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Analysis on Network Public Opinion Communication Mechanism and Guidance Strategy

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ABSTRACT

In view of the existing problems in network communication, this paper puts forward the solution strategy of network guidance. It plays a leading role in the deep integration of the two dimensions of real space and virtual space, guides the people's ideological identification, political identification and emotional identification, and plays the concentric circle role of gathering hearts and forces.

Keywords: network communication guidance; Intelligent media algorithm; Network guidance

1. Introduction

The world today is undergoing profound changes unseen in a century. Western countries are trying to use the Internet to reduce the discourse power of Marxism in cyberspace. British scholar Andrew Chadwick clearly pointed out that the Internet is the best tool and optimal means for the United States and Europe to infiltrate and corrode other countries' ideology. American scholar Moyer Michael believes that the competition between China and Western countries in the Internet market is essentially the

competition of different ideologies corresponding to the two different social systems of socialism and capitalism. In December 2017, the Trump administration released a report on the National Security Strategy of the United States, which defended the national security strategy of the United States first by taking China as a strong challenger. This shows that the United States has gradually engaged in a great power game between politics, economy, science and technology, ideology, tangible and intangible power, and hard and soft power.

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ARTICLE INFO

Received: 25 August 2024 | Revised: 5 September 2024 | Accepted: 23 September 2024 | Published Online: 30 September 2024

DOI: <http://doi.org/10.26549/mmpp.v6i3.23867>

CITATION

S.J., 2024. Analysis on Network Public Opinion Communication Mechanism and Guidance Strategy. *Macro Management & Public Policies*. 6(3): 15–19. DOI: <http://doi.org/10.26549/mmpp.v6i3.23867>

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2. The problems faced by the network public opinion communication mechanism

2.1 The convergence of multiple ideas and the challenge of unified discourse

In recent years, with the widespread popularity of mobile terminals such as smart phones and tablet computers and the upgrading of Internet cloud technology, media technology barriers set by traditional media have been broken through. Media applications have low entry barriers and easy operation. Ordinary people can reach media applications, which only require a smart phone, a computer connected to the Internet and editing software with simple operation. You can release your own audio and video. The Internet forms a public and open space for the expression of opinions, and everyone can become a spokesperson for certain ideas and opinions and express their own wishes and interests. The public is not satisfied with the mainstream media's one-sided publication, and is eager to share and disseminate information resources. Individuals with the same views and appeals form a "consensus circle".

Due to the change of the subject of information generation and dissemination, the discourse power is divided by various information circles and discourse expression forms, and authoritative opinions are deconstructed from the bottom up. The confrontation between different opinions is becoming increasingly fierce, and people gradually abandon the value norm of pursuing unified ideas. When all kinds of non-mainstream and minority behaviors and ways are recognized and accepted, when differences are affirmed by the public, and some disorder and clutter are tolerated and accepted, the convergence of pluralistic ideas provides a hotbed for the discourse of "yes and no" and "true and false". In the noisy public opinion field, some people deceive and confuse the public with wrong remarks and values, which challenges the authority and unity of discourse.

2.2 The prevalence of historical nihilism leads to risks caused by online rumors

The contemporary trend of "nihilism" comes from the West. Different from the certainty of "belief in the non-existence of truth" given by the philosophical form Nietzsche, historical nihilism denies the regularity of history, analyzes the errors of stages in history in isolation and negates the whole process.^① With the popularization of the Internet and the development of media technology, network we-media has inevitably become a new field for historical nihilism to create discourse, spread ideas and compete for power. Some platforms with ulterior motives take advantage of the secular, scattered and superficial features of we-media to create fragments of knowledge, falsify historical truth and dilute mainstream values.

