

Research on the Countermeasures for Improvement of the Governmental Credibility in the Omnimedia Era

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Abstract

With the rapid development of information technology, China has entered into the omnimedia. The omnimedia is information dissemination achieved by the reporter or editor in the media organization; they use radio, television, telecommunication networks, and the Internet through various forms such as images, videos, sounds, and texts, ensure that users can receive media contents without limit of time, area, and form. The advent of the omnimedia era has provided a broad platform and various channels for Chinese netizens to learn current politics and freely discuss social hot issues. Moreover, the omnimedia era brings about the improvement of social transparency, the credibility of the Chinese government will also decline, in addition, there will inevitably be some defects in the management of the Chinese government, which has caused the lack of credibility of the Chinese government. In addition, certain non-positive news involving the government will be exposed through the Internet or in other ways, which will have a certain impact on the governmental image and will seriously damage the governmental credibility. How to improve credibility is a problem that the government urgently needs to cope with and solve. The various reasons for the continuous loss of government credibility were accurately untangled and analyzed in this paper and some suggestions and countermeasures for managing and improving government credibility were given.

Keywords

Omnimedia era; improvement of governmental credibility; reason; countermeasure.

1. Introduction

Governmental credibility is the ability for the government to maintain its authority. Moreover, this is also the public's recognition and trust of the government. With the vigorous development of Internet technology and communication technology in our country, users' computers, mobile phones and other new media are also developing rapidly; the new environment established by new media has gradually penetrated into people's lives and is integrated with traditional media, this new media experience, namely the omnimedia era will change people's living habits and political behaviors [1]. In the omnimedia era, people cannot only watch political news on TV, but also directly participate in political activities. Furthermore, omnimedia has created a new platform for people to interact with society. Therefore, the advent of the omnimedia era has also put forward a severe test for the Chinese government in improving its credibility [2].

2. The Present Situation of Omnimedia Development

"Omnimedia" is total, whole, all-powerful media. A company with the media background in the United States first used this compound word. The founder "Martha Stewart" has experience in publishing books, magazines and radio and working on radio and television, and is keen on housekeeping services. In 1997, she reorganized and integrated all her magazines, publishing houses, newspaper columns, TV programs, radio programs and websites, etc., into the "Martha

Stewart Life Omnimedia" Company, disseminated her own housekeeping services and products [3].

(1) The evolution of the concept

Owing to the staged limit of technological development, "omnimedia" was initially just the combination of various types of different media, rather than fusion, and it was close to the concept of "multimedia". Due to the advance of science and technology, communication methods and media forms are gradually diversified; the deepening of media integration has improved people's awareness of omnimedia. With the industry in-depth discussion on the connotation of "omnimedia", the integration is manifested in two aspects. One is multimedia, which is the organic integration of multiple reporting forms into one report; the second is full media, which is an integrated mode and strategy of business operations; and it is to build a large reporting system through all media means and platforms. Generally speaking, various manifestations are used comprehensively, such as image, text, sound, light, and electricity, are used to comprehensively display the spreading contents. Furthermore, an unprecedented transmission form is transmitted through multiple transmission channels such as text, sound, image, Internet, and communication [4].

(2) The development of connotation

The connotation of omnimedia is not static. At present, cloud computing, big data, Internet of things, blockchain, artificial intelligence, etc. have changed the traditional information production modes, VR, AR, MR, wearable devices, etc. enrich the expression means of media, Weibo, WeChat, client, short video, and network media are constantly updated, and new applications such as mobile terminals, social apps, Q&A communities, and online live broadcasts continue to emerge, super-space, mass, cloud computing, openness, interactivity, mobility, timeliness and other communication characteristics continue to create new audience needs. Furthermore, the mature and large-scale use of 5G technology can also create more unexpected information production modes, media expression methods, media communication paths, and new audience media experiences, etc. [5].

Based on this, from different dimensions such as the production and release of information, the expression forms of contents, the diverse interaction of subject and the effect improvement of communication, the connotation of omnimedia is deepened into "full media, holographic media, full-crew media and full effect media". Of course, this is only a temporary way for us to build omnimedia from a higher level as well as promoting the understanding of development direction and power of media integration.

3. The Present Situation of Governmental Credibility in the Omnimedia Era

At present, our country is at a decisive moment when we are building a moderately prosperous society in all respects and completing the task of poverty alleviation. With economic development, people's living conditions continue to improve, and people's ideological level also continues to improve. Moreover, the process of social legalization in our country is also progressing methodically, and administrative power has gradually developed towards the main direction of ordering and standardization, however, the vigorous economic development and social progress do not make the government gain wider public trust and support. With the advent of the omnimedia era, people are increasingly participating in political life. The previous governmental response model has been severely pressured and impacted by the entire media. The credibility of government departments has also received a certain degree of speculation and discussion of netizens.

(1) The impact of omnimedia on governmental credibility

"Any kind of science and technology has negative and positive effects." Under the background of the omnimedia era, the development of mobile Internet has not only enriched our lives, but also has negative impact on governmental credibility. We should fully realize the positive influence of the Internet and see its internal conflicts. The network in omnimedia is virtual and anonymous. This makes some people use the power of the Internet lies to deceive the public, and affect the governmental credibility. Because after netizens express their opinions on the Internet, they do not need to bear any legal and moral responsibilities for their opinions, so some negative information will be spread and spread quickly. This will greatly arouse public sentiment. When our government attempts to conceal a certain fact, or eliminate a certain kind of bad influence, the control of public opinion will cause the public to produce disgust [6]. This damages the governmental credibility.

