Research on Political Communication Function of Social Media

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Abstract: At present, social media's infiltration and influence on politics are becoming increasingly prominent, which is changing the model of people's political participation in various countries, the discourse space of international politics, and the ability of individual politics to act. This article takes the social movements taking place at home and abroad in recent years as a case, from the perspective of political communication, studies the influence of social media on political communication, analyzes the dual effects of social media in political communication and public political participation, and points out social media critically and the "communication dilemma" in political communication.

1. Introduction

Political communication is the process of obtaining the required political effect by transmitting and exchanging political information between political subjects and social subjects. The emergence of "Since the Media" has completely changed the way information is produced and received. Political communication in various countries has entered the "Political 2.0" era dominated by "web2.0", and social media born in this era has re-established Positioned the role of political communication in the social public sphere, overturned the time and space divide of traditional media in political participation, and provided a stage for ordinary people to participate in political activities and express their personal political will. In the context of the new media era, new types of social movements have emerged at home and abroad, such as the "Jasmine Revolution", "Egyptian Riots", "Occupy Wall Street", "London Youth Riots", "Taiwan Sunflower Movement", "Hong Kong These events have broken through the two-dimensional boundary of space and time. The "existence" and "absence" of the participants constitute the intersection of reality and virtual space. In the form of expression, the channel shifts from reality to virtual and organizational form. From vertical to flat, movement demands from single to compound. From the perspective of political communication, in these social movements, the functions of new media, especially social media, have far exceeded the attributes of media, and changed the way and path of traditional political communication. In addition to publishing information, it has become an integrated and mobilized civil society. Free tool for groups and group events. Therefore, on the basis of exploring the role of media in political communication in the new period, this article takes the social movements at home and abroad as an analysis case, studies the positive influence of social media on political communication and public political participation, and critically proposes social media in social movements.

2. Impact of Social Media Political Communication on Democracy and Political Participation

Political communication refers to the dissemination of political information. It is a reflection and symbolization of political reality. It includes political persuasion, political rhetoric, and political communication. Advances in new media technologies such as Twitter have given citizens more voice and more channels and space for free expression, which has had a huge impact on political communication and has also raised a new topic for political communication. Based on the perspective of political communication, foreign scholars have studied the impact of new social media such as Twitter on democracy and political participation. In fact, "democracy is a recurring theme in international research on the technical and political aspects of new media." Relevant

discussions about whether digital media can strengthen democracy and increase political participation, and how the right to speak is in the hands of democracy, have started since the Internet began to be used in the 1990s, and many results have come out to date. For example, the British scholar John Keane's "Media and Democracy", the Canadian scholar R. Hackett, and Zhao Yuezhi's "Maintaining Democracy?" "Western Politics and News Objectivity" and other related research on new media and political participation of citizens.

In recent years, academic discussions on this issue have shifted to social media such as Twitter. Some Western scholars have pointed out: "Because political parties and their representatives are increasingly using the interactive features of the Internet, and their communications are more personalized, this will increase political participation among the public and ultimately promote democracy." Scholars Stieglitz, S. and others believe: "Twitter is considered to have great potential for political participation. Because Twitter has a powerful information diffusion mechanism, it is not only an ideal platform for disseminating information, but also political opinions and ideas that have been continuously recognized by the public and A strengthened platform. "In the book" Facebook Democracy ", American scholar José Marichal discusses the characteristics and social functions of Facebook, as well as its technical revolution, political interaction, and citizen's Political participation, social mobilization, personal rights and privacy in the political age. In particular, it focuses on the impact of Facebook on politics, democratic processes, and political participation, and believes that Facebook has deeply affected the key factors of political participation: mobilization, thoughtfulness, and attitude formation. Some scholars have even pointed out that today 's American democratic system requires many changes or "complete overhauls", 70% of Americans lack confidence in it, and the rise of social media such as Twitter is helping the public to regain confidence and hope in the government.

