

"Authenticity in Situation": The Alienation of Post-truth and Media Subject Emotional Mode

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Abstract. Emotional mode means that the media subject runs in accordance with a certain "script" when it disseminates information, and the characteristics of information dissemination in different modes are also different. In the post-truth era, the characteristics of information dissemination have undergone tremendous changes. This change focuses on the alienation of the emotional mode of the media subject, leading to a contextual interpretation of the authenticity of information. This paper aims to summarize the types of emotional patterns of the media subject, and analyze the causes and operational mechanisms of the alienation of the media's emotional patterns in combination with the characteristics of the post-truth era, and explore the impact of emotional pattern alienation on information dissemination.

Keywords: Post-truth age; emotional mode; information authenticity.

1. How Affective Patterns Affect the Information Dissemination of Media Subjects

Emotion is a broad concept. It can refer to the emotions and attitudes of individual individuals to a particular event, and it can also represent the overall social assessment of social hot events and stress responses. Scripting theory believes that human behavior is largely a model called "scripting", which is similar to creating a written script by providing an action program. We can construct a pattern script based on the type criteria and impact level of individuals and scenarios, telling us that our actions contribute to maximizing positive impacts and minimizing negative impacts [1]. Therefore, the media subjects that disseminate information and receive information on social media, that is, communicators and audiences, also have the characteristics of "scripting". The operation of this scripting mode relies on two mechanisms: the operating mechanism of emotional color, and the emotional color can be understood as a momentary emotion, such as anger, sadness, anxiety, happiness, excitement, and so on. Once this transient emotion is generated, it will stimulate the media subject and quickly guide the media subject to produce corresponding behavior; the operational mechanism of attitude expression, attitude expression is the value judgment and value choice of the media subject to an event. Compared with emotional color, attitude expression can better reflect people's social attributes. Different social experiences and practical experiences can affect a person's worldview and values, and this conceptual difference leads to different value judgments and value choices.

Because of the different operating mechanisms of the script mode, that is, the difference between the emotional color operation mechanism and the attitude expression operation mechanism, and the influence of one mechanism on another mechanism, the media subject forms different emotional patterns:

The emotional color operation mechanism runs first, and the attitude expresses the "impulsive" emotional mode after the operation mechanism. This emotional mode is preoccupied with emotional color, leading to the subjective color of the value judgment and value choice of the event. The emotional color of an event may be due to the "experience summary" of the media subject to similar events, that is, presupposing the authenticity of the event, the responsible person in the event, the final result of the event, etc., which should be unknown factors. The attitude expression mechanism is affected by the emotional color mechanism, and receives the instruction of the emotional color mechanism to produce the corresponding operation. However, since the attitude expression mechanism still exists, the result of the event comes to the surface. If the stress response of the media subject does not match the outcome of the event, the attitude expression mechanism can "repair" the behavior of the media subject.

The attitude expresses the operational mechanism first, and the "responsible" emotional model that runs after the emotional color operation mechanism. This kind of emotional model is based on the attitude expression mechanism to ensure the correct judgment of the authenticity and value of the event, so the subsequent generation of emotional color is usually reasonable. The interaction of the two mechanisms in this emotional model is efficient and accurate, and therefore more likely to have a positive impact on society. Compared with other emotional models, this efficient mode of operation usually makes the media subject with the model show strong and reasonable social responsibility on the media platform. This emotional model also means a high level of "media literacy." We hope that opinion leaders in traditional media and social media have such a model characteristic. In the practice level of social fairness and justice, we will exert a broad space of our potential, spurt and clarify, affirm and advocate behaviors that should be praised in embodying the principle of fairness and justice, negating and resisting acts that must be deprecated [2].

The emotional color operation mechanism operates, while the attitude expresses the "blind" emotional mode in which the operating mechanism does not operate. This emotional model is most easily swayed by public opinion, because the normative operation of the attitude expression mechanism no longer exists. The attitude expression mechanism is rooted in the deep concept of human beings and is not easily changed by the external environment. On the contrary, the emotional color mechanism is manifested by specific events and is highly susceptible to external changes and intense changes. When the external forces permeate the emotional mode "script" of the media subject by manipulating the emotional color mechanism, the media subject is "manipulated". Unlike the media subject of the "impulsive" sentiment model, because there is no restriction of the attitude expression mechanism, the series of stress responses from the media subject of this emotional model are characterized by "dispersiveness". People are controlled. Populist movements are often initiated and completed by a group of emotional people. In the French "Yellow Vest" protest movement, the intervention of social media is mixed. By manipulating the information publisher behind the screen, it is equivalent to manipulating a complete information chain, and by amplifying the opposite of society, it forms a synergy of opposition [3].

