

On the Positive Role of Opinion Leaders in the Media Age

-Take the Spread of Buddhism Culture in China as an Example

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Abstract: Since the media is one of the highly developed products of the information society, mainstream ideology and various social thoughts have flooded the entire society. This undoubtedly brings shocks and challenges to the current educational management work in colleges and universities. With the new type of communication that has grown up from the media, namely "personal media", every social citizen in the network environment can act as a producer, publisher, and receiver of information. In many "personal media," there is a strong flow of information. The "activists" of the fan community may become opinion leaders, issue opinions, show attitudes, gain support, and support. Based on the conditions that have arisen, opinion leaders have played an important role in spreading mainstream ideology, guiding college students to establish correct values, and promoting excellent traditional culture. In light of this, the development of a mechanism for the positive role of opinion leaders in the era of self-media has been explored. It is of great significance.

Keywords: Opinion leader Self-media positive role "Buddha" culture

1. Introduction

As a special linguistic symbol and cultural symbol, the Internet buzzwords under the media age are a new thing widely distributed in the social field by means of major communication platforms, one-person first episode, echoes of all people. The moment the most popular "Buddha" is also one of the many network buzzwords, Buddhism, network buzzwords, the meaning of the word is a how to do, not care, bearish all the living law and life Method^[1]. This "Buddha" is different from the Buddhism culture popular in China for thousands of years. How to treat its influence among college students has become an important task for college educators. It is necessary to give full play to the positive role of opinion leaders by analyzing the origins and evolution of the "Buddhist" culture in China, clarifying its impact on the education of college students and how to guide college students to treat this phenomenon reasonably.

1.1. The diversity of modes of broadcasting under the Internet age

Since the media as a new type of media, driven by the Internet and intelligent tools, people are increasingly changing their thinking modes and lifestyles. China not only enjoys an advantage in the overall population but also accelerates its growth. According to statistics, as of December 2017, the number of Internet users in our country reached 772 million. Total number of Internet users reached 40,740,000 in the year, with the Internet penetration rate at 55.8%, an increase of 2.6 percentage points from the end of 2016.^[2], we can see that since the

media in China is widely used. From the origins and evolution of the "Buddhist" culture in China, it can be seen that the diversified modes of communication and dissemination now enrich people's lives as well as the community's hopes.

1.1.1. The mass communication to promote the "Buddha" culture originated

Mass media refers to large-scale information production and dissemination activities carried out by specialized media organizations using advanced communication technologies and industrialization measures and targeting at the general public^[3]. The specialized media organizations here include television stations, newspapers, press stations, magazines, film and television companies, etc. They integrate, analyze, screen and control the information and resources they have acquired so as to achieve certain social contact and coordination functions so as to achieve corresponding Social management role. "Buddhism" culture from Japan into China is the typical embodiment of mass media.

China's Internet buzzword began around 2005 with the official record beginning with the 2008 Green Paper on Chewing the Word, and the Yearbook of Top Ten Buzzwords released by the Year of the Rat chewing word every year. At first, the source of many buzzwords was inseparable from the linguistic programs of the Spring Festival Evening. Later, the channels were more extensive and the contents were enriched. When viewed from a vertical perspective, online buzzwords are bound to have the characteristics of fashion, mass and expression. However, the most extensive use of the "Buddhist", the

deepest promotion than the Buddha life and Buddhist youth, and the fire before the network buzz both linked and different.

Originally from a Japanese magazine, the term Buddhism introduces a new Japanese creature called the "Man of the Buddha," who looks the same as the average person, but often has the following characteristics in his heart: his hobbies always lie in First of all, basically all things want to do in accordance with the way they like and rhythm, always think too much trouble in love, do not want to spend time on it, do not want to pay a girlfriend. How popular this catchphrase is in China is that it depends very much on the strong self-media in the cyber-information age and the opinion leaders who have huge traffic and fan base on major media platforms.

1.1.2. Opinion leaders set off the "Buddha" culture in China's evolution

Paul Lazarsfeld first proposed in the "People's Choice" that what people think as opinion leaders "is an activist who often provides information, opinions, and comments to others in the interpersonal communication network."^[3] Originally born during the 1940 U.S. presidential election, they recognized the existence of opinion leaders in the field of political issues. In later studies, they learned more and more deeply that opinion leaders exist in all areas of social life, and they have an effect on the effectiveness of mass communication. Promote or hinder the role. The progress made by the times has brought about the diversification of modes of communication. The important role of the opinion leaders in the dissemination process has been given full play to the flourishing process of the word "Buddha" in the land of China.

