relationships, improve interpersonal environment, enable diversified viewpoints to be contained, and is more conducive to the formation of a harmonious and stable social environment and the further development of society and universities [6].

## **2.4 It is Conducive to Social, Economic and Cultural Development**

In traditional news, whether it is radio, television or newspaper, the feedback mechanism is poor, and the audience's opinions cannot be understood in time. In online news, the audience can express their opinions and opinions through the Internet. Therefore, colleges and universities must take the initiative to occupy the ideological heights of the campus network, strive to improve the affinity, appeal and penetration of ideological and political education to contemporary college students, and cultivate college students' sentiment with socialist core values. The development of the society cannot be separated from the support and progress of all aspects. The guidance of public opinion through online news publicity is conducive to the development of social culture, can encourage people to make progress in seeking knowledge and lay the foundation stone for further improving the national economic level [7]. In terms of positioning, it should take timely dissemination and interpretation of the party's theoretical innovation achievements and a series of major decisions in the new era as the primary task, with emphasis on the promotion of theoretical application in practice, and play the guiding and service role of theory. Internet news propaganda and public

opinion guidance can make the social environment harmonious and stable, the people enjoy prosperous times, and the social culture can be further developed.

### **3. The Inadequacy of Internet Public Opinion Guidance in Colleges and Universities**

#### **3.1 The Awareness is Not in Place and the Awareness of Public Opinion Guidance is Not Strong**

In the online world, even if there are small and local incidents, netizens can quickly form a strong atmosphere of public opinion by means of online forums, communities and other channels, thus attracting the attention of the vast number of netizens and the media. In the current information age with rapid development, the importance of online news publicity in colleges and universities is increasingly prominent, and its public opinion guiding power will become increasingly strong. However, in these massive online news, besides the real and useful information, a considerable part is useless, even junk information. In this mixed situation, the dissemination of useful information will be disturbed to a certain extent, and after the bad information is accepted by students, students' cognition may be confused. At present, colleges and universities do not pay enough attention to the understanding of the guidance of network public opinion. Not willing to accept voices from the virtual world. Therefore, the foothold of the guidance of campus public opinion should be on the hot issues that college students pay attention to, so as to enable more students to pay attention to our campus news, and guide them in the process of approaching, and in the process of guiding them.

#### **3.2 The System is Not Perfect and the Work Coordination is Not Enough**

At present, domestic colleges and universities have different management systems under the guidance of network public opinion. The main problems are: some colleges and universities implement cross-management of different management departments under multi-head leadership, lack of unified command and scattered forces. News publicity should be deeply rooted in teachers and students, and the opinions of the masses of teachers and students should be firmly established. It should contact more examples around the masses of teachers and students and reflect the personal feelings of the masses of teachers and students. On the surface, the massive amount of online news provides students with more choices, but in essence, it tests students' choice ability. Among college students, they are influenced by their vision, thinking, experience and other factors. Some colleges and universities adopt a multi-department joint management mode, but the management division of labor is unclear or unscientific, with overlapping responsibilities, unclear authority and unclear division of labor. There are phenomena of multi-administration, multi-administration, mutual separation and lack of joint efforts. Therefore, it is very necessary to strengthen the guidance of news propaganda and public opinion and help students choose the right news.

#### **3.3 The Mechanism is Not Perfect and Scientific**

Many colleges and universities have imperfect contingency plans for network public opinion. Once the campus network public opinion erupts, it is difficult for schools to form a rapid response coordination mechanism in a short time. If an incident is discovered by one party, then this party will launch a heated discussion on the incident, while the other party will not make any sense to publicize the public opinion after the public opinion is released, unless he innovates and puts forward new public opinion points, because public opinion stresses timeliness [8]. Under such characteristics, it is difficult for news publishers to find out, and it is naturally difficult for them to be held accountable. As a result, some groups with bad intentions have an opportunity. At present, the public opinion information in most universities relies on the manual monitoring and judgment of network administrators, which obviously cannot meet the needs of network public opinion work. This point must be understood in the publicity work of network news and public opinion in colleges and universities. Only by seizing the opportunity of public opinion, can public opinion be created before public opinion sprouts, so that the masses can form a "resonance". It has a negative impact on the positive effect of news. Therefore, it is very necessary for the healthy development of

network news in colleges and universities to strengthen the propaganda and public opinion guidance of network news in colleges and universities and to strengthen the resistance to bad news information.

#### 4. Internet News Propaganda and Public Opinion Guidance for Colleges and Universities

##### 4.1 Strictly Control the Quality of Public Opinion in Online News Publicity in Colleges and Universities

According to the current situation and needs of the guidance of network public opinion in colleges and universities, it is necessary to perfect the management system, establish five mechanisms and construct a new pattern of guidance of network public opinion (see fig. 1).

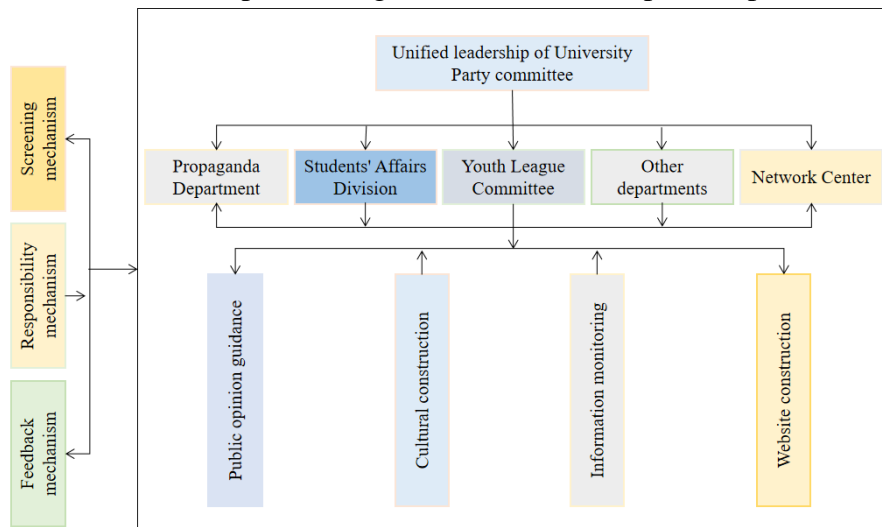


Fig.1 Schematic Diagram of University Public Opinion and Campus Network Culture Construction

