Research on the Public Relations Strategy of University Crisis in New media environment

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Abstract: The rise and development of emerging media represented by Weibo and WeChat has provided a network public opinion venue for the occurrence and development of college emergencies. The spread of new media information public opinion has played a role in fueling college emergencies. Faced with the rapid proliferation of new media information, the complexity of online public opinion, effective handling of unexpected events, and avoiding the expansion of events affecting the image of colleges and universities and the normal order of teaching are particularly important. This paper starts from the attitude of colleges and universities in dealing with the handling of sudden incidents, discusses how to deal with the public relations strategy of sudden events in the new media environment, and makes useful suggestions to avoid the deterioration of sudden events in colleges and universities.

1. Introduction

As a close link with social life, colleges and universities are not only a field where young people and intellectuals are concentrated, but also a focus of social attention. They are also bound to participate more and more in public affairs. It is necessary to face and deal with crisis information from multiple internal and external links and multiple levels. With the advent of the multimedia era, colleges and universities have been threatened by various crises, and the negative impacts have also multiplied, threatening the reputation and running of colleges and universities to some extent [1]. Especially with the rapid development of information science and technology, the mode of communication has entered the new media era from traditional media such as newspapers, television, and radio. The extensive use of new media has brought new challenges to the crisis public relations work in colleges and universities. How to effectively use the media science to cope with the crisis and properly solve various emergencies in the field of new media is an important issue in the construction and development of colleges and universities.

2. New media overview

2.1 The content of the new media.

The new media is relative to traditional old media such as newspapers, magazines, television, and radio. It refers to the newly developed media form based on digital technology and based on the network, including representative computers, mobile phones, and mobile. TV, etc [1]. From the perspective of media form, new media mainly includes online new media and mobile new media. In colleges and universities, the use of online new media includes portals, virtual communities, blogs, etc. Among the new media for student groups, the most typical ones are: portals, virtual communities, etc. Mobile new media refers to the emerging media of mobile portability, mainly including microblogs, WeChat, live broadcast software installed on smartphones, Tablets and other mobile devices [1]. The common mobile new media in colleges and universities mainly include: Weibo and WeChat clients, the new media mentioned in this article mainly includes the above two aspects.

2.2 The characteristics of new media.

The most important feature of new media supported by digital network technology is that it breaks

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the traditional media single-item communication mode. The audience is no longer in a passive position in receiving information. Everyone can not only freely choose information, but also produce and spread information. Under the guidance of new media, the form of information dissemination and diffusion, and the form of audience-aware information have undergone qualitative changes, gradually showing some new features [2]:

The first is the individuality. The new media has subverted the time and space restrictions of the audience receiving information, and the "fragmentation" of the audience has spawned a large number of new media forms. Different media forms continue to segment the target audience, and differentiate and individualize according to the interests and needs of the audience. At the same time, the audience has the right to choose information, they filter according to their own needs, and master the dominance of information choice.

The second is the characteristics of the focus. A large number of new media divide the audience into different groups or groups according to age, gender, habits, hobbies, etc., and adopt the media form that matches them to accurately and differentiate the audience.

The third is the characteristics of rapidity. Everyone in the new media era is a media. The audience can transfer their knowledge and opinions to the Internet through mobile new media devices, enabling rapid production and widespread dissemination of information.

The fourth is the interactive feature. The new media breaks the technical limitations of traditional media single-item communication, and timely and accurately responds to the needs and opinions of the audience from the perspective of the audience, pays attention to communication with the audience, and guides the audience to participate in the production and dissemination of information.

3. Types and characteristics of college crisis in the new media era

3.1 The type of crisis in colleges and universities.

First, the security incident on campus caused a crisis. In recent years, there have been many security incidents on campus, and the speculation has been rampant. Such as theft, fire, drowning, food poisoning, epidemic outbreaks [2].

Second, management services are not in place to trigger a crisis. Such as the quality of meals, the price of goods, the supply of water, repair services, counterfeit products, accommodation conditions, etc., poor handling will lead to conflicts, crisis.

3.2 The characteristics of college crisis communication in the new media era.

1) Crisis communication forms are rich and fast. New media is rich in forms of communication. It uses a combination of graphic and audio-visual methods to enrich the content of communication and enhance the credibility of information. It is easy to attract public attention. New media communication integrates many advantages of traditional media. Through the application of media formats such as mobile media, online media and digital TV, crisis communication has broken the limitation of time and space, and the speed of communication is faster than traditional media [3].

