

# The Creation of Real Me through Deliberation and Production of Genuine Knowledge through Discernment --A study on the Path for Journalists to Enhance News and Opinion Guidance in the Era of All-media

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**Abstract:** *This paper makes a more comprehensive output for the theory and practice of news public opinion and public opinion guidance, and makes a systematic analysis of media professional ethics, core qualities of journalists, news authenticity, news public opinion guidance, public opinion supervision and how to deal with network rumors, etc., and makes it clear that the importance of deliberation and practice is important for the development of the news industry, and then makes some development suggestions and reflections for the path of how to improve the news public opinion guidance of journalists in an era of all-media. Then, in the all-media era, the journalists put forward their own development suggestions and thoughts on how to improve the path of news and public opinion guidance.*

**Keywords:** *news and public opinion; public opinion guidance; public opinion supervision; media professional ethics*

## 1. Introduction

On May 13, it was reported that a doctoral team of doctors from a technology company solved the problem by the teacher "Wei Shen" in one night. At the same time, the incident that Harvard University was exempted from English and invited Wei Dongyi to enter the university caused a great stir. Wei Dongyi, the protagonist of this matter, admitted in an interview that he rarely surf the Internet, his biggest interest is to listen to the radio does not care about news news, although the generation of fake news makes it helpless but will not bring any influence to his work and life. After reading the news, I have some thoughts about the guidance and supervision of the news and public opinion, and the professional ethics of the media. The development of the media industry in the era of all media requires us to think clearly and strengthen the ability to distinguish right from wrong. At the same time, this paper integrates the methods and prospects of journalists to improve the guiding power of news and public opinion.

## 2. Public Opinion in Journalism

### 2.1. History and definition of the concept of public opinion

Through the study of journalism theory, we find that the public's beliefs, attitudes, opinions, and emotional expressions about social reality and various issues are a comprehensive concept that has relative consistency, intensity, and continuity among them. It can have a significant impact on social development and the course of relevant events in this mix of rational and irrational elements <sup>[1]</sup>.

### 2.2. Increase the dialectical unity of positive propaganda and public opinion guidance

Through positive propaganda, with positive content and themes, the correct direction of social development is demonstrated and the importance of socialist core values is highlighted. If an effective form of news reporting is adopted and the laws of communication are followed and appropriate methods are applied, then it will help to promote the development of social justice. Through correct cognition, objective reporting, and positive influence, public opinion monitoring and positive propaganda should

be closely integrated in order to better guide social opinion and promote fair, just and effective development [2].

The vast majority of the attention system behind the network heat of "Wei Shen" reflects the public's desire for knowledge and worship. The Internet gives excellent talents like Wei Shen a stage to show themselves, so that more people can see their infinite possibilities. As a result, many students want to become like them, which is fuelling the benign development of Chinese education.

This shows that the public has recognised the importance of chasing positive people, learning the spiritual qualities behind the school bully, not being impatient, not rushing to achieve success in their studies, so that more people are clear that the strength of the key to maintain their own value, drawing on the strength of role models, grasp every morning and evening so that they continue to struggle.

By strengthening positive publicity and guiding public opinion, more people can see such excellent talents as "Wei Shen" through the Internet, and can see their achievements and influence in the professional field. We should try to avoid any kind of intervention on them, and do not put any malice or sarcasm on them, so as to express our respect and reverence for them.

### ***2.3. The public needs to improve their own realm and help the steady development of the news and public opinion***

The Internet has brought Wei Shen not only positive comments about him, but also personal attacks from some "keyboard warriors" on his appearance. In the face of such a talented scholar, some people focus on whether his clothes are decent, whether his hair is messy, whether his appearance is handsome, and so on, and even speak ill of him. I think, along with the development of public opinion, both the media and the public should learn to reflect and summarize, the public's "aesthetics" should be changed, and learn to accept differences. Many people don't understand that for people like Wei Shen, who are rich in spirituality, materialistic desires have long been insignificant. Therefore, please don't judge a person who is dedicated to the pursuit of self-realization with the eyes of the world, as this is undoubtedly offensive and disturbing to the person being judged.

