Analysis of Media Agenda Setting in the New Media Era

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Abstracts: Agenda setting has a direct impact on the communication effect. With the advent of the new media era, the traditional agenda setting can no longer meet the needs of the times. This means that the agenda setting needs to be further changed. In the new media era, the emergence of the Internet has brought more ways for communication. Therefore, the media agenda should pay attention to the application of network media, integrate network media and traditional media for information communication activities, and clarify the identity, status and influence of the public in the media agenda. This paper will focus on the problems existing in the media agenda setting in the new media era.
Keywords: Agenda Setting; New Media Era; Communication Effect

1. Introduction

With the advent of the Internet era, information media are intervening in the new era represented by network media. With the deepening of the new era, the information communication environment is affected by information technology, which has a great impact on the communication of traditional media. In the era dominated by traditional media, agenda setting theory is a very important communication effect theory. However, with the advent of the new media era, the previous agenda setting theory cannot adapt to the current communication state. Network media and traditional media have their own advantages and disadvantages in information dissemination. Therefore, relevant departments need to make a specific analysis of the current agenda setting and formulate effective adjustment measures.

2. Potential problems of agenda setting in the new media era

2.1 More agenda setting subjects in the new media era

Media communication is to let people know more about society, country and life. In the traditional media era, the main ways of communication are simple ways such as newspaper, radio and television. This also determines that the media agenda is mainly set by mass media. With the advent of the information age, there are more ways of information communication, especially network communication. The network communication includes some personalized media models and channels such as WeChat official account, micro-blog, applet and so on. It is these new media communication models that have brought more channels for information dissemination. Thus, the main body of agenda setting tends to be diversified gradually.

2.2 The channels of information dissemination have increased in the era of new media

Information is disseminated through traditional media. The media used for information release are mainly newspapers, radio, television, etc. These means of communication and the amount of information are limited, and the public participate less in the evaluation of information dissemination, which hinders the effect of media information dissemination to a great extent. However, the arrival of the new era has broken this situation. In addition to the basic traditional media, the intervention of network media has brought more information, and there are more opportunities for the public to participate in the evaluation under the network environment. According to relevant surveys, by the end of 2015, the number of websites in China had exceeded 4 million. These network media make the number of media in the media agenda raise rapidly, resulting in the rapid decline of the effect of traditional media agenda setting.

2.3 Rich information themes in the new media era

In the era of traditional media, mass media is the main setter of social agenda. However, because the mass media belongs to a country or social organization, it is often controlled and selected when setting topics on the agenda, which limits the theme of information to a great extent. The arrival of the new media era has changed this state. In particular, a large number of personal we media have joined the agenda setting, resulting in more and more rich content of the media agenda. Rich and fragmented topics are the biggest characteristics of the agenda setting of new media, and they are also the focus of special attention from all walks of life. For another example, netizens' response to "should we help the fallen elderly" has aroused heated discussion from all walks of life. After the emergence of new media, a large number of topics like this appear in the public view. These are released by online media. The emergence of online media makes the theme of agenda setting fragmented.

2.4 Agenda setting effect declines in the new media era

In the past era of socialist communication and statistics media, the setting of media agenda is considered to be a highly effective theory. Mass media can use their own influence to set the agenda. However, in the process of network communication through new media, the public has more choices and leaders. They can not only choose the information in line with their personal views and ideas for understanding and reading according to their interests and needs, but also express their personal opinions and views on the Internet. However, in today's new media era, because people in our society are facing more information and data, they may be buried by rich network information in the early stage of information release, resulting in the reduction of the effect of information dissemination. This also increases the difficulty of media agenda setting, and its effect cannot be guaranteed.

3. An effective method of agenda setting in the new media era

3.1 Focusing on people's attention and select high-value information topics

The biggest advantage of network media is that it is better than traditional media in the speed of information transmission. This is due to the characteristics of Internet connectivity, high convenience of network media and low threshold of information release. Everyone can send information in the network environment. In modern society, a lot of information comes from network media, especially from media. For example, the 16 year social hot spot Wei Zexi event and Leiyang time. Not only that, many traditional media have also set up official microblog and other programs to improve the efficiency of information release.

However, in the context of the new media era, in order to improve the efficiency of media communication, we should first pay attention to the prominence of information when setting the agenda. The topics selected in the media agenda setting should be able to attract the attention of the audience. Only the information in line with the public's concerns can arouse the public's curiosity, improve the efficiency of information dissemination, and avoid sinking into the sea after the dissemination of information. According to the analysis of China's national conditions, the hot topics of social concern are anti-corruption, national security, food environmental protection, doctor-patient disputes, education, police, military, demolition, vulnerable groups and so on. Therefore, when setting the topic selection of the media agenda, we should be based on the concerns of the public, so that such information can attract the attention of the public, in order to ensure the efficiency of information dissemination and enhance the value of agenda setting in the new media era.

3.2 Analyzing people's acceptance and setting up a democratization agenda

The public shoulders two roles in the new media era, one is the audience group, and the other is the information release group. In the new media era, the public can express their ideas in time while receiving information. No matter what kind of media means of communication, the acceptance of the masses is always an important part of the agenda.

The same is true in the new media era. If you want to improve the effect of media communication, agenda setting needs to deeply analyze the acceptance ability of the public, so as to ensure that the released information is valuable and can be concerned and accepted by the public.

For example, in real life, netizens also have their unique nature, which is more representative of opposition to tradition, opposition to authority, strong sense of autonomy and so on. When using online media to set the agenda, we should pay special attention to the acceptance of netizens, avoid preaching information dissemination as far as possible, and set the agenda from the standpoint of the public, so as to enhance the democracy and equality of agenda setting. Such information is more acceptable to the public.

3.3 Mining traditional problems and integrating the advantages of network media

Both network media and traditional media have their own advantages. The advantages of network media are reflected in the fast speed and wide coverage of information dissemination. However, its defect lies in the anonymity of online speech. Although anonymity makes the majority of netizens improve their enthusiasm and positive attitude, it is also easy to have some extreme remarks in the comments. Although the transmission speed and coverage of traditional media cannot be comparable with network media, it is better than network media in comment.

If social events want to be valued by the society, they can spread with the help of the advantages of network media and expand the influence of information. However, at this stage, the agenda setting of network media is limited to the interior and has not yet developed into a social agenda. Integrating with traditional media to carry out information dissemination activities can effectively make up for the respective defects of traditional media and network media. Through information dissemination in recent years, it is found that network media and traditional media are combined in information dissemination, and all kinds of information are transmitted interactively between the two media, which improves the coverage of information. Therefore, in the agenda setting of the new era, we should pay attention to the organic integration of network media and traditional media, and use their respective advantages for information dissemination, which can not only ensure the speed and coverage of information dissemination, but also ensure rational and comprehensive problem discussion. In such an environment, the media agenda will gradually develop into a correct social agenda and maintain the direction of public opinion.

4. Conclusion

In short, with the continuous progress of the times, the overall economy, life, education and science and technology of the country are undergoing subtle changes. The emergence of new media has brought richer content and channels to the dissemination of information. The traditional mode of communication will be greatly impacted by the times. In order to keep up with the trend of the times and not be abandoned by the times, the agenda setting needs to keep pace with the pace of the new media era and make specific adjustments to the agenda setting, and actively integrate the traditional media with the information network media of the new era to ensure the improvement of communication effect.

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