

Anomie and Guidance of Civil News from the Media

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Abstract: With the rise and development of the media, we have entered an era of everyone with a microphone, civil news came into being. Citizen journalism is a powerful channel for citizens of democratic supervision, the expression of public opinion, but our country the development of citizen journalism is not perfect, in the use of the process there are some Department of the anomie of the self definition of citizen media news, self existence of citizen media news, news of citizen media guide three aspects since the news of citizen media in the development process, and how to standardize

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1. Introduction

Citizen journalism, in the opinion of the majority of researchers, began in the United States in the last century in 90s ". Is the product of the rapid development of the Internet technology, it is the majority of ordinary people, to the media as the carrier, the audience is both the carrier and the recipient of information. Citizen journalism from the media to the social development has brought many benefits, but some of its drawbacks are gradually revealed, only the right to be guided, to make a long and orderly development of civil news from the media.

2. The Definition of Citizen Journalism from the Media

2.1. Definition of citizen journalism from the media

Citizen journalism from the dissemination of the terms can be called participatory news, spread from the body point of view can be called grassroots news, community news. Although citizen media since there are many different names, but they all have one thing in common - information activities of the civilian population. Chinese scholars Shao Peiren proposed non-professional citizen journalism of reporters through the mass media or personal media disseminate important information to others they know occurred recently, "everyone is a reporter" slogan describes the birth of citizen journalism .

Moreover, foreign scholars study from the media citizen journalism has. Mark Gray Searle has said that the true meaning of citizen journalism is not received professional training of the public, the use of modern communication tools and advanced real-time Internet communication, the rapid spread of the characteristics of individuals or groups to create, enlarge or reduce the media content. This definition clearly pointed out from the media and civic journalism development carrier propagation path. [1]

The development of the network, especially the rise of blog, micro-blog, WeChat, greatly shorten the distance between public events and citizens. Citizens can publish news and comment on public events that are of interest to themselves in the condition of anonymity. This greatly changed the passive way of audience participation in the past. And citizen media news of self similarity of a concept is "public journalism", public journalism is first posed by New York University Department of journalism, director of the Jein Rosen. He that journalists should not just news, also should be to improve the audience's ability to obtain information and efforts to help readers to find ways to solve the problem, allowing them to properly deal with these problems. Compared with the "public journalism", "media citizen journalism" with the new changes, "public news" news topic mostly about public affairs news events, "citizen media news" news coverage is more extensive. It is not only about the public events, there are some small interest groups on the event. From the point of view of the media, "public journalism" is mostly with the official media said in a news release, "from media citizen journalism" is different, the communicators is the majority of the audience, audience through its media channels such as blog, microblogging, communication channels is more diverse, communication subject more widely. Some scholars believe that every citizen participation in the news production activities, can become a citizen journalism. This can not help but have a misunderstanding, in the professional news production process often also involves the participation of citizens, so this can not be distinguished from civil news and professional news.

Lu Dingyi in "our" basic view of journalism a concept of "non professional journalists". In fact, in the view of citizen journalism is a group of non professional journalists released the news, the news can become news, depends on how many people and who have the same interest in

news release .He characteristics of civil news from the media

2.2. Since the media citizen journalism Features

Since the media as the Internet and citizen journalism from media development vision into a broad audience, from the media citizen journalism has its unique characteristics, such as its equal and dialogic. Internet led to the development from the media, everyone has made it into the microphone era. In this environment, everyone has the right to speak, and everyone has to speak channels. This changes the era of traditional media, the audience passive position, it is no longer only those who pass the information obtained from the media, but also has a dual role, that is both communicators and those who pass. This reflects the news from the media of equality of citizens. The Internet to living in different areas, people in different environments linked together, from the media even more so, we are linked more intimate, from the media to a wide audience provides a can communicate with each other, talk to each other platforms, not only to mobilize the people found news, telling news enthusiasm, but also improve the dissemination of results.

First, the diversification of the main body of the news media from the media. With the development of the Internet, the number of Internet users in China more and more, the news release of the main body is not just a special news agency, but everyone has the right to speak. The definition of news also in quietly changing, citizens through their personal media, microblogging, micro channel, free blogs each airs his own views. Originally from the professional news group to the control of the news market has been hit, the spread of not only professional journalists have a lot of non professional general public. They are interested in the matter through the media release, and then get the attention of others, concerned about the people to a certain extent, it has become the news.

