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Media and Discourse: A Study on the Relationship between Expert Discourse Authority and Popular Cognition from the Perspective of Network Communication

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Abstract:
This paper aims to explore how the authority of expert discourse affects the public's cognition under the network environment. The research is based on the interaction between media and discourse, and reveals the innovation of network communication on expert authority construction and communication. Through literature analysis, the paper reveals the characteristics of expert's discourse right in the field of network communication, such as instantaneity, interactivity and easy diffusion, and points out the challenges it faces, such as information overload and public cognitive error. The empirical part reveals the public's acceptance of expert information and its influential factors through the large-scale public trust investigation. The research finds that the experts' professional knowledge, reputation, communication ability and network environment transparency all affect the public's perception of the experts' discourse authority to a certain extent. At the same time, it discusses how the network environment shapes the public's cognitive model and how the experts adjust their discourse strategies to adapt to this change. The conclusion emphasizes that understanding and coping with the relationship between expert discourse authority and public cognition under the network environment is of great significance for improving the efficiency and credibility of information dissemination and guiding healthy public opinion. By combining theoretical analysis with empirical research, the study provides a new perspective and enlightenment for media research, public psychology and network information communication strategy.

Keywords:
Media and discourse, Expert authority, Public awareness, Network dissemination, Theoretical framework

1 Research background and significance

In the tide of globalization and technological change, the interaction between media and discourse is undergoing unprecedented reconstruction. The relationship between mediatization and expert discourse is based on the keen insight into the characteristics of this era. The rise and popularization of the Internet have completely subverted the communication mode of traditional media, and the mode of information production and consumption has undergone profound changes. In this era of "everyone is a communicator," the authority of expert discourse is not only dependent on its professional status, but more affected by network environment,

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public cognitive errors and information overload.

With the iteration of new media technology, such as social media and mobile Internet, the boundary of communication is widened, and the speed and breadth of information transmission are improved. This change not only reshapes the cognitive structure of society, but also makes the information exchange between experts and the public more direct and immediate. This kind of instantaneity and interactivity makes experts need not only professional knowledge, but also effective communication skills and network literacy to adapt to the changing network environment.

However, this change is not entirely positive. Information overload has become a major feature of the network society, under the impact of massive information, the public is often difficult to distinguish authenticity, easy to fall into cognitive error. Under this circumstance, the authority of expert discourse is facing a serious challenge. How to maintain its credibility in the ocean of information and how to establish its dominant position in public cognition has become an urgent problem to be solved. At the same time, the pattern of international public opinion field changes with each passing day because of the development of technology, the competition and reconstruction of international discourse power among countries make the global influence of expert discourse become an important index to consider the national soft power. Therefore, the purpose of this study is to reveal the characteristics and challenges of expert discourse power in the network environment, and how these changes shape the cognitive model of the public.

2 Research review

2.1 Expert Discourse Authority Research

The rise and development of network communication has far-reaching influence on the authority of expert discourse and its relationship with public cognition. In the past, experts dominated information dissemination with their expertise and authority, and their views were regarded as authority standards. However, the popularization of the Internet has changed the form of information production and communication, and the communication between experts and the public has become more direct.

In the new media era, experts' discourse authority is facing unprecedented challenges and changes. Xu Dongqin and Sizheng pointed out that the conflict between experts and the public's position and the imbalance of power and responsibility led to the public's disapproval of the experts' advice, the fall of the experts' ethics and the profit-seeking behavior of the media made the experts' professionalism questioned. To a certain extent, this change reflects the downshift of public discourse power in the new media environment. Accordingly, Li Jianping emphasized that the change of interactive mode in the new media era expert-media constructed the new form of expert discourse, and the expert opinions spread more rapidly and widely, but at the same time, experts should pay attention to the standardization and depth of opinion expression in order to maintain the authority. Wang Luyang further reveals the "misinterpretation" phenomenon of expert discourse in the context of new media, that is, the image and words of experts in the media are susceptible to misunderstanding and stigmatization, which results from the complexity of resource exchange and information dissemination among experts, media and the public.

