

Research on the Influence of Mainstream Media on the Positive Emotional Guidance of College Students Under Major Public Events

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Abstract

In the process of preventing and controlling the epidemic in China, the inter-group emotions of college students deserve attention. College students are prone to negative emotions during an outbreak, which can lead to irrational behavior. The mainstream media should reconstruct the role of the media during the epidemic, help college students to channel inter-group emotions, convey objective news reports, and reduce the negative public opinions caused by inter-group emotions of college students. This study provides a theoretical basis for official media and an empirical basis for government departments to formulate relevant policies.

Keywords

Inter-group emotions ; mainstream media;public opinions ;public health events.

1. Introduction

The role of mainstream media in major public health events is to objectively face up to the information itself, timely forward and release the authoritative information of the government, respond to users' doubts, enhance the timeliness, focus and professionalism of information release, and guide users to obtain real and effective information to stabilize their emotions and take rational actions. However, since the outbreak of the new corona virus epidemic in January this year, a large number of rumors, fake news and exaggerated information interpretation have caused panic and irrational behavior among college students (such as buying Shuanghuanglian oral liquid). In this outbreak, most of the mainstream media are able to do in the outbreak of government information public and interpretation from multidimensional information targeted outbreak of public policy and information to help reduce the epidemic prevention and control of the government policy execution cost, let students reduce anxiety, but look from the emergency communication ability and media function exercise, did not have a certain emergency response ability and operational effectiveness, on the regional influence and credibility, and can't fully reduce the panic of college students, are only rumors, articles for daily use to snap up and protective equipment such as stock up irrational behaviour. In particular, the irrational behavior of college students deserves attention. This behavior is caused by the spread of panic, college students' self-speculation, and the identification of socialized information in the context of the dissemination of major epidemic information. All these phenomena are caused by the inter-group emotions of college students and deserve the attention of the mainstream media.

1.1. The Necessity of Mainstream Media Emergency Role Occupying Reconstruction

Under major public health events, college students have higher demands for timeliness and synchronization of epidemic information. Therefore, college students pay more attention to the

information transmission channels of mainstream media and we media. However, when the mainstream media forward the government's public information on news reports, they tend to get tired of it, so they often lose their voice or lose their position, which gives us and other channels an opportunity to "fill in". Since the media itself has a certain basis of public discourse, but the differences of different media literacy, control in the field of public opinion, combined with the mainstream media can't juggle epidemic information level of accurate, comprehensive, instant, interpretation and dissemination stratification plane "reach" and "conversion", this will give the media in the process of the spread of the epidemic information have the opportunity of "selective" dissemination, the media in the epidemic information dissemination will eliminate information selectively, irritating information, thus causing the information level of fracture and the great eye of the student, the rumors were to have a chink in the wall and taken out of context.

Therefore, under major public health events, the mainstream media need to play the primary role in emergency information dissemination, stick to their own credibility and authoritative attributes, optimize the natural advantages of communication in emergencies, and take the initiative to "voice, intervene and rumors" at key points of epidemic information dissemination.

1.2. Internal Correlation Between Epidemic Information and Inter-Group Emotions in Major Public Health Events

Inter-group Emotions (Inter-group Emotions, IET) is an American social psychologist Mackie, etc in 2004, integrates the emotional evaluation Theory, social identity Theory and classification Theory, the Theory is that personal identity a group after group will become a part of the self psychology, individual emotional experience at home and abroad will precipitation over time become Inter-group Emotions, which will point and regulating Inter-group behavior of concrete. The basic process of inter-group emotion theory is divided into cognitive evaluation process, emotional process and behavioral tendency process, which are different from the individual level of emotion, depending on the level of group identification and pervading the whole group.

In major public health event emergency cases, the improper interpretation and fragmentation of epidemic information transmission cause panic, college students and group identification, tend to be more believe that the media "rumors", and make relevant irrational behavior, the mechanism behind this is since the media empowerment through new media technology, through the media has its own share continuous monopoly connections (such as WeChat public accounts, etc.) to influence the herd behavior of the individual user behavior and identity. At this time since the media attention to the operation of the main and the user becomes a group, in a major public health event emergency, damage and high risk due to the outbreak of the event itself is strong and the information asymmetry, will appear the mood of inter-group provide free environment, college students in the process of group identification to the trust from media content, the spread of media characteristic and traditional media because of the timeliness and stereotypes for college students, can let the media in epidemic information content in the process of information transmission distortion, many college students of inter-group emotions, such as processing of polarization, and thus promote itself caused by irrational behavior. In this process, the individual emotions of college students are gradually accumulated and explode after reaching a certain degree. The internal correlation mechanism of specific epidemic information transmission, media role and inter-group emotion is shown in figure 1.

