

*Original Research Article*

# Research on News Media in Constructing Harmonious Society

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**Abstract:** Mass media has currently become the “nerve” connecting all parts of society. News media, as an important part of mass media, has become an important part of social structure and the bridge of building a harmonious social network. Moreover, news media has a wide and far-reaching impact on the construction of a harmonious socialist society due to its unique functions.

**Keywords:** Harmonious Society; News Media; Structure

Building a socialist harmonious society is the organic unity of socialist material civilization, spiritual civilization, political civilization and social civilization. Mass media has currently become the “nerve” connecting all parts of society, while news media, as an important part of mass media, has become an important part of social structure and the bridge for building and harmonious social networks. News media is not only an element of social environment, but also a force to construct social reality. The media audience in contemporary society forced the media to know and understand the society, and at the same time influenced the society through the media. Mass media plays an important role in social transformation and development. As a part of mass media, news media has a wide and far-reaching impact on the construction of a harmonious socialist society due to its unique functions. The relationship between modern news media and building a harmonious society should be clearly understood. Only by finding the social position of the news media in the process of building a harmonious society and meeting the realistic requirements and value expectations of the harmonious society can the development path of the current news media be clearly examined, and the balance point between the news media itself and social development be found. Only in this way can the role of the social functions of news media be fully played. It can serve for and achieve win-win with the construction of a harmonious socialist society.

## 1. Problems existing in the practice of promoting social harmony by news media

### 1.1 The performance of current problems

The first is the absence of social role.

Modern news media is the watcher of society and one of the most important information dissemination channels. It is the coordinator among various social groups, the disseminator of social values, and the most important propaganda tool. However, at present, news media doesn't fully play its social functions and roles.

Secondly, the news media's pan-entertainment and pan-commercialization.

The commercialization and entertainment of present news media show that Huxley's prediction is gradually be-

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coming a reality. In the process of building a harmonious society, people pay more and more attention to individual development, individual entertainment and enjoyment, while their interest in public affairs, especially political and economic life, is decreasing for many reasons. For this reason, news media are increasingly inclined to pursue economic interests, and become the follower of advertisements and businesses. In order to get advertisers' attention, more and more newspaper pages and TV programs only pay attention to the audience with high income and strong purchasing power. The interests and needs of disadvantaged groups are gradually ignored. In the past, many journalists who dared to resist the pressure and control imposed by the government on the media were defeated when faced with the lure of money, advertising and mergers and acquisitions of large companies. As Professor Li Xiguang said, "This commercialized journalism is changing the appetite of the public, and the traditional public spirit journalism is giving way to the money-driven commercialized journalism".

Finally, the professional ethics of journalism is out of order.

Journalism professional ethics is the overall embodiment of a society's overall moral level on the level of public space, the guarantee of the communication degree and validity of social information flow, and the cornerstone of the news media's credibility, survival and healthy development, which has a great impact on the spiritual civilization construction of a socialist harmonious society. Some scholars in the press believe that the root of the anomie of professional ethics in China's existing new network is to pursue economic interests, and its performance can be summed up in the following two aspects: the first is to seek rent with the media power given by the party, the government and society; the second is to seek rent by use of the policies and regulations of the market economy. More specifically, the current condition of out-of-order news in China is mainly manifested in false news, "advertising content", vulgar contents and value judgment contrary to the basic social moral standards. In terms of the behavior of employees, it mainly includes paid news, hush money, hype, and news extortion. From these phenomena, it can be seen that some media have forgotten the humanistic spirit and people's feelings while blindly pursuing commercial interests and gimmicks.

## **1.2 The main factors affecting the public functions of news media**

### **1.2.1 The restriction of management system**

From the current situation of the management system of news media, the growth mode and management mode are too extensive because the media are too pursuing scale and quantity, and even vicious competition appears. Some newspapers, which completely depend on the market for survival, have to choose closure or re-development after re-naming in the case of reduced circulation or advertising.

From the perspective of media industry structure, unlike the multi-management in the West, Chinese media only relies on advertisement, so its survival ability is not strong. At the same time, it lacks cross-media and cross-regional complementarity and support, so it is difficult to expand the scale of media management, and its business model cannot be diversified, and it is still unable to cope with international competition.