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2.2 Correlation between Social Trust and Public Cognition

The public's trust in experts greatly affects their acceptance and dependence on expert information. The role of experts in the new media era also has a profound impact on social trust. Li Jianping stressed that while maintaining the standardization and professionalism of speech, experts should actively participate in setting the agenda and improve the professionalism of public discussions through deep and rational speech. However, the conflict between the knowledge logic and the media logic in the new media environment makes the expert's discourse easy to be misunderstood or misinterpreted in the process of communication. Wang Luyang's research on reveals the "misinterpretation" of expert discourse, which results from the complexity of resource exchange and information dissemination among experts, media and the public. Social trust plays a role of buffer and medium between expert discourse authority and public cognition. Experts need to adapt to the new mode of transmission in the new media environment and enhance the public's trust in experts by improving the professionalism, standardization and depth of information dissemination.

2.3 Summary

The remaking of the authority of expert discourse in cyberspace is a complicated process, which is influenced by the interaction mode between experts and the public, the availability of information, the structure of social network and the situation cognition. However, the existing research is still insufficient in the interaction of these factors and their concrete influence on the public's cognition, especially in the empirical research and theoretical innovation. Current research often focuses on the construction mechanism of experts' authority and the influence of network environment, but pays less attention to the individual difference, context sensitivity and complexity of public perception.

This paper is focus on the following questions: Is it easier to establish expert authority in more specialized fields? Is the area of discussion the closer to people's daily lives, the easier the experts' authority will be broken?

3 Research methods

3.1 Research Hypothesis and Research Method Selection

The purpose of this paper is to explore the position of experts in the field of public awareness and how this position is closely related to the credibility of experts. Specifically, we propose the following three core assumptions to systematically analyze the multi-dimensional factors that influence expert authority.

H1: Network Form Brings Deconstruction of Expert Authority Discourse

Firstly, it is assumed that H1 focuses on the remodeling of the network form to the expert authority discourse structure. We believe that the construction logic of the traditional expert authority discourse is undergoing a profound deconstruction process with the continuous evolution of the form of network communication. In this process, the diversity and rapid change of communication content directly leads to the significant difference in the difficulty of establishing expert authority. Specifically, the emerging network environment makes the information flow more rapid and extensive, thus aggravating the challenge of expert discourse au-

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thority.

H2: Rich Media Impact Expert Voice

Secondly, suppose H2 reveals the potential impact of rich media on expert discourse. We observed a positive correlation between the degree of professionalism of communication content and its contribution to expert authority. That is, when the communication content has higher professionalism, these content can strengthen the authority of experts. However, under the background of rich media, the trend of information visualization and interaction may distract the public's attention to the professional content to some extent, and then challenge the purity of expert discourse.

H3: Analysis of Influencing Factors of Expert Authority

Furthermore, suppose that H3 deeply analyzes the influence mechanism of communication content close to public daily life on expert authority. We point out that, while this helps to improve the accessibility of information and the resonance of the audience, it may also make it more difficult to establish expert authority because of the involvement of the public's own experience. This is because the self-experience of the public in daily life often becomes an important reference to assess the opinion of experts, and then composes a certain degree of resolution to the authority of experts.

At the same time, this paper also emphasizes an important reverse relationship: There is a reverse trend between the public's awareness of a particular expert field and its perception of expert authority. In particular, as the public's level of knowledge in the field increases (i.e., awareness increases), their dependence and trust in expert opinion may decline. In addition, when the amount of discourse in an expert field increases rapidly, this information overload phenomenon may also lead to the public's ability to screen expert discourse, and thus weaken the authority of specific expert discourse.

Through this method, this study aims to reveal the relationship between expert discourse authority and public cognition in the network communication environment, to provide empirical evidence for improving information communication efficiency and credibility, and to provide practical guidance for experts, policy makers and network information communication strategy makers. At the same time, the research also looks forward to contributing to the further development of media and discourse theory, especially in understanding the influence of network environment on the authority of expert discourse.