Information society has a large number of multifarious information, and colleges and universities should carefully distinguish effective information when conducting network news propaganda and public opinion guidance, and strictly manage the communication tools used for public opinion guidance, so as to avoid being used by malicious people to spread harmful information to achieve the ulterior purpose. The only methods used are: TV, newspaper, public opinion guidance, book education and teacher teaching, etc. The cultivation methods are very limited and the cultivation effect is not very ideal. He is good at using modern media such as the Internet to organically integrate the contents of ideological and political education. Party committees in colleges and universities should firmly establish the awareness of network positions and make full use of correct, positive and healthy ideological and political culture to occupy network positions. To avoid adverse effects on the growth of students, to make colleges and universities in a harmonious and stable atmosphere, to provide a good growth environment for future social elites and national pillars, and to provide a talent base for the good development of society. Therefore, it is the social responsibility that the leading cadres in colleges and universities must shoulder to quickly change their leadership concepts, occupy the positions of public opinion, grasp the direction of public opinion, guide social hot spots and resolve campus conflicts.

##### 4.2 Be Good At Guiding Control Propaganda to Timing

Public opinion is a derivative of news, which has the same characteristics with news in the same period, namely timeliness. Compared with the traditional media, the binding force of the network media is obviously reduced, and the network news language is more contemporary and personalized, which is more in line with the personality and aesthetic pursuit of contemporary college students. For the same news, compared with the different reporting methods of the traditional media news, the number of clicks on the network will far exceed that of the traditional media. We should fully

understand the special significance of cultural services, enhance the awareness of network services, improve service capabilities and service quality through various means, and strive to meet the cultural needs of teachers and students. To enhance the political acumen and political discernment of teachers and students, and to improve their ability to resist the influence of erroneous ideological trends and decadent lifestyles, we should make full use of the network's fast, vivid, convenient and open conditions. Through microblog, Wechat and other collection clients, we can receive university network news, guide students' public opinion, and provide a new way to cultivate and practice socialist core values.

#### **4.3 Pay Attention to the Method of Guiding Public Opinion through Network News Propaganda**

In our daily life, we are often taught to pay attention to methods in doing things, and the same is true for the guidance of public opinion in online news publicity. According to the characteristics of network news, university network news should follow hot events in time when reporting, and look at news information rationally from the mainstream position and perspective, instead of following the general flow of comments to effectively guide public opinion. Once there is an emergency, we should deal with it with new ideas and new thinking, adopt professional means to resolve the problem and disclose information in a timely and accurate manner. During the construction of the campus network, we should focus on the ideological and theoretical indoctrination, focus on students' party building, group building and ideological and political education teaching into the network, and occupy the network position with correct, positive and healthy ideological and cultural. When colleges and universities conduct public opinion guidance, they should strictly abide by the publicity and management system and control the quality of public opinion, which not only greatly enhances their authority, but also spreads positive energy for the society and attracts more high-quality students for colleges and universities. Set up activity themes that meet the needs and interests of students to stimulate the enthusiasm of students and teachers to participate in, so that the publicity of online news can cover a wider range and provide help for the construction of a good school atmosphere.

#### **4.4 Grasp the Discretion of Public Opinion Guidance**

According to whether the objects reflected by public opinions are specific, whether the clues are accurate, whether the circumstances are serious, and whether the consequences are worthy of attention, the levels should be determined, and the interference of bad public opinions and false network public opinions should be eliminated through verification procedures. To provide teachers and students with information that they want to see, love and be healthy, so as to make propaganda and ideological work more amiable, credible and deeply rooted in the hearts of the people. The public opinion has been guided for a long time, causing colleges and universities to set up a very bad impression in the hearts of the public. The reduction of authority and social credibility is not conducive to the survival of colleges and universities. Therefore, colleges and universities should pay attention to the discretion when conducting public opinion guidance, so that the guiding power of network news propaganda public opinion can exert more energy when guiding public opinion. Strengthen communication with the network and other media, ensure the authority and consistency of information, and minimize gossip and false information. To attract students' attention to news events, to let more students participate in the discussion, to create a better publicity atmosphere, to provide conditions for the network news publicity and public opinion guidance.

### **5. Conclusion**

In the new media era, with the change of the public opinion environment in colleges and universities, the network media should give full play to the characteristics of timeliness, interactivity, universality and multimedia compatibility, actively plan news, carefully set the agenda, and dominate the guidance of public opinion on campus. The guidance of public opinion in online news publicity in colleges and universities should be carried out under the condition of clearly

understanding the current social situation, and strictly abide by the management system, control the timing of guidance, reasonably use guidance methods, and grasp the discretion of guidance. Only in this way can the guidance of public opinion in colleges and universities be greatly enhanced. Therefore, it is the work that colleges and universities should attach importance to and take appropriate measures to enhance the guiding power of public opinion in online news publicity, which plays an important role in building a socialist harmonious society.

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