

# Anomie of Media Ethics under the Background of Media Integration -- A Case Study of Reverse News

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**Abstract:** *The development of science and technology has promoted the transition of information interaction from the era of mass media to the era of integrated new media, including social media and other contents transmitted through the network. The vigorous development of integrated new media has also contributed to the emergence of an era of "traffic is king" and "content is king". In order to compete for the traffic resources in the network space, traditional media are also involved in the tide of The Times, competing with the general users and commercial platforms. Under this background, transmission line is also increasingly being challenged, false news, frequent inversion of news, communication anomie problems also appear constantly. This paper reviews the inverted news in the "Annual Report on Media Ethics" of the "Journalism Review" from 2019 to 2021, and analyzes the media ethics anomies in the context of integrated media, so as to help us understand the anomies in various contexts and discuss the journalistic ethics that need to be advocated.*

**Keywords:** *Media ethics; Anomie; Journalistic professionalism; Inversion of the news*

## 1. Introduction

Compared with the development mode of "one to many" traditional media, the vigorous development of converged media gradually tends to the development mode of "many to many". Especially, the converged new media, which thrives on the Internet, promotes the coming of the "traffic information era" together with the vast audience. Faced with the current situation of news bombardment and fragmentation of the vast audience, in the practice of improving their social influence and effect, media organizations also have new ways of information production and transmission, which are accompanied by the continuous efforts to satisfy the audience and obtain user traffic, resulting in new moral and ethical issues of media communication. How to create a "hot spot" in the mass information, how to adhere to the media responsibility in the era of "post-truth" has become the current journalists "must answer".

As a professional journal in the industry, the "Journalism Review" has been publishing the "Annual Report on Media Ethics" since 2013. Since 2019, it has paid more attention to in-depth research on the ethical issues of network news delivery, which is different from its earlier focus, which also reflects the media ethical issues in the "traffic era" to a certain extent. However, the number of inverted news, false news and media ethics anomie cases in 2021 is relatively small compared with previous years, which also reflects the effective governance of relevant management departments, forming a closed-loop ecology of professional media content production, and platform media and we media have initially formed a clear space.

## 2. The significance of ethical discussion on reversal news

Since the "Journalism Review" continuously published the "Annual Report on Media Ethics" in 2013, "reverse journalism" has gradually entered the attention of academic research and industry. The author searched CNKI with the keyword "reversal report" or "public opinion reversal" and found that the first paper was published in 2014, and a total of 39,800 papers were involved by December 2021.

Through combing the relevant literature, it mainly focuses on the following three themes:

First, reverse the development of the news status quo and reasons. Generally speaking, in the Internet environment of fast-paced and fragmented information reading and consumption, it is often difficult for relevant entities to fully disclose and truthfully release information content due to various factors. However, in order to seek the first effect and sensational effect in the fierce market competition environment, some news media usually publish the content without confirmation, so it will give birth to

the emergence of reverse news, and even the continuous situation of reverse transformation. At the same time, every audience participating in the discussion of reversal news knows themselves in the fermentation process of public opinion, and the direction of public opinion oriented by emotion is unpredictable, so the logical basis of netizens' behavior is closely related to traditional Chinese culture.<sup>[1]</sup>

Second, reverse media responsibility and countermeasures in news reporting. Under normal circumstances, network we-media holds the first release of inverted news, so the responsibility of mainstream news media is how to highlight and prevent the repeated occurrence of inverted news reports under such circumstances, which is the topic of focus discussion. Liu Xiangen of the editor's office and Peng Yingbing of the Omnimedia Center from the "Changsha Evening News" pointed out that, along with all the in no matter what the new media environment, the basic rule of traditional media still plays an important role, but in fact can grasp the readership and grasp the social market for a long time, would still be some style is outstanding, reliable content and solid quality newspaper editorial ability, it advocates to traditional media, to keep "concentration".<sup>[2]</sup>

Thirdly, it analyzes the meaning of reverse news reporting from the perspective of public participation. Different from the elite attitude of traditional journalists towards reverse news reporting, some scholars expressed more optimistic attitude from the perspective of public participation and had a deep understanding of the current situation of reverse news reporting. Professor Zhang Hua of Fudan University (2016) introduced the "Reference point effect" of social psychology into the inversion of the current situation of news reporting -- known as Cognitive Reference Points. It refers to the anchoring point effect of some kinds of perceptual interference in the process of perception, he pointed out that citizens' understanding of the hot issues exist in the spread of public opinion "reference point", if the news media found significantly deviate from the reference point, in a nutshell is against "common sense", in the news information age threshold for zero all journalists, the reversal of the social public opinion is the inevitable result of a sense.