Until 2017, Buddhism became popular in China. In April, the ring appears to not tear as the core of the "Buddhist chasing star" in September the same year, microblogging blogger @ milk riding the ride, made a piece of content as "Buddhism Chasing a just, taught, Amitabha is kind and generous, "and mentions the interpretation of the word" buddhist chasing star ", which makes it more popular. November 21, 2017, WeChat "Lintongshe" released after 90 articles related to "stomach collapse, head bald, divorced, 90 and began to pursue the life of the Buddha? The word "Buddha" finally broke away from the vertical circle and began to enter the public view. This is similar to the Chinese Internet buzzwords.

On December 11, 2017, the WeChat public number "Neo-phase", which has always been adept at selling concepts, wrote "The first batch of 90s had already left home". The opening of the article was "The water temperature in the holding flask was not cool, after the office's 90th Have found a new direction in life: they announced the Buddha." This article successfully "Buddhist culture" to a climax. Afterwards, on the social platform, the Buddha's Department of Postgraduate Entrance Ex-

amination, the Buddha's fans, the buddhist taxi, and Buddha's tutors etc. It can be seen that the "Buddhist" culture is used extensively among young people, especially university students. This reflects the social pressures faced by the younger generation. This mentality is conducive to conducting under fierce social competition. Self-commissioning and comfort.

1.1.3. Multi-path propagation Expand the audience of "Buddha-style" culture

The opinion leaders not only made young people familiar with the phenomenon and concept of the "Buddhist system," but also reflected social reality to some extent. On December 15, the People's Daily published a commentary on "Buddha Youth". At this point, the domestic mainstream media coverage is the concept of a comprehensive roll out. Weibo, the circle of friends, Renren.com, and all the major platforms can all be seen as young students' "Buddha Life, Buddhist Studies, Buddhist Tutors," etc. The "Buddhist Method of Weight Loss" is especially influenced by the general public. Members of all ages.

2. The Radical Reason of China's "Buddhist" Culture popular

"Buddhism" is also one of the many network buzzwords. Through sorting out the annual top ten online languages since 2008, it is known that "Buddhism" buzzwords have several major characteristics:

First, the origin of the Buddha system is neither the policy orientation of the party or the country nor the self-paradox and dispelling of the grass roots; instead, the opinion leaders have borrowed from the media platform through the domestic traffic stars and Weiboda in their own media platforms. The first release and cause forwarding, and then affect its vertical circle also has a large fan base of a small number of people, fought in the circle of friends and public channels, etc., which spread to influence the general audience. This is different from the catchphrases of the previous big fires such as international conferences and Spring Festival Gala.

Second, the symbolic significance of the Buddha system is not plain pale or purely entertainment, but more profound and acute, symbolic. It reflects the core concerns and mental states of young people in a certain level. Because the culture of Buddhism not only exists in China, but also exists in Europe, North America, Australia and other countries, which is similar to the "low desire The status of Japanese youth reflected in the society is slightly similar, but it is unique at this moment. Responsive to the fact that the grassroots, who are unable to "practise", experience life in a fierce social competition, such as embarrassment, soy sauce, and predominantly temperament, is a kind of dissolution and self-consolation that they cannot achieve great goals through hard work. .

Thirdly, Buddhism is a reflection of social phenomena to a certain extent. It is manifested in the self-protection of the weak in a strong social atmosphere. Of course, there are many humorous and entertaining expressions. The popular language of the Internet is a concise and vivid expression of people's aspirations and expectations. For example, the "not bad money" of the Spring Festival Gala in 2007, the "and cherishes and cherishes" as a result of the article on Ma Yi's fire, and Wang Jianlin's affair with Luk Yu. The Japanese must first set a small target; such as defeating you is not naive, there is no shoes (innocent), the friendship of the boat said, there are many such as there is no lack of a sense of relaxed and happy.