2) The crisis has a wide spread of channels and high coverage. The new media is a form of communication that provides information and entertainment services to users through self-media forms such as WeChat and Weibo through network technology. It has a wide distribution channel and high coverage, breaking the time and space restrictions [3]. The process of communication is simplified, and the content can be updated at any time, and then the audience can see it, and the timeliness is achieved in real time or even in real time. For example, 4 minutes after the Wenzhou train derailment accident, the network sent the accident information for the first time. This feature is a new media administrator or owner, using new media to spread the behavior of the spread, coverage and control.

3) The crisis spreads accurately and interactively. The new media crisis spread, the main body can choose convenient communication channels, accurately select the content and object of the dissemination, the speed of dissemination is fast, the content is accurate, and unimpeded. The communication subject and the object are highly interactive and easy to communicate [4].

4) Crisis communication is cost-effective and easy to promote. The popularity of smart phones, computers and wireless networks has brought convenience to the spread of the crisis. Compared with traditional media, the new media crisis spreads more cost-effectively and promotes more convenient.

5) The consequences of crisis transmission are extremely destructive. The source of the crisis is everywhere, and there is no time. With the use of new media, the traditional media has only broken the situation that journalists have the right to speak [3]. In the new media era, everyone can express their opinions on the media platform and influence the direction of public opinion.

4. The insufficiency of university crisis public relations in the new media era

The development and application of new media has changed the public opinion environment of colleges and universities. Although colleges and universities are constantly trying to adapt in the new wave of public opinion, and trying to adjust and change the coping methods and strategies, the crisis public relations response work still appears the old method is not applicable, there are still many shortcomings in colleges and universities in guiding network public opinion and responding to crisis public relations.

4.1 The mode of public opinion guidance is obviously backward.

The personnel involved in public relations work in colleges and universities have a weak awareness and old-fashioned ideas, and have not yet established a communication awareness that is compatible with the new media era. Faced with the heat wave of new media, colleges and universities still focus on traditional one-way propaganda propaganda to guide public opinion. This model has obviously not been suiTable for the guidance of the network paradox of crisis events in the multi-complex new media era [4]. From the analysis of the reality, the new media has exerted more and more important influences in colleges and universities with its characteristics and advantages. If it is not well understood and insufficiently paid attention, it will be difficult to cope with various crises and bring irreparable image to the current university.

4.2 The public opinion response method is difficult to adapt.

In the new media era, the means of network communication are increasingly rich and diverse, and every student and student netizen may become the mainstay of network communication. The negative impact of the crisis is no longer eliminated as the school unilaterally removes inappropriate remarks or closes the forum. Instead, it may be even more intensified and trigger confrontation [4]. Therefore, it is difficult for schools to act as the information "palatoo". The use of mobile media, such as SMS and WeChat, has made it more difficult to monitor. Colleges and universities should change their guiding concepts in a timely manner, improve their working methods, and adopt more proactive network public opinion guidance methods to cope with the public opinion impact brought by new media.

4.3 Public relations personnel are not departmentalized and specialized.

The management of colleges and universities tends to focus on the promotion and teaching of admissions, and it is easy to ignore the publicity and public opinion guidance of emergencies. When an emergency occurs, the negative impact of the excessive fear of the incident is concealed and lacks the courage to be open and honest. The response to an emergency is simply handled by the security department as an exception. As a result, the duties of public relations work are not clear, and it is impossible to cope with the overall strength of the various departments of the school [5]. The publicity of the publicity is also difficult to reach consensus. This is a key factor in the ineffective handling of crisis public relations. At the same time, due to cost control, colleges and universities are relatively streamlined, and the phenomenon of multiple roles is more common. The lack of professionalism and departmentalization of public relations personnel leads to a lack of professional ability in dealing with crisis public relations. This will not be conducive to the monitoring of bad emotions and opinions in the campus, and is not conducive to the determination of public opinion guidance methods and emergency plans.

5. College crisis public relations coping strategies in the new media era

The emergence of new media has made the network communication of college emergencies anonymous, random and complex. If it is not handled properly, the official point of view will not be released in time, and the key principle of "golden 24 hours" will be lost, and various rumors will be promoted, which will further aggravate the unexpected events and bring more serious adverse consequences. To the end, under the new media era, universities should take the following measures to strengthen the professional level and coping ability of crisis public relations.