Second, the timeliness of news media from the media. With the rapid development of Internet technology, especially in the era of Web3.0, mobile Internet in the application of civil news from the media more widely. People can release information anytime, anywhere. The spread of information breaks the limit of time and space, and it is faster and faster. And many from the media terminal is near or insertion of addresses and other functions, which makes the information can be friends soon see, and because of geographic proximity, so that people have more resonance, such a message can become news in a short period of time.

Finally, the feedback channel from the media citizen news is more convenient. Since the media generally have a comment function. In this way the audience can for their own sense of interest in news for prompt attention

and reply, in a large extent not only broke the single transfer of the defects of the traditional media, but also improve the teaching of the interaction between the two sides. To a certain extent, the relationship between the communicator and the receiver has been strengthened. To a certain extent, it is conducive to the two dissemination of the news.

2.3. The effect of the media from the media

Citizen journalism has been developing rapidly since the media age, and its influence has penetrated into all aspects of society. In politics, the performance of the awakening of civic consciousness. Media citizen journalism is developed from the development of media, since the media age, people began to pay more attention to themselves, and also looking for a sense of being. Citizen is subject of the political activities in full equality of citizens to enjoy their rights and obligation should do have very strong feelings, in the material world are relatively rich in today, people began to consciously use their rights and play their hero's identity. On the other hand, the performance of the impact on society. Today, the network has penetrated into all aspects of life, people live in the virtual world of time to be much more than the real life time. Hot issue now has seven Chengdu from private hands, released by the citizens, then get the forwarding of the relatives and friends, then even traditional media involved, the effect is like is like a snowball rolling, more and more large and then move on to a lot of the audience's eyes, has become a hot issue. Another aspect is the creation of network popular language. Have to say, the power of Internet users is strong, every year there will be a lot of popular language endless, and some even have been included in the dictionary. These popular languages on the one hand reflects the people's psychology, on the other hand, it also reflects the living conditions of the modern people.

3. From the Media Civil News Problems

3.1. The authenticity of the news from the media is reduced

The authenticity of the news is the most important principle of news dissemination. Without the truth, it should not be called the news. Citizen journalism from the media to the traditional sense of the news injected fresh blood, to a certain extent, the development of China's journalism. But the news from the media has a fatal weakness that the authenticity of the news has been questioned. From the point of view of communication subject, citizen is spread is by the mass, from citizen media news communication subject is not professionally trained a group of ordinary people, they measure the news most of the time, according to their own interests, in the news release most of them is not will explore the news authen-

ticity, for example, they met in a local dispute, they probably wrote: where the disputes between urban management and vendors, fruit vendor told a. This point of view, they do not judge who is right and who is wrong, but in the words and sentences have obvious tendency of. In our traditional impression, weak is always being bullied by object, between urban management and vendors, natural small traders in a disadvantage, and these non professional personnel in the news release is often stood and their position is similar to the party.

Strong subjective color, is bound to the authenticity of the hidden dangers. We asked the reporter to report the news to the best possible stand in a neutral position, not doped personal feelings. But, after all, is an emotional animal, professional reporter still can not be a little bit of the emotional, non professional, not to mention the. They do not have any professional ethics to comply with, they penetrate what kind of emotion in a large degree of life depends on the close and their own. In the case of resonance, add a lot of subjective color.

3.2. The news value of the news from the media is not obvious

We say a good news is because it has a high value of news. The value of news is a kind of value judgment to the fact that recently happened. From the media [2] in today's citizen journalism, entertainment, adventure tendency. Traditional media in the news report will be based on the characteristics of their own to measure the value of the news. Some to get more audience's attention, some in order to get more economic benefits, but whether it is for what, they will always have a measure of news value standard, and in order to achieve this standard, news from the news topics to the official release, to the last news feedback are centered on the target.