Looking at the "Wei Shen" frequent hot search events, this is not a good medicine for society to cure the impatience of the mind. Mencius once said: "Turn inward and examine yourself when you encounter difficulties in life", and the People's Daily even stressed: "The gentleman should reflect on himself, face up to himself, and learn to use his own moral character, knowledge, ability and dedication spirit to constantly improve his own life realm. Love is the light of life, which makes our path of life wider." Wei Dongyi practices that aspiring young people should hold a strong enthusiasm for work, he always maintains the love for scientific research and with his own solid skills to make those "keyboard man" speechless.

## **3. Media ethics**

Although the popularity of "Wei Shen" is unexpected, it is also reasonable. Contemporary mainstream media should play its positive effect, set a positive role model for the public, and create a "star" effect in today's society. With the development of network and digital technology, the new media and all-media era provides more channels for the public to speak out. With the advancement of communication technology, the transmission and exchange of information has become more rapid, but at the same time, it also increases the chance of false news. As a result, many journalists who do not abide by professional ethics have begun to produce and spread false news. On a certain level, media journalists need to practice the basic norms of the industry, in line with the code of ethical behavior as a media worker, is the key to have a good media professional conduct. The media industry should abide by professional ethics, maintain an objective and rational attitude, eliminate the "flow of supremacy", adhere to the bottom line of morality, and the public to work together to create a good social atmosphere [3].

### ***3.1. General understanding of journalism ethics***

#### ***3.1.1. The Introduction of Journalistic ethics***

Journalism ethics is a strict code of conduct designed to maintain the professional conduct of journalists, ethical standards, values, professional conduct and communication with the public to ensure the normal operation of news organizations. The "Public Principles", formulated in 1970, emphasize the importance of accuracy in reporting and respect for individual privacy, and require that enough space be

given to re-participants in reporting, as well as caution in the use of photographs and footage, not to make assertions about people who have not been interrogated, and to take extra care in publishing the names of people. These works of journalism provide an important code of ethics that sheds light on the development of our journalistic professionalism.

### ***3.1.2. Self-regulatory documents embodying the ethics of the journalistic profession***

According to the Code of Ethics for Chinese Journalists which I studied in 1991, I found that there are eight principles in it, namely: to serve the people wholeheartedly, to take social benefits as the highest criterion, to abide by laws and regulations, to safeguard the truthfulness of the news, to be objective and fair, to maintain integrity and impartiality, to carry forward the spirit of solidarity and collaboration, and to promote friendship and co-operation with journalists of all countries.

## ***3.2. Journalism ethics and professional norms***

### ***3.2.1. The connotation of journalism ethics***

Journalism ethics is an important social norm, which originates from the sense of responsibility and mission of journalists to the media, and ensures its compliance through continuous practice and improvement. Journalists and the mass media should abide by social ethics and industry standards, and self-regulate and manage their own behavior in a rational manner to ensure the sustainable development of professional ethics.

### ***3.2.2. Creating a "good recipe" for the development of a far-reaching journalistic path***

In view of the bad phenomenon existing in the media profession, we should carry out corresponding measures to form a "good way" to change the current situation. In my opinion, the current media industry should do the following aspects.

#### ***3.2.2.1. Journalists need to integrate professional concepts into their personal thinking based on professional self-discipline, so as to create a unique professional role***

There are three different modes of management that can be adopted for the ethical codes and compliance of journalists: audience monitoring, third-party censorship, and peer monitoring. Control of regulation within the industry will be more flexible, thus reducing unnecessary outside intervention.

#### ***3.2.2.2. The journalism and communication industry needs to greatly improve the moral standards and professional standards of the journalism industry through in-depth exploration and analysis***

The lack of clear self-regulatory documents in the news communication industry and the fact that it takes more time and effort to produce academic results are giving us the space to create and develop, improve the quality and clarify the norms in order to get ahead [4].

#### ***3.2.2.3. To realize the transformation from power to rights***

Journalists should, clear self-positioning, to be a social observer, rather than administrative and judicial participants. Journalists' right to interview should be regarded as an expression of citizens' freedom of speech and publication, while news dissemination should be regarded as a process of effectively delivering information to more people, rather than relying solely on some specific interest groups.

