

The Characteristics, Causes and Countermeasures of News Anomie Phenomenon in the New Media Era

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Abstract

In the context of new media, the phenomenon of news ethics anomie is characterized by diversified disseminators and expanded channels of communication, extremely serious fake news, pornographic news and bad advertisements. There are many reasons behind it, such as the multi-channel voice of practitioners, the unestablished moral norms of network media, the low media literacy of audiences, the abuse of press freedom, and the lack of supervision of network media. This paper discusses the characteristics of news ethics anomie in the new media environment, analyses the reasons behind the characteristics, and puts forward the countermeasures to deal with news anomie in the new media environment.

Keywords

New media, News anomie, Fake news, Paid news, Pornographic news.

1. Introduction

News ethics is a lifelong research subject with news. News reports are based on the people and serve the people. Between "drawing materials" and "service", the "people" of the two are often not fully consistent, causing moral deficiencies such as violation of the rights of the subjects of reports. In addition, the commercialized operation of news media has become more and more intense, and its profit-seeking has led to more news ethics anomie. The news ethics anomie is mainly manifested as fake news, paid news, vulgar news and bad advertising.

News ethics have long been a problem. Each period has different characteristics. The emergence and prosperity of new media have changed the one-to-many communication mode centering on communicators, accelerated the speed and information of information transmission, enriched the media form and changed the media production process. Under the background that new media brings great impact and change to the traditional media environment, the phenomenon of news ethics anomie has its special expression and reasons

2. Characteristics of News Ethics Anomie in the New Media Environment

“Under the new media environment of "everyone is a journalist", the ethics anomie of news media has various forms and characteristics, which are mainly reflected in the following aspects:

2.1 The Disseminators are Diversified from the Media to Individuals

In the new media environment, everyone can become an independent "news publisher" and "news disseminator". In particular, "individuals" such as media journalists have a higher power of discourse due to their professional nature, and they release more authoritative information than ordinary individuals. Once fake news is released, it is more likely to attract the attention of the media and the public, causing relevant media reports and the reprinting and hot discussion of the vast number of Internet users. Jin yong's death is typical of such cases. At 20:19 pm on December 6, 2010, Sina Weibo real-name authenticated user whose nickname is "zhongdao" released the news of Jin yong's death in Hong Kong, which was reprinted and published by many plus V users and official microblog of media. For example, the official microblog of China news weekly followed the report, further

spreading rumours until Lv qiuluwei posted a microblog to refute rumours, so that this fake news was restrained.

2.2 Channels of Communication are Expanded from Traditional Media to New Media

With the active development of media websites and media apps by news media and the opening of official microblog and official WeChat public account, the transformation of media has added a variety of reporting channels to news media. A news story is usually a multi-directional and three-dimensional report, and press releases of the same content will appear simultaneously on newspapers, radio, television, news websites, microblog, WeChat and other media platforms. If a news report violates the standards of news ethics, its ethics anomie is not only reflected in traditional media platforms, but also spreads to new media platforms through news website, official microblog and WeChat, presenting a high degree of media convergence.

2.3 There are Many Kinds of Fake News, Pornographic News and Bad Advertisements Which are Extremely Serious

New media has the characteristics of information quantity and strong timeliness. This provides a great carrying capacity for news information and speeds up the production and transmission speed of news, but also indirectly provides a hotbed for news ethics anomie. Information is mixed, and many media websites or apps compete for advertising revenue for traffic. There are "headline party" news with inconsistent articles, exaggerated false news, fake news with no truth, pornographic news that satisfies the audience's curiosity psychology, the bad advertisement that affects the social atmosphere and so on. Despite the high attention paid by the competent departments of the industry, the news media and the public, the news ethics anomie can be restrained. However, the frequency of fake news, pornographic news and bad advertisements is still very high, which is manifested as the following characteristics:

2.3.1 Fake News Emerges in Endlessly, Which is Easy to Cause Explosive Transmission and Short Life Cycle

In recent years, a large number of fake news have emerged, showing a wave of unequalled development trend, involving food safety, celebrity events, disaster events and other fields. According to the 2014 false news research report of "journalist magazine", compared with the disappearance of Malaysia airlines flight MH370 in 2013, the 260 million gambling debts owed by Guo meimei in Macao and the black industrial chain of gutter oil, the influential cases of fake news in 2014 are less prominent, but the overall number is still quite large. Fake news shows a trend of fragmentation, with a short life expectancy and is often quickly discovered and exposed. For example, fake news reports about the disappearance of Malaysia airlines flight MH370 in 2014. Due to the lack of authoritative sources of information, the press was eager to be the first reporter of the latest events, and a series of fake news reports of the event have emerged. "Chengdu evening news" reported on its microblog that the flight was confirmed to have landed. Several media outlets, including the "Yangcheng evening news", tweeted according to CNN's report, Malaysia airlines flight MH370 has been confirmed to have fallen in Vietnam. News reports of the incident in various media have emerged with conflicting information, and become a place for spreading rumours, which has been further spread by Internet users, making the incident even more complicated. Only on March 10th the People's Daily online "truth-seeking" column released "review of false rumours about missing Malaysia airlines plane", seven fake news about missing Malaysia airlines plane were clarified.

