

Thoughts on the Logical Relationship between Human Development and Media Technology in the Era of Pan-communication

Libin Yin

*Advertising Academy, Communication University of China, Beijing, China
E-mail: yinli8899776@163.com*

ABSTRACT. *In the era of pan-communication, the world is interconnected, and people are also interconnected. The scenes in which people interact freely switch between virtual and real, and those who are stuck in it begin to think about the relationship between human development and the evolution of media technology to continue to guide people's daily lives. Based on this, this article integrates the multi-dimensional perspectives of philosophy, communication, and media environment to examine the relationship between human development and media technology, and explore how to realize the free and comprehensive development of human beings.*

KEYWORDS: *Human Development, Media Technology, Mutual Construction*

In March 2018, the US online social platform Facebook user information leakage incident, Baidu founder Robin Li's remarks on personal privacy protection and use, and the government's governance of live broadcast and short video platform content in 2020, a series of social features triggered by media technology. The problem is gradually exposed to the surface of social interaction. Human development is the logical starting point of information dissemination. As a rational tool, media technology constantly creates dissemination scenes, regulating human communication and information dissemination methods, and the inter-embedding of people and media technologies outlines the future of information dissemination activities.

1. The Logical Starting Point of Information Dissemination Activities-human Development

1.1 Human Development in Different Information Dissemination Periods

Starting from the discussion of human development in the West, time runs from ancient Greek mythology to Marxist theory. From ancient Greek mythology, it can be traced back to the sage's thinking about "what is a person". People began to consciously distinguish themselves from the things around them to see themselves. Plato's "Utopia" reveals that human development needs to be interdependent, and there is a substantial exchange relationship between them. Aristotle's "Human beings are naturally animals that go to live with city-states (human beings are also political animals by nature) [1] .His discourse affirmed the social nature of people. The thinking on the development of humans during the Renaissance was represented by Giovanni Picco della Mirandola. He believed that the essential difference between humans and other things lies in God's internal regulation of the development of other things. There are no regulations on people. During the Enlightenment period, Voltaire proposed that human development needs to be realized through action, and only in action can people achieve self-development. During the period of German classical philosophy, Kant believed that the ultimate goal of artistic creation activities carried out by humans was not to meet the needs of creative objects, but to meet the needs of people themselves. Talents were the purpose of all activities. The representative of materialism, Marx placed human development in the framework of social development, emphasizing that talents who can independently establish social relationships constitute a realistic human being. The main motivation for human development is to meet material and spiritual needs, and the essential existence of human development In practical activities, realizing the free and comprehensive development of human beings is the highest value of human development.

From the perspective of the ideological process of human development, human development has experienced three stages: self-exploration, subject and object, and human all-round development. In the self-exploration period, people's demand for information is from the outside to the inside. People internalize the information obtained through sensory experience into an empirical knowledge to think about the difference between people and things around them; in the exploration stage of the subject and the object, people consciously Classify the obtained information, and guide people to use different information in different scenarios to complete communication and other activities; at the stage of comprehensive development of people, information constructs different life scenarios for people, and people seek individuals in different information scenarios As an independent source of information, individuals participate in the establishment of various social network relationships.

1.2 The Dissemination and Use of Information the Foundation of Human Development

Human information dissemination has gone through five stages of oral communication, written dissemination, printing dissemination, electronic dissemination and Internet dissemination. At different stages, people produce and disseminate information in different ways.

During the oral communication period, the philosophers began to think about what human beings are, and learned the essential difference between humans and animals from the way information is used. They learned to make fire and make simple tools. Information precipitated as a kind of life experience and passed through oral and intergenerational means. Greatly promoted the evolution of people.

During the period of text dissemination, the scope of human activities expanded, and the invention and use of text accelerated the effective dissemination of information. Pico believes that human development has infinite possibilities compared with other species. The appearance of text symbols provides technical means for the retention and dissemination of information. Human social activities are based on the knowledge and experience of the predecessors and accelerate the society development.

During the printing and dissemination period, the speed of information production has greatly increased, and the amount of information has become the characteristics of the development of the era of people's class division and political struggle. The production of information requires the mastery of the most basic writing ability. People who do not possess this ability can only engage in manual labor, lose the opportunity to participate in social management, and social polarization is intensified.

In the era of electronic communication, the dissemination of information overcomes the limitations of time and space, and people can receive information anytime and anywhere. Electronic information is mainly characterized by stimulating human senses, and people's daily life reference information is divided into different scenarios. The cost for people to obtain information is reduced, and at the same time, the amount of information to be mastered has also become the basis for wealth creation.