3.2 Problem design

In this study, to ensure the rigour and consistency of qualitative analysis, we divided it into two categories, the field of expertise and the field of life, and set five different topics under each. The problem design table is designed to follow the topic analysis steps to capture and understand key information from research participants and web content.

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Table 1 Topic Coding Data Analysis Table

Specialization issues	**T1- National economy**	Q1- The risk of recession increases as a result of the Fed's interest rate hikes, and the risk of import inflation to China as a result of commodity price movements, should prevent crises and maintain policy stability.
		Q2- The main employment problem in China lies not in quantity, but in quality. The employment rate is high and the income is low.
	T2- Political Form	Q3- America's protectionist policy and the political right of economic concession are the main causes of inflation.
		Q4- While avoiding decoupling from the Western system, China should also insist on bottom-line thinking and strengthen economic ties with the developing countries.
	T3- Science and Technology Innovation	Q5- In countries, the work coordination mechanism of large model supervision should be perfected, and the supervision measures of different departments should be connected to improve the supervision efficiency of artificial intelligence.
		Q6- should make the achievement of modernization equal to the masses of women, and build a positive and productive child welfare system.
	T4- Rule of Law Construction	Q7- Tolerating but not condoning the minors involved in the crime, intervening and correcting some wrongdoing which has not yet constituted a crime.
		Q8- Strengthen legislation research, promulgate medical security law as early as possible, and further promote the legalization of medical security system in China.
	T5- Learning education	Q9- To implement the "double reduction" work, the government, schools, families and society should coordinate, promote and jointly govern.
		Q10- Construct the evaluation index system of preschool education sustainable development, and explore the practice mode of integrating juvenile and minor courses.
Life issues	**T6- Cultural arts**	Q11- should protect the traditional root vein of opera, do a good job of modern expression of traditional art, and make great efforts to carry out multi-channel, multi-form and multi-level external communication.
		Q12- The design performance with high quality and rich national culture characteristics can cross the language and border.
	T7- Environmental protection	Q13- In response to the climate crisis, needs to strengthen resilience building and climate financing in addition to promoting climate mitigation.
		Q14- Adhere to the principle of community of human destiny and multilateralism, and establish a fair and reasonable global climate governance system with win-win cooperation.
	T8- Food Safety	Q15- It should not be equated with medicine due to health care of dietetic medicine, and it should be rational.
		Q16- Whatever freshwater or seawater products are fresh, it is best to heat them for safety.
	T9- Social issues	Q17- Building a gender-equal marriage relationship is the key to raising the willingness to marry.
		Q18- Formulate the Anti-Sexual Harassment Law, which obliges colleges and universities to establish the anti-sexual harassment system.
	T10- Mental Health	Q19- When finds the suicidal tendency of teenagers, it should seek psychological treatment first.
		Q20- should treat depression correctly, pay attention to the whole course of systematic standard treatment, pay more attention to their own mental health, and follow the scientific treatment idea and means.

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4 Discourse Characteristics: Rich Media Shock Expert Discourse Volume

In the new media era, the characteristics of expert discourse are undergoing profound changes, the most notable of which is the impact of rich media. Experts not only express their views in the form of words, but also transmit them through video, audio, animation and other multimedia means. On the other hand, the interaction of rich media makes the communication between experts and the public more direct. Experts are not only the one-way communicators of information, but also the participants and guides of discussion. This kind of change requires experts not only have deep professional knowledge, but also good communication skills and network environment. In the process of pursuing ratings and click-through rates, some media make "expert discourse" too professional and disconnected from the acceptability of the public, which reduces the credibility of experts to some extent. Therefore, when the experts adapt to the network environment, they must give consideration to both professionalism and popularity.

The richness of media also brings the diversity of information media, from traditional TV and radio to social media, blogs, live broadcasting, etc. However, this also means that experts need to be more careful in choosing a communication platform to ensure the accuracy and authority of their information. The study of Shen Hui points out that the rise of adversarial discourse in the new media era reflects a certain decline in the authority of expert discourse, which urges us to re-examine the role of expert and also consider how to highlight the authority of expert in multiple discourse.

