Research on the Propagation Characteristics of Social Events in the Context of Micro-media

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Abstract. With the great development of information science and technology, a variety of communication tools have come out, which enormously improved efficiency and speed of social communication, and people’s living conditions have endured a great change. The social events has always drawn mass attention and reflected public focus, and people will soon get together, talking about social events by micro-media, such as QQ, Wechat, micro-blogs. The way people talked and publicized by micro-media, as well as the outcome, are all things we are going to research on.

1. Introduction
The world is developing rapidly, and the progress of science and technology has brought great changes to the world. Today, new media based on digital technology and network technology are affecting our lives at all times. From the past three traditional media to today's internet mobile media, with the change of media communication technology, the whole media environment and media ecology has also undergone a great transformation. The new media environment is relative to the traditional context of "unidirectional, one-to-many, non-receiving timely feedback". Refers to the context environment formed by the new media technology, this new media technology can be mobile phones, the internet and the internet in Weibo, WeChat.

The concept of "social event" in communication is to investigate the changes in the events themselves, the relationship between the event participants, the characteristics of the event communication process, and the impact on social politics, economy and culture after the major social events have been involved in the media way of "live television". After the 20th century, the development of internet media led us to the new media era, and the theory of "media events" based on the "live television" approach has also undergone profound changes in the new media context.

Compared with the "media events" in the traditional media era, there are great differences between the new media events in terms of both the manifestation of events and the process of event propagation. This paper makes a theoretical combing of the concepts of "media events" according to the perspective of communication and related disciplines, and obtains the propagation characteristics of media events in the context of new media through typical case analysis, and ponders the advantages and disadvantages in the process of the propagation of new media events. Understand the ways in which media events in the new era have won the attention of a wide audience, how effective is their dissemination, and how should we respond to the negative effects they have had?
2. The general background of research and academic value on the topic.

2.1 The normal data figure of social events by network communication

According to the survey by Erie. com, from January to March 2019, 70.8% of new media users regard social media such as Wechat and Micro-blogs as the main way to get news information in the last three months, while the proportion of traditional TV news is only 42.6%, and it will continue to decline in the future. From the data, we can see that the development of new media is unstoppable, and the influence of new media, such as the Internet and mobile phones, on individuals is constantly strengthened. At the same time, the dissemination mode and process of new media events and their influence also show new features with the growth of new media, such as Cui Yongyuan's Yin-Yang contract in entertainment circle, Fan Bingbing's tax evasion exceeding 800 million; Yanxi Strategy is frequently searched, and Er Qing, the second female, is widely discussed by netizens; Zhai Tianlin's academic fraud is exploded, and the majority of netizens become audience. These three events are media events which have been continuously fermented on the Internet in the past year and attracted much attention from netizens. Through deep thinking, we can find these new media events. Compared with the traditional media context, they present different communication characteristics will be discussed in terms of different communication means.

2.2 The academic attitudes of the topic.

There are two most common definitions of media events. First, Daniel Burstin, an American historian, puts forward the term "false events". He believes that the so-called media events are fake events created by political interest groups to realize their own interests. He points out that fake events are artificially planned and serve various campaigns. Second, Daniel Dayan and Elihu Katz, defined media events as "festival TV viewing, that is, historical events that make Chinese people and even the world stop breathlessly" in "Media Events: the Live Broadcasting of History".

The definition of "media event" by foreign scholars is based on the conclusion of traditional media environment. Burns defines media events as "false events", but the author believes that media events also have their rationality and inevitability. They are not entirely false and fake stories. The definition of "one stick kills" is too absolute. Dayan and Katz believe that media events are closely related to live TV broadcasting. This theory is obviously no longer suitable for today's new media era. In the context of new media, the dissemination of media events has been not just limited to live television, coz the Internet new media is the most popular way of dissemination. The definition of "media event" should be updated with the change of media environment. In the context of micro media, great changes have taken place in the subjects, contents, audiences, channels and effects of media events. The term "media events" should be endowed with new connotations.

3. General definitions of concerned subjects.

3.1 The all media ports are ways for transmission and publication.

Micro media, as a form of media, is relative to traditional media such as tele-newspapers, radio, vedio, outdoor screens and so on. Therefore, the new media is also known as the "fifth media". At present, there is no clear definition of the concept of new media in academic circles. However, most scholars in China agree that the new media is a new media form under the new technology support system in the network era, which is relative to the traditional media. For example, digital magazines, mobile TV, digital movies, network media, mobile media and so on belong to the category of micro media. As a product of the Internet era, new media has incomparable advantages over traditional media. With the help of network platform and diversified means of communication, it has realized the efficient dissemination of information. Compared with the traditional media, the new media has broader scope, stronger timeliness, more audience groups and better communication effect.

It is believed that the extensive use of new media has constructed a virtual environment for our information life. In this virtual environment, the disseminator uses the digital platform to disseminate
information in real time, and the audience uses mobile App to obtain information in time. Such a virtual environment can be called the new media context.

