A Brief Analysis of Innovation on Opportunities and Challenges of WeMedia Research

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ABSTRACT: With the development of social economy, the new media represented by Internet media develops rapidly. Relying on technological progress and the popularity of related terminal products, the coverage of new media has soared by the masses. The main feature of the new media era is that traditional media pays more attention to the communication process than what?. individual audience’s emotions and expressions are also very important in this context. But there are a variety of promotion channels: text, video, animation, pictures, and hard advertising, information or AD. Advertising campaigns on forums, product placement games are surrounded by advertising. Under the newnorm, we Internet has entered the we Media era, which is an indispensable and important part that provides effective convenience for our life. Then, what opportunities and challenges do we media bring and how to better play the role of this media?

1 WHAT IS WEMEDIA?

Since the media (wemedia) is also called citizen media or personal media, refers to the personal, generalization, civilian, general, self-independence, modernization, electronic means, no specific most or a specific single transfer regularity and irregularity of information media, the media platform includes: blog, QQ, weibo, WeChat, baidu post bar, BBS, BBS and other online communities.

2 OPPORTUNITIES IN THE ERA OF WEMEDIA

Listen to the public conveniently. Su Dongpo once said, "To control chaos in the world, we must stop for the sake of our love. At the extreme of governance, the small people can communicate by themselves; I is more than chaos, though it cannot descend from its minister." Up and down the smooth state governance, blocking up and down the state chaos. The most governed country, even the small people can access the government; A country in chaos, even its closest ministers are difficult to reach the sovereign. From this quotation, we can infer the importance of listening to public opinion and observing the big picture of citizens. However, it is not easy to listen to public opinions through visiting and other traditional ways in a country with an intense population of more than a billion people. In the age of "we media", it is obviously a lot easier compared to what. Through online
communities such as blogs, microblogs, QQ, WeChat, baidu tieba, forums and BBS, the government can have an overview of the world and sense the sufferings of the people without leaving the home.

It is more convenient to contact the public. In the past, the way the government contacted the masses was basically by posting notices on doors. With the development of science and technology, it is convenient for the public audience to publish advertisements via media channels such as TV, radio and website. However, its extreme limitation still exists. The widespread application of "we media" technology enables everyone to receive real time information through mobile phones, tablets and other devices. Regarding the same reason, government departments contact the public citizens to participate in WeChat public accounts, microblogs and other ways, more direct.

It is more convenient to guide public opinion. The Guidance of public opinion, also known as guidance of public opinion, is a communication behavior that applies the public opinion to manipulate people's consciousness and guide people's intentions, to control people's behavior and make them engage in social activities by following the lines, guidelines and rules formulated by social managers. In the era of "we media", due to its traditional immediacy and rapidity, the government can guide public opinion through blogs, microblogs, WeChat and other ways. Through "we Media", the Party can also better practice the mass line and guide public opinion.

3 CHALLENGES IN THE AGE OF WEMEDIA

It is easier for foreign political culture to infiltrate. The advanced network technology generates the complex public opinion environment, as well as the complex international environment. During this period, China has been at a rapid development of economy and society transition period, facing the ups and downs, complicated and changeable international and domestic situation. Network public opinion environment has become under increasingly complex, public opinion pressure, which increases the sudden emergence the development of new media such as weibo Internet public opinion events showed a trend of rise, the public opinion guidance and management have been more and more complicated, western countries through a network of political infiltration, cultural infiltration is also much easier.

The digital literacy of cadres and masses needs to be improved. With the development of new media and the continuous progress of today's society, the independence and diversity of people's ideas have been significantly enhanced, and more and more attention has been paid to democratic politics, economic interests, culture, science and technology, living standards and other aspects, and higher requirements have been put forward for party and government cadres' online media literacy. Some cadres and the masses do not have a correct understanding of the Internet media and public opinion, cannot dialectically view the advantages of the Internet in the open era. Some we media are blind to it, some audiences do not know how to make effective application of it, and some audiences even blindly resist it. These behaviors, contrary to the mass line of the Party, have to some extent destroyed the harmonious fish-water relationship between cadres and masses.

The management mechanism of "we media" remains to be standardized. The rapid development of "we media" enables the information present characteristics of high speed, universality, openness and complexity, which makes the communication between the Party and the masses more convenient.
and rapid, and closes the relationship between the Party and the masses. However, the high speed
and openness of new media communication also make the relationship between the Party and the
masses more complicated. If it matters concerning the interests of the masses are mishandled, not
only the party-masses relationship would be damaged and adversely affected, but also the rapid
spread of "we media" would lead to turbulence and unrest in the whole society. In addition, the
emergence of new media is very short and its development is very rapid. As a result, policies and
regulations on new media regulation have not been improved and management mechanism has
loopholes, which will restrict the new media to play its due role.

4 EXPLORATION OF COUNTERMEASURES IN THE AGE OF WEMEDIA

Use weMedia to promote the openness of Party affairs and government affairs. To further
consolidate the ruling for the people idea, profoundly understand the party's mass line of work to do
to keep pace with The Times, to use new media comprehensively to promote the party and
government affairs for transparency, orderly political participation of the masses, the party and the
government for the people open up new channels, timely grasp the public opinion to guide the public
opinion and form a united and stable social harmonious atmosphere to provide new positions; We
will make steady progress in making Party and government affairs more open, building a new
platform for optimizing decision-making processes and governance methods. We should raise the
public's awareness of democracy and political participation, and promote the positive interaction
between the public and the government, and promote the organic unity of the Leadership of the Party,
emphasizing on the people as masters of the country and the rule of law.

Build a scientific management mechanism by using we media. To build scientific and
reasonable new media management mechanism, standardize the new media form and the laws and
regulations, improve the management level and engagement, from the means and methods, new
media and the integration of the party's mass line, fully meet the requirements of the people to the
media higher, rejecting the disrespectful political infiltration of western countries through a network,
cultural penetration, public opinion management responsibilities, purify the network public opinion
environment.

Use wemedia to improve cadres' media literacy. The party and government cadres should
improve learning capability, making a good use of network media. They should gain network media
knowledge, rational use of network media, and scientific management of network media. We should
change our traditional working style working methods. We need to truly maintain the glorious image
of the Party instead of bureaucratism, and sincerely strengthening the relations between the party and
the masses and between the cadres and the masses through new media.

Use weMedia to guide the masses to express their ideas. The people in such aspects as the
outlook on life, world outlook, the values differences led to their use of new media focus on the
interests of different social dynamics and expression, in addition to effectively safeguard people's
right to use of new media to talk, to guide the rational use of new media express emotions and ideas,
create a good atmosphere of positive enterprising, unity upward.
Use weMedia to strengthen the leading role of public opinion. Should attach great importance to the integration trend of the international media, the positive energy into the media of information transmission, strengthen the media public opinion leading role, realize the traditional media and new media to promote the mutually, used to support the development of new media technology rich traditional and new media, the use of new media public opinion leading function, become a social ethos of positive energy, further expanding the scope of the publicity and radiation strength, make the hearts of the party and the masses into the infinite development power.

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