Facing the impact of rich media, experts need to adjust their discourse strategies, such as improving the quality of multimedia content, using storytelling and visualization to enhance the appeal of information; Through the establishment of personal brand, enhance their influence in the network platform; Strengthen interaction with the public to enhance public trust in their expertise. At the same time, proper reduction of the use of professional terms, to make language easy to understand, to meet the needs of different levels of audience.

5 Discourse content: Mainly in professional field, supplemented by life field

In the new media environment, the expert's discourse content presents the characteristics of the professional field as the main area and the life field as the auxiliary area, which is the important embodiment of the expert's authority in the network communication. The in-depth research and unique views of experts in professional fields are the cornerstone of their discourse authority. With the instantaneity and interactivity of network communication, experts are not limited to traditional academic reports or professional papers, but share their own professional knowledge with the public through blogs, social media, online seminars, etc.

5.1 Field of expertise: Expert authority still enjoys public trust

While the current view market is open to everyone, professional views as a whole win public trust. In scenario H 1, we can see from the single sample t test that no matter in the field of expertise (M=3.41, SD=0.99, t=4.69, p<.001) In the area of daily life (M=3.38, SD=0.95, t=4.52, p<.001) In general, experts' views can win public trust. Moreover, there is consistency between the two trusts, namely, the greater the preference for

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trusting experts' views in the field of expertise, and the greater the preference for trusting experts in the field of daily life ($r=.981$, $p<.001$) . In the era of information explosion, the professional training and accumulated expert knowledge still has significant authority, can resist the challenge of information overload and cognitive error, and provide reliable information guidance for the public.

Despite the risk of misinterpretation of expert discourse in the new media environment, professional knowledge logic still has a solid foundation. This means that, among many voices, the public still tends to rely on the opinions of experts with professional background and in-depth research, who have significant advantages over the average user in depth, accuracy and rigour of professional knowledge, which makes the public more willing to trust the opinions of experts in the face of complex information. In fact, the authority of experts still largely depends on whether they can keep pace with the times, adapt to the network environment, adjust their discourse strategies to meet the public information needs. By understanding and addressing these challenges, experts can maintain their discourse authority in an online environment and shape positive public perceptions.

In this context, experts must recognize that while the network environment provides a wider space for their communication, it also puts forward higher requirements for their professional knowledge, credibility, communication skills and network literacy. Experts need to learn to maintain professional depth while using various media to communicate complex information to the public in an easy-to-understand manner, so that they can stand out from numerous information and maintain their authority in public cognition. In addition, maintaining the impartiality and objectivity of information and avoiding close contact with stakeholders are also key to ensuring that expert discourse remains superior in public trust.

5.2 Life field: Understanding user needs is the key to improving the authority of expert discourse

In the field of expertise, expert views are more likely to win public trust; In the field of daily life, it is difficult for experts to win public trust. The authority of experts in the field of expertise has long been considered undisputed because their expertise and depth of research provide a solid basis for their views. This is fully reflected in our large-scale public trust survey. The results show that experts' views in the field of expertise are generally highly trusted both in academia and in the public (H1 proof), that is, professional knowledge is the foundation of experts' authority and can resist the impact of information overload and cognitive bias. For example, our data analysis of the questionnaire found that the public's trust in expert opinions in the field of expertise is not significantly different from that in the field of daily life (H2 is not proven), which means that in the field of expertise, the public tends to trust the judgment of experts, which is closely related to their professional training and knowledge accumulation.

As we turn to the realm of everyday life, the authority of expert opinion seems to be challenged. While expert insights in these areas may be based on scientific facts or in-depth analysis, public trust is relatively low. This phenomenon may arise from public doubts about the availability of expert expertise in the field of life and its relevance to personal experience. However, the level of education seems to have a significant impact on the public's confidence in the views of experts in the field of professional and daily life. Highly educated interviewees show greater trust not only in the field of specialization, but also in the field of daily life, which

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may indicate that they have greater information processing power and critical thinking to better assess the credibility of expert views.

