The Validity of the Theory of Network Media Supervision by Public Opinion

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Abstract: In recent years, with the rapid development of network technology, network has become one of the major media supervision by public opinion. This article mainly from two aspects: firstly, network media supervision by public opinion to bring new impact on traditional media supervision by public opinion. Secondly, the unique charm of network media supervision by public opinion to illustrate its effectiveness.

Keywords: The Network Media, Supervision by Public Opinion, Traditional Media, The Unique Charm

1. Introduction

The so-called public opinion is in certain time space, public social public affairs openly for the particular basic consistent opinion or attitude. Value belief, behavior and attitude and potential expression constitutes the psychological structure of the pendulum, its core is a belief system, it associated with the problems of the outside world and formed a certain attitude orientation. And supervision, it is when the need to coordinate with each other in the human social and economic life of a kind of social phenomenon.

2. The Supervision by Public Opinion of Network Media has its Unique Charm

2.1. Tolerance of Supervision and Comments

In the vast network information platform, we can hear different sounds from all directions: some passionate, some a lot of honor, some ponder. "People's Daily online -- people's editorial", for example, the tight grasp the hot focus of speech, As criticism of Madandan's illegal abuse case, criticism of mine in Guangxi, question and comments of "achievement project" and so on, say, unhealthy tendencies, vivid language, style of writing and embody the democracy in the tolerance. People launched the richest democracy view "bumped" column, further play to the network supervision and expression of tolerance. On the premise of not illegal, all sorts of views can be elucidated. Different views between criticism and defense, with counter criticism, criticism again. Online comments have malicious, responsible, there is irresponsible. People are already open. This is where the network tolerance changed people's view. For audience can choose oneself want to see, instead of the traditional media to yourself and accept it.

2.2. Convey Information Quickly

The quickly of network supervision by public opinion has two meanings. The first layer is refers to the network speed of passing information. The second layer refers to the network supervision by public opinion of sharpness. The spread of network information don't need to go through stringent checks like traditional media. So the public can grasp the news at the first time touch, and can quickly to express their views. In 1998 shocked the world news "a White House intern, and the President of the United States had an affair", the latest in Internet Drudge's personal web page, make overnight "Drudge website traffic surged from 9 million to 123 million, to become the world's most famous website.

2.3. Mass Democracy Consciousness

Network media for the public speech space fully, people can comment on BBS, can also comment on the every news. As long as the heart want to say, can find a place to talk on the Internet, it is beneficial to the public's democratic consciousness and create a good atmosphere for public opinion supervision. On May 8, 1999, the Chinese embassy in South American missile attacked, aroused strong indignation of the Chinese people. On May 9, the People's Daily online opened a "strong protest NATO atrocities BBS ", people with high patriotism involved, to the late on June 19, 1999, "BBS" replaced by "powers" BBS, net friend, a total of 1 90000 article posts, can speak to the unique role in the supervision of public opinion.

2.4. The Flexible Mode of Supervision

Modern electronic technology not only brings electronics over, also led the dissemination way over, liberation brought the communication technology, create a new situation on the level of communication technologies. Using the network a variety of tools, web page creation ability, j script software combination ability, can deal

with complex editing required. Editing and typesetting, proofreading, publishing all of these can be completed online. These machines can even anime, cartoons, and flash dynamic pages. Words, pictures, multicolumn attack, diverse forms brought in the diversification of mode of transmission and dissemination content, give confidence in the network more gorgeous dress, not only that, but it also allows the public to effective integration of information quickly, make public opinion supervision, colorful, flexible.

2.5. Interactivity is Good

On the Internet, people can get to know each other on the same issue opinions, to discuss; Can cost large cover, pages can also be short refining, hit the nail on the head; Also can organize the "experts", so that the organization questionnaire and feedback. Because the Internet has these advantages, use the advanced means to realize the judicial and administrative activities of the people's supervision, is the modern inevitable social democratization development process. A scholar said: let the people speaking is a must and progress through the network, it is the further deepening of China's reform and opening up further "maximize" and people's rights and provides a broad platform. Give people the freedom of speech and it is coequal and important to let people to master the law weapon, democracy, rule of law, equality, freedom, this is the socialist reform and opening up China's political reform goals.

3. The Network Media has both Extensive Publicity, but also has very Strong Privacy

Publicity refers to the information can be Shared online; Privacy is refers to the online remarks and news of people can hide their real names and identity. Because of this, some people pointed out that the network is a "double-edged sword", it promote the progress of civilization, is often mixed with the sensational rumors and discontent of anger.

The strong integration of resources. "Network News able to accept the search, access ways to provide database support a theme or overall sense of confidence in the warehouse". It provides the audience with a news event complete series, including news background. Audience can pass such a report a comprehensive understanding of the facts, the supervision by public opinion is very important. Type in "Nan Dan" on the sina, audience can search to more than 200 reports of Nan Dan catastrophic flooding, journalists, and secretly record, report and central to the punishment of corrupt officials. It can fully reproduce the process of the whole event. In the process of supervision, report on the subsequent events is one of the key link, which reflect the effectiveness of the supervision, relates to the hearts and minds. Network resources integration function this can make the whole process of supervision, clear, transparent, so as to realize the democratization.

Of course, public opinion online media development is still in its infancy, there are some shortcomings, but the network media, the role of public opinion in China is huge, along with the traditional media to build a diversified pattern of supervision, in general, enhance the density and strength of public opinion. We should also strengthen the relevant theoretical research, and require law academia and media support, public opinion can help network leaps and bounds.

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