The Dutch scholar Maurice studied the use of Twitter by Dutch political parties and online audiences in the 2009 European Parliament elections and said, "Today, when the public is losing interest in politics, the advent of Twitter has greatly promoted politicians. Interaction with netizens has created new space for public political participation and shortened the distance between the public and politics. "In addition, many researchers believe that social media can provide individuals with emotions, money, and social opinion. The support of the opposition to authoritarian leaders and dictatorships can promote the process of democracy; they can transfer the power of communication from the elite and the power institutions to the general public and change the balance of cultural power. Through social media, the general public can create "news" content that spreads and amplifies their voice to the public. Of course, many scholars are relatively cautious about whether political participation and democratic development can be achieved well through social media. As DeliaDumitrica points out: "When technology is seen as a solution to democratic dilemmas, our attention can easily be seduced away from critical questions about the nature of democratic decision-making mechanisms, which prevents us from recognizing the structure of political participation The impact of sexual inequality and the inability to deal with conflicting (sometimes irreconcilable) issues in democratic processes. "DhirajMurthy believes that social media such as Twitter are not" the fate of our time "and cannot bring us To enjoy democratic power, and Twitter only gives users the freedom to choose information on Twitter, and has not changed the situation of elite-centric domination of broadcasting rights. PaoloMancini pointed out: "The pluralistic democratic model can gain advantages from new media, but at the same time, it may be in danger of collapse due to increasing complexity." Some scholars have pointed out that social media such as Twitter are "threats to democracy", "because It encourages spontaneous and ignorant decisions. " George Robert Boynton and others believe that the existence of fake accounts and insufficient users has seriously affected the activities of political organizations, the construction of the public domain, and the realization of political participation.

3. The Role of Social Media in Political Communication

The media provides a platform for the implementation of political action. Since its birth, the media has been closely related to politics, economy, and society. It has played an important role in

the integration and dissemination of social information and is an important subject of political action. Brian McNair said that the media, like political organizations and citizens, are political actors and participants. Its dominant position is not only reflected in the state or political organization's management and control of the media. At the same time, with the rapid, interactive, mobile, and grass-roots rapid development of new media, the media has also provided a platform for individual political activities.

Prior to the "Jasmine Revolution", a lot of news about corruption and corruption of Tunisian government and President's family members was spread on Facebook. The self-immolation incident of fruit seller Muhammad Bouvadjigi was spread on Facebook, and the progress of the event was also transmitted to Al Jazeera via Twitter Other international news media released in real time; in the riots in which British police shot and killed black people, netizens updated the events in real time on Twitter and Facebook. Participants in sports not only displayed photos of crime scenes on social networks, but also informed each other through BlackBerry phones. Potential looting site.

The media provides the field for the game of political interests. Political communication involves the political system, the media, and public opinion. The media has become the main channel connecting the political system and public opinion, and provides the realization of political will and the game of political interests. Field. An important aspect of the media's realization of the interest game is through "media absorption", that is, "the process of bringing together various interests and expressions of interests of society through social media channels to pre-solve social affairs". The media is the conveyer of political information, the expression of political opinions, and the propaganda of political values. Its transmission methods, content, and channels of transmission are essentially consistent with the political ideology of the country or organization. For example, in the "Jasmine Revolution", protesters used new media on the Internet to organize protests and received the support of the opposition party, and the opposition party also took the opportunity to promote the entire protest; on the other hand, the protesters released information through the new Internet media. In order to obtain the support of the international community, the intervention of the United States, Europe and other countries has caused substantiation.

