



Social responsibility of media in the communication of public issues in the Internet era

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Abstract. With the rapid development of information technology and the rise of social media, network media has become the main channel for people to obtain information and participate in the discussion of public issues. Network media shoulders an important social responsibility in the dissemination of public issues. As an information transmitter and public opinion builder, its mission should not be underestimated. How to influence public opinion and promote the modernization of national governance capacity is one of the hot issues in current research. This paper aims to explore the social responsibility of media in the dissemination of public issues in the Internet era, and to conduct a comprehensive study on its connotation and related policy suggestions.

Keywords: media; public issues; social responsibility

1 Introduction

At present, some media organizations aim too much for conspicuous results when promoting public issues, while ignoring the authenticity and objectivity of the reports, which leads to the wrong judgment of the direction of public opinion. With its unique technical advantages, network media has had a profound and extensive impact on the public domain, but also caused a series of problems. The media's false reporting and vulgar tendency have triggered a crisis of public trust in it. In addition, the weak awareness of professional ethics of some media practitioners is also one of the important reasons for the above phenomenon. The public's trust in false media reporting and vulgarization tendency has been seriously threatened. These phenomena show that the lack of media professional ethics has become a problem that cannot be ignored. This behavior not only causes damage to the image of the media itself, but also has a negative impact on the psychological identity of the audience, thus bringing negative effects on the construction of a harmonious society.

2 Connotation of the social responsibility of Chinese media

When fulfilling their social responsibilities, Chinese media must always adhere to the guidance of the Party spirit and the people's spirit, because the media is an important

channel for the Party and the people to express their voices. This situation is not conducive to the construction of a harmonious society in China, and will also bring negative effects to people ^[1]. MAO Zedong believed that newspapers, as a propaganda tool, had the ability to play an important role in the battle. He advocated that the party must grasp the political advantage of the news media, and asked the party newspaper to serve the people and serve the socialism. After the founding of new China, MAO Zedong put forward the idea of "the whole party jointly establishes the newspaper, and the masses jointly participate in the newspaper editing". Deng Xiaoping was well aware of the importance of the press work and firmly believed that news propaganda plays an indispensable role in maintaining national stability and social stability. Jiang Zemin stressed: " We should grasp the propaganda direction of newspapers, news agencies, news agencies, radio stations, television stations and publishing houses, and keep these positions firmly in the hands of our Party and in the hands of Marxists." At the National Conference on Propaganda and Ideological Work, Hu Jintao stressed that we must always adhere to the important thought of " Three Represents " as the core, and comprehensively promote the ideological work. General Secretary Xi Jinping pointed out at the symposium on the Party's news and public opinion work: " The Party's news and public opinion work adheres to the principle of Party spirit, and the most fundamental thing is to adhere to the Party's leadership over the work of news and public opinion." Looking back at the media propaganda thoughts of successive national leaders, it is not difficult to find that there are obvious differences between the political attributes of Chinese media and the western media with stronger commercial attributes (such as the United States, etc.). Chinese media take political propaganda as the core, emphasizing the positive ideological propaganda and the promotion of mainstream values, which is very significant.

3 Social responsibility of online media in the dissemination of public issues

3.1 Improve the awareness of social responsibility of media practitioners

In the dissemination of public issues in the Internet age, the awareness of social responsibility of media practitioners is very critical. First of all, media people should correctly realize their responsibilities and obligations, realize the important position of media in the society, and assume the social responsibility of media. Secondly, media people need to have certain professional knowledge and quality to accurately transmit information and avoid information distortion and deviation ^[2]. At the same time, media people should also have certain moral and ethical qualities, respect the rights and interests of the public in the process of communication, and avoid deliberate neglect, distortion or exaggerating facts in writing and reporting. In addition, media people should also pay attention to the source and authenticity of information, and try to avoid falling into the quagmire of reversing right and wrong. In short, improving the awareness of social responsibility of media practitioners and cultivating their profes-

sional quality and moral and ethical cultivation is an important basis for strengthening the self-discipline and supervision of network media.

3.2 Strengthen the self-discipline and regulation of the media

In the social responsibility of media in the dissemination of public issues in the Internet era, strengthening media self-discipline and supervision is one of the necessary measures to guarantee public interests and social stability. At present, the network media develops rapidly, and the dissemination of information is more extensive and rapid, but there are also some problems, such as false information, vulgar information, improper guidance and so on. Therefore, it is particularly important to strengthen media self-discipline and supervision.

First of all, media self-discipline is the basic requirement that media must follow, and also the inherent requirement of media development. The media should follow the principles of integrity, impartiality, objectivity and responsibility, and deliver true and reliable information. At the same time, the media should also avoid vulgar, vulgar content and forms, and always maintain a good social image.

Secondly, strengthening media supervision is an important measure to protect the public rights and interests and maintain social stability. Regulators should establish a strict supervision mechanism to effectively supervise and manage the network media. For example, the supervision of false information and improper guidance should be strengthened, and the penalties should be strengthened to protect the public interests.

At the same time, we also need to improve the quality of network media practitioners. Online media practitioners should have high professional ethics and professional quality, follow the principles of media self-discipline and social responsibility, and maintain fairness, objectivity and truth at all times^[3].

In short, strengthening media self-discipline and supervision, and improving the quality of network media practitioners are necessary measures to protect public interests and social harmony and stability. Only by strengthening supervision and putting an end to the spread of false and false information from the source, can we better provide high-quality and true information for the public and promote the healthy development of the society.