3. The Positive Role of Opinion Leaders Explore the Mechanism

Whether the phenomenon of "Buddha-related" can be correctly understood and used reasonably still needs to return to its origins in China. That is, we need to use the theory of secondary communication to enable opinion leaders to play the correct guiding role. In the self-media environment, information is continuously circulated through the cycle of re-integration of information, comment, feedback and information to form a public opinion that has a great impact on the incident. At the same time, opinion leaders are required to guide the public opinion rationally and urge public events The smooth solution^[5]. The extant interpretation of the "Buddha-style" culture has a positive and candid view of it as a normal social phenomenon. It is a concerted effort made by social members to make a certain stage of social development based on the matching degree between their own ability and social requirements. It is regarded as a scourge by panic and blindness as a stumbling block to national development, social progress and youth's continued progress. To fully guide the youth generation to face up to the influence of the "Buddhist" culture, it needs to be fully implemented Play the correct guiding role of opinion leaders.

3.1. Enhance media literacy, work together to express themselves

Katz believes that opinion leaders must have three conditions: "Must be the value of the expressionist; must have the professional ability; must be in the center of the social network."^[6] opinion leaders made the point of view can have a huge influence on this , Has long accumulated the trust of fans. Through individualized expression and inner group value attraction, the formation of initial classification, and through inter-community competition and more intensive classification, fan recognition and criticism as an external force involved in the process of opinion leader identity imaging^[7]. Therefore, individuals who serve as opinion leaders should stick to their sense

of social responsibility when expressing opinions and expressing their opinions. They should express their fair stance with clear thinking and accurate judgments so as to convey to the audience the positive energy of demonstrating the mainstream values, Other social thoughts chaotic expression, negative transmission.

Student opinion leaders are the soul of this group. The groups they face are special. They have great freedom of choice or blind obedience in media environment. They have the characteristics of fragmentation, fragmentation, timeliness and explosiveness in media communication. The truth hinders. Regardless of what we are observing, we shape it according to a certain art technique that we are familiar with, which creates the standard of our own artistic authenticity^[8]. At a time when young people are full of ideals, bloody and full of fighting age, they are also more impulsive and inexperienced. As a result, their opinions and opinions around them are enough to affect them. Schools, groups and the community all require opinion leaders with good qualifications to reasonably express themselves in the media platform to fulfill their responsibilities, highlight the value of communication and disseminate social light.

3.2. Relying on the position of university education, training a large number of opinion leaders full of positive energy

Through targeted training for some students who have good interpersonal relationships, lively and cheerful personality and strong ability of coordination and communication, the students are mainly targeted at student cadre groups, making good use of their resources to learn about their classmates and students and make good use of their classmates The way it is loved and loved, give play to its guiding role on such major issues as policy orientation and public opinions.

In addition, the state's requirement for education is to train qualified builders and reliable successors of the socialist cause and to cultivate outstanding citizens with good theoretical knowledge, strong practical ability and high moral quality. Undergraduates are facing the future and are entering a crucial social transition period. In addition to receiving professional knowledge during their training, they also need to develop good habits and moral habits. This requires education directors, school education positions and student group autonomy Multi-joint force. The education authorities should do a good job in policy guidance and ensure students 'world view from a macro perspective; ensure that schools and groups have adequate resources to build a platform for students' cultivation; guide young people in the school to establish a correct outlook on life and values; He hoped to provide multi-channel and multi-dimensional education on responsibility; students groups should strengthen their own construction, take the initiative to learn from the previous

generation, question the society, and reflect on themselves.

3.3. To strengthen the institutional mechanisms to ensure that the basic interests of opinion leaders are maintained

In the course of educating people, schools should incorporate education in management. The pursuit of education is based on the students' love of and acceptance of them. The opinion leaders are not only the embodiment of group spirit, but also the example of other members' learning. Since the media age, more free and complex worlds have been created that give full expression to speculative light and sophistry. Opinion leaders can obtain the recognition and support of the majority of people when expressing their views and expressing their positions. There are also a few groups who focus their attention on the eyeballs, seek attention, and take malicious slander and deliberate defamation methods, such as promoting "nihilistic history" and "It is not only unfavorable to carrying forward the mainstream values, but also has an impact on young students' formation of a correct outlook on life, world outlook and values, and even on the fine tradition of Chinese tradition. Based on this, there is an urgent need for the education sector, social organizations, and universities themselves to improve the institutional mechanisms.

The opinion leaders, who have made a great contribution for proper functioning, should adopt the principle of motivation, recognize their value judgments, professional accomplishments and ability of expression, which is also an effective force in building the contingent of qualified personnel in colleges and universities. The diversity of colleges and universities provides both a routine choice for students' development and a new platform for their ability to progress.

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