During the period of Internet communication, information dissemination broke through the dual structure of online and offline, and information, as a standard for group division, competed with the right to speak. Media technology reduces the cost of information production and dissemination, and everyone becomes a self-media.

2. Turning of Information Dissemination Activities-Discussion of Media Technology

From the perspective of the philosophy of science and technology, Karl Mitcham believes that "technology is abstract, and technology as an object refers to tools, devices, machines, and various consumer goods. Technology as knowledge includes technology, invention, and production. Manufacturing and using processes such as operation, operation, maintenance, etc.; technology as will refers to the will to survive, the will to control or right, free will, the will to pursue efficiency, and the self-will of the workers [2]. From the perspective of Marx's research, technology is placed in society. Discussed under the framework of development, technology is classified as the category of labor materials, and the way society operates is that people practice through labor materials to achieve human development. At the same

time, it also affirmed the role of science and technology as a social change. From a critical point of view, Habermas of the Frankfurt School thinks that technology has exacerbated human alienation.

From the perspective of communication studies, the empirical school and the critical school focus on the five elements of communication, focusing on the effects of communication and the ownership of the media. The study of media technology is limited by the awkward situation of identity and has not attracted enough attention.

Since the beginning of the 1970s, the media environment has become famous for its research on media. Bosman believes that media research in the popular sense is to examine the media itself, media forms, and functions and meanings of media. Media Environment is different from the study of the empirical school of communication and the critical school on the short-term effects of media and media control. It starts from the characteristics of media technology and analyzes the influence of media characteristics on social and cultural development as its core essence.

Discussions about technology are diffused in philosophy, sociology, communication and other disciplines. From the function of technology, it can be divided into two trends: one is to emphasize the decisive role of technology. It is believed that the modern society represented by Internet media technology is technology-led All the production and lifestyle of people. The other is a neutral view of technology. The theory of media technology represented by media environmental science regards technology as an integral part of the environment and discusses the power of media technology in the context of social influence.

2.1 Media Technology Has Alienated Human Communication

Frankfurt School of Europe criticized technological determinism from the perspective of ideology, and explained the negative influence of technology. In his discourse on the theory of public sphere, Habermas proposed that technological changes have led to a sharp decline in the critically conscious public in the public sphere and the loss of the public power of the media. Habermas' communicative theory regards communicative activities as the basic form and driving force of social development, and believes that the three communicative actions in sociological research, namely, purposeful actions, normative actions, and dramatic actions, suppress human subjectivity. Or make people become a socialized symbol and alienated into a tool [3]. He believes that a communicative rationality should be established to achieve equal and rational dialogue between subject and object, subject and subject.

First, the "information cocoon room" blocked the public's access to criticism. Based on the public's information retrieval preferences, media technologies represented by big data algorithms have tailored information and data to be regularly pushed for the needs of the public. On the one hand, the public has to pay the cost of time to learn every kind of information. If the public invests too much time in their personal preferences, they cannot participate in the discussion of public events. For

example, the public who prefers online games have a large amount of game information and products that entangle the public's leisure time; on the other hand, the information cocoon room weakens the public's critical consciousness, preferential information does not conform to the law of knowledge learning, and lacks the ability to learn from others' strengths and take away the rough In the selection process, people's critical consciousness is also lost.

Secondly, the "colonized life" alienated human communication. Media technology makes the original private and public spheres are constantly invaded by the market mechanism and bureaucratic mechanism of modern society, and the human life world is colonized [4]. The life world is the real basis for people to communicate with each other. The life in the digital virtual world is one On the one hand, the ethics and legal order of the traditional society were introduced, and on the other hand, a series of network orders were autonomous. The "flow economy" is a product of network life, and the flow with economic value constructs a set of monetization methods. For example, interpreting orthodox culture in a vulgar and nasty way attracts traffic to generate economic value; self-media rumors and scandals dispel the objectivity and authenticity of social events themselves, and self-media spreads against official releases.

2.2 Media Technology Has Changed the Communication Environment

First of all, media technology connects online and offline communication scenes, and Interconnection + creates a diversified communication scene, featuring intelligence, visualization, and immersion. Represented by 5G technology, 5G is a simplified concept of information transmission speed. 5G technology introduces information dissemination into the "video era". The high speed, low latency, and wide connection characteristics of 5G technology can meet the needs of ultra-high-definition video transmission. 5G+4K\8K provides the best carrier for live video [5]. It provides a means of realization for immersive communication. With the help of VR, AR, and MR experience media, people can be immersed in a virtual reality scene, and comprehensively enhance sensory and spiritual experience.

