Analysis of Importance of New Media Literacy

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Abstract. Along with the rapid development of modern society, media environment is constantly changing, and media literacy is changing so fast, it is not any person's exclusive products, it belongs to the media, and also belongs to the audience, in what is now the development of new media, new media literacy should be brought to the attention of the height, because it is directly related to the quality of the media environment. Only high quality media literacy and high-quality new media environment will interact with each other, improve each other, and form a virtuous circle to serve the public.

What is New Media Literacy

With the rapid development of society, the change of the media environment is even more dramatic. From the original media, through the language media, the text media, the printing media, to the present new media [1-2]. In McLuhan's pen the medium is everything, everything is medium.

Medium is a word that is clearly defined as an intermediary, tool, or organization: it is a substance or channel used to carry or convey information or effects [3]. Literacy in the modern Chinese dictionary is: daily cultivation, such as artistic accomplishment. Media literacy refers to the skills and qualities of people experiencing media, deconstructing media, analyzing media information and creating media products [4]. It can be divided into three levels: ability mode, knowledge mode and understanding mode.

However, with the development and progress of media, new media emerged in the public view, and then new media literacy was born. It refers to the social networks, Internet and mobile revolution under the background of revolution, personal changes and social relations in order to adapt to the new media environment, build bigger and better social network, should be to master new skills [5-6]. Lee ray sailor (Lee Rainie) and Barry wieman (Barry Wellman) in their New book "network: a New social operating System" (Networked: The New Social Operating System) is presented under The Internet to promote The "Networked individualism" era, we should have New media literacy (Networking literacy) include: abilities of image processing, navigation, information organization and unicom ability, ability to focus, multitasking ability, sceptical spirit and moral accomplishment. Compared with previous media literacy, new media literacy is high demand and high index.

Media Literacy and New Media Literacy of Media People

Media people, namely the media, generally refers to people who are engaged in the professions such as TV stations, new media, newspapers and periodicals, radio, television, television, television and so on [7]. In general, people in the media industry who make, design, business, plan, promote and so on can be called media.

As a media person, there are three qualities required. First of all, the knowledge of this profession and the mastery of professional knowledge and skills. This is a skill you must have in

any industry, and it is the most basic thing you have in your industry [8]. For example, as a writer, you need to know may have a script written rules, the character set of skills, and the expression of the plot points, and current events politics, or about the film and television works of relevant policies and regulations. This is the bottom line that you can't touch when you're writing a script, and the content you want to express must be in this big frame. The second is the professional passion. As the saying goes, "a line of love" is a sign of this. For example, why journalists can master information, organize information, or excavate the most valuable questions in interviews [9]. In addition to his professional competence, he was traced back to his passion for the job and his commitment to the job. A media man who has no love in his heart can not present information [10]. In a nutshell, as a media man, he strives for his career and is proud of his professional passion. Finally, social responsibility [11]. The social responsibility of media people is actually the law of survival of the media. The media should "promote the true, accurate, comprehensive and objective dissemination of news information". This is also our focus, media literacy of the media. To be specific, first of all, it is true to report facts, not to make subjective tampering and comments on facts, not to give in to rights, and have independent voice [12]. For example, as a journalist reporting on an event where you have personal emotions, you can only control. You have to put aside all your personal emotions to observe and present, and to convey all the facts without adding any personal opinions or emotions to the audience. Second, do not harm others maliciously. Don't take sides with facts or opinions, only facts. As a media person, you are not an individual and representative, unable to speak any language or body of Shanghai. Again, fully describe what you are presenting. You can't take the story out of context [13]. For example, a reporter only one-third of the events reported by the description, it is not the event itself, is just like a word you say half, express the meaning will be very different. At the end of the day, no matter whether it's a movie or a program, it doesn't publish misleading ads. As a media person, we should reject the temptation of false and profit. The first thing that should be put in the media is the public. But it has to be said that this problem exists in the current media environment.

Above is the content of the media literacy is the new media literacy, in the era of the Internet + big data, the flow of information is accelerating, running to the requirement of media people also promoted step, then the new media literacy and let us start a new round of learning, such as image processing, navigation, information organization and unicom ability, ability to focus, multitasking ability, etc., which we have mentioned above. For example, compared the previous image content is single now, easy to handle, straightforward, and now is rich, big content, high quality, the process is relatively complex, of course it also depends on the development of technology.

The media must understand that the medium is an intermediary, and the media is the emissary of this intermediary, what is presented and how to present it all in your choice.