## ***3.3. Watch "The Age of Awakening" and judge the standard of qualified journalists***

In the recent hit film and TV drama "The Age of Awakening", there is an expression of Run Zhi's understanding of "how to become a qualified or even a good journalist". It is said that to be an outstanding journalist in today's era, it should be clear that knowledge and erudition is important but not the only one, knowledge comes from school education and social education, human thought, position and professional ethics are more important than knowledge, and at the same time, we should not follow what others say, and we should be able to analyse the information we obtain, argue, and remove the forgeries and save the truth, and be able to make judgments and draw conclusions from the surface to the inside. Only by adhering to the public-centred viewpoint and striving to meet the needs of the general public can our articles truly promote the progress and development of society. As a journalist, we must always adhere to our professional ethics. Adhering to the principles of impartiality and objectivity in journalism, courageously defending justice, pursuing the truth, resisting the influence of false information, and unswervingly upholding ethical standards will be the guide to our actions [5].

After watching *The Age of Awakening* I thought of the three elements of journalism that we are clear about in journalism studies are truthfulness, timeliness, and freshness, with truthfulness at the top of the list. Such a sentence, a former member of the press said: human life is at stake, the destruction of reputation, loyalty and treachery, the property of ten thousand dry, the reporter's pen and the rights and wrongs. With the ever-increasing traffic, many news media practitioners have lost their professional beliefs and reverence, which is deeply saddening.

#### **4. Authentic media communication for positive social development**

The function of other media in communication is to give visibility to people and things. Facts, people, commodities, opinions, etc., once reported by the mass media, will gain a certain popularity or social status, thus bringing a kind of orthodox effect to the things supported by the mass media. Taking "Wei Shen" as an example, the report on his truthfulness has achieved the effect of promoting the positive development of the society at the same time of increasing his popularity.

In the news, I learnt that a long time ago, the media inadvertently filmed Wei Dongyi, who in the video looked like an inexperienced college student, simply dressed, holding the daily standard, mineral water and white steamed buns. At that time, the media interviews are students of Peking University, according to Wei Dongyi appearance of the image, who did not expect this will be a teacher of Peking University, this sense of contrast, but also caused a lot of netizens' attention.

In life, he is a very low-key person. His daily life is very simple, the dormitory, classroom and canteen three points and one line, has always been the same, has not changed. He will not spend a lot of thought on clothing and food, clothes simple and clean on the line, about the food is even simpler, often steamed bread on the water, for him, food is just to fill the stomach, other are not very important, there is no need to spend too much thought on these things. Wei Dongyi showed the power of knowledge with the legendary record of outstanding students and academic experience. He set an example for young people and formed an atmosphere of respect and attention to talents in the society, he made advocating knowledge become a fashion; On the other hand, his low-key character of deep professional, no publicity and no fame and wealth gives people an opportunity to reflect, which can inspire people to correct their attitude, strengthen self-examination, get rid of impetuous, and improve their life realm with character and knowledge.

The above news report is a positive report with authenticity and objectivity, which can bring positive energy to the society and make contemporary researchers and students learn from their attitude of focusing on scientific research, which is also in sharp contrast to the fake news of Wei Dongyi's one-night help to six doctoral teams to solve the unsolved problems they have been researching for more than four months, and the fake news of Harvard University's exemption of English test and inviting them to enroll in the university.

In this day and age, this kind of positive news output will help more people understand that talent is a valuable resource for society, and make it clear to researchers who often appear in the media and attend seminars that they can't concentrate on their research when they are spending most of their time in the pursuit of fame and fortune, and always basking in the flowers and applause. Positive journalism helps them to devote more time to their research and make their contribution to society. We hope to have more and more researchers like Wei Dongyi, focusing on their scientific research work.

#### **5. The core qualities of journalists - prudent thinking and discernment, integrity and innovation**

##### ***5.1. With the intention of scrutiny, strong vigilance heart***

The saying that "Wei Dongyi helped the team solve the problems for more than four months" was widely circulated on the Internet, causing a hot discussion among netizens. A few days later, I personally confirmed that there was no incident, and then there was a fiction about his achievements, oversimplifying his existence, and many commentators. From the above events can be seen, there are still most people on the rumors of no intention. When surfing the Internet, netizens have seen numerous announcements of refuting rumors and crimes, but in the face of rumors, we have too little vigilance. We should constantly improve their ability to think carefully, distinguish right from wrong and resist rumors. Do not exaggerate, do not belittle, mind the heart is the best for the network rumors. When surfing on the Internet, netizens have seen countless rumour announcements and rumour-mongering crime notifications, but the alertness they have in the face of rumours is too low. What we need to do is to think cautiously,

distinguish between right and wrong, and resist rumours without exaggeration or degradation, and the best way to fight back against rumours on the Internet is to be cautious with an examining mind.

