

The Function and Significance of News Communication from the Perspective of Epidemic Prevention and Control

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ABSTRACT

Taking news communication as an example, this work first analyzed the current situation of the role of news communication since the outbreak of the epidemic, then clarified the important role of news communication in the epidemic prevention and control, and popularized relevant knowledge about how news communication contributes to the epidemic prevention and control. It facilitated timely and comprehensive disclosure of information related to the epidemic situation, helped to shape a new pattern of joint contribution, shared governance and shared benefits in addressing risks, and helped to promote the smooth development of social life and production in the special period. Additionally, this work put forward innovative communication methods and expanded publicity coverage, such as building a strong team and enhancing the timeliness of propaganda, telling a good story and carrying forward the network positive value and other reasonable suggestions. Therefore, it can maximize the value of the function of news communication from the perspective of epidemic prevention and control, and provide theoretical material support for strategies to deal with sudden public events.

Keywords: *Epidemic prevention and control; News communication; Function research*

cooperation among social organizations, enterprises and individuals.

1. INTRODUCTION

Novel Coronavirus Pneumonia has spread to varying degrees in all regions of China since its outbreak in late 2019. On 30 January 2020, the Novel Coronavirus Pneumonia was classified as an "international public health emergency" by the World Health Organization. On 11 March 2020, the World Health Organization assessed the Novel Coronavirus Pneumonia as a "global epidemic" based on the outbreak assessment. After the outbreak of the epidemic, under the leadership of the Party and the government, all parts of China rushed to Wuhan Province and other areas of Hubei Province, and medical workers and other people from all walks of life staged a heroic "fight against the epidemic" [1]. At the same time, various topics related to the epidemic continue to be stormy, controversial and hot. All provinces, cities and autonomous regions that have found new cases of Novel Coronavirus Pneumonia quickly activated the first-level public health emergency response, and news coverage of the outbreak quickly spread to all parts of the country. As the main body of public emergency communication and the main body of responsibility, news communication undertakes the important missions of information dissemination, public comfort, social mobilization and government supervision. The fact that news media and health care workers are working together to fight against the epidemic fully demonstrates their responsibility in facilitating efficient

2. ANALYSIS OF THE CURRENT SITUATION OF NEWS COMMUNICATION SINCE THE OUTBREAK OF THE EPIDEMIC

Since the outbreak of the epidemic, General Secretary Xi Jinping has repeatedly stressed the importance of publicity, education and guidance of public opinion related to the Novel Coronavirus Pneumonia. Under the guidance of General Secretary Xi Jinping's important speech and instructions on epidemic prevention and control, propaganda departments and news agencies at all levels coordinate online and offline with pen and gun, properly guide news and public opinion to develop in a direction conducive to epidemic prevention and control, and build determination and strength to win the battle against the epidemic. As the public pays high attention to the epidemic information, news communication plays an important role in playing the role of "social watchtower", and is faced with the challenge of innovating the discourse mode and communication form. During the epidemic period, news communication has been effective in reporting the front-line epidemic and alleviating public information anxiety, and has played an important role in improving the touch rate and communication influence of information audiences,

which has become a major feature of the epidemic information transmission. However, the role of news communication in epidemic prevention and control also needs to be reconsidered. For example, at the beginning of the epidemic, how can the news media play the early warning function of "social watchtower" and push relevant information in a timely and comprehensive manner.

This epidemic is not only a test and a postgraduate entrance exam for news communication, but also a reflection for people to re-examine the role of news communication in public security events. Compared with the "SARS" period, the public now has a higher demand for information transparency and timeliness. The diversification of information channels brings a general demand for professional verification of news communication, and the social media plays a more important role in information aggregation and opinion generation. How to produce media products with innovative form, professional content and efficient communication has become the key to the war epidemic. During the epidemic, how should we reflect on the role of this news communication in the face of the epidemic information disclosure? As the "social radar" and the "watchtower" of the society, news communication can not only abide by the national laws and regulations when the crisis comes, but also play the function of early warning to the society. Therefore, it is necessary to reflect on the strategies to deal with the sudden public events under the epidemic situation.