### **1.2.2 The quality of employees**

At present, it is difficult for journalists to get the expected high income and feel the sense of accomplishment of promoting society through news. It is difficult for them to be recognized both materially and spiritually, and it is difficult for journalists to realize their own values and find a sense of social existence in the press, which is an important reason hindering the current development of Xingang media. Due to the shortage of talents and the huge workload, many people who have not received professional training in journalism have entered the media and become journalists. As a result, the ranks of journalists are mixed, the basic principles of news value and news morality cannot be adhered to and implemented, and the quality of news reports cannot be guaranteed. Although the treatment of journalists is not high, the application for journalism and communication major in major universities and the recruitment of various media units are still very popular. This is because in the era of mass media, great media power has given journalists the reputation of "the uncrowned king". This kind of mentality has always influenced some journalists, who have psychological self-expansion in news gathering and editing. They may often face the interviewees with a condescending atti-

tude, which brings psychological antipathy to the audience, reduces the quality of communication, and sometimes even leads to media trial because of the excessive intervention of media forces.

### **1.2.3 Social transformation and the change of audience attitude**

Under the condition of market economy, the pace of social operation is constantly accelerating, and the audience of news media is constantly changing. Audience is now paying more and more attention to stock market and sports entertainment news. Traffic information, weather forecast, etc., are becoming less and less interested in political and public affairs. This makes the news media relying on the market more and more inclined to cater to the audience's taste, and downplays its pursuit of news and major national events closely related to the audience's fundamental interests. On the other hand, the current society's immunity to news is increasing day by day, and the stimulation of news to society is getting heavier and heavier, and the power of news to promote social development is getting smaller and smaller, and the time of news attention is getting shorter and shorter.

## **2. Give full play to the role of news media in building a harmonious society**

From a sociological point of view, building a harmonious socialist society is to properly handle the relationship between various social subsystems through a series of measures including coordinating interpersonal relationships, optimizing the allocation of resources, and adjusting the social structure. Finally, the goal of building a benign and harmonious society is achieved. Building a harmonious socialist society is the requirement of the fundamental attribute of socialism with Chinese characteristics, which marks the innovation of Chinese Communists' understanding of the basic problems of society. The key role in this process is the mass media, which is the link between various subsystems of society, and the news media is the most important.

### **2.1 The role of news media in building a harmonious society**

The first is the active propagandist of harmonious society.

News is a report of recent facts, which will give some influence to the audience. Propaganda means spreading the intention and idea first and then using language, words, images, etc., in order to influence people's thoughts, ideas and actions. There are differences and overlaps between them to a great extent, so they should not be equal or separated.

Building a socialist harmonious society requires building socialist material civilization, spiritual civilization, political civilization and social civilization. In this process, the news media, as a channel of social contact, should take the initiative to assume the responsibility of being a propagandist, give full play to the news propaganda function, actively and accurately reflect the party and government's ideas, spread the meaning, connotation and tasks of a harmonious society deeply and widely, and encourage all members of society to participate in the great historical process of building a harmonious society, thus providing a strong spirit for the party to achieve this great goal

The second role is a strong promoter of social transformation.

Since the reform and opening up, China has entered an unprecedented period of social transformation. To build a harmonious society is to complete the transformation from the primary stage of socialism to a harmonious socialist society through a series of efforts, with the goal of harmonious coexistence between people, society and nature. This goal is great and the future is bright, but the problems that have appeared or may appear in the process of transformation should be directly faced. In the period of social transformation in modern China, the public's interests are becoming more and more independent, their opinions are becoming more and more diverse, and their awareness of participating in public affairs is becoming stronger and stronger. According to the experience of countries all over the world, the most important factor of social transformation is stability, and the most basic requirement of social stability is the openness of information. When members of the society can learn the information that is beneficial to help them judge in time, the negative emotions will naturally fade. In order to maintain social stability, news media should deliver true and accurate information to social members in the process of social transformation.

On the other hand, China needs a new public management system that keeps pace with the times and focuses on information network. The news media should give full play to its functions, urge the government to make scientific de-

cisions and improve the quality of government public policy decisions. At the same time, news media should adapt to the structure of social development, accelerate their own transformation, and first meet the requirements of “harmony” within themselves. Besides, it should become a platform for people to publish and exchange information, realize its social value, and promote social development by changing the public’s communication ideas, means and ways.

The third role is the main guide of supervision by public opinion.

When building a harmonious socialist society, a good environment should be established for supervision by public opinion, so as to make the information in all aspects of society more open, communicate more smoothly and have more harmonious relations. It is because public opinion has a powerful influence that the news media must attach great importance to it. On the one hand, it will regulate and utilize public opinion, eliminate the falsehood and preserve the truth, and guide it to the road conducive to social stability and harmony; on the other hand, it is necessary to let the public have a more comprehensive and transparent understanding of the government’s work through supervision by public opinion, and help the socialist harmonious construction of politics, economy and culture to a new level.

The fourth is the unremitting disseminators of advanced culture.