Therefore, in order to obtain higher trust in daily life, experts may need to take a more convincing approach and present their expertise in a more life-friendly and understandable way to dispel public doubts about their independence. At the same time, through the establishment and maintenance of good communication channels, experts can better understand the needs of the public, so as to adjust their discourse strategies and improve the discourse authority in the field of daily life. In the era of information explosion, the transformation of experts not only helps to maintain their authority in the field of expertise, but also helps to expand their influence in the daily life of the public, and build a more comprehensive and stable image of experts.

However, the comprehensiveness of expert discourse is also critical. In the field of life, experts help the public to understand the problems in daily life by interpreting complex social phenomena or scientific knowledge. This knowledge close to life mode of transmission can improve the affinity of experts and the acceptance of the public. Xu Dongqin and Zhizheng emphasized that communication between experts and the public should be rational and the improvement of public media literacy should help to form an equal and two-way "expert-public" relationship. Therefore, while maintaining the depth of the professional field, experts' moderate involvement in the field of life can expand the influence of their discourse and promote the construction of the relationship between experts and the public. But experts' views in the field of life also need to be based on facts, avoiding over-interpretation or misleading, so as not to damage their professional image.

6 Discourse Influence: Depends on the Cognitive Level of the Public

In the field of network communication, the influence of experts' discourse is not only dependent on the depth and breadth of their professional knowledge, but also on whether they can be understood and accepted by the public. The public's cognitive level, knowledge structure, information processing ability and the degree of trust in experts all determine the influence of expert discourse in public opinion to a great extent.

With the popularity of social media, the interaction between experts and the public becomes more direct, and the instant interaction makes the influence of experts' words more dynamic. The reputation, communication ability and network literacy of experts not only affect the communication efficiency of their discourse, but also determine the acceptance of their views.

6.1 Age: Critical thinking increases with age

The older users are, the more likely they are to trust expert opinion. One notable finding in our large-scale public trust survey is age and expert professional opinion trust ($r=.632$, $p<.001$) Trust in expert non-professional perspectives ($r=.678$, $p<.001$) There was a significant positive correlation between them (H3 proof). Public trust in experts increases with age. To some extent, this phenomenon is related to individual cognitive maturity and social experience. According to Yang Qi-fei's [4], people's trust in experts is often based on the traditional knowledge of experts as the authority of knowledge. Older people have undergone more social change and are more likely to recognize the importance of expert expertise in various fields from the long stream of history and therefore more likely to trust expert judgment.

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On the other hand, as experience accumulates, older people's critical thinking and information processing capabilities are relatively stronger, and they can more effectively assess the reliability of expert views. This makes them more capable of filtering authoritative and valuable content from a wide range of information when faced with information overload. In addition, older people tend to be more conservative in social norms and authority perception, and they may be more receptive to traditional expert authority models rather than easily questioning the status and advice of experts.

The level of education also plays a role in this relationship. People of all ages with a high level of education may not be significantly affected by the increase in age due to their stronger information processing ability, and they can assess the authority of experts based on rational judgment rather than simple social experience accumulation. However, individuals with lower levels of education, even as they grow older, may still have less confidence in experts than older and more educated groups.

Therefore, experts need to adjust their discourse strategies flexibly when facing the public of different ages. For the young public, experts may need to focus more on the transparency and interaction of communication, communicate complex expertise in an intuitive and vivid manner, and explain the logic behind it to reduce cognitive bias. For the older public, experts can enhance their credibility by emphasizing their own professional experience and historical accumulation, as well as the endorsement of the authority. This differentiated strategy is helpful to improve the trust of expert discourse in different audiences under the network dissemination view, so as to guide the public cognition more effectively.

6.2 Education: The higher the cognitive ability, the more inclined to trust the expert opinion

In a study of the correlation between public trust in expert opinion and educational background, our findings show a clear trend: Trust in academic background and expert professional opinion ($r=.354$, $p<.001$) Trust in expert non-professional perspectives ($r=.348$, $p<.001$) There was a significant positive correlation between them (H4 proof). The higher the level of education, the more likely the public is to trust the views of experts. This phenomenon may be related to the cognitive ability, critical thinking skills and respect for professional knowledge.