3.2 The characteristics of social communication.

The term "media events" originated in the West and is called media events in English. Different scholars define it according to different contexts. There are two widely circulated traditional explanations: the first is the term "false event" proposed by American historian Daniel Bolstin, who defines "media event" as news deliberately created through design. The second is Daniel Dayan and Elihu Katz's definition of "festival viewing of television" in "Media Events: the Live Broadcasting of History", which they believe it is a major event that is exaggerated through live television broadcasting. These two viewpoints are based on the concepts derived from the traditional media context. With the continuous development of the media technology of information dissemination, the definition of "traditional media event" can no longer explain the concept of "new media event", and "media event" should be endowed with new meanings.

The so-called media events in the context of new media can also be called "new media events". On the basis of the traditional definition and the characteristics of new media, the author thinks that new media social events should have the following characteristics: i. Based on reality, its occurrence has certain rationality and inevitability; ii. Using internet as the carrier; iii. Events that cause significant social impact through extensive participation and dissemination of netizens. Therefore, in this article, the definition of new media social events is "information events based on real event information, with the help and use of new media technology to disseminate public opinion, which have a tremendous impact on social facts".

4. The internet background is easier and sooner for communication and transmission.

4.1 Content fragmentation of new media social events.

The era of new media is an era of extremely rapid information dissemination. Every day there will be different hot spots, and even at the same time on the same day there will be several media events to grab the audience's attention. In order to attract the audience's attention in a short time, the most common form of network communication is to summarize a media event through pictures, videos and short text. The fragmented dissemination content makes the dissemination and acceptance of information more convenient. Due to the limitation of the length of dissemination information content, the expression of media events is more concise, emphasizing the speed of information dissemination rather than the comprehensiveness of content. The recipient of information can also grasp the main content of information in a short time. These "fragmented" information, short and scattered, making the information richer and more colorful, and meeting the basic needs of people for information acquisition. For example, in the case of media events spread on microblogs, the title of the event is extremely concise, and the content of the event can be widely disseminated with 100 words or so. For example, "Zhai Tianlin Incident" is making a storm on the Internet. On February 6, the event was titled "Zhai Tianlin does not know the Web"; on February 7, it was titled "Zhai Tianlin's thesis plagiarism"; on February 8, it was titled "Professor Huang Lihua cracks down on fraud"; on February 10, Zhai Tianlin falsely reported the results of college entrance examination; on February 11, it was called "Beijing Film Academy set up investigation group"; on February 12, the statement of Peking University; on February 13, Zhai Tianlin plagiarized Chen Kun's thesis"; on February 14, Zhai Tianlin's said Sorry; Feb. 16, Peking University Acknowledges Zhai Tianlin's Academic Misconduct; Feb. 19, Peking Telecom revoked Zhai Tianlin's doctoral degree. The whole incident continued to seize the microblog hot search for more than half a month. The event spreaded with time. The dissemination content was scattered and fragmented, but it could firmly grasp the audience's eyes, so that the audience spent a small amount of time every day to know all the information of the incident.
4.2 Communication effects of new media social events:
In the context of new media, there is a strong difference between the communication effect of media events and that of traditional media events. Because of the rituality and planning of traditional media events in the process of communication. In the new media era, media events show a certain degree of abnormality, that is, media events do not develop according to the normal thinking of the media and social managers. The development of such events is often uncontrollable, at least the influence of public opinion is not easy to estimate. For example, once the "Zhai Tianlin Academic Gate" incident was exposed, not only did Zhai Tianlin himself change from "a popular acting school" to "a negative textbook of academia", but also his mentor Chen Zhuo's level was questioned. At the same time, some people even disclosed that the "divorce and marriage of students by the president of Beijing Film Academy" incident, which caused a lot of praise from netizens' friends, and the audience began to question the academia. Furthermore, the public began to talk about the topic of social education inequity. In the context of traditional media, this may not be so serious. Maybe, Zhai Tianlin himself used the word "joke" to explain "I don't know what the Internet is" and hide it from the world. In the context of new media, it is relatively easy for netizens to pick up some facts, and a seemingly small thing in the context of new media. It may become a media event with great influence, or even induce other information. In the context of new media, the development of events presents a very special feature.

Through the analysis of media events in the context of new media, we can understand the communication characteristics of new media events. In the new media era, the disseminator is no longer only the privilege of the discourse stratum that holds the dissemination resources, but the individual becomes the disseminator of social information. The individual disseminates information through various social platforms and integrates personal feelings into the second dissemination of information. On one hand, it makes the environment of information dissemination more equal, on the other hand, it reduces the credibility of media information; what’s more, the dissemination of media information is no longer as complete, serious and formal as traditional media, but puts the novelty of events in the first place, which effectively attracts the attention of the audience, and at the same time generates a lot of false media information. In the context of new media, the process of communication has changed from the clear division of labor among different media in the traditional media environment to the cross-media communication today, from the linearization of communication to the networking of communication. At the same time, the whole communication cycle is longer, the development of events is complicated and confusing, and the whole communication process is more eye-catching. Compared with the audience under the traditional media, the audience in the new media context is more active and interactive in participating in media events, which makes the whole information society full of vitality. On the other hand, because the quality of the audience needs to be improved, network violence and false information dissemination are flooded with the network. Collaterals. From this analysis, we can see the advantages and disadvantages in the context of new media. We should protect and make full use of the advantages and disadvantages of new media. For its disadvantages, we should prescribe the right remedy, rectify in time and optimize the communication environment so as to make our information society vigorous while keeping it healthy and upward, and bring right power to our social life.

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