In the eyes of sociologists, culture consists of customs, knowledge, tangible materials and behavior patterns spreading through society, and its connotation includes the thoughts, values, customs and artifacts of a group of people. Social functionalists believe that culture and society exist harmoniously, and social stability needs consensus and the support of social members. Therefore, strong central values and common norms of society will exist.

The construction of advanced culture is inseparable from news communication. Giving full play to the role of news communication in promoting the construction of advanced culture is the responsibility and obligation of news communication in cultural construction, and it is also one of the social responsibilities of news communication. At the same time, only by giving full play to this role can news communication not lose its way forward. How to lead the public opinion through the media and integrate the increasingly diversified viewpoints, value judgments and behavioral norms with the mainstream ideology is a major task in the construction of advanced culture at present.

## **2.2 The choice of modern news media in building a harmonious society**

First of all, it is necessary to respect the law of news and insist on building a people-oriented news media.

To build a harmonious socialist society is to achieve socialist modernization in the four dimensions of politics, economy, culture and society, which is a high degree of unity and harmony among these four dimensions. The essence of a harmonious society is to solve the most concerned, direct and realistic problems of the people. Adhering to the people-oriented principle is the core of building a harmonious socialist society, taking the harmonious coexistence among people, between people and society, and between people and nature as the top priority, and taking the all-round development of people as the ultimate goal of the work and running through the whole process of social and economic development. This shows that in a people-oriented socialist harmonious society, journalism should adhere to this principle. On the basis of respecting the laws of journalism, people’s needs should be fully taken into account, and meeting the needs of social members should be regarded as the value guide of writing, editing, broadcasting and commenting.

In order to be people-oriented, news media should first respect the laws of news. The essence of news is that journalists accurately and timely transmit unknown and need-to-know information to the audience through certain media. In this process, the four elements of news communication, namely, the publisher, the information, the channel and the receiver, constitute the basic framework of news communication. The basic mode of activity and interaction between these basic elements is the basic law of news dissemination.

Secondly, it is to change the concept of communication and take good news as the content of the report.

The purpose and value of news media lies in satisfying the people’s right to know, that is, satisfying the people’s awareness of news events and the real situation of news figures closely related to their best interests and daily needs. However, nowadays, the media has changed from unitary to pluralistic, and from relying on government spending money to relying on advertising for a living. In such a highly commercialized media environment, the key to whether the news media can become a powerful help to build a harmonious society lies in how the news media should reform

the traditional news values according to the requirements of the times and how to make the news that the people need. There are two levels of news in present media culture, one is news closely related to the fundamental interests of readers, such as public safety, education, employment, government policies and so on. All such news comes from the government's news disclosure and news release. Because this kind of news is difficult for commercial media to catch the attention of the public, the mainstream media represented by party newspapers should follow the government leaders and relevant government departments closely and give them the necessary information in time. The other is news that has almost nothing to do with the fundamental interests of social members' work and life, such as entertainment news and sports news. For this kind of news, commercial newspapers need to give full play to the function as supervisors. While providing entertainment and leisure services to the public, they should also strive to promote the spirit of socialist democracy and the rule of law, publicize the concept of fairness and justice, and avoid making the public attach too much attention to such commercial and entertaining stories that have no interest relationship with themselves are necessary news. Only when both sides make efforts at the same time, can the public devote their attention to explaining public information, discussing public affairs, solving public problems and coordinating public interests, and can the information operation mechanism of public space be launched through news media, thus promoting social transformation and development, and promoting the construction of a harmonious society.

Finally, it is to uphold journalistic professionalism and strengthen journalistic self-discipline.

Under the background of building a harmonious socialist society, journalists, who are often regarded as the spokesmen of social conscience and justice, should be the representatives of fairness and justice on the basis of public interests. Journalists need to identify with their profession, internalize professional ethics into the binding force of journalism, start from themselves, and deliver the socialist ethics required by building a harmonious society to the audience through words and deeds, so as to provide strong moral support for building a harmonious socialist society.

### 3. Conclusion

As an important part of the social system, the status of news media in the process of building a harmonious socialist society is beyond doubt. At present, new media should further recognize their social roles, take the initiative to assume relevant social responsibilities, further clarify the relationship between their own development and social progress and find a balance point between them. Based on respecting news laws, news media should take news professionalism as the standard of behavior, aim at resolving social contradictions, coordinating social interests and building a news media with social cohesion. In addition, by taking the news concept that adapts to the development of the times as the clue, and taking the people-oriented view as the guiding ideology, news media can give full play to the role of reporting, propaganda and guiding public opinion in the process of building a harmonious socialist society, and serve the construction of a harmonious socialist society.

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