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Thinking on the Crisis Communication of the New Media of Government Affairs

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Abstract: *Under the background of globalization, with the increase of human activity frequency and the expansion of activity scope, the outbreak of social risk becomes more frequent and prominent, which threatens and destroys the natural basis of human life. People in risk society and all media era rely on media while their information demand is increasing. Media has become one of the main channels for people to understand, understand and avoid risks. The new media for government affairs developed rapidly and actively participated in the crisis spread of risk events. Studying the crisis communication behavior of new government media from the perspective of risk society theory is of great significance to the construction of new government media emergency reporting mechanism, and it has reference significance for new media's crisis communication in risk events.*

Keywords: *Government Affairs New Media; Crisis spread; Public opinion*

Introduction

The birth and development of new media are always inseparable from the support and promotion of emerging technologies. With the popularization of information technology in people's lives, it provides strong support for new government media. In addition to the technological foundation, political democracy has developed day by day, and the government and society have gradually realized the importance of citizens' participation in politics. Micro-blog, Tiktok, WeChat and other new government media provide the most direct, fastest and most convenient channel for people to participate in politics. The convenience, timeliness and transparency of the new government media can meet the needs of people's information sharing, dissemination, acquisition and interpersonal communication, and make the government affairs more open and open. It has become an effective channel to realize the interaction between the government and the people.

The Crisis Communication Characteristics of New Government Media

Relevance

New government media, with its unique media characteristics, is inherently related to the information dissemination of risk events and the dissemination of public opinion in many aspects such as the form of

dissemination and the means of dissemination. Among them, Weibo communication is more in line with the needs of information dissemination and public opinion dissemination in risk events. With its immediacy and effectiveness, it occupies the prime time for risk event reporting, effectively avoiding the drawbacks of traditional media in risk event reporting. WeChat and Tiktok, such as the new government media, are able to vividly and Tiktok promote the reporting of information on risk events and provide a continuous supplement and follow-up report on the development and trend of events in order to satisfy the characteristics of immediacy and mobility.

Fit

Compared with the traditional media, the new government media pay more attention to the information in risk events and accelerate the generation and diffusion of public opinion. On the one hand, for the audience, its fit performance is that the real-time information dissemination of government new media in risk events can attract the attention of the public, and form a strong public opinion trend through the information diffusion in a short time. On the other hand, the new media of government affairs integrates the opinions and demands of all parties, and is more rapid, direct, extensive and distinct, and is satisfied with the public fit attribute. For example, wechat is more able to show group and strong public attributes in risk events, which is related to the interests of the circle social public. Therefore, the rapid formation and wide spread of new government media has a profound impact on the formation and trend of network public opinion and social public opinion. At the same time, it has important guiding significance for the relevant government departments to understand the public opinion and people's livelihood, and further carry out the handling work of risk events.

Distribution

The interaction mode of new government media is more attractive than other social networking sites. People interact with the content they are interested in through forwarding, commenting and replying. At present, Sina Weibo, Tencent Weibo, Tiktok and other new government media have four basic functions: concern, release, comment and forward. It has the characteristics of strong mechanism of government interaction and quick feedback. Therefore, coping with the crisis can not only spread information objectively and truly, but also form different network public opinions in the process of information transmission. It integrates most of the information channels and communication methods, and then through a large number of fans to share and broadcast, it can arouse the attention and participation of many people, and gather a large number of popularity in a short time. For example, the information synchronization function of microblog makes the "one to many" communication mode a reality, speeds up the process of public opinion communication, and makes the influence of public opinion to the greatest extent. The new government media has changed the one-way communication mode of mass communication, and has gradually become the main feedback interaction position in risk events by taking advantage of its rapid dissemination and strong interaction.

Problems in the Dissemination of the New Media Crisis in Government Affairs

New government media, with its instant information dissemination, diversity of dissemination channels, and

Vol.1 No.11 2020
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"one-to-many" interaction, play an important role in the process of information dissemination and public opinion dissemination in risk events, but also expose a series of problems. Restrict the function of new government media in risk scenarios. At present, the problems of my country's new government media in risk situations are mainly concentrated in four aspects: management system, publishing skills, communication effects, and public opinion monitoring.