Media Literacy of the Audience

Media literacy is not exclusive to the media, it is also an audience. As an audience, it is not a complete acceptance of information, but a process of "processing" information, from selective acceptance to information judgment to information adoption and information dissemination. In the middle, the choice and judgment will be different because of the different media literacy of the audience. For example, "the rumor stops at the wise. "The so-called rumor originates from public opinion. It is originally a message, and the audience chooses, accepts, analyzes, judges and disseminates it. When analyzing judgment, it is divided into two groups. The one group has the information completely, which is that the wise man has ruled out the rumor. One faction creates or spreads information, and of course we exclude the audience from the herd mentality. A few years ago, "rob salt storm" is a good illustration, edible salt information spread on the Internet is about to disappear, supermarkets, shops and markets of edible salt is almost sold out, but after confirmed this information is not reliable, but the rumors. Furthermore, we can in the medium is obtained by

analyzing the process of development, people's autonomy is gradually enlarge, viewed from the previous form in the later part of the review, now fully open cut in comments, therefore, also gradually enhanced in autonomy under the change of interaction, we can to make comment or response to the comments of others for their own comments. You can even evaluate and discuss other people's work or ideas with like-minded people. Of course, the improvement of autonomy also means that we should pay more attention to the protection of our information. In recent years, the popularity of intelligent terminals, the upgrading of information technology and the rapid development of social media have become a part of personal safety. Therefore, it is inevitable to increase the risk of users' privacy disclosure, and the infringement cases frequently occur. Information technology in the production and living of human society to bring the Gospel of at the same time, as the sword of Damocles hanging by a thread, lies the possibility of infringement of personal rights and interests, each individual's information security threat to the Internet era. For example, a photo of a friend's circle can be traced to a person's precise location, such as a web page that inadvertently uncovers a large amount of personal information.

And in the midst of the information flow process, media literacy is ubiquitous, how to express, to express what it can let us feel the presence of media literacy, visually we have a saying in "one thousand readers will have one thousand Hamlet" we people in the media (Hamlet) interpretation under the present of information has become the Hamlet is transmitted to others. As clearly shown in Figure. 1:
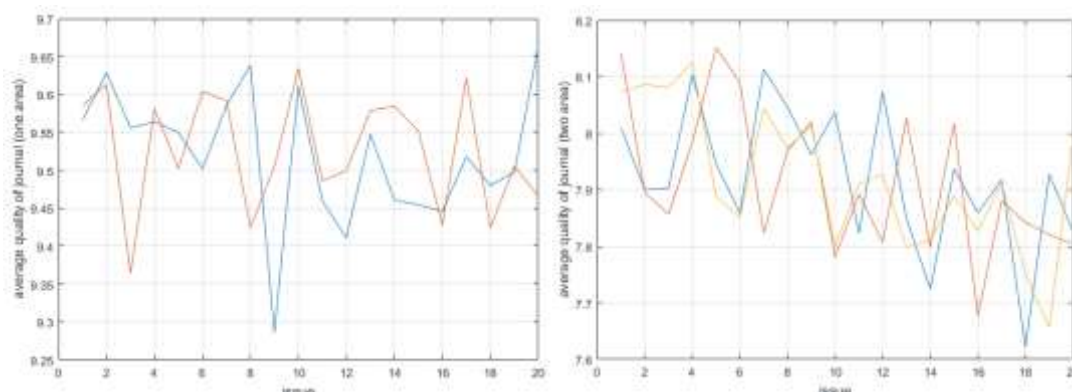

Figure 1. Complexity of new media literacy

To sum up the above content, communication is an extremely interactive process. The media reach the audience, and the audience reaches other audiences, which is the dissemination and circulation of information. The source of information is important, essential and important, but the feedback and retransmission of the recipient is more important. It can be said that whether the media or the audience, there is no doubt that they have a common identity is the disseminator. For example, a building, a good building materials is the foundation of it, there is no architect planning, it is a good worker and I don't know how to build, without a good worker, it is a good material also can only be a heap of ruins, so the media environment is just like building materials, the progress and development of the media is just like building designer, to find, to present, to offer, and the workers like the audience to accept after understanding, analysis, and then create information dissemination.

Importance of New Media Literacy in New Media

Due to the close connection between media and technology and social development, the connotation of media literacy is constantly changing with the development of communication technology and communication technology. Experience from reading, understanding and writing ability, audio-visual literacy, digital literacy, information literacy, new media literacy transformation. The

emergence of new media literacy is inseparable from the emergence and rapid development of new media. Mainly refers to the new media is based on information and communication technology as the core, can be achieved through electronic devices anytime, anywhere access to information, complete the user interactive feedback, creative participation and form a community media forms. The emergence of new media enables ordinary users to participate in the process of building media content. That is to say, the media consumer is no longer at the bottom of the information circulation, as passive recipients, but can through active participation and cooperation with other media users change the flow of information process. For example, now the new media makes the public information exchange platform with the expansion of large area, it also can improve the interaction between the audience and interaction is the embodiment of the spread, people used through face-to-face conversations, text communication, then telephone communication, TV receiving, but now more and more platforms for almost all of the information we have right to be heard, this is the new media brings us convenience and advantage. But also because of the large area of the audience, not limit, make each idea different, accept different culture cultivation, environment different audiences are clustered in the same wraps, new media literacy to embody the importance of it, each man is the main body of information dissemination, it can be said that everyone is a "worker" in the above example, and everyone can be a "architect". so, only new media literacy widespread coverage to build a high quality of the new media environment.

Conclusion

According to the above elaboration and analysis, we conclude that new media literacy is extremely important in the context of new media development, which determines the quality of new media environment. It is hoped that in the current society of rapid development of technology, media and audiences will display higher new media literacy in the process of communication and communication. Only high quality media literacy and high-quality new media environment will interact with each other, improve each other, and form a virtuous circle to serve the public.

Acknowledgements

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