3. FUNCTION OF NEWS COMMUNICATION IN EPIDEMIC PREVENTION AND CONTROL

Since 2020, the Novel Coronavirus Pneumonia has not only affected the hearts of hundreds of millions of people, but is also the biggest concern of the Party. Epidemic prevention and control is not a lone battle of medical workers, but a concerted effort of the whole nation. In the face of the severe situation of epidemic prevention and control, General Secretary Xi Jinping has put forward more resolute confidence, stronger determination and more decisive measures to firmly rely on the people and resolutely curb the spread of the epidemic. At the time of panic, the news communication constantly propagandizes the policies and actions of the Party and the state, reports and guides the epidemic situation from many aspects, increases the social cohesion, and brings more information to the public. With the advantages of wide audience, fast speed, digitization and networking, news communication plays an important role in this war without smoke, and provides a powerful impetus for the formation of a national chess game to jointly win the epidemic prevention and control war.

3.1. Comprehensive Popularization of the Knowledge Related to the Epidemic

During the epidemic period, traditional ways such as distributing leaflets and issuing brochures would increase the risk of the spread of the epidemic. The connection between news media and residents can not only do a good job in epidemic prevention and control, but can also avoid substantive contact, so as to block the transmission channels of Novel Coronavirus Pneumonia and cut off the possible channels of the epidemic. With the increasing demand of residents for epidemic prevention knowledge, news communication has played a prominent role in publicizing the epidemic and calling on residents to prevent and scientifically control the epidemic. First, it publicizes the decisions of the Party Central Committee and the State Council, and publicizes the work requirements and arrangements of local governments for the prevention and control of epidemic situations. Second, it introduces knowledge related to the prevention and control of Novel Coronavirus Pneumonia. Relevant departments in various regions introduce relevant knowledge of Novel Coronavirus Pneumonia, such as the prevention and control methods, how to isolate at home, how to pay attention to prevent infection, where to go for medical treatment when symptoms are found, and how to go for medical treatment [2].

3.2. Timely and Comprehensive Disclosure of Information Relevant to the Epidemic

In the new media era, with the development of all kinds of news and communication media, the combination of new media tools and traditional media has greatly enhanced the ability of comprehensive and rapid dissemination of information. Combining the advantages of new media's convenience, speed and easy attention with the credibility and authority of traditional media can greatly improve the effective information integration ability of society. Information disclosure is very important. The information disclosure process of the Novel Coronavirus Pneumonia fully shows the huge energy generated by news communication. In the epidemic prevention and control stage, news communication can timely release information about confirmed and suspected patients, quickly collect and release information to look for suspected cases, reveal the whereabouts of confirmed patients, and look for people traveling with relevant confirmed patients, so as to provide support for the precise and efficient prevention and control situation. It is necessary to fully report the effectiveness of joint prevention and control measures in various departments in various regions, and create a good network environment for the whole people to win the overall war on prevention and control of the epidemic situation. It is necessary to push forward the positive energy stories of all parties in the fight against the epidemic, and continuously enhance people's determination and confidence in defeating the epidemic [3].

3.3. Shaping a new Pattern of Joint Contribution, Shared Governance and Shared Benefits in Addressing Risks

In practice, all kinds of news communication platforms provide a platform and foundation for the whole society to help prevent and control the epidemic situation. First, under the environment of information exchange and resource sharing provided by news communication, the successful experience of epidemic prevention and control in some areas has quickly become a useful reference for the practice of the whole country, and effective integration of anti-epidemic resources has been achieved. Second, fast speed and large coverage of news not only help the government to convey information, but also meet the people's right to know more quickly and enhance the people's right of expression and supervision. In the process of preventing and controlling the Novel Coronavirus Pneumonia, news communication has demonstrated its responsibility in responding positively to public concerns [4]. Third, news communication has become an important carrier for the public to participate in the prevention and control of the epidemic situation and mobilize all parties to form a situation in which everyone has their responsibilities and everyone does their duty to overcome the difficulties. The fight against the Novel Coronavirus Pneumonia is a war without smoke. With the help of news communication, everyone can become a soldier and contribute their own strength to win the battle of prevention and control of the epidemic.