(2) The transparency of administrative decisions is relatively low in our country

Since joining the WTO, China has promulgated the "Law on Administrative Permission" for the first time. Since then, Chinese administrative openness system has gradually been established, which has greatly improved administrative transparency. However, in actual administration, government departments mainly conduct relative openness of macro policies, but rarely open the specific administrative basis, the degree of decision-making, and the results of administration. Some local policies even make false reports or exaggerate social economic development in order to achieve their certain purpose. In some areas, even after major public safety incidents occurred, they did not actively deal with the aftermath, but deliberately made false reports or concealed reports. After being exposed by the media, he randomly found an excuse to stall. Because of the non-transparent phenomenon of government information, the people have a great degree of suspicion about government information, resulting in the decline in governmental credibility and government work becoming passive.

(3) The governmental handling of public opinion in an omnimedia environment is not timely or in place

Throughout the whole online virtual society in our country, it is obvious that public opinion occupies a very dominant position in it. Public opinion spreads through netizens, make the original event even hotter or distort the original facts through discusses with each other. Because there may be some biases or misunderstandings in the process of information dissemination, it will make netizens feel dissatisfied with the government [7]. Moreover, the Internet society in the omnimedia era is a virtual society, there will be many extreme netizens on the Internet, if a message is spread out on the network, or after a certain event occurs, if the Chinese government cannot quickly intervene in the investigation of this matter and resolve this issue, this will cause this incident to enter into a kind of extreme discussion, and the occurrence of similar incidents will cause certain harm to the government itself. It also has a certain impact on the credibility of the government.

(4) The governmental supervision of the Internet is not perfect in the omnimedia era

The biggest obstacle to government supervision is the online media under omnimedia, the online society is still very different from our real society. Some remarks or postings made on the Internet appear in front of netizens without evidence of facts. There will be a lot of false or negative news in this news, these remarks and false information may cause serious damage to the image of the government. We should distinguish between truth and falsehood and find out false information [8]. On the other hand, suspected violations of laws and crimes are not uncommon in the Internet society; some people use the virtual environment of the Internet to defraud money and some people lie and spread rumors in order to meet their inner desires.

4. How to Improve the Our Governmental Credibility

At present, our country has initially entered into the era of omnimedia. After entering into the omnimedia era, more and more people are no longer limited to television, newspapers, periodicals, and magazines, and begin to participate in politics and discuss politics with network. The enthusiasm of netizens to participate in political discussions has reached an unprecedented climax. Under this environment, how the government can improve its credibility should start from the following aspects.

(1) The governmental public information should be relatively transparent and timely

The information published by the government should be transparent, and it should publish the relevant news of some events in time to avoid public opinion on the Internet, related government websites should be fully opened to minimize the doubts of netizens on the government's credibility. The government can publish some comprehensive, objective, and fair information in time by holding news conference or publishing information on the government website in real-time, moreover, the government should also further improve the hearing system, and practically achieve public participation in political discussion [9].

(2) The government should achieve the interaction between anti-corruption and network in the omnimedia era

The omnimedia has the characteristics of openness, transparency, real-time, multi-platform, interactivity, etc., which also greatly promotes anti-corruption. With the continuous development of the omnimedia, public supervision of government has gradually formed a powerful force in our country, if the government can strengthen the interaction with netizens in anti-corruption, it will greatly enhance the credibility of local governments.

(3) The government should strengthen the supervision of the network society

Owing to its own characteristics, the network virtual society is not very safe in comparison with our real society. But the network virtual society is also related to the interests of each of us or a collective. Therefore, government management departments should vigorously appoint professional network management talents to conduct security control of the whole mobile network, and should find those factors that may bring risks to the security of the network, and quickly eliminate these factors [10]. Moreover, government should continue to build network system security to provide netizens with a greener and safer network social environment. The government can also organize forces to supervise, manage and improve the network, and speed up the introduction of laws and regulations on specific issues, such as related laws and regulations on cyber violence, cyber rumors and so on [11].

(4) The government should improve the credibility of policies in the omnimedia era

For a government, the position occupied by the governmental decision-making is very important. Especially in the modern reality society with vigorous development of omnimedia, policy occupies a very high position, a governmental policy can be regarded as a kind of social contract between the government and its citizens, and it can also be regarded as the promise when government attempt to solve a certain social problem or aim at a certain social affair, however, if the government does not implement the policy well after the policy is formulated, it will become an empty word and a nonsense word, which will greatly reduce the governmental credibility. Therefore, the government can optimize the process of local governmental public policy formulation and implementation, so as to make the policies formulated by the government more credible and practicable, this method can well enhance the governmental credibility [12].

5. Conclusion

The virtual society of the network is not actual virtuality in the omnimedia era; on the contrary, it is an extension and reverse side of the real society. At this time, how to improve the governmental credibility is a question worthy of in-depth exploration. Improving the governmental credibility also means improving the governmental administrative capacity. Moreover, it is also an inevitable choice to build the service-providing government and the rule of law government that satisfy the people. How to improve the governmental credibility is our duty, we should have no excuse for avoiding our duties, actively cope with it, plan as a whole, and strive to build our government into the government that truly satisfies the people.

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