Pursuing a Better Life: Discourse Characteristics and Countermeasures of Haze Issues in the Network Mimicry Environment

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Abstract: *Under the network media environment, the discourse characteristics of haze have the characteristics of extensive entertainment, negative emotions and popularity. The network imitation environment and its narrative subject are the audience, the narrative way is emotional, and the narrative result is environmental. On this basis, we should improve the mass media literacy, strengthen the construction of new network media, and integrate with traditional media. In order to promote people's pursuit and Realization of a better life, the core values of socialism are quoted in the network pseudo environment.*

Key words: *Network mimicry environment; Haze issues; Discourse; Better life construction*

China has entered a new era, and the socialist contradiction in China has been transformed into the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development. This is a major political judgment on the development of China's actual national conditions and a value orientation for the development of China's socialist modernization. Under the new historical orientation, people's expectations for a better life are no longer just satisfied with the realization of material and cultural needs, but the pursuit of higher level and higher quality needs. And the environmental problem is one of the hot issues that people pay attention to at present.

However, with the development of Internet technology, network media has begun to play an increasingly important role in the collection and dissemination of information, and become an indispensable part of people's lives, and has become an important platform for the public or groups to participate in information dissemination. From the perspective of social risk science, network media presents a kind of media risk in this process, which constitutes an important part of modern social risk. Under this kind of risk, what people feel is not the actual risk, but the risk presented by the media's information disclosure and public opinion construction, thus becoming "The key source of the risk that the general members of the society can directly perceive" (Tuo, 2008). Taking the haze issue in environmental issues as an example, the "haze issue public opinion wave" formed in the network reflects the risks brought by the network "media". Based on this, this paper attempts to start with the discourse characteristics of haze issues under the network media environment, analyze the mechanism behind it, and try to explore the countermeasures, so as to promote people's pursuit and realization of a better life.

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The Discourse Characteristics of Haze Issues Under the Network Media Environment

The haze issues came into public vision in 2013, and has gradually became an important issue of environmental pollution. With the rapid development of new media, online public opinion discussion on haze has become a hot topic of debate. People repost or express all kinds of opinions and emotions about haze on the Internet, forming a network mimicry environment as a whole. The way of risk construction in the network environment and people's preferences for different media largely determine how people understand and treat risks.

The haze issue in the network environment is characterized by the following discourse features: First, haze issues are widely entertainment-oriented, which is manifested as "Replacing the subject of meta-risk, using rhetoric to ridicule the effect, and gloating over the reverse emotion" (Wang & Yu, 2015). Neil Bozeman, an American scholar, in his “the entertainment to death”, once made an insightful summary of the phenomenon of Pan-entertainment in modern society, that is, politics, religion, news, sports, education and commercialization are all willing to become subservient to entertainment, without complaint or even silence, as a result, people become a species of entertainment to death. With Bakhtin's carnival theory to understand, we will find that entertainment is actually another kind of life world different from the official, serious and hierarchical order world, that is, carnival square life. In the former life world, people live a normal daily life, subject to traditional authority; in the latter life world, people completely break the restriction of the traditional order, rebel against all the sacred things and try to distort and belittle them as much as possible. "People revel heartily, reversing, blaspheming, mocking, teasing, belittling, distorting and parodying all sacred things and the normal logic of daily life." (Hu, 2006). This will lead to, on the one hand, a media background in which the public are more and more allowed to discourse narrative, “Those who subvert, ridicule, dispel and parody the mainstream discourse take the opportunity to rise” (Jia, 2018). On the other hand, through the issue of haze, the public can easily and freely vent and obtain a sense of pleasure of catharsis and release. And it's hard to take the issue seriously when happiness is satisfied. In addition, the negative emotions of schadenfreude also contains social structural resentment factors, which further magnifies social risks.

Second, the negative emotion with issue of haze ,the narrative content deviates in a negative direction. "Although online public opinion promotes the handling and resolution of emergencies in many cases, it can be found that the online public opinion presented by many incidents is extremely one-sided, showing great irrationality, imperfection, impartiality, non-neutrality and other characteristics" (Fang, Wang & Xu, 2010). For example, in the online public opinion about haze, the overall expression is negative. These negative emotions often take the form of sadness, anger and fear; " the general public has the highest proportion of negative emotions" (He & Zhu, 2018). When the public needs to release in the face of life pressure or other emotions, such emotions with rendering power often have such rendering power that they distort the objective cognition of the real environment.