3.4. Supporting the Smooth Development of Social Life and Production in Special Period

During the period of prevention and control of the epidemic situation, the epidemic prevention and control measures, such as sealing off cities and areas to avoid population gathering and mass movement, isolating people at home and extending holidays, have played a great role in preventing the spread of the virus. But it inevitably brings inconvenience to people's life and social production. Under such circumstances, the dissemination of information greatly facilitates the life and production of the population. The people who are quarantined at home keep close contact and interaction with the outside world through various kinds of news media, and various forms of entertainment, social contact, e-commerce and other information methods greatly reduce the people's troubles in life during the epidemic. Under the situation that the epidemic has brought severe challenges to economic development, news communication has promoted the consumption of e-commerce, e-government, network education, network entertainment and other aspects, and also promoted the development and application of new work formats such as video conferencing, online and intelligent office [5]. With the help of new media, life and production give birth to new development directions and change the way of life, work and management in the future.

4. SUGGESTIONS ON THE IMPLEMENTATION OF NEWS COMMUNICATION IN THE PREVENTION AND CONTROL OF THE EPIDEMIC

4.1. Innovative Means of Communication and Expand Coverage

With the help of new Internet technologies, new carriers and innovative forms of epidemic information dissemination, the Office of the Central Cyberspace Affairs Commission has produced electronic posters, released short-message audio videos, released "In the face of the epidemic, we want to say a few words to the public", and "A letter to the vast number of Internet users throughout the city", opened the topic "fight against the Novel Coronavirus Pneumonia" on Weibo, co-ordinated the network celebrities, business platform, Weibo, WeSee, Tik Tok, WeChat public platform, Baijiahao, Toutiao and other carriers to make prevention and control of the epidemic small games, and built online disinformation platform, so as to expand the coverage of epidemic prevention and control information spread on the Internet.

4.2. Building a Strong Team and Enhance the Timeliness of Publicity

It is necessary to coordinate the city's new media resources and establish a new media publicity team for epidemic prevention and control in a timely manner. It is necessary to make good use of the new media matrix resources for Party affairs and government affairs, and form a network publicity pattern from side to side and vertical to the end in the first time, realizing the seamless connection, simultaneous voice, simultaneous power and frequency resonance of key articles, policy analysis, official rumor denial, authoritative information release and transfer, and bringing together a strong network publicity force. All kinds of new media reprinted the basic situation of the epidemic, prevention and control measures, refuting rumors and popularizing science knowledge. They have responded to netizens' concerns in a timely manner, eliminated netizens' panic, and strongly refuted Internet rumors and negative information. As a result, the determination and confidence of the city's people to win the battle against the epidemic have been constantly strengthened.

4.3. Telling the First Story and Promote the Positive Value of the Network

Adhering to the general requirement of spreading positive value is the general requirement, so it is necessary to do a

good job of online propaganda and offline prevention and control, actively organize various departments (units) to sum up good practices and good experiences in preventing and controlling the epidemic situation, dig deeply into the advanced models of fighting the epidemic situation among party members and cadres at the grass-roots level and the broad masses of the masses, tell the stories of medical and nursing personnel, public security policemen and community front-line staff, further carry forward the main melody, stimulate positive energy, and gather the confidence and strength of the people of the whole city to overcome the epidemic situation.

5. SUMMARY

General Secretary Xi Jinping puts forward that the current situation of epidemic prevention and control is grim and complex, so some people have anxiety and fear, therefore, the work of news communication should be strengthened, so as to coordinate online and offline, domestic and international, major and small things, better strengthen confidence, warm people's hearts, gather people's hearts, and better maintain social stability. Therefore, it is necessary to strengthen the supervision of network media, enhance the positive energy of the network, and better excavate and give play to the greater value of news communication in winning the people's war of preventing and controlling the epidemic situation. From the perspective of news communication, the Novel Coronavirus Pneumonia epidemic is a critical time for its impact, and it is also a test of the media in which it spreads news. In building a country's governance system and governance capacity, news communication cannot be absent, or be offside or misplaced. Instead, it must be

located in the right place. To sum up, there is still much room for reflection and construction in information dissemination, public concern, guidance of public opinion and clarification of the truth.

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