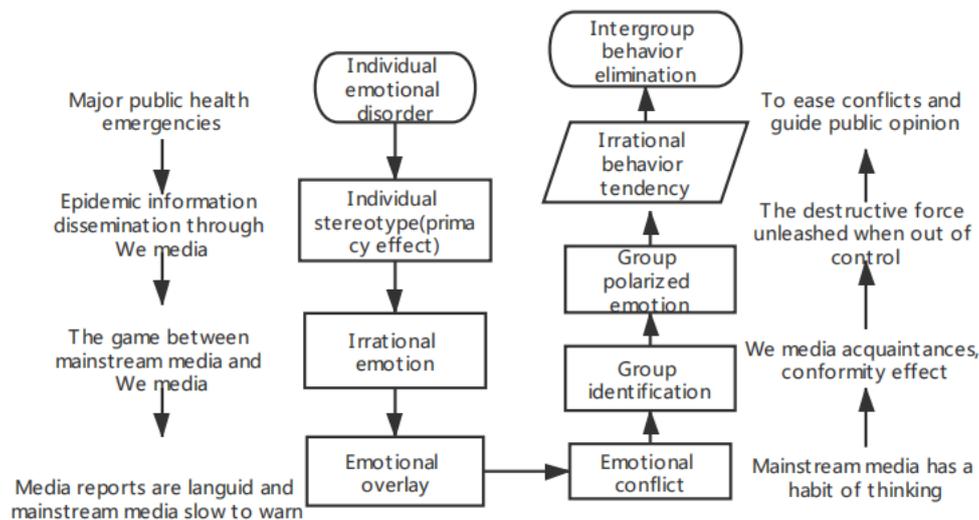


Figure 1. Media role and inter-group emotion

1.3. How Does the Mainstream Media Carry Out the Reconstruction of Emergency Role Occupying By Channeling the Inter-Group Emotion of College Student

In major public health events, the mainstream media make reasonable prediction and guidance on the formation and development of the epidemic spread, so as to guide college students' mental health and self-psychological adjustment. Therefore, the mainstream media should reconstruct their role in emergency occupation, increase the simulation and prediction of major public health events and risk behaviors, and make the intervention plan of college students' inter-group emotions in advance.

Inter-Group emotions produce is the root cause of the lack of "information" of uncertainty, so stir inter-group feelings incite and extreme situation development, so the key of the mainstream media role in emergency placeholder to should be returned to the medium as the basic functions: information, information about the government and public policy information source for instructions, and have the marks on the back of form a complete set of differential display, in the interpretation and presentation form of information, superposition of short video, audio and other media content expression, completes the certainty and objectivity of the information content itself, avoidance of absence of college students' cognition and negative inter-group outbursts.

Second, the mainstream media based on inter-group mood of the characteristics of personal identity, need to take the initiative to guide students to emotional link, the polarity of major public health event and outbreak of public opinion to security incidents are following " - violent evolution - peak - down" the evolution of the process, so the mainstream media in government defense from spreading at the same time as the need for college students to create a inter-group emotions guide field, such as new media H5 guide page, focus discussion, short video account project content production, etc., college students have council discussion space, reduce the chance to produce negative emotions, the mainstream media through the role of emergency, By controlling the trend of public opinion, preventing risks, and shifting the focus of inter-group sentiment, we can achieve the effectiveness of mainstream media focusing on the guidance of positive public opinions.

Furthermore, mainstream media under the major public health event emergency role to elastic network resources power, such as existing official community, opinion leaders, from media large, their media accounts of positive energy well-known blogger, public media such as

characters, when the panic of inter-group outbreak, the combination of the mainstream media and college students' IP interaction and positive information release can largely alleviate and give direction to inter-group emotions, to form the mainstream media - college students IP - since the media large benign interaction, promote inter-group emotions to promote the rational direction.

In addition, non-governmental organizations that establish good cooperation with mainstream media can alleviate the cognition, emotion and behavior of individuals in major public health events during the transmission of epidemic information, thus reducing the generation of negative inter-group emotions. Inter-group emotional accumulation of mutations and explosive can lead to irrational behavior, therefore, in the implementation of the mainstream media emergency role, when rumors spread and malicious appeared, decision-making and behavior of college students and information communication is closely related to Taiwan, the non-governmental organizations as a binder to build buffer elastic tissue, to mainstream media platform, from the perspective of microscopic structures, college students and the ecological environment of the mainstream media in emergency situations.

Finally, the key to the reconstruction of the emergency role of the mainstream media in major public health events is that the mainstream media take the initiative to build a mechanism for the prevention and control of college students' emotions. Based on the sensitivity of the mainstream media for information dissemination and semantic analysis and specialization, the mainstream media should be able to advance in major public health event shall emergency prevention and control, advancing the psychological adjustment in emergency things related interpretation and science, from the psychological adjustment link to prevent inter-group mood, early intervention and emergency penetration, the college students' psychological cognition and emotion regulation as the focus of the emergency management, more rational and more efficient initiative to deal with all kinds of major public health emergencies.

2. Conclusion

Epidemic information disclosure is the best disinfectant, as well as the prevention and control the outbreak, put an end to rumors, the key to eliminate the panic, the outbreak in the process of information and communication, the mainstream media emergency role placeholder refactoring, not avoid inter-group college students emotional extremes, but open the crux of the inter-group medicos and guide the rationalization and stationarity of inter-group emotions. Therefore, the mainstream media's emergency role occupying reconstruction under public health events is based on the media emergency management process of prior intervention, prevention and control during the event and continuous guidance afterwards, which reflects the responsibility of mainstream media in emergency management and information governance under major public health events.

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