In the era of information explosion, the highly educated public often have stronger information processing and analysis ability, they can more effectively assess the reliability of the experts' views, thus reducing the possibility of being misled. They tend to rely on professionally trained and hands-on expert knowledge to address the challenges of information overload. Therefore, their trust in experts increases with the increase of educational background, because they have the ability to distinguish the authority and value of experts' views.

On the other hand, the socialization process of highly educated people is often related to stricter knowledge and acceptance of traditional authority. The formation of this cognitive model is closely related to the authoritative learning, critical thinking training and the accumulation of professional knowledge in their education.

This does not mean, however, that low-educated people have a complete distrust of experts. In fact, they may also have trust in experts, but it may be more susceptible to social experience and personal views. Individuals with lower levels of education may be more likely to be driven by personal experience and intuition,

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which often conflict with expert advice and lead to relatively low levels of trust.

Therefore, experts need to pay more attention to the ways and strategies of communication when communicating with the public at different levels of education. For highly educated audiences, experts can explore issues in more depth, provide professional and in-depth analysis, and use their authority in the field of professional knowledge to build trust. For the public with a low level of education, experts need to interpret complex concepts in a more understandable language, and enhance their trust by enhancing the affinity of information through the association of examples and daily life. In this way, experts can maintain or enhance their discourse authority among the public from different educational backgrounds.

7 Analysis on Influencing Factors of Expert Authority

In the field of network communication, the construction and maintenance of expert discourse authority is not only an individual effort, but also the policy guidance and support at the national level play a key role. With the acceleration of globalization and the development of information technology, the state attaches importance to the authority of expert discourse, which is reflected in the competition for international discourse power and the shaping of domestic information environment. At the social level, experts empowered by the media have gradually won the trust of the public through extensive social participation.

Policy guidance at the national level, such as support for scientific research projects, support for experts' participation in decision-making and standardization of media communication environment, provides a solid social basis for the promotion of experts' discourse authority. For example, in response to a public health crisis such as COVID-19 epidemic, national policies encourage experts to actively participate in discussions on public issues, and guide the public to respond to epidemic through authoritative scientific information. Academician Zhong Nanshan, a prominent Chinese expert in respiratory diseases (and a hero of the 2003 fight against SARS), for example, has successfully guided the public's awareness of epidemic with his expertise and public image, and enhanced the influence of expert discourse at the national level.

It is worth mentioning that the media plays a vital role in the influence of expert authority. Experts in the new media era are no longer limited to traditional media platforms, and their views can be transmitted instantly through the network, expanding their influence. However, this kind of rapid communication also presents new challenges to experts, especially how to maintain the prominence of discourse and the effectiveness of communication in massive information. Especially in today's new media environment, the expert's discourse mode of transmission, scope and effect have changed significantly, the speed of propagation has been speeded up, the scope has been enlarged, and the influence has been enhanced.

The communication characteristics of the media can directly shape the authority of expert discourse. First, the instant nature of information requires experts to be able to quickly provide professional analysis and advice in the face of sudden problems. This tests not only the professionalism of the experts, but also their ability to adapt and respond quickly. Secondly, the interaction gives the experts the opportunity to have direct dialogue with the public, the transparency of public discussions and the quality of the experts' response will directly affect the public's awareness and trust of the experts' professionalism. Thirdly, the diffusibility of the network media makes the influence of the expert's opinion spread quickly once it is approved, but similarly,

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the wrong or misleading information will spread quickly, which damages the authority and credibility of the expert. In terms of media communication strategy, experts need to cooperate with various platforms in depth, select the media suitable for their own image display and professional knowledge communication, at the same time, maintain interaction with the platform, listen to the needs and feedback of the public, and adjust their own opinion expression mode. For example, through rich media such as video and live broadcasting, experts can display their expertise more vividly, build personal brands and enhance their credibility with the interactive features of social media.