The attitude expresses the operational mechanism, while the emotional color operation mechanism does not operate the "sense" emotional model. This is a pattern that is guessed or assumed. A person can have no clear values for an event, because without the rich social experience, it is impossible to judge the moral connotation and social value of certain events, but it is difficult for one person to have no emotion for an event. color. We may think that the media subject with this emotional model does not produce emotional color, but must hide this emotional color due to professional characteristics, event situation and other reasons. The ruling principle of the Communist Party of China is to "capture the overall situation and coordinate the parties." The party's overall leadership is reflected in all aspects of governing the country's governance, and is reflected in the design, arrangement, and operation of the state's political institutions, systems, and systems [4]. In the process of the party leading the country's construction, it is necessary to coordinate the interests of the public and the multi-party, and formulate a major policy toward the globalized world and the international situation. At the media level, the party's ruling principle is reflected in the full play of the role of the attitude expression mechanism, and the careful use of the use of emotional color mechanisms.

The "indifferent" emotional model in which the emotional color operation mechanism does not operate and the attitude expression mechanism does not operate. In order to reflect the integrity of the discourse, this emotional model is listed, but this emotional model is difficult to exist. When a mentally sound person does not produce emotional color, does not express an attitude or evaluates, it may be because he wants to hide both and become the "silent majority" in the public opinion field. Media subjects with this model believe that neither the expression of emotions nor the evaluation of events can satisfy the conditions of "promoting the positive effects of maximization and minimizing negative effects". Media and public opinion have lost some Social significance.

Table 1. Summary of emotional pattern types of different media subjects

Emotional pattern type	Script run		Stress response	
	Emotional color operation mechanism	Attitude expression mechanism	Characteristics on social media	Behavior and performance on social media
Impulse type	Run first	After running	Post comments on social media very quickly	After the "preset" error, the behavior will be "fixed"
Responsible	After running	Run first	I usually wait and see for a while and then comment on social media.	Take on the social responsibility that pushes the truth to the surface
Blind	run	Not running	Publish inflammatory comments on social media - "Internet populism"	If it is manipulated by illegal forces, it will have a bad impact on society.
Rational	Not running	run	Often referred to as "factual clarifiers" on the social media to publish the truth	Media industry insiders have higher expectations for media entities to exert positive social influence Although this inaction prevents the bad influence, if everyone is silent, the truth of the fact will be unknown.
Indifferent	Not running	Not running	"Most of the silence"	

2. The Alienation of the Media Subject's Emotional Model in the Post-truth Era

The term "post-truth" was given the meaning of "emotional appeal greater than factual statements", first seen in an article by Steve Tsicqi on the Gulf War in 1992, in which the US authorities tried to cover up the truth and incite public sentiment. In the case, he pointed out that the people "live in a world of post-truth [5]." In 2016, after being named as the annual vocabulary by the Oxford Dictionary, the word "post-truth" really entered the public eye, and a series of populist political events such as the Brexit, the US election, and the French political "black swan" opened. An era of information dissemination led by "post-truth".

One of the characteristics of information dissemination in the post-truth era is "the empowerment of new media." It is worth noting that in the "Internet age, everyone is a microphone, everyone has the right to speak" is a rhetorical statement, intended to express the participation of the audience in the process of information dissemination on the new media platform, not like the traditional media era is so limited. A small number of audiences try to become information publishers because of their strong sense of social responsibility. The information they publish is based on a series of "transformation mechanisms" such as praise, forwarding, comments, algorithms and heat rankings on the new media platform. The scope of communication has expanded and the influence of communication has increased. But this "transformation mechanism" is random and selective, and not all the information published by the audience can be "transformed"; similarly, this random selective "transformation mechanism" intermittently turns some of the audience into Communicator, but this change is not permanent – when the information published by the audience is "transformed", he becomes a communicator in the process of transformation, and the transition ends as an audience. In social media, there is always a part of the media subject is a permanent communicator; there is always a part of the media subject to become a permanent audience because there is no willingness to be "transformed"; there is always a part of the media subject, when the information published is "transformed" The communicator, after the "transformation" ends, becomes an audience. Therefore, in social media, some media entities are relatively mobile.

