

# On the Functions of News Media in the Process of Realizing Educational Equity

Xianzi Huang<sup>1,a,\*</sup>

<sup>1</sup>*School of Media, Mianyang Teachers' College, Mianyang, China*

<sup>a</sup>*hxz18227000078@163.com*

*\*Corresponding author*

**Abstract:** *The realization of educational fairness is inseparable from the support of the news media. At present, with the continuous deepening of the concept of educational fairness and justice in our country, the news media plays a more significant role in educational fairness. Family happiness and social equity, so it is of great significance to give full play to the functions of the news media in the realization of educational equity. Based on this, this article will start from the perspective of the news media and analyse the functions of the news media in the realization of educational equity through in-depth analysis, put forward valuable opinions and suggestions to highlight its functions, and provide valuable theoretical reference for the realization of educational equity and the implementation of various educational policies in my country.*

**Keywords:** *News media; Education fairness; Positive function*

## 1. Introduction

The fairness of education is related to the long-term stability of the country and the selection of talents, the vital interests of the people, and more importantly, the protection of the basic educational rights and interests of the educated and the realization of the goal of balanced education. At present, in the process of realizing the fairness of education in China, the role of the news media is indispensable. As the mouthpiece of the Party and the people, the news media has played a very important role in the publicity of educational policies and the supervision of the implementation of educational policies, It is an important content of our country's news media work at present and in the future to deeply study the function of news media in the realization of our country's education equity and better play the value of news media in the realization of our country's education equity. After searching the relevant literature of the academic platform, especially the key words, it is found that in recent years, there are few domestic and foreign research materials on the education equity research of the news media. After narrowing the search scope, it is found that there are only 13 research materials related to this topic in the past five years, and most of them are journal literature. The value of the research is relatively lacking, as is the case with foreign research, which will not be summarized. The research in this paper is of great theoretical and practical significance to enrich the theoretical research materials in this field, to deeply understand the function and position of news media in educational equity, to further play the role of news media in the realization of educational equity, and to broaden the ways and means of news media in the realization of educational equity.

## 2. Definition of related concepts of news media

### 2.1. The connotation of news media

The media has two meanings, one is the material meaning and the other is the spiritual meaning. The material meaning and the spiritual meaning are complementary and indispensable. As the information-based public opinion collection and public position, the news media is also divided into the public and the public. There are two kinds of non-mass [1]. News media in a broad sense includes all mass non-mass media that disseminate information. Word-of-mouth, word-of-mouth transmission, and today's newspapers, magazines, book broadcasts, etc. all fall into this category. News media in a narrow sense. It refers to five media modes, such as newspapers, magazines, radio and television, and Internet media. These five media modes have become the mainstream modes of information

dissemination that are indispensable in modern society.

## ***2.2. The basic characteristics of news media***

First, the news media is time-sensitive. In the process of disseminating information, the news media will deliver information to the audience at a faster speed. The second is the depth and breadth of news media. In the process of disseminating information, the news media will disseminate in various ways, including text, voice, video, etc. At present, with the continuous development of Internet technology in my country, the emergence of a new mode of dissemination from the media has greatly improved information. Efficiency of dissemination. The third is the vividness of the news media. With the support of big data and other technologies, the comprehensive appeal formed by the news media itself can accurately disseminate information to the audience. At the same time, the realization of audio-visual synchronization technology not only increases the popularity of information dissemination and the coverage rate penetrates into all aspects of social development in my country, and it also strongly stimulates the audience's perception and judgment ability.

## ***2.3. The function of news media***

### ***2.3.1. The function of news media.***

The primary function of news media is information dissemination. In information dissemination, news media will disseminate a large amount of news information obtained from various channels to the society and the public. In information dissemination, the operation procedures of news media are mainly divided into disseminators, media and audience. three parts. Disseminators will first collect news and then process and disseminate the news materials through the media. The content of the dissemination covers various fields and classes.