### ***5.2. Journalists need to be aware of network rumors and be vigilant***

Unsubstantiated rumours are purposeful and destructive, and can easily paralyse people's thinking if they are not careful. Humanity's pursuit of information is never-ending, so what qualities and methods do we need to have to identify rumours triggered by fake news under the flood of information?

#### ***5.2.1. Journalists should pay attention to the cultivation of "introverted" and "external" breakthrough***

The tide of information is a muck and mire. Some people have been fed by the flood of information and have become cyber babies who follow the flow of the waves and even completely give up their self-judgment and thinking. Then, how to always maintain calm and independent thinking in today's information overload is the question in front of every contemporary person [6]. Externally, we should call on the society to break through the industry's potential and thus cultivate media literacy. While seeking power externally, individuals should also cultivate more inwardly the ability of their own prudent thinking and discernment, and we need to be quiet and read widely, and dabble in some distant fields to experience differences, find judgement, and keep inputting.

#### ***5.2.2. Maintaining a Skeptical Spirit and Grasping the Right to Speak from a News Perspective***

Having a proper spirit of scepticism is a basic ability that people in today's era should have. Scepticism is essentially an analysis that follows the laws of things and human emotions. Nowadays, most people only focus on exporting their own views, and either ignore or accept others' views, and a subtle consensus has been reached to equate scepticism with fault-finding and fault-finding. In a sense, while firmly controlling the right to speak, accepting self-suspicion and being sceptical of others is the spiritual quality that thoughtful and educated people should have.

#### ***5.2.3. Journalists who want to break down rumors need to strengthen their internal momentum and focus on empirical evidence***

"It is the great fault of fools to be pleased with several passages; it is the prudence of sages to be prudent in thinking and discerning, and in practicing and examining reason." Mr Yangming put forward the "unity of knowledge and action" on the suggestion that people should have the spirit of empirical evidence, hearing is not as good as seeing, seeing is not as good as practicing, for anything, "empirical evidence" is the only standard for testing the truth, for some unreasonable rumours, but also to personally go to the access, to verify, and be careful. To verify the rumours, it is prudent to break the rumours in the news work of a powerful means.

#### ***5.2.4. To "keep the right" as the cornerstone, to create a core development system of journalism work***

In view of the adverse phenomenon of the media profession, we have to carry out appropriate measures to form a change in the status quo of the "prescription", I believe that the current media industry needs to do the following two aspects.

##### ***5.2.4.1. The development of journalism requires us to conduct self-control based on the industry, and the professional role needs to form a system through the internalization of professional ideas***

There are three modes of control involving matters of journalistic ethics and norms: audience control, third-party control, and peer control. Audience control needs to be strengthened, and the control of the third party is the strongest. The control within the industry can win more flexible space for the media to operate, and self-regulation can avoid the emergence of more self-regulation.

##### ***5.2.4.2. The journalism and communication industry needs to improve the quality of journalism professional ethics research and clarify specific professional norms***

The lack of clear self-regulatory documents in the news and communication industry, but also the generation of academic results need more time and energy, which is giving us the space to create and develop, improve the quality, clear norms, to be able to go far.

## **6. Summary and Outlook**

In conclusion, truthfulness is a key feature of news, therefore, the media industry must pay attention

to and strengthen the education and management of professional ethics for media practitioners in order to prevent their lack of professional ethics and excessive pursuit of hot news. It has been proved that only by adhering to truthfulness can the public influence of the media be effectively enhanced. At the social level, the regulation and supervision of news media should be strengthened by improving news legislation and formulating industry norms, and the education of citizens' media literacy should be promoted, so as to effectively prevent the emergence of false news and rebuild the credibility of the media, so as to inject vitality into the development of China's news and communication industry. Journalists should improve their ability to guide public opinion in the media, grasp the direction of public opinion in the news, and take up the mission of maintaining social responsibility; as the recipients of news dissemination, we should have the ability to distinguish between true and false news and the spirit of scepticism, prudent thinking creates the true "I", and discernment is the only way to achieve true knowledge.

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