

# Dissimilation of Social Coordination Function of Media from the Perspective of New Media

Yangyang Huang

*West Yunnan University, Yunnan, China*

**Abstract:** With the rapid development of the Internet supported by science and technology, media has gradually extended from a carrier to all fields of human society, and its traditional functions are constantly alienated, especially in the social coordination function. Media has evolved from a tool of information transmission to an important force that can intervene and even reconstruct social order. It is very important for us to give full play to the social coordination function of media and reconstruct the new media relationship to re-examine the social coordination function of media and correctly understand the alienation phenomenon caused by new media.

**Keywords:** Media; Social Coordination Function; Mutation

In his article <Structure and Function of Communication in Society> published in 1948, Lasswell elaborated on the social function of communication and proposed that media has the function of social coordination, and the normal operation of society requires the division of labor among social groups. Only by coordinating various parts of different division of labor in society can society develop harmoniously. The social coordination function of media is mainly reflected in two aspects, that is, the uploading and transmitting of information and the spreading and reaching of information, that is, the role of media in publicity and public opinion. Through publicity, media can popularize knowledge, understand national major policies and maintain social stability, while public opinion collects public voices and uploads them to decision makers, thereby influencing decision making. Public opinion has become an important form of social supervision and moral restraint to a certain extent, thus promoting social

democracy. On the basis of Lasswell's theory of social function, communication scholar Lazarsfeld and sociologist Merton proposed that media can grant status and promote social norms. Through the role of publicity and public opinion, media can make people have special rights, which is the so-called media empowerment, and such rights will have a significant impact on social coordination.

According to the 52nd Statistical Report on China's Internet Development released by CNNIC, as of 2023, the number of netizens in China has reached 1.079 billion, an increase of 11.09 million compared with December 2022, and the Internet penetration rate has reached 76.4%. This means that the new media based on the network has almost covered most people's life, and the media has become an extension of people's life, and people have entered the deeply media society. The development of technology and the popularization of the network make the power of the media increase constantly, which leads to the alienation of the social coordination function of the media.

## 1. Alienation of Media Propaganda Function

The core significance of media propaganda itself is to convey information and values to more people through media, so as to influence the audience's cognition, attitude and behavior. However, with the emergence and widespread application of we-media platforms, media propaganda gradually deviates from its original function of social coordination and becomes a means of manipulating the audience.

### 1.1 Distortion of Propaganda Content

The distortion of propaganda content is mainly reflected in rumors and one-sided propaganda information, which is also an important embodiment of the alienation of media propaganda function. The emergence of "we

media" has broken the linear communication law of media propaganda, and begun to appear in the form of point-to-network communication. In the new media, everyone can become an anonymous disseminator of information. The change of communication form has changed the original publicity function of media. The virtuality and entertainment of cyberspace will inevitably generate a large number of rumors. The emergence of rumors makes media publicity lose credibility. For example, rumors such as "wind oil can treat the new coronavirus", "people who are affected by nuclear radiation come together to stock up on salt" and "retirees can receive one-time difference subsidies for medical insurance" that appear during the epidemic make it difficult to distinguish between true and false, which has a huge impact on people's lives and even the safety and stability of the whole society. In addition to the exaggerated, distorted and one-sided propaganda of rumors in order to serve certain political or commercial purposes, the propaganda function of the media has been constantly alienated.

### 1.2 Misleading Publicity Forms

Bozeman once mentioned that "an important new medium will change the structure of discourse". Each different medium recreates the culture, providing a new orientation to the ideas and emotions in the culture, thus creating unique discourse symbols. It can be seen that media not only serves as a carrier of cultural transmission, but also can change people's cognitive mode. The information transmission of new media is characterized by fragmentation, entertainment and homogenization, and its form of communication is more suitable for the transmission of "fast food culture". With the wide application of new media, the way audiences receive information is gradually changing. Coupled with the acceleration of social agglomeration, people are becoming more and more accustomed to this way of receiving information that quickly captures information points. Media propaganda, as one of the important ways to inherit and promote science and technology culture, undoubtedly weakens the systematic and in-depth culture of the fast food form of cultural communication, and this wrong form of communication makes the audience gradually become "one-way

people".

### 1.3 The Propaganda Effect Bites Back

New media information dissemination has a wide audience, information overload and anonymity, which easily makes media propaganda deviate from the positive functions of information transmission, public education and public opinion guidance. Fragmented communication methods, precise push of customized content, excessively entertaining presentation methods, arbitrary guidance of public opinion big V, and massive information that is difficult to distinguish between true and false are gradually swallowing the minds of the audience, turning the audience into a "mob". What originally seemed to be a precise service, fast and convenient information acquisition gradually became the master of manipulating people's behaviors, thoughts and lifestyles.

### 2. Dissimilation of Media Public Opinion

Public opinion refers to the basically consistent opinions or attitudes expressed publicly by the public on specific social public affairs in a specific time and space. Public opinion is a kind of social psychological reaction and belongs to a kind of social evaluation. The virtuality, interactivity and timeliness of new media provide sufficient and favorable space for public opinion. As an important part of the social coordination function of media, media public opinion aims to provide a place for people to express their opinions, form moral norms, restrain behaviors, and contribute to promoting social fairness, democracy, stability and harmony. However, due to some characteristics of network media and people's improper use of media, its public opinion guidance function is distorted.

### 2.1 Public Opinion is Out of Control

Media public opinion provides a space for people to express their opinions, which is conducive to democracy, but public opinion will get out of control and go to extremes to a certain extent. As proposed by sociologist Stoner James Finch, "group polarization" (that is, group decision-making may make individuals more adventurous or more conservative) is becoming more and more obvious. The government or "gatekeepers" have lost control of public opinion, and when public opinion is rampant, there will be many

extreme remarks and behaviors, which will affect real life and cause social unrest. Lippmann mentioned in his book *Public Opinion* that the formation of public opinion is mainly influenced by subjective and objective factors such as interest, prejudice, rules, self-interest, opportunity, language ability, personal attention and energy, communication and opportunity, as well as censorship and confidentiality. From the perspective of these influences, there is no fixed standard for these subjective factors such as interest, prejudice, interests and rules. Different growing environments and education levels will lead people to hold different views on events. However, as public opinion spreads in new media, the number of Internet users is huge, but the quality of Internet users is uneven. In addition, the massive text of Internet culture will make many people unable to understand the facts thoroughly, so that they can make correct judgments and tend to follow the trend with preconceptions. Although the "spiral of silence" theory proposed by Neumann has been impacted to a certain extent in the new media environment, people are still very easy to be guided by some public opinion guides in the new media environment, thus losing their own judgment and thinking. It can be seen that public opinion is irrational, and in addition, it is often accompanied by personal emotions during the generation of public opinion, so it is easy to get out of control after the generation of public opinion.

## 2.2 Media Trial

Public opinion, as an important form of moral restraint, has great power. With the development and popularization of the Internet, there are more and more media trials, and the phenomenon of media exceeding its power is also common. Relying on its strong audience and influence, the media gradually begin to intervene in the judiciary, and even use the pressure of public opinion to conduct a second trial for some people. However, the media environment itself is a mimicry environment, and the realistic environment presented by the media is not a mirror representation of the real environment. It is the environment in which the media remind people through the selection, processing and re-structuring of symbolic events or messages. New media itself has the characteristics of resolution and entertainment,

so after the intervention of the media, people's attention will often shift, and the media is easily influenced by interest factors. Driven by commercial interests and competitive pressure, many media will deliberately fabricate dramatic and entertaining