2.3.2 Pornography and Other Novelty Seeking Information are Rampant, and the Trend of Vulgarity is Only Increasing

In order to attract the audience's attention and satisfy the audience's curiosity, the media tend to get more audiences through the news reports that peep into the privacy nature such as pornographic news. In addition, in the new media environment, anyone can publish pornographic news at will, and even set up personal blogs or websites to spread pornographic images and other bad information. Some small websites set up emotional column news for some soft text to attract users to click and browse, and then forward to the corresponding pornographic websites or pornographic game pages. Some

popular web portals set up part of the rolling or fixed ads which are also shown with pictures of hot body of beautiful women, openly participating in the transmission of pornographic information. Some news images published by media also violate the news ethics, especially pornographic, violent and bloody images. Due to the satisfaction of vanity or other reasons, some participants in news activities even release some bloody, violent and pornographic images without processing them, which brings bad social effects.

2.3.3 Bad Advertising Fills the Media Space and Encourages Bad Social Atmosphere

In addition to the pursuit of truth and other principles, news media should also assume the social responsibility of promoting fine traditional culture and establishing good morality. On the new media platform, represented by "beauty seduction" or violent and bloody dynamic pop-up advertisements, pornographic advertisements, violent games and pornographic games widely emerge on all major websites. Almost every sub-news website has such advertisements. These dynamic pictures are easy to lure minors to click into, which is not conducive to the physical and mental health of minors.

2.3.4 In order to Release or Exclusively Report the News at the First Time, Some Media Violate Ethics and Morals

In order to grab the first-hand news of unexpected events, some media even resort to voyeurism and deception to obtain news materials. Or the news reports of the deceased are reported without authorization of their families, which to a certain extent ignores and violates social morals norm and violates the privacy rights of the reported subjects. The ethical concept is very weak. For example, in the 2015 "Yao beina incident" news report, journalists were anxiously waiting outside the ward for news of her death. Three reporters from "Shenzhen evening news" entered the makeshift operating room to film the corneal surgery. The coldblooded and heartless attitude of journalists and a series of behaviours that disrespect the reported subjects and violate social ethics and morals have caused the public to strongly question and criticize the ethics of journalists.

3. The Reasons for News Ethics Anomie in the New Media Environment

Apart from the self-discipline of the media and the moral accomplishment of journalists, there are also the following reasons for the anomie in the new media environment:

3.1 The Internet has Become an Important News Source, and the Media Lack Information Authenticity Judgment

In terms of news collection, journalists begin to search for news sources from the vast amount of information released by online audiences. Text, pictures and video have become the main forms of online news sources. Journalists screen according to factors such as the freshness and uniqueness of events, and often ignore the authenticity of news sources. They believe that pictures and videos are real news materials and lack the sensitivity of journalists to distinguish the truth from fiction. In fact, written news sources can easily be false "truth" after "three men make a tiger". Pictures and videos can also be used by photoshop and other technical means to pretend to be real. It can be seen that the authenticity of news sources requires journalists to judge by certain technical means and occupational sensitivity, and they cannot blindly process news sources found on the Internet into news.

3.2 The Multi-channel Voice are Made by Practitioners, and the Network Media Morals Norm Have Not Yet Been Established

Many journalists register with Sina Weibo, WeChat public accounts and so on. In addition to publishing press releases through the media, they are keen to release news through their own plus V-certified accounts. However, they do not realize that the words and actions presented by the plus V account represent their media image, and they still release them at their own discretion without considering the potential social impact of their own news release. For example, in many fake news, they either become the first source, or become the accomplices of the spread of false news. At present, there is no clear network media and journalist network morals norm in China, and some journalists lack a correct understanding of network professional moral accomplishment.

3.3 Audience Media Literacy is Low And Press Freedom is Abused

In the new media environment, the lack of news ethics is not only the problem of news media and practitioners, but also the problem of audience media literacy. Everyone is a sender and a transmitter of information and enjoys the right to receive, publish and disseminate information freely. Media literacy refers to the ability of citizens to "acquire, analyse, evaluate and disseminate" information. In particular, it means that citizens can correctly understand and grasp the media, correctly understand and identify the media information, and make correct judgment on the authenticity of media information and news events, and share, forward and comment on them. In the new media environment, fragmented information is easy to be misunderstood, and audience media literacy is generally low. They blindly receive and disseminate information, and lack important information auditing and information evaluation links. This causes social unrest, industrial crisis and other consequences caused by the viral spread of fake news such as "leather shoes make yoghurt".

3.4 The Network Virtuality and Management are Weak, and the Network Media Supervision is Absent

For the new media environment, due to its unlimited network virtual space, its huge amount of information is too large to be effectively managed, and a mature garbage information screening and filtering system has not yet been established. In addition, with the rapid development of new media, the media industry is in a period of rapid revolution, and no corresponding industry norms have been formulated for the new media environment. And traditional media industry norms cannot cope with it. The publication and dissemination of news information by we media and Internet users are also quite disordered, lacking certain media literacy and guidance of media ethics. The relevant administrative departments have not yet formulated the supervision system and code of conduct of network media. Under the new media environment, the media supervision is out of control, which makes the news ethics anomie deteriorate even further.

4. Countermeasures and Suggestions

In the new media environment, the phenomenon of news ethics anomie is not caused by one party, nor can one party solve it. Its governance requires a social system project. The news industry should strengthen the training of journalists' correct morals and professional ethics, and formulate relevant industry standards for the anomie in the new media environment. Relevant departments of the state should improve the relevant legal system and establish the supervision system of network news. Besides strengthening the cultivation of citizens' media literacy by the ministry of education, citizens should also take the initiative to enhance their own media literacy. Only through the concerted efforts of government departments, society, news media industry, practitioners and the public, we can hope to create a good media atmosphere and promote the healthy development of news ethics in the new media environment.

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