5.1 The professionalization and departmental implementation of public relations personnel cannot be delayed.

Public relations work is a bridge and link for universities to deal with various public relations. Public relations work is a highly professional job and has special requirements for its employees [5]. In order to improve the professional ability and quality of public relations work, colleges and universities should recruit professionals, set up special departments to take charge of this work, improve professional ability and efficiency.

5.2 Establish and improve the crisis public relations early warning mechanism to improve the preventive and coping ability for emergencies.

The social reputation of colleges and universities is very crucial. Improper handling of emergencies will undermine the organizational image of colleges and universities, reduce the reputation, and thus affect the enrollment of schools, which in turn will affect their survival and development. In the era of new media, colleges and universities should guide the public opinion of emergencies to take precautions and prevent problems before they happen. To this end, it is imperative to establish a sound early warning plan mechanism to make accurate and scientific analysis and judgment on the overall situation of emergencies [6]. Although the sudden occurrence of an emergency is relatively sudden, it may not be traceable. The occurrence of more incidents is the dissatisfaction of teachers and students, especially the students in school, on the daily management practices of the school.

There are no complaints, dissatisfaction is not vented, and reasonable demands cannot be solved. With the strengthening of the concept of the legal system, the awareness of self-defense rights of college students is constantly improving, especially the tuition fees of colleges and universities are generally higher, and students naturally believe that services should be matched with prices. If the reasonable requirements on the campus are not resolved in time, it is only natural that the use of new media for emotional venting in the absence of complaints, which will inevitably bring negative public opinion to the school.

5.3 Establish and improve the information release mechanism to grasp the initiative of public opinion guidance.

Once an emergency occurs, it will inevitably attract the attention of teachers and students and new media. If the school cannot quickly find out the truth and publish information in a timely manner, it will inevitably lead to distortion of information dissemination, and all kinds of gossip and rumors will take place, and the distortion information will pass through the network. "Blowing" and "Curing", lyrics will be more difficult to control [6].

Colleges and universities should strive to establish a moderate and humanized flexible guidance method, pay attention to emotionally moving, equal consultation, empathy, dispel public sentiment, and get the understanding and support of teachers and students as much as possible, so as to better optimize decision-making and make emergencies.

5.4 Establish and improve the credibility mechanism of colleges and universities to enhance students' trust.

Credibility belongs to the intangible assets of the school. It is formed by the university itself in the long-term development of running schools. It reflects the credibility, authority and influence of the

university in the society [7]. Colleges and universities should open up transparency, believe in words, and actively build a variety of online interactive communication platforms, such as official Weibo, WeChat, and university forums, in an effort to eliminate the mistrust caused by various cognitive biases, especially in the event of some emergencies or educational accidents, we must learn to effectively control online public opinion through positive response, openness, and sincere communication.

5.5 Give full play to the advantages of new media and create a good campus culture and educational atmosphere.

With the popularization of new media such as Weibo and WeChat in the life of college students, the environment and methods of ideological and political education in colleges and universities should also change. Compared with the traditional campus media, the current campus new media has become increasingly mature, playing an important ideological and political propaganda and public opinion-oriented function. Colleges and universities should clearly understand this point and actively play the advantages of new media. They should combine the characteristics of college students and be good at using various new media forms to maximize their functions of training and educating people [7]. Using the spread of various new media media, a healthy and positive campus culture atmosphere is created, a good spiritual civilization construction environment is created, and college students are guided to form positive ideas, correct value orientations and healthy behaviors.

6. Summary

In the information age developed by the Internet, new media plays a special role in the reporting and dissemination of college emergencies. In view of the many problems in the attitude of colleges and universities in dealing with emergencies, the attitude of handling lack of sincerity, the public's doubts and dissatisfaction with the school increased. The existence of these problems highlights the weak ability of colleges and universities to deal with emergencies. Therefore, it is especially important to strengthen the crisis management of university management groups. Master the handling skills of crisis management, publish information at the first time, make a strong response in time, and control the initiative of public opinion. Doing a good job in crisis management of emergencies is directly related to the reputation and influence of colleges and universities, and is related to the sTable development of colleges and universities.

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