Unbalanced Distribution and Development

New government media has become a new channel and a new platform for party and government organizations to release news because of its inherent advantages, such as timeliness of information dissemination and diversity of communication channels. What can not be avoided is that the new media of government affairs is unbalanced in the distribution of regions and departments. On the one hand, new government media for party and government organizations and cadres are concentrated in areas with high economic development level. For example, Zhejiang Province accounts for the highest proportion of microblogs of Party and government institutions, followed by Jiangsu Province and Guangdong Province. The Tiktok account of government departments is not fully covered, or even less. On the other hand, the public security microblog accounts for the highest proportion in the new government media of Party and government organizations, followed by the Party committee, transportation and railway systems. At the same time, the proportion of new government media used by Party and government cadres is less. Therefore, the new media of government affairs shows an unbalanced distribution of industries, and the public security system has formed a unique situation. The government has always attached great importance to the new media of government affairs. At the same time, we should pay attention to the macro planning, ensure the balanced development of new government media in regions and departments, and contribute to the government information disclosure and information dissemination.

One-way Information Release

Due to the official status of the new government media, the information released is more scientific and authoritative than the traditional media, which has a positive significance to pacify and ease the public's fear, query and other negative emotions. However, the new media information release of government affairs also has the problem of single form. On the one hand, government information is mainly in the form of text or text, but less in the form of video and links, which can not meet the audience's needs of multimedia reading, resulting in a small number of fans. The government new media should make full use of its official advantages, release news immediately, strengthen the release skills, increase the scientificity and authority of the content, grasp the leading power of information release in risk events, and firmly grasp the trend of public opinion. On the other hand, the information release of government new media is mainly one-way communication and less effective interaction. The new media of government affairs is an interactive communication platform on the Internet. It not only needs to release the relevant information of government organizations and cadres, but also needs to listen to the opinions of netizens and give timely feedback, so as to truly realize the interaction with public opinion. According to relevant data statistics, nearly 20% of the new government media have no more than 100 comments in a year, and even some new government media have never commented. Some new government media can not correctly deal with the different opinions of

netizens. In the risk situation, it is very easy to have poor communication and lead to contradictions, which further causes the outbreak of public opinion risk. New government media should strengthen interaction and communication skills, instead of simply relying on closing comments, blackmailing netizens, and tough replies to deal with different opinions of netizens, so as to reduce the probability of public opinion risk outbreak.

Blocked Operating Mechanism

At present, there are relatively few laws and regulations related to network media in China, and there are some problems in the new government media, such as the poor quality of some content released by the new government media, the inconsistency of official certification, the nonstandard information reply, and the lack of information release skills. The role of government new media is not only limited to the government information disclosure, but also gives the role of crisis communication in the risk society. In the context of risk society, only by establishing a scientific operation and management mechanism that involves personnel training, official certification, information filing, message reply, information review, crisis communication and public opinion monitoring, can new government media play a better role in information dissemination and public opinion communication in risk events. In addition, the role of some new government media is not clear, they do not strictly distinguish themselves from other new media, ignore their own government attributes, resulting in the lack of information authority. New government media need to define their own positioning, strengthen the release and dissemination of original and authoritative information in risk events, perform their government duties, maintain their government image, and play a positive role in risk events.

Reasons for the Existence of New Media Crisis in Government Affairs

At present, the new media of government affairs is rich and diverse, and it is mature in management system and operation method, which can give full play to its due effectiveness. However, in the process of crisis communication, it can further dig into the management mode, operation mechanism and communication concept.

Management Model Limitations

Since the emergence of China's Government microblog in 2009, the government new media has been highly concerned. Because of its natural advantages such as instant information release, diversity of information forms and rapid information dissemination, it has been favored by government departments and the general public. The new media of government affairs has the incomparable advantages of government website, but the future construction of new government media can still be widened again. In the process of crisis communication, according to the traditional government management mode and the process of government information release, the role of government new media in information dissemination and public opinion communication is greatly limited. In the traditional government management mode, the information release process is complicated, time-consuming and labor-consuming, so it is difficult to achieve immediate response, which is contrary to the characteristics of government new media, which is instant and rapid. If the

Vol.1 No.11 2020
https://doi.org/10.37420/j.cer.2020.113

government management mode is not broken away, the role of government affairs in crisis communication in risk society is difficult to effectively play. In particular, due to geographical constraints and the subjective attitude of leaders, there are a few local governments and relevant functional departments that have not opened new government media, ignored the Internet public opinion in risk events, blocked negative evaluation or closed the comment function. Netizens are excluded from the door of information exchange, even if they participate in comments, they can not get any response, and they can't get the risk information through microblog public opinion. The result of this kind of behavior is that the public can't obtain authoritative information about risk events, which further leads to the loss of credibility of the government, the breeding and dissemination of Internet rumors, and the outbreak of a new round of public opinion risk.