3.3 The Media highlights the public interest

Network media shoulders an important social responsibility in the dissemination of public issues, among which the media should highlight the public interest as a crucial aspect. When spreading public issues, network media must maintain an objective and fair attitude, and pay attention to the interests of the whole society rather than the selfish interests of a few people. Network media should provide people with multi-angle, multi-level and multi-time-space information and cognition, encourage the public to participate in discussions, and promote the realization of public interests.

When solving social issues, online media should work together with the government, enterprises and the public to promote the realization of public interests. By supervising the government and checking enterprises, online media can play a role in

promoting social justice and realizing social welfare. At the same time, online media should also guide the public to view public issues correctly, so that the public can fully realize the impact and solutions of social problems, and improve the public's sense of social responsibility.

When spreading public issues, online media should put public interests first and continue to serve the good development of the people's livelihood. Consumer rights and interests, environmental protection, public security and other fields all need the attention and reports of online media. Online media should actively pay attention to these issues, guide the society to form correct values and behavior habits, and create a fresh and transparent media environment for the general public of the society.

4 Policy suggestions on strengthening the supervision of online media

4.1 Improve the supervision mechanism of online media

Under the background of the rapid development of network media, the necessity of supervision of network media is increasingly prominent. In order to give full play to the role of network media in the dissemination of public issues and fulfill social responsibilities, it is necessary to improve the supervision mechanism of online media. The specific recommendations are provided as follows:

1. Strengthen the data supervision of network media, establish a comprehensive data collection and release system, standardize the data collection and processing process of network media in the dissemination of public issues, and improve the data quality and credibility.

2. Strengthen the content supervision of online media, improve relevant laws and regulations, strengthen the monitoring and treatment of false, misleading and harmful social information, and protect public interests and public security^[4].

3. Establish a credit evaluation mechanism for online media, encourage online media to play an active role, and punish violations, so as to improve the credibility and credibility of online media in the dissemination of public issues.

4. Strengthen the self-discipline of online media, establish industry norms and industry organizations, improve industry self-discipline and professional ethics, and promote the healthy development of online media.

5. Strengthen the government's management and supervision of online media, establish corresponding regulatory agencies and responsibility system, strengthen the supervision and governance of online media, and promote the healthy and stable development of online media.

To sum up, improving the supervision mechanism of network media is a necessary way to ensure the role of network media in the dissemination of public issues and fulfill their social responsibilities. At the same time, building a healthy and orderly online media environment requires the joint efforts of all parties to form the joint efforts of all parties and promote the sustainable development of online media.^[5]

4.2 Improve the quality of network media practitioners

In order to strengthen the social responsibility of network media, it is necessary to improve the quality of network media practitioners. The specific recommendations are provided as follows:

1. Strengthen media professional ethics education. Cultivate the sense of social responsibility and professional ethics of media practitioners, and strengthen the publicity and implementation of media professional ethics [6].

2. Improve the media literacy of the employees. Strengthen the learning and application of new technologies and new media by network media practitioners, improve their information literacy and communication technology level, so that they can better complete the social responsibility of public issues dissemination.

3. Establish an industry self-discipline mechanism. Strengthen the construction and norms of industry associations, establish the self-discipline mechanism of the industry, supervise and punish the behaviors of media practitioners, and ensure the norms and legality of media communication behaviors. [7]

4. China Strengthen the modernization of media technology and management, improve the overall quality of the media, adapt to the development of the information society, and better fulfill the social responsibility of public issues dissemination [8].

4.3 Strengthen the supervision function of the media

In the Internet era, the media, as the disseminator of public information and the guide of public opinion, has an important supervision function [9]. However, due to the excessive commercialization of some media, the pursuit of hot spots and clicks, resulting in the imbalance, unobjective reports, and even false and exaggerated problems, which has caused a bad impact on the society and seriously affected the credibility and credibility of the media. Therefore, strengthening the supervision function of the media is an inevitable requirement to maintain the public reputation and social interests of the media.

Specifically, the following policy measures should be taken:

1. Strengthen the construction of media self-discipline mechanism. The media should establish a sound internal management system, establish an independent news inspection department, supervise and evaluate the news reports, correct improper reports, and ensure the accuracy and objectivity of the reports.

2. Establish a media evaluation system. A special organization shall be set up to supervise and evaluate media reports, and encourage excellent media, correct bad reporting behaviors and promote the benign development of the media.

3. Establish a punishment mechanism for violations. If false reports, misleading publicity and other violations are found in media reports, the responsible personnel should be made public and investigated in time, and the punishment and crackdown on violations should be strengthened to prevent bad reporting behaviors from the source.

4. Carry out media ethics education. Strengthen the professional ethics education of media practitioners, deepen their understanding and awareness, advocate the con-

cept of social justice, objectivity, rational and civilized communication, create a good public opinion atmosphere, and strengthen the sense of social responsibility of the media.^[10]

Through the implementation of the above measures, the supervision function of the media can be well strengthened, the social responsibility consciousness and credibility of the media can be enhanced, and the benign development of the media can be promoted to make greater contribution to the social construction ^[11].

5 Conclusion

In order to ensure the public interest and social stability, it is necessary to strengthen the self-discipline and supervision of the network media, and highlight the importance of the public interest. The work of the press and public opinion is carried out under the leadership of the Party and runs through the whole cause of revolution and construction, playing a role that cannot be replaced by any other form. In order to promote the sustainable development of network media, it is suggested to establish a sound supervision mechanism, improve the quality of employees, and strengthen the supervision function of the media.

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