The actions of historical nihilists who vilify heroes, attack leaders and distort Chinese history on the Internet need to be highly vigilant and resolutely combated. They specially select content that can satisfy people's curiosity and subvert existing cognition. They use title words such as "review", "reveal secrets", "overturn cases" and "restore the truth" to extract details of history, artificially create confrontation, and attempt to shatter the assessed historical conclusions and ideological consensus. The use of some software in a short period of time to send tens of thousands of different tone, different content but similar expression of speech, forming a large number of one-sided speech, for irrational judgment and even a variety of rumors breeding and growing soil, these wrong statements through mutual infection affect the public, the cost of rumormongering is low, the power of rumors is large, under the influence of herd psychology, individuals will be threatened by the group, Exacerbating the formation of public opinion. Public sentiment and consensus on social values are being tested as never before, and improper handling will be exploited for ulterior motives.

2.3 Intelligent media algorithm recommendation, affecting the dissemination of mainstream media

Entering the era of intelligent media, algorithm recommendation is no longer a simple tool of information dissemination. Behind the algorithm is the construction of information and political pattern by capital technology.^② In the Internet where traffic is king, platform algorithms push personalized information recommendations based on individual behaviors such as browsing, searching, following likes, and forwarding comments, and over-cater to individual preferences. They surround people like a cocoon, forming an information cocoon. Limited homogenized information spreads repeatedly, and the public is wrapped by homogenized information, making it difficult for heterogeneous information to spread. The self is trapped in the state of information closure.

Surrounded by a large number of monotonous, repetitive and ineffective information for a long time, interests, hobbies and values continue to narrow and solidify.^③ The public gradually loses various sources of information and the right to make independent choices, cannot make correct screening and perception, and gradually loses the ability to judge and choose values. Platform capital and interest groups, relying on their original status and discourse advantages, become opinion leaders. Through intelligent algorithm platform pushing, their local dominant opinions gradually rise to the overall opinions, and constantly strengthen the discourse control over the expression of opinions.

3. Network guidance countermeasures and suggestions

In the era of big data, with the help of digital technology, we can accurately grasp the laws of social activities in virtual networks, accurately grasp the ideological trends of different strata and different regional subjects, strengthen the management of virtual cyberspace, ensure the influence of mainstream ideology in cyberspace,

and recognize the core socialist values. To promote national rejuvenation and national prosperity, we must consolidate the ideological foundation for the joint efforts of the whole Party and the whole people, that is, to realize the Chinese dream of the great rejuvenation of the Chinese nation, to use the common ideal as a strategic tool for rallying hearts and minds and unifying ideas, to give full play to the theoretical effectiveness of the theoretical system of socialism with Chinese characteristics, and to build a good network ecology full of positive energy and in line with the main theme. We should foster a clean and prosperous cyberspace. We will stimulate the people's enthusiasm for learning, creativity and innovation, and promote core socialist values. In the new era, the "Chinese Dream" and "Yearning for a better life", as national ideologies, have well connected the mainstream ideology with the needs of the broad masses, built common values of the public with common interests, and guided the new practice of online public opinion work.

3.1 Ideological guidance: adhere to the guiding position of Marxism in ideology

Marxism is the fundamental guiding ideology. We must always hold high the great banner of Marxism, ensure concentric circles online and offline, and unify our thinking.

First, build a good team to train party and government cadres to master the laws of operation and communication of online platforms and become experts in ideological work from theory to practice. The second is to give full play to the leadership of the Party and the mainstream media, fully mobilize multiple subjects with diversified means, build a good ideological and public opinion field, occupy the online public opinion position, and timely provide mainstream ideological guidance on hot topics, sensitive topics and controversial topics. The third is to build an open communication pattern, create a three-dimensional communication matrix with mainstream media guidance, social media cooperation and we-media participation, expand the groups and platforms for the dissemination of

Marxist ideology, and carry out ideological and public opinion work in a way that they are willing to listen to and understand with the help of the main power of different groups. Fourth, cultivate people's Internet literacy, and guide them to take a firm stand, express themselves rationally, and consciously resist Internet penetration. We should train the public to fight against wrong remarks and wrong directions.