Emotionalization and fragmentation are another feature of information dissemination in the post-truth era. Fragmentation of information is not fragmentation of the information itself. The influx of information on the new media platform has made it difficult to advance the agenda. The limited attention and reading energy of the audience has been dispersed, causing the audience to "cut" the information into pieces. Obtain. "Cut" is arbitrary, based on the subjective thinking and self-preference of the audience. When this "cutting" randomly removes mainstream values, government credibility, and social trust and collaboration to maintain public order, populist emotional hazards arise. When the "transformation mechanism" of the new media platform randomly selects such audiences and "transforms" them into communicators, this sentiment will be spread quickly.

The main body of emotional pattern alienation in the post-truth era is the audience that has the will and opportunity to be transformed by the "transformation mechanism" provided by the social media platform. The reason for the alienation of emotional patterns is that it is easy to put forward the mechanism of emotional color operation in the process of "transformation", and the stimulation of emotions leads to the disorder of the operation of "scripts" in emotional patterns. This alienation is not absolute, because the higher the media literacy of a person, the less likely it is that the emotional color operation mechanism is pre-positioned. The "cutting" status of the audience when they get the information is different. Some audiences can avoid the arbitrariness and subjectivity of "cutting", and they will not be separated from the framework of social order. Such audiences are usually "responsible" and "sense" in the emotional mode. However, the "impulsive" and "blind" information "cutting" in the emotional model usually relies on instantaneous emotions, which may lead to random "cutting" and the lack of control of the received values.

When the "impulsive" and "blind" audiences were randomly selected by the "transformation mechanism", they became short-lived communicators. As a result of random "cutting" leads to its separation from social order and mainstream values, emotional hazards will be intensified and a chain reaction will spread. The spread of emotional hazards not only affects other "impulsive" and "blind" audiences, but "responsible" and "sense" may also be affected. The spread of emotional hidden dangers promotes the alienation of emotional patterns. The specific form is the pre-position of the emotional color operation mechanism, that is, the media subject tends to operate the emotional color mechanism first, and thus the interpretation of the authenticity of information is also emotional. If the expression of emotional color cannot be coordinated with value judgment and choice, the emotional model will have an alienation reaction—the "scrip" operation of the emotional model is disordered, which leads to the disorder of the interpretation of the authenticity of the information.

The specific expression of disorder is the contextual interpretation of the truth contained in information. The authenticity of information is "authenticity in the context." The "onlookers" effect of emotional diffusion implies a certain sense of group identity, which leads to a "situation" evolved from group emotions, so that we see that in the public space of the Internet, the ultimate purpose of discussion and rebuttal is often It is not about seeking the truth, but about seeking the so-called "consensus" and even "stationing the team [6]." In the "situation", the alienation of the emotional model is self-directed and self-directed. There is no such thing as logic. The alienated emotional model operates according to the script of his own imagination, and the resulting stress response is "real". Take the "Jiange Case" as an example. Since its spread on social media, the audience has poured down and expressed their own emotions. Even the media relied on emotional "brain supplements" to restore certain details of the case. Sensual emotions are socializing. The rendering of the media has become more serious... This process of emotionally driven information dissemination is the embodiment of "authenticity in the context" [7].

As the media main body of "responsible" and "scientific", the mainstream media should emphasize its own topic-leading role and continuously explore the ability to unite public opinion and promote consensus. The psychological changes of the audience are closely related to social development, and the daily life of the audience is the source of high-quality content. Therefore, the mainstream media should pay full attention to the development trend of social psychology, summarize the operation mechanism of the emotional model, understand the appeal of the audience and the majority of the public opinion. Audience consensus and emotional orientation. Traditional media should embody

emotions in the truth and authority. Through the truthful complaints, we can gather consensus and gather public opinion [8]. Only by creating content quality can we improve the media literacy of the audience and prevent the risk of alienation of emotional patterns. The transformation mechanism in social media is arbitrary. This suggests that the mainstream media should build a public opinion monitoring mechanism to detect the precursors of emotional hidden dangers in a timely manner. The exponential emotional outburst has the characteristics of being weak and strong, so the early intervention of mainstream media can effectively contain the subsequent adverse effects, this revelation, as the mainstream media of the "clarifiers of public opinion" should give full play to its own advantages and promote the truth of the facts to come to the fore.

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