To sum up, it can be seen from the current research results of scholars that the pragmatic linear thinking logic from the status quo to the question to the final solution is generally adhered to. However, the author thinks that more should be discussed is: how should we understand the reversal of the report? Is the inverted story really false? After the reversal, is the authenticity of the report achieved? Or what kind of beliefs do people have about the truth of reporting when they talk about reverse reporting? Once people reported to admit that the reverse is not a routine, or situations are often completely different, so people should not be simply result from the concern of utilitarian perspective to a word to all comments, even from the Angle of paying close attention to motivation of virtue ethics focus on standing on the moral high ground machine-made, but more should be introduced a way of thinking Or analysis tools, let people can according to the specific situation, to discuss the case of a reverse reported how significance and value, just as in the book "Justice: What is Good About It", is the need to through the combination of ethical reflection on the specific case, to analyze what are people advocate what kind of social fairness, and values.

### **3. Reverse the reality of news anomie**

The high participation of advertisers in the era of convergence of new media promotes the accelerated development of "flow", and "flow is king" gradually competes with "content is king".

In cyberspace, in order to compete for high-flow information resources and attract a large number of audiences, media practitioners constantly innovate and create information products with various forms and connotations. The performance of journalistic ethics in some information industries is also gradually losing ground, which can be seen as follows:

#### ***3.1. Professional norms are out of whack in news reporting***

The professionalism of news reporting refers to the practice standard consistent with the ethics of Chinese news media and journalists. Of the more than two dozen major media ethics issues reviewed by the "Journalism Review", several were related to the imbalance of professional norms in news reporting.

Especially in April 2019 and December 2021, major news media reported on the incident of Shanghai teenager jumping off a bridge and Liu Xuezhou. When reporting the incident of a teenager jumping off a bridge in Shanghai, they showed the scene video to the public without any reserved information. They also over-interpreted the psychological state of the teenager who committed suicide, and attempted to restore the scene of the teenager's mother and father at the time of the incident, which caused widespread

public debate. The media publicity of the suicide not only damaged the emotional privacy of the girl and her family, but also dealt a heavy blow to her father, who was immersed in grief and remorse. In the Case of Liu Xuezhou, "Mou Jingbao" interviewed his parents and published one-sided and untrue reports out of context, such as "advising parents to divorce" and "asking for her to buy a house", which triggered a series of online violence and accelerated the life of the teenager.

The above two reports are criticized for ignoring journalistic professionalism and basic principles of humanistic care to varying degrees. In the words of Hume, "sympathy is the source of our respect for all human morality" and the source and power of morality. It is not unreasonable to dismiss some Chinese readers as "eating human blood steamed bread" due to the lack of media advocating emotion towards life.

### ***3.2. Sensationalism runs amuck in creating hot spots***

With the news communication network and information explosion, telling good news stories has become the main means for communication practitioners to obtain information and understand the target audience. No matter mainstream media, commercial media or "we media", they all pay much attention to telling good stories. In view of the target audience's "demand for information storytelling", as the dissemination subject of the information supplier, on the one hand, it rediscovers and recreates the characters and details behind the information, and tries to have deeper and more tortuous narrative clues in order to get the recognition of the target audience. On the other hand, the transmission subject actively caters to the target audience in the process of information storytelling, arouses social emotional contradictions within the limited emotional line, and forcibly enlarges social disconnection, or even social emotional resonance caused by various people, so as to win the attention of the target audience.

Among the more than 20 media ethics issues in the recent three years in "Journalism Review", four can be classified as sensationalism to gain the emotional identity of the audience, and to generate profits by inciting the audience's emotions and activating traffic through real and false information. From the article "Death of a Top Scholar born in a poor family" published by "Wisdom Limited Youth" on the wechat public account of "Mimeng" in 2019 to the article "This morning, The Italian Prime Minister admitted for the first time that the coronavirus epidemic in Italy was six months earlier than in China" published by "New Lingnan Watch" in 2021. It buried the sensationalist thoughts in the writing of documentary techniques, aroused the readers' sensory impact and emotion, and caused the whole network to shake. After reversing and reversing, it finally proved to be another flow harvest.

### ***3.3. Failure of authenticity and accuracy in the scramble for a starter***

As the essence of Marxist reporting concept, authenticity has always been the basic criterion followed by reporting practitioners. In the battle of information, advertising, the audience, people after new media experience, only profound story information content can keep new users, authority starting news also became a new audiences are important adsorbent, it also makes the news practitioners hope from competing for new media starting with messages to get advertising audience pool first wave flow, especially in a In the period when some audiences are in urgent need of understanding and the information is provided without corresponding supply, the probability of the initiator of relevant information being sought after will continue to rise, and even become the reference to guide the behavior of the audience.