Second, media technology has changed the production and distribution of information content. Compared with traditional news content production, media technology promotes the intelligent production of news text. AI technology to produce news has become a reality. Baidu Xiaodu and Tencent Xiaobing, as virtual reporters, editors, and anchors in the digital world, can produce and distribute tens of thousands of news information in "seconds".

Third, media technology makes it easier to measure communication effects. Media technology has solved a myth in the traditional advertising industry: "I don't know where half of my advertising expenses are wasted." Programmatic buying has reconstructed the development ecology of the advertising industry. RTB's real-time bidding system purchases matching advertising resources for advertisers to help advertisers match user groups. The data tracking system detects the effect of advertising. The entire process is digital The world is complete.

2.3 Media Technology Reconstructs the Way People Interact with Society

Media Environment is to study the interactive symbiotic relationship between culture, technology and human communication [6]. The theoretical hypothesis of Media Environment is based on the extension of the media as people. It treats technology, people, and media as the environment. From an action point of view, people and media technology are in an interactive symbiotic relationship. In terms of the composition of the environment, the co-evolution of technology and the body, human subjectivity and technology are in a state of inter-embedding [7]. Giddens believes that media technology is constantly adjusting people's concepts of time and space in social life. In the era of pan-communication, Media technology has reconstructed a virtual network society characterized by weak ties and strong connections [8]. Joshua Meyrowitz believes that electronic media has affected people's behavior and social roles. Media technology intervenes in the interaction between people and social life and promotes the progress of modern civilization.

First of all, McLuhan believes that all technologies are media, and all media are our own externalization and extension [6]. Media technology in the era of pan-communication breaks through the limitations of information dissemination scenarios, and people in reality can communicate between real and virtual. The world can be switched freely, such as webcasting. The webcasting platform is constructed by technology and acts as a medium for interaction between people during the use of the platform. From the perspective of the function of the platform, the platform extends the function of human communication. Through the medium of media technology, face-to-face, real-time interaction is realized.

Secondly, the virtual digital world has overturned the mechanism of cultural generation in the past. People establish online communities, and the types of communities cover all aspects of social life. For example, for a fan group formed by the influence of a star, the market value of a star is evaluated based on the number of fans. People create cultural products, such as Facebook, Wechat, Twitter, Weibo and other products. The emergence of social media promotes the construction of social relationships on the Internet.

Thirdly, from the perspective of the transformation of people's social roles, media technology has a positive guiding effect. In the digital space, media technology reconstructs the class relationship in the real society. Every individual who has the skills to use the Internet has the right to express themselves. In response to a certain event, the public in cyberspace is based on common encounters, experiences, regions, and Customs, etc. quickly formed a consistent identity [9]. Participating in the discussion of public discourse has promoted the process of modern civilization and democracy.

3. The Future Trend of Information Dissemination Activities the Mutual Construction of Human Development and Media Technology

From the perspective of the construction of social order, the relationship between media technology and the development of human beings is detached. "Black Mirror" is a discussion about the ethics of people and technology. In the play, people watch the Prime Minister accept insulting moral kidnapping in the media. They are not concerned with using the advanced media technology around them to find hostages, but focusing on the Prime Minister. How to respond to provocations, the "truthful" media reports on developments dominate the public opinion trends. The most dramatic outcome is that the hostages were released for nearly half an hour without being noticed because the whole people are paying great attention to how the Prime Minister accepts insults. The open ending arouses people's self-reflection. Is it because technology or the person themselves have shaped people's indifference? "Western World" produced by HBO discusses the issue of free will in the future society. When robots used as scene characters to entertain real people begin to awaken, where will the real people go? Technology has shaped the physical, mental, and thinking characteristics of intelligent robots that are indistinguishable from real humans. When a system upgrade causes them to have the same memory and association functions as real people, they begin to think about why they are "Humans" began to think about how to develop themselves, so they wanted to break the control and colonization of humans over them through technology, and they began to fight for "self" to gain freedom and develop in an all-round way. The advanced features of the works of art look forward to the future of human society, and the social relationship between man and machine may be a realistic feature of the future society.

From the perspective of the current development of media technology, media technology extends human sensory characteristics and enhances human spiritual experience. From the perspective of human development, it is precisely because of human practice that the development of media technology has been achieved. From the perspective of information dissemination, human development and media technology have a mutually constructive relationship.

4. Conclusion

From a multi-disciplinary perspective, this article discusses the nature of human development, the positive and negative influence of media technology, and the logical relationship between human development and media technology. In the current information dissemination environment, this article adheres to the materialistic view of social development history, affirms the subjective initiative of people, and the tools represented by media technology will serve people's practice, thereby satisfying people's all-round development. Facing the future, does technology have free will as part of the extension of man? I hope that subsequent scholars can further discuss and research.

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