### ***2.3.2. Public opinion guide***

The public opinion-oriented function of news communication means that the news media will select news facts based on basic social values in the process of communication, and then edit the news according to their own intentions, and guide the public opinion direction of news communication according to the mainstream intuition of the society. It is the public opinion-oriented function of news dissemination [2]. The public opinion guidance function of the news media can guide the public opinion guidance behind the public concern information through the subjective opinions expressed by objective facts after refining and editing the information that the public is concerned about. While playing a leading role, guidance can form a public opinion environment that is conducive to social development, and can also play a good role in criticizing and governing non-mainstream public opinion in the direction of public opinion.

### ***2.3.3. Public opinion supervision function***

The public opinion supervision function of the news media refers to its supervision of the personnel of state public power. As a mass media, the news media has a wide range of influence in terms of its unique functions and strengths in supervision, especially in the superposition of various social contradictions. During this period, the news media could supervise and expose various social problems, and at the same time spread positive and mainstream values in supervision, so as to achieve the purpose of public opinion supervision and establish the supervision status of news media public opinion.

## **3. The function of news media in the realization of educational equity**

### ***3.1. The news media has enhanced the breadth and depth of the dissemination of the concept of education fairness***

In the process of realizing educational fairness, the news media can promote and publicize the correct educational fairness concept, and based on the depth and breadth of the news media concept, while publicizing the educational fairness concept, the news media can change the previous single form of educational information dissemination. In the process of disseminating the concept of education fairness, the current news media can not only disseminate through radio, television and other media, but also through various self-media platforms such as Weibo and WeChat. In addition, information dissemination has also broken the previous single. The extensive use of news reports, news reviews, personal interviews and other communication methods has not only greatly improved the efficiency of

the dissemination of the concept of educational equity, but also enabled the public to timely and accurately understand the latest developments in the development of educational equity in my country. information.

### ***3.2. The news media has greatly promoted the realization of educational rights and equal opportunities***

In the fair dissemination of education, the news media can break the single time and space limitation of dissemination in the past. Generally speaking, subject to the limitations of education scale, venue and teaching staff, students in various regions of my country, including urban and rural areas, have access to educational rights and opportunities. It is unequal [3]. At this time, if we increase the dissemination of news media, we can not only solve the problem of education asymmetry, but also allow the audience to pay more attention to the development of education in the process of information dissemination. In order to improve the coverage and timeliness of education for all, and better protect students' educational rights and educational opportunities.

### ***3.3. In the specific realization of educational equity, the supervision function of the news media is prominent***

The supervision function of the news media in the realization of education fairness is mainly reflected in the fact that it can be spread through a fair and just discourse power to supervise whether there are unfair problems in all aspects of education, such as the college entrance examination conducted every year in our country. The method is not only related to national interests, but also to educational fairness and family happiness. Therefore, it is very important to ensure the fairness and impartiality of all aspects of the college entrance examination. At this time, the news media can play an active role in supervision and management. During the supervision process, the news media can pass All-round reporting, publicity and supervision of the college entrance examination by news reports, news reviews, etc., can not only form the continuity of supervision, but also form a certain deterrent force. It can greatly form the public opinion function of supervision and better promote the realization of education fairness and justice.

## **4. Strategies to Improve News and Media to Promote the Realization of Educational Equity**

### ***4.1. Pay attention to the important role of news and public opinion in issues related to education fairness***

Governments and education management departments at all levels should fully understand the importance and necessity of education and publicity work in the process of promoting education fairness, strengthen leadership over news and publicity work, and combine the major educational policies and work of the central and local governments at all levels. Combined with the advancement of the realization of education equity in various regions, a plan for news propaganda was formulated to improve the quality and level of news propaganda [4]. Local education administrative departments at all levels, schools and educational institutions at all levels should strengthen communication with the news media, regularly or irregularly inform the news media about the progress of promoting education fairness, and actively strive for the news media to have a better understanding of education news. Support and cooperation in publicity work. Journalists should enhance their initiative and sense of responsibility for education and publicity work, and strive to play an active role in the promotion of education fairness and balanced development.

At the same time, it is also necessary to hold irregular press conferences, press conferences, organize news interview groups, provide news releases, news background materials, take the initiative to accept reporters' interviews, provide interview clues, and interact with netizens. Form and multi-angle do a good job of news and publicity to promote education fairness in various places, and strive to improve the overall effect of education news and publicity.