The media provides channels for the output of political values. The political functions of the media include transmitting political information, guiding political attitudes and behaviors, stimulating political participation, and promoting public opinion supervision. The media uses political agendas to set agendas, guide public opinion, Information checkpoints, interference in political decision-making, etc. provide channels for the output of political values, and pass the values of politics to the audience in an "objective and neutral" position. On the one hand, the political nature of the media is reflected in the fact that the state can use the media to convey political information and shape a common ideology and culture, and through the spread of mainstream ideology and the guidance of public opinion in line with the wishes of the state, the purpose of maintaining social stability and maintaining political domination is achieved; On the one hand, the political nature of the media is manifested in the expansion of people's political participation, changing the vertical structure of past information release from the top, and to a certain extent achieving a flattening of information transmission.

4. The Influence of Social Media in Political Communication

Politics: The media overturns the power structure. Traditionally, the structure of political power in the past was centered on materialized features such as resources and status. The elites have become the protagonists of political manipulation, but now the information-centric political structure is changing rights. The upper and lower modes of communication, under the impact of web2.0 technology, especially the emergence of social media, have given ordinary people access to information and a platform for exchange of ideas, which has also led to imbalances in the political models of various countries. The power structure has shifted from controlled, vertical to decentralized and interactive. Personal expression and political participation are increasingly strengthened. The defects of the old technical bureaucracy are continuously exposed. Social complaints and dissatisfaction are aggregated, coordinated and released in the Internet world, and

then transformed. For street politics, square politics, or public opinion politics, a huge force that eventually impacted the old governance order was formed.

Individuals: The stability of any particular democracy is reshaped by political media, not only depending on economic development, but also on the effectiveness and legitimacy of its political system, and legitimacy is people's attitude toward the state. In real life, with the formation of civil society, political legitimacy has been challenged by civil society, and the media is the key tool for its role. "Although the technology of democracy has never been the key to the realization of democracy in a country, its instrumental value cannot be underestimated. Only when technology and methods consistent with the democratic goals to be achieved are gradually found and adopted in daily social life and democracy can be realized when it is spread across all aspects of our common life. "In economic development, through the use of social media, citizens have gradually become involved in political movements.

Country: Political Space to Virtual Transformation In the Web2.0 era, the concept of space-time in international games will break the geopolitical boundaries of traditional realism, the frequency of power competition between countries will accelerate, and the scope of competition is expanding from the real three-dimensional world. Into the fourth-dimensional Internet world. In the context of turbulent reorganization of the international political and economic landscape and complex and changeable international communication, the audience's cultural identity is no longer confined to the territory of a country, and is no longer completely defined by national culture, but by a variety of cultural information from around the world Constructed together, their identities are no longer single and closed, but multiple and open. Furthermore, with the development of the Internet, the scope of national sovereignty has expanded from physical political, economic, military, and social resources to information sovereignty. The Internet is rebuilding the geographical, global network and international information flow space. Geo-conceptual nations are being challenged. Increasingly, we need to draw decisive and pervasive boundaries in this era based on symbolic boundaries such as communication and transportation networks and language and culture. National security has also risen to virtual cyberspace, and cybersecurity has become the focus of attention of all countries. In the series of "Arab Spring" such as "Occupy in Hong Kong", "Jasmine Revolution" and "Rebellion in Egypt", we have all seen the involvement of the so-called "foreign forces". This kind of cross-border, more concealed the intervention of media to create negative public opinion is precisely realized by the widespread application of social media. Cyber security has been extended from physical network hardware security to virtual network ideology transmission and protection, and a country's ideological system is stable. Whether or not it directly determines the political ecology of a country.

5. Conclusion

With the innovation and development of new media, new media will further expand the connotation, extension and communication path of political communication, and the political participation of the people and the interaction between the media and politics will continue to improve. Therefore, it is of great significance to fully understand the strategic value and role of new media in political communication, make full use of new media resources to shape political image, grasp the right to speak, spread the governing ideas, and strengthen national ideology. At the same time, how to reach a consensus on global cyber sovereignty, a mechanism to guarantee the legitimacy of national governance, maintain the collective consciousness of civil society, and cultivate media literacy among netizens, are also issues that countries need to pay attention to in political communication.

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