Imperfect Operating Mechanism

The new media of government affairs is in and will be in the stage of development for a long time, and the operation mechanism still needs to be improved in the development, which leads to a lot of problems in the new government media. First of all, due to the imperfect operation mechanism, the government new media can not carry out efficient crisis communication in risk events, and can not meet the people's demand for risk information, which leads to the public's aversion to the new government affairs media, and even easily breeds the generation and spread of network rumors, shaking the authoritative position of new government media in crisis communication. Secondly, new government media is not single, and lacks comprehensive and unified management in the content management of releasing information. Especially in the process of crisis communication, which new media should be used to guide positive energy is often ignored because it is not unified, cumbersome or "silent majority". As a result, the rumors which are easy to raise doubts and panic are expanded without any reason, which affects the generation and trend of network public opinion. Finally, the new government media lacks "gatekeepers" in the process of crisis communication. It leads to people with ulterior motives to create and spread rumors in the interaction of new government media through comments and forwarding, which leads to the breeding and spreading speed of rumors, and even becomes the focus of public attention in the risk situation. Therefore, the construction of a scientific, standardized and reasonable operation mechanism of new government media has become a key problem to be solved.

Alienated from the Concept of Communication

Influenced by many factors, the communication concept of new government media is slightly backward. Specific performance in the information release process is complex, information dissemination is not timely, more public opinion derivatives, lack of information release mode and system. In the risk events, the government new media do not pay attention to the public's information needs, and the interaction is not strong, forming a situation where there are comments but no reply, opinions ignored, suggestions not adopted and problems not solved. New government media should strengthen the concept of information dissemination and realize the importance of Internet users' attention. The more fans there are, the faster the speed of information dissemination, the wider the scope of information dissemination, and the more far-reaching influence. In crisis communication, the power of "fans" can influence the development and trend of events.

The government new media needs to inform the public of the development trend and response measures of

risk events immediately. The voice of the government relies on the vast number of "fans" to spread widely. In the process of continuous expansion, it speeds up the dissemination and strives for the initiative. At present, most of the new government media communication concept is backward, lack of scientific support of communication theory, leading to a vicious circle. However, the government new media with few fans and less attention only have the technical empty shelf, the update lags behind, the information is deficient, and the transmission is blocked, which leads to the loss of fans and the sharp decrease of the number. Although the government new media is not aimed at the number of fans, these factors have become an invisible obstacle to the spread of new government media.

Suggestions for the New Government Media to Play the Role of Crisis Communication

In view of the current problems of government new media, this paper puts forward suggestions from the aspects of innovating management mode, improving operation mechanism and strengthening information dissemination concept, so as to promote new government media to play a more full role in crisis communication in risk events.

Innovative Management Model

New government media should achieve multi-functional complementarity of government affairs, give full play to the advantages of the Internet, realize cross-regional and cross-departmental administrative linkage, and strive to improve the efficiency of crisis communication in risk events. In the process of information release and dissemination of risk events, various government departments need to coordinate with each other, perform their duties, and complement their functions in order to efficiently respond to and resolve risks. From the perspective of risk, communication and cooperation among government departments is essential, and this complementary function is particularly important in the emergency response of cross regional risk events. Government departments are restricted by administrative regions, and it is difficult to coordinate and communicate effectively in reality. The new media of government affairs relies on network advantages, which breaks the shackles of administrative regions, and makes it possible for all government departments to realize complementary functions and jointly cope with risks. In risk events, new government media of public security, fire control, transportation, meteorology, water and other relevant departments should perform their respective duties, and jointly contribute to the risk response in terms of information release, communication, and Q & A, so as to minimize the risk hazards.

