An Analysis of the Media Well-being of New Media People at the Grass-roots Level of the County-level Fusion Media Center

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Abstract. With the advancement of social transformation, it is important to pay attention to the mental state of the grass-roots new media people, especially the satisfaction of media happiness. In the context of media integration, media practitioners in the media center operate a variety of media forms, and their media use is divided into work content and daily life two parts, the acquisition of happiness is also different. This paper discusses the essence of media happiness of media people, explores media people's use of media tools as communicators to construct self-professional identity, through different media forms and different contents carried by the media to perceive the media happiness, and discovers the media person's media well-being is negatively related to the time of entry.

Introduction

McLuhan said that "the media is an extension of the people" [1], unlike the past radio, television and newspapers, with the development of mobile Internet, people changed the "morning listening to the radio, noon reading newspapers, watching TV at night" traditional media contact status, people and the media have never been as close as today. Human beings are more and more dependent on media technology, as an audience, media use on people's cognition, emotion, behavior have a great impact on people's subjective well-being. As a preacher, how does the media person's media use affect his media well-being?

The study of well-being began in American psychology in the middle of the last century and gradually expanded into a wider and deeper field. Subjective well-being means that the audience actively uses the media to obtain content that can bring positive emotional experience, and stimulates the senses through media content to get a happy experience. The domestic research began with Miao Yuanjiang, Wei Lu and other scholars thinking about whether the media can bring happiness to people [2, 3], Yuan Aiqing innovative media happiness communication, psychology, social psychology and other interdisciplinary research, put forward media happiness [4]. The change of communication technology changes the way human perceives the world, the media influences human happiness by providing information to meet people's spiritual and life needs, recognize oneself, give security, enrich subjective experience, etc., and the happiness that the media brings to the audience is called media happiness. While the research of media practitioners is mostly focused on the perspectives of journalism, news production, media people's self-identification and transformation, and the research on media people's and well-being is mainly on the study of media people's economic income and quality of life. Although media people contact and use the media every day, there is little research on the media practitioners and their media well-being, and little attention is paid to the grass-roots media people. In recent years, with the advancement of social transformation, it is of great significance to pay attention to the mental state of grass-roots media people, especially the media well-being of grass-roots media people. This group is often the early and long-term contacts of the media, whose media use time is long, high, and diverse. In the context of media integration, the media practitioners are operating clients of the media center, WeChat public numbers, microblogging, government websites, mobile phone newspapers, radio, television, newspapers and other media forms. And their media use is divided into work content and daily life two parts, happiness is also different. The media person's sense of comfort in the media that this study explores refers to the well-being perceived by media people as communicators using media tools.
Building Self-Employment Identity Media Happiness

The influence of new media technology on the news media industry lies not only in the industrial transformation at the macro level and the institutional strategy at the mid-level, but also in how to construct their professional identity in the operation of social media platform under the background of the large-scale development of social media by a news media person living at the micro level. Self-employment identity is a process that emphasizes the positioning and affirmation of a person when he or she engages in a profession. The relationship between the personal values and the social support that individuals expect from the media is also an important factor affecting the media people's well-being, and the relationship between media people's media use and subjective well-being can be analyzed from the influence of media people's media use on the media individual. As a media person, also a communicator, being accepted by the audience certainly can make the media people more happy in the media. The use of the new media platform is primarily to meet the media people's expectations of the role of the communicator, through the use of media tools and the individual satisfaction of the communicator to achieve a certain balance in the "homogeneous" process. And when professional identity is a state, it is the basis of the individual’s identity of the profession in a clear self-awareness. So from "I" to "we". The media does not directly affect happiness, it is produced through a series of intermediary variables, from the point of view of constructivism, "media" is not only a tool, its construction of the world shape of the media people's identity, thus affecting the media people's well-being.

Media Forms Affect Media People’s Media Well-being

As an extension of the human body and the connector of social relations, the media directly or indirectly affects people's feelings of happiness. In the study on the relationship between media contact and subjective well-being, different levels of happiness that different media forms bring to media people is because of the different types of media in which they operate at work. After employment, many media people in the media use from the daily state to the working state. Not only that, because of the large number of media at hand, different media forms of work content and complexity are also different. Media people have recognized that the most difficult thing to do is WeChat public platform, affecting the media people's perception of WeChat. The content of WeChat push cannot be modified, and it is necessary to report to the leadership for review, a set of processes down, time will inevitably be delayed. The development of information technology makes the time snatch become particularly important, the audience all points to a "I will get soon" urgent need, the speed of the pressure is the new media practitioners of the mental strain. Among the various media platforms in the hands of media people in the media center, WeChat Public Number brings the media to the lowest media well-being due to its cumbersome approval process and the immediacy of news dissemination, while the client (APP) is favored by the media because it has greater autonomy and is more willing to focus on the development of APP.

Media-hosted Content Affects Media People's Media Well-being

Access to information used by the media is an important indicator of how people are connected to the outside world, and it is also a professional demand for professionals, who are immersed in the news through long-term media contact. The county media center under the leadership of the propaganda department of the county committee, as the official media, should also give the audience positive guidance of public opinion in the process of news production and dissemination, and the media people must abide by the "political rules" when operating the new media platform. Media people after work can be removed from the work of the passer-by identity, into the audience, but the media people from the media-hosted content to obtain media happiness and ordinary audience is very different, the audience can read media information in the work, leisure to obtain pleasure and relaxation, but the media as the spreader of information, editors cannot get the same experience through this way. Because the content of their work is journalism, they are more likely to choose media content that is quite different from the content they work on.
Conclusion

The nature of the work of the new media leads to the compulsive use of social media by new media workers and the fear of missing information that can lead to work fatigue, as well as increased anxiety and depression among media people, which negatively affect seismic media. Working on new media requires a moment of readiness for new media practitioners, and the timeliness of news requires the rapid dissemination of information. High-speed operation and 24/7 on-call work, so that they do not agree with the new media work happiness, with the increase in the time to work, media use of the media happiness and induction time is negative correlation. With the advent of the new media era, the network also binds work and life to the space of time and space, and when new media practitioners unconsciously use the medium at hand for their work, they are continuing to work.

In the new media era, the new media practitioners of the grass-roots county-level media centers use media tools to construct self-employment identity, but the media does not directly affect happiness. Instead, it builds and shapes the media’s self-professional identity, which in turn affects the well-being of media people. Media people manipulate different media forms to obtain different media happiness, and different media forms can bring media people different media happiness, in which WeChat public platform brings the media people the lowest media happiness because of its cumbersome approval process and the instant contradiction of news dissemination. Since the work content is news, the media people are more inclined to choose media content that is quite different from their work to relax during non-working hours, and the media people in the media use of media happiness and employment time is negative correlation.

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