Since media citizen journalism is not the same, they do not have a clear measure of the value of the news. More people are holding a mood of entertainment news in a release, since the citizen media news communication is generally not in order to obtain higher returns, they fancy is the attention of others, of, and this concern is simple to meet their psychological needs. From the television broadcast program to the civil news from the media, the content of the pan entertainment is very obvious. The material conditions of the rich today, the audience is more need is spiritual satisfaction, the entertainment is a can let the human relax again good however method, in order to meet the audience's psychological, the number of television entertainment programs increased significantly. As a citizen of the media from the media, the audience of television programs, they start from their own point of view, not consciously in the entertainment oriented information release, which makes the news value greatly reduced.

4. From the Media to Guide the Civil News

4.1. Strengthen citizen's news literacy

First of all, to strengthen the ability of citizens to identify the news. Since the news media public, not what the news can be called the news, the news has its own characteristics, for example, timeliness, authenticity, objectivity, from the role of citizen media in the news release, should first acts as the gatekeeper, the news value judgment, judgment standard, should according to their own interests, it should be in the interests of the majority of the audience as guidelines for the selection of the news. The era of new media will be more emphasis on the public's personal information, so it will be from the media of the dissemination of information to the people of the authenticity, professionalism and interpretation of the higher requirements. [3]

Second, we should improve the ability of citizens to use the self media technology. As the saying goes, there is a picture of the truth, the authenticity of the text is difficult to judge the authenticity of the information, coupled with the picture can make the truth of the news. From the picture, the audience can understand the location of the news, people can be more neutral to make their own judgments about the news events.

4.2. Strengthen the Government's guidance

The government's guidance and management from the media in accordance with the law, is an important guarantee for the healthy and orderly development of the news from the media. Popular in recent years the title of the party to the orderly development of Internet news communication has brought the huge impact, some citizens also began to follow the practice of some of the media, appeared in the title and text does not meet, news content vulgar unhealthy tendencies. The government can aiming at making the Internet related code words, for the title of the party were banned and to spread a cheap information were warnings and titles. In the specific implementation process should be in the community, the stream of people such as square large local publicity, so that the majority of the audience can have a clear understanding, let self harm of citizen media, news of the participants of the disorderly development of the network has certain resonance. And in addition to the provisions of the text form, but also can be made in the form of pictures or cartoons, in a more general way to deepen the understanding of the audience.

4.3. Professional media people should take the responsibility

In this era of entertainment to death, many professional media people have gradually forgotten their own responsibilities. Here media professional who said some official media and larger portals, for example, people's daily,

South Weekend, Netease News, there have many from the traditional media in transition into the new media of, since media development speed very quickly, but there are many disadvantages in the development of, traditional media seriously, pursuit of true features can effectively make up for the shortcomings of the new media. Take people now hot on the old man fell down should not help the problem. This news is mostly originated in micro-blog, and then through a lot of people forward, spread fast, and there is a strange phenomenon, once a kind of news appeared once, then in a time period is the news. Since the first news that a student to help the fall of the old man, the old man in the back of the student was hit, the claim for compensation, the results of the court sentenced to compensation for the elderly a few million. This kind of news captures people's curiosity and moral bottom line very well. So many people have to start the old man a one-sided responsibility, sympathy for the students. Followed by the foreign guy hit the northeast northeast aunt, aunt false foreign guy and so on, this kind of news emerge in an endless stream. Develop the habit takes 21 days, then concentrated in a period of time reported the news, people will have a stereotype, now an old man "yilaomailao". If the professional media at this time is not a good guide, then the momentum of evolution is bound to become a network of violence. Northeast aunt falsely foreign guy estimation is related to the overall quality of the Chinese people, professional media has finally come up with the attitude, after investigation, is indeed a foreign guy hit the Northeast aunt, here people and one-sided blame guy. From here can be seen in the role of herd mentality, the vast majority of the audience is not the ability to identify the authenticity of the news, then the professional media guidance is very important.

5. Conclusion

With the rapid development of network technology and the arrival of the age of the Internet, more and more people to participate in the creation of citizen media news, due to the limit of its citizens and non professional, and since the birth of citizen media news environment, since the news of citizen media exist first day, if not effectively guide and regulate, since the function of supervision by public opinion of the media and citizen journalism will not play, so understanding of the existence of citizen media news and guidance is particularly important. On the one hand, citizens themselves should strengthen their media literacy, improve the ability to identify the value of the news. On the other hand, the government should be regulated in the media environment, not only for citizen media news of the participants to provide a good environment, can also guide the media citizen journalism toward an orderly development direction.

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