### ***4.2. Improve the comprehensive quality of journalists***

The personal quality of news media practitioners is related to the key issue of the function of the entire news media in the process of educational fairness. This article believes that to improve the quality of media practitioners, the following three aspects should be paid attention to

First, enhance party spirit and improve ideological and political awareness. The news media is a bridge between the party and the government and the masses of the people, and it is a means of conveying relevant policies and reflecting public opinion in a timely manner. Journalists must enhance their party spirit, be familiar with the country's major policies and policies, and continuously improve their ideological and political awareness. This requires journalists to thoroughly implement the party's new requirements for news media work in the new era, adhere to the Marxist view of journalism, and adhere to the mainstream Value public opinion, thoroughly implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and establish a strong sense of professionalism and a high sense of responsibility.

Second, improve personal morality. "A person's quality is not only more important than his knowledge, but also more important than the wealth he has [5]." Journalists with good moral cultivation must have the following conditions. First, they must have a high sense of responsibility and responsibility. Second, they should also Respect the personality of others. Only by learning to respect others sincerely can journalists win the respect of others.

#### ***4.3. Enhance the news awareness of educators and promote the realization of educational equity***

Education should always adhere to the principle of openness to the news media. Educators cannot close themselves within the school boundaries, and require educators to break their closedness. Continuously improve the ability of educators to use the news media to carry out their work. "School teachers also play the dual roles of communicators and gatekeepers. They disseminate various information, and at the same time rely on their own understanding, evaluation, and various other factors to choose and decide what kind of information can be sent, And what kind of channel and method to send it." Therefore, educators should maintain a keen sense of news, collect news information about education in a timely manner, and conduct necessary screening, so as to better serve the realization of educational equity.

At present, the work carried out to promote the realization of educational equity has not yet effectively utilized the positive function of the news media. Therefore, what needs to be solved urgently is the transformation of educators' ideas and the improvement of their abilities, so that they can form a complementary and integrated relationship with the news media [6]. Therefore, it is necessary to improve educators' understanding of the nature of news media and enhance their ability to distinguish and screen various information in news media, so as to use news media to develop education and serve education. In the process of receiving educational information, educators should make full use of the functions of the news media and correctly select useful information, so that the relevant information can be widely and deeply disseminated through the news media channel, and promote the realization of educational equity.

## **5. Conclusion**

To sum up, this paper first expounds the related concepts of news media, and then puts forward corresponding strategies to improve news media in promoting education fairness after in-depth analysis of the functions of news media in educational equity.

After the research of this paper, the author believes that the realization of educational equity in our country is inseparable from the publicity and supervision of the news media, and the news media, especially the non-mass news media, in the realization of educational equity in our country, It is of great significance for the implementation of my country's educational philosophy and the realization of educational equalization to always have the status of the mainstream of public opinion and supervision, and to give full play to the public opinion propaganda and supervision role of the news media in education fairness.

## **References**

- [1] Chang Xu & Qun Zhang. (2022). *An Analysis of the Ideological and Political Education Function of Mass Media*. *Gansu Education Research* (02), 106-108.
- [2] Wenhao Wu. (2020). *The negative impact of mass media pan-entertainment on the values of middle school students and its countermeasures* (Master's thesis, Guangzhou University). 202201&filename=1020309270.

[3] Chenghua Tang. (2020). *A Preliminary Exploration of Thinking Innovation in Higher Vocational Media Professional Education in the Age of Media Boundary Dissolving*. *Innovation and Entrepreneurship Education* (01), 56-61.

[4] Yong Zhou. (2019). *Analysis of the value and function expansion of micro-media in ideological and political education*. *Media Forum* (22), 97-98.

[5] Jing Li. (2019). *Research on the Application of Mass Media Resources in High School History Teaching* (Master's Thesis, Harbin Normal University). 1019135375.nh

[6] Yunyi Song. (2019). *Analysis of the influence of mass media on the ideological and political education of college students in the new era*. *Think Tank Times* (22), 223-224.