In addition, the standardization and professionalism of the media are crucial to maintaining the authority of the experts. Media platforms should assume the responsibility of screening information and correcting mistakes, and provide a fair and transparent space for experts to speak. At the same time, media coverage and interpretation should focus on professionalism and accuracy to avoid misinterpretation of expert views. Especially in the context of new media, expert discourse is easy to be misinterpreted, so experts and media need to join hands to follow the logic of knowledge to prevent the stigmatization of expert image and misinterpretation of discourse.

Finally, in the influence factors of expert authority, the role of social level should not be ignored. In this highly information and network era, the social environment plays a decisive role in the recognition and acceptance of expert discourse authority. The social factors can be divided into social cognitive changes, the media literacy level of the public and the interaction mechanism between experts and the public. The change of social cognition has significant influence on expert authority. Driven by network communication, social cognition mode has changed from traditional linear communication to multi-dynamic interactive mode. Experts are no longer merely spokespersons of institutions or authoritative organizations, but through the empowerment of social media, they form an intertwined model with the public, which strengthens the public's sense of trust and belonging to experts. Under this mode, experts communicate with the public directly through remote consultation and TV programs, which promotes their own social function and influence. However, this also means that experts need to face more complex public needs and expectations, and in the context of information overload, public trust in experts may be more critical.

At the same time, the media literacy of the public becomes the key factor that affects the authority of experts. However, youth groups are most susceptible to emotional influences in online social communication, which may lead to the fluctuation of their trust in experts based on emotion rather than rational judgment in the face of experts' views. Therefore, it is very important for maintaining and strengthening the authority of experts to improve the media quality of the public, make them have the ability of critical thinking, and can rationally evaluate the credibility of information.

Moreover, the interaction mechanism between experts and the public is the lubricant of expert authority. Online interaction can not only increase the visibility of experts, but also enhance the persuasion of experts' views through instant feedback and discussion. However, how to establish effective communication with the public while maintaining professionalism is an important challenge for experts. Experts need to demonstrate their expertise in interaction while avoiding barriers to public understanding caused by over-specialized expression to maintain and strengthen the impact of their discourse.

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The shaping of expert's discourse authority by social environment requires experts to pay attention to the change of social environment while spreading knowledge, improve the level of interaction with the public, and guide the public to improve media literacy. Through these efforts, experts can cope with the change of social cognition and enhance the public's trust in their views, so as to maintain the authority of their discourse in the network communication. In addition, policy makers and educational institutions should pay attention to the popularization of media literacy and contribute to the establishment of a healthy and rational network environment to ensure the accurate dissemination of expert discourse and guide the public to form scientific cognition.

8 Conclusion

This study deeply discusses how the authority of expert discourse affects the public's cognition in the field of network communication, and reveals the complexity and dynamics of the process. Through theoretical analysis and empirical research, we find that the authority of experts is not only determined by their professional knowledge, but also influenced by network environment, public cognition, interaction and transparency. Experts' credibility, communication ability and strategies adapting to the network environment play a key role in the construction and maintenance of their authority. At the same time, we note that the media literacy and cognitive level of the public have a significant impact on the degree of acceptance of expert views, especially in the fields of professional and daily life, expert authority presents different acceptability.

Policy guidance and support at the national level is essential for the maintenance of expert discourse authority. By providing a healthy information environment and an effective international communication platform, the State can help experts maintain authority in professional fields and public awareness. Media as a bridge, not only need to provide experts with instant, interactive and easy to spread information channels, but also need to assume the important responsibility of screening information, ensuring professionalism and impartiality. At the social level, the change of social cognition, the improvement of public media literacy and the optimization of the interaction mechanism between experts and the public shape the authority of expert discourse.

To sum up, understanding and coping with the relationship between expert discourse authority and public cognition under the network environment is of great significance for improving the efficiency of information dissemination, public trust and guiding healthy public opinion. By deeply understanding this complex relationship, we can better guide the information dissemination, promote the rational dialogue of society, promote the dissemination of knowledge, and finally build a more open, just and knowledge-driven society.

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