In the "South Reviews" and "Caixin" news report about "executive sexual assault of minors", both sides have different preferences about the authenticity and fair use of news sources, which successfully stirred up public opinion. There is an difference, "South Reviews" starting robbery defined rights, sit real real hammer "abuse", but "caixin" because both news reports of the "abuse" and "killed" the fair, by public opinion, finally said "caixin" article "does have a survey is not comprehensive, prose biased place", apology and retreat. This incident after reversing and public opinion fermentation, finally in the top procuratorial, public security department joint inspection group notice "Bao suspected of sexually assaulting Han" in the investigation description ended.

Senior executives, sexual assault, minors or young girls, these keywords all indicate that it is bound to be a sensational event, so professional media reporters must be more cautious when writing news, especially pay attention to the objective and comprehensive news report. The media exposure of this sex-related case is due to the lack of professional standards in the anomy of media ethics, which leads to the emotional loss of public opinion. To some extent, it is useless to explore the authenticity.

#### 4. Reflection on reversing anomie of news

The reversal of public opinion in the quantification of information flow has become a routine, while the reversal of media is mainly "to achieve information transmission in a dramatic and entertaining way". The progress of the matter often becomes confusing, and even often appears "after the uproar, a chicken feather". It should be mentioned that, although there are still reverse news in 2021, such as "cargo pull girl jumped from the car" and "Alibaba female employee was assaulted", the overall number of reverse news seems to be much lower than in previous years.

In the past two years, researchers of news communication have begun to reflect on the negative effects of "fast news" and try to slow down news. Hartmut Rosa, a contemporary researcher of Frankfurt School, put forward the social accelerated critical theory, which can introduce reflection on the disadvantages of "fast news" in the social media environment. One of them is that shallow, short and fragmented news products satisfy people's desire rather than reason. At the same time, journalists are no longer engaged in single news production behavior, and after gradually breaking away from the original public opinion supervision of exposure, they form governance network, coordinate the relationship between media logic and other logic, especially administrative logic, and correctly grasp the role positioning of media.<sup>[3]</sup>

In the era of new media, the entry threshold of "we media" is very low. Everyone can establish their own "We media" platform to express themselves or participate in community debate, just like everyone has a microphone. However, with the increasingly strict management of news communication in the past two years, the use of sensational content to attract attention to the content has been reduced. At the same time, in the process of transforming to the new mainstream media, traditional media stick to the red line of news authenticity, do not take traffic as the only production evaluation index, and invest more human and material resources in fact checking, thus effectively reducing the number of reverse news.

In the dissemination process, the new mainstream media has achieved remarkable results in public opinion guidance. In many media reversals, the power of speech is completely controlled by the Internet celebrity because mainstream media cannot speak out in time. Internet celebrity often have tens of thousands of fans. Just one retweet and the "original" point of view of internet celebrity is enough to make fans excited but irrational. In the past two years, the ability and level of mainstream media to guide public opinion has been continuously improved. Under the influence of strong media credibility, mainstream public opinion field with universal social influence has been constructed, thus greatly reducing the possibility of reversal news.

In addition, the chain reaction caused by public dispassion and objectivity is also worth noting. Media literacy refers to the ability of screening, understanding and thinking, as well as the ability of innovative thinking and production reflected by human beings in response to all kinds of media information.<sup>[4]</sup> Diversified media channels, as well as complex information, so that the vast audience dizzying. In recent years, the quality of Chinese public media has gradually improved. When hot issues are not yet clear, netizens have spontaneously commented on suggestions such as "do not believe rumors, do not spread rumors" and "do not comment without personnel personnel", thus triggering a chain reaction and reducing the possibility of reversal news.

#### 5. Conclusions

Audience input and media transformation will contribute to the emergence of "traffic is king". Due to the influence of the huge capitalization of Internet traffic, the social problem of anomie of news communication ethics is also urgently needed to be paid attention to, and updated to improve and reshape. There are many social problems in the dissemination of reverse news, including harming media credibility, destroying social credibility mechanism, damaging the ecology of news and public opinion and restricting the freedom of media dissemination. Under the background of the new era, under the joint efforts of government management, traditional media and new media, and the public, the number of inverted news is greatly reduced, which is also a miniature of the overall quality of news communication in China.

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