3.2 Laws and institutions: Ensure the security of mainstream ideology

The United States has formulated a series of policies, including the Cyberspace Policy Review, the National Cybersecurity Strategy Report, the International Cyberspace Strategy, and the Cyberspace Action Strategy, to strengthen its control over cyberspace. Learning from the experience of other countries, it is necessary to ensure the security of mainstream ideology through laws and institutional systems.

First, establish and improve a legal system for cyber ideology. At present, China's criminal law stipulates the crime of illegally invading the information system, the crime of destroying the function of the information system, the crime of making and spreading the computer virus and other crimes of destroying the computer program, but it is relatively scattered, lack of direct legal provisions for the security of the network ideology, and has not formed an overall system. The next step is to formulate special laws and regulations according to the actual situation, and establish a new legal and regulatory system that ADAPTS to the work of network ideology. The second is to increase the publicity and education of network security law, improve the effectiveness of laws and regulations, use legal weapons to supervise cyberspace, standardize the professional cultivation and legal bottom line of platform industry practitioners, and build and improve their industry norms system through industry organizations as soon as possible. The third is to establish an online and offline linkage system, establish an online and offline linkage system of socialist core values, promote the concrete

implementation of the socialist values system, and integrate it into various rules and regulations. Fourth, strengthen the implementation of the system construction to all levels and all types of schools, increase the school education of network ideology security, into the classroom, into the daily management, into the mind and other systems, and promote the construction of the key work of the system guarantee system.

3.3 Technological innovation: take the initiative to reshape the public opinion field

It is urgent to improve the independent innovation ability of China's algorithm, and we should actively adopt strategies to deal with it, from passive response to active attack, and reshape the network public opinion field.

First, the implementation of technology independent innovation, core technology breakthrough and research and development, training their own engineers, with Chinese algorithms to build a strong network security firewall. The second is to formulate reasonable rules for pushing information, discard the trap of traffic being king, and overcome the influence of capital control and business logic. In terms of the push rules, it is necessary to push high-quality information, actively guide a healthy and upward public opinion environment, help get rid of the restrictions of the "information cocoon", and expand the radiating power of mainstream media ideology. Third, to build a pattern of multimedia information dissemination, mainstream media must remain open, adhere to multimedia communication as the mainstream ideological dissemination, explore the cooperation between multi-level and multi-types of media, realize information interaction and information sharing, exert linkage effect, and cover all types of terminals and users. The fourth is to cultivate the algorithm literacy of Internet users. Due to the lack of relevant understanding, people are trapped in the "information cocoon" and do not know it. By carrying out relevant activities into classes and communities, we can improve the algorithm literacy of Internet users, especially young

people, and encourage them to become the active builders of algorithm ecology.

3.4 Space construction: firmly grasp the right to speak of network ideology

The world today is facing profound changes unseen in a century. New technologies such as artificial intelligence have brought about changes in the ecology of public opinion, and the battle for the right to speak in online virtual space has become the focus of international competition.

First, to adapt to the language system of the network era, to overcome long speeches and mechanical indoctrination, and to use stories from grand narration to micro individual interpretation theory; The use of high-quality video and audio forms to transfer individual aesthetics to group aesthetics, and build the popularization of civilized narrative communication. The second is to achieve stratification and segmentation, use artificial intelligence algorithms to reach the audience, carry out different strategies according to different characteristics of the public, meet the cognitive needs of different groups, make it in line with the acceptance of different groups, and respond to the interests of different audiences in a timely manner. The third is to take the initiative to set positive issues, train their own opinion leaders, highlight the core of China's spirit, and demonstrate China's role as a major country in global governance. Fourth, we should pay attention to the interests and demands of the people and address their needs. We will use online platforms to solicit opinions, conduct research

and discussion, guide netizens to learn theories and policies, and strengthen self-discipline and restraint. We will provide a broad mass base for consolidating the common ideological foundation.

In short, the Internet is a battlefield without smoke. Facing the grim situation of the network struggle, we need to constantly study new problems in practical work, take diversified measures, firmly grasp the leadership, and provide a strong ideological guarantee for the comprehensive construction of a modern socialist country.

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