The new government media should pay attention to the micro blog for risk events. We should standardize its nature and functional scope, and set up a dedicated micro blog for risk events to ensure the consistency and authority of the released information. The establishment of special government new media to deal with risk events can solve many problems to a great extent: on the one hand, unified planning of information content, so as to become the only and authoritative information source, to avoid the possibility of the risk of public opinion derived from generalized information; on the other hand, pay attention to other new government affairs media to ensure the interaction and diversity of information, and promote the people in all aspects Understand the risks and related information.

Vol.1 No.11 2020
https://doi.org/10.37420/j.cer.2020.113

Improve Operating Mechanism

New government media should be clear about the role of risk positioning. In different stages of the development of risk events, their roles and responsibilities are different. First, play the role of "Observer". The government new media should actively collect and control the relevant information before the risk outbreak, and effectively analyze and evaluate it, and submit the relevant information to the risk management department, so as to achieve the purpose of prevention in the bud and nip the possible risk in the bud. Secondly, play the role of "communicator". New government media should give full play to its characteristics of rapid dissemination and wide range of influence, actively spread information in the period of risk outbreak, so as to help the public understand the truth of the risk, the progress of the event and the handling situation, avoid the breeding of rumors and promote the resolution of risks. Finally, play the role of "mobilizers". New government media should make full use of its interactive characteristics, actively mobilize the public, and stimulate the enthusiasm of the public to participate in the response to risks and risk management.

Government new media should further strengthen the scientific establishment of operation team. We should strengthen the selection and training of government new media operation team, establish a multi-level operation echelon with hard professional quality and strong sense of responsibility, so as to realize the specialization and efficiency of government new media in crisis communication. In the daily management of new government media, it is unreasonable that they do not pay attention to the image construction and ignore the connection with the public. The new government media should set up a team to maintain and operate the new government media, so as to ensure the good image construction, maintain the relationship with the public and the media, and ensure the smooth communication channels and the stability of the communication objects. Due to the unpredictable characteristics of risk events, the excellent micro blog operation team can timely identify potential risks, formulate response plans, and cooperate with all departments to spread the crisis, respond and solve the risks in a consistent manner, so as to meet the information needs of the public to the greatest extent, avoid the breeding and spread of rumors, and reduce the impact and loss caused by risks.

Strengthen the Concept of Information Dissemination

New government media should enrich the content of information release. After each risk event, the government new media absorbs a large number of fans with its influence in the event. It should enrich the content information to meet the needs of the public to shift the focus from risk information to daily information. Due to the uncertainty of risk events, people have a lot of demand for information, and after the event, people's information demand tends to ease. After the crisis communication of risk events, the government new media has absorbed a large number of fans. In order to maintain the stickiness of the public, it is necessary to enrich the information content and realize the balanced release of risk information and daily information. In the late stage of risk response, government new media should extend from risk information to daily information. On the one hand, this kind of information is conducive to provide scientific explanation for the public's questions after the risk, so as to reduce the impact of risk on people's daily life; on the other hand, it can smoothly transition the issues related to risk events to daily government affairs.

The new media of government affairs should enhance the skills of information release. New government

media should comply with the people's acceptance habits and enhance the skills of information release. Through the data analysis of this paper, it is found that the government new media has paid attention to the use of "forwarding" and other information transmission forms and skills, which has become a new trend of government new media to deal with risks. New government media should pay more attention to details such as intonation and emoticons, try to cater to the people's acceptance habits, and strive to build the new government media into a public opinion platform for listening to public opinions and equal dialogue, which not only makes the public feel understanding and respect, but also helps to avoid the breeding and spread of rumors, and promote the process of solving risk events. The new government media needs to adopt various news forms such as pictures, videos and links to meet the people's different information sensory needs. At the same time, it should strengthen the contact with other media, realize cross media communication, and strive to enhance the timeliness of interaction with the public.

Conclusion

A true and comprehensive understanding of risk events and related information is not only the focus of the public in the risk scenario, but also the focus of the government new media crisis communication. Under the guidance of risk society theory, government new media should report risk events timely, comprehensively and authoritatively, so as to help people perceive the existence of risk, improve risk awareness, and form a scientific and accurate understanding of risk. Timely, comprehensive and authoritative information reporting is conducive to curbing the generation and spread of rumors, alleviating people's fear and uneasiness, uniting people to actively, rationally, scientifically respond to risks, and effectively serve the people.

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