Third, the trend of popular on the issue of hazer. According to the survey results of new media on haze public opinion represented by microblog from 2014 to 2017, the proportion of general public participating in public opinion discussion accounts for 56%, the proportion of experts, environmental protection organizations and

other related fields participating in public opinion discussion account for the least, 8% and 1.2% respectively, the proportion of media accounts for 18.6% and government accounts for 16.2% (Li, 2018). In fact, when the proportion of scientific reports is too small and too dependent on the emotional feelings of ordinary people, it is easy to lead to the adverse extremes of public opinion. For example, under certain circumstances, exaggerations about haze will become rumors, which will deviate from the real reality and lead to social panic, and may even breed many unstable factors affecting social stability.

The Network Mimicry Environment is the Deep Reason for the Discourse Characteristics of Haze Issues in the Network Environment

The concept of mimicry environment was first proposed by famous American scholar Lippmann in his representative work public opinion in 1922. In his opinion, since people can't understand all aspects of objective real life through direct experience, they can only form their understanding and understanding of the external world through the information provided by the media, so as to realize that "media is the extension of human body". On this basis, he deconstructed people's traditional understanding of media, pointing out that the reflection of external objective things of media is the result of people's subjective construction. In this process, the media select or process through the symbolic events or information of the object, and provide it to people in a new structure, and form an environment, that is, the mimicry environment. He pointed out, "how indirectly we perceive the environment in which we live. We see reports that environmental news gets to us fast and slow, but we treat what we think is real as the real environment itself (Walter Lipmann, 2006).

The mimicry environment has the following characteristics: First, the mimicry environment is a subjective and active reflection of the objective physical natural environment and social environment. It is people to the description of the real environment, copy, but also reconstruction, reproduction. It does not refer to the simple reflection of people in the form of mirrors, but to the embodiment of initiative based on subjective knowledge based on the real environment, that is, "use the symbol system to construct the information reflecting the real environment on the media and form a symbolized information environment" (Cao, 2019).

Second, the mimicry environment is not the whole subjective and dynamic construction of the real environment, but only the construction of partial or partial symbolic events and phenomena, that is, the media is the process of selectively extracting information. On the one hand, it cannot construct the whole realistic environment by itself. From the perspective of epistemology, Kant's concept of "thing in itself" shows similar logic; on the other hand, the mimicry environment indicates that, when possible, the media plays a role in promoting "cognition, communication and coordination" in people's real life.

Third, the dynamic changes in the real environment are often chosen to reflect the mimicry environment, and the normal conditions in the real environment is often ignored, highlighting the abnormal conditions in the real environment (Cao, 2009). Although “familiarity is not true knowledge”, the dynamic and abnormal situations often mean breaking the known, familiar and existing limits, thus causing the change and development of people's cognition.

Fourth, the tendency of mimicry environment makes the media of real environment and the reality of mimicry environment interweave, making it difficult for people to distinguish between the two. The concept of

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mimicry environment is put forward by Japanese scholar Fujitake Akira in the modern mass communication theory. He points out that although communication media provides people with a kind of "mimicry Environment", because people understand the world and react to the real environment according to the mimicry environment, the real environment is also more and more characteristics of mimicry environment, making“the language, concept, value, behavior and even life style in the mimicry environment quickly evolved into the popular phenomenon of the society and became the real social reality, so that it is difficult for people to make a distinction between the mimicry environment and the real environment (Guo, 1999).

With the development of Internet technology, people's information acquisition has changed from relying on traditional media to network media. The Internet, as the fifth largest media after newspapers, magazines, radio and television, has an increasing role and influence, includes all the manifestations and characteristics of the four traditional media, and has the characteristics they do not have, so as to produce the huge influence and constructed different “mimicry Environment", that is, network mimicry environment.

The network mimicry environment presents the following characteristics: First, the audience became the narrative subject . In the mimicry environment of traditional media, the main body of narration is usually media organization. They control the construction of mimicry environment, both in terms of agenda setting and framing effect, and point to the dominance of communication discourse. But in the network mimicry environment, the audience becomes the main narrative subject, which to a certain extent dispels the control of discourse power under the traditional mimicry environment. On the one hand, the “multi-point communication mode ” of network media makes the information sources increasingly extensive and bottom-level. On the other hand, the long-term passive habit of the audience has also been broken. "All kinds of similar audience always activities within their familiar information gap, difficult to gather to traditional media as public information ,and make the mimicry environment influenced by the multilateral mutual factors" (Chen, 2010).

Second, the micro-narration. Different from the discourse power advantage of the grand narration possessed by the traditional media, the mass narrative mode of "user-generated content", namely the civilian narrative mode, is emerged under the network mimicry environment. "Civilian narrative is a kind of narrative that originates from the practical experience of human production and life, and is collectively created and applied by the general public" (Wang & Ji, 2017). This civilian narrative mode is manifested as the microcosm of discourse information. Through different discourse construction subjects and the trend of popularization, the grand narrative gradually declines and is covered by "microcosm" and "fragmentation".

Third, the narration is emotional. Cao jinsong has pointed out two forms of mimicry environment in his article, one is the factual mimicry environment, the other is the subjective mimicry environment. The former respects the fact as much as possible; the latter combines facts with the expression of individual subjective tendencies, and makes value judgments, thus influencing the audience. In the relationship of "transmission and acceptance" of information, the traditional media often reflect the "factual expression". Under the condition of modern media, there are not only the construction of media communicators but also the construction of media audiences, so the narrative mode is more expressed as "opinion-expression" and "negative deviation". It is a subjective, random, personality negative to emotional release, which corresponds to the concept of "entertainment to death" in modern society, resulting in “the network mimicry environment filled with irrational speech and emotion, and full of false information” (Su & Wang, 2013).

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Fourth, environmental narrative outcome. In the mimicry environment constructed by traditional media, the audience can only accept passively, and the communication path is one-way. However, the network media interactive features, and the audience participation in the process of transmission and identification were stimulated, the building of mimicry environment is "not just confined to simulate the real environment, and even began to transcend real environment, the real community, the virtual society and community in a way of cross and mutual reflections" (Chen, 2010). This makes the impact of the mimicry Environment on the real environment to an unprecedented degree, the influence of that reality environment medium and mimicry environment has become increasingly blurred the boundaries between reality, so that the dependence on network mimicry environment, identification degree is higher and higher, which were also more likely to change in turn in the cognition and behavior in real environment.

The Construction Path of Haze Issues in the Network Mimicry Environment

Improve the media literacy of the general public in the network mimicry environment

Compared with respecting the fact itself, not easily expressing individual opinion, attitude and value judgment behavior tendency, it is the main feature of current network mimicry environment to combine the fact with one's own tendentious opinion at will, to judge and evaluate the value level while publishing opinions on the objective fact, to understand of the objective facts which affect others. The general public undertaker is not only the identity of the constructor of network mimicry environment, but also an important governance body. Therefore, to build a healthier and virtuous network mimicry environment and make it avoid the risk of negative deviation as much as possible, the media literacy of the general public in the network mimicry environment needs to be improved.

The so-called media literacy refers to the ability of audiences to interpret and criticize various media information and to use media information for personal life and social development. The promotion of media literacy is the process of audience's ability to scientifically utilize various media communication resources. The public needs to cultivate their own speculative media criticism ability, resist all kinds of misleading negative information about haze environmental issues in the media environment, so as to make full use of media resources to improve themselves and participate in social development, and promote the realization of a better life. Promoting all-round development of people is the basic value pursuit to meet the needs of a better life. Under the background of the Internet era, the improvement of public media literacy is the proper meaning of promoting people's all-round development. The selection, understanding, speculation and evaluation of various network information as well as the cultivation of creation and production capacity are the concrete contents of improvement of public media literacy. The government, media structure, family, community and various public service institutions need to integrate to form a joint force of media literacy education to better improve the effect of media literacy education.

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Strengthening the construction of new network media and its integration with traditional media

The network new media, which is second only to the general public in the proportion of transmission, is one of the important subjects of "negative deviation" in the network mimicry environment, should shoulder the responsibility of the media, not be satisfied with being the watchman of the general social environment, but need to "abide by the communication ethics, abide by the social responsibility, and create a favorable environment the mimicry environment of social harmony and the guidance of public opinion" (Liu, 2012). The responsibility of network new media is to provide information objectively and realistically, present social risks, and promote the consensus of social members on risks. Any false hype of social problems or the spread of commercial purpose and entertainment orientation may cause social confusion, increase the cost of social management, and cause great social harm. Therefore, correctly guiding social public opinion, serving public interests, treating social problems seriously, refusing to hype, seeking for evidence carefully, and striving for scientific and rational reporting are the important tasks faced by network new media to take the haze transmission as an example and build a better life.

In addition, in addition to strengthening the self-construction of new network media, strengthening the integration with traditional media is the inevitable trend of constructing a better life in the network mimicry environment. At present, there are differences in the information field in the field of public opinion, the failure to establish a dialogue mechanism among the diverse subjects of public opinion, and the "trust communication" in the era of social media due to the failure of traditional public opinion guidance, resulting in the split between the public opinion field of network new media and traditional media (Li, 2016). The two discourse fields reflect different discourse modes, and the traditional media characterized by positive deviation and the new media characterized by negative deviation show different mimicry environment differences. Due to the lack of dialogue mechanism among diverse public opinion subjects, the "self-talk" of different public opinion fields leads to the squeeze of traditional media public opinion field from network media, that is, the crisis of trust of official media which ACTS as the mouthpiece of the party and the government. Therefore, the efforts to establish a more objective, real and comprehensive mimicry environment, to strengthen rational dialogue between different public opinion fields, and to realize the reconstruction of public opinion field with the fundamental goal of the interests of the overwhelming majority of the people will promote the pursuit of a better life of the Chinese people.

Leading the value orientation of network mimicry environment with the socialist core values

“The social ideal of a better life is generated in response to The Times. Although it is higher than the social order arrangement in reality, it is a reasonable concept promotion based on the real society, rather than an empty fantasy” (Song & Yu, 2018). The cultivation and practice of the ideal of a better life society and the socialist core values are internally consistent. A country, a nation, its deepest generation of enduring power is the value of the pursuit of the whole society.

The socialist core values of "prosperity, democracy, civilization and harmony; freedom, equality, justice and rule of law; patriotism, dedication, integrity and friendliness" are not only deeply rooted in the excellent traditional Chinese culture and have a profound historical and cultural heritage, but also adapt to the era

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problems that our nation and country need to solve, with a solid practical foundation. The leading role of the socialist core values is also reflected in its advanced nature, people's nature and truth, and has the moral strength in the commanding heights of social development. In the network mimicry environment, haze, for example, presents the characteristics of “nonlinear and multi-dimensional communication mode, the trend of diversification and popularization of construction subjects, and the generalization and fragmentation of communication contents”, which can be said to be a struggle and game of ideology and values. It can be said that it is a struggle and game between ideology and values. Therefore, with the depth dissemination and cultivation of socialist core values lead the construction of network mimicry environment, so as to realize the reconstruction of network mimicry environment. Its fundamental purpose is to construct a new discourse system of core values of network mimicry environment socialism, so as to ensure the security of network ideology and enhance the national soft power in the process of globalization in the contemporary world” (Wang & Ji, 2017).

To sum up, in the context of media today, the evaluation of good life shows the dependence on Internet public opinion, which distorts the evaluation of good life in some extent. The emergence of haze itself is a challenge in our development process, but under the mimicry environment, the haze itself becomes less important. At the same time, various online public opinions about haze are rampant. It has changed our attention to the problem itself, and through the network public opinion, and generated all kinds of negative social emotions and even distorted the problem itself through the network public opinion. This has a negative impact on today, whether it's building a good life or building confidence in a good life. Therefore, only efforts to improve media literacy of the general public network mimicry environment, strengthening the construction of network new media and traditional media, with the socialist core values guide network mimicry environment value orientation, regain the interpersonal "common sense", "our sense", " sense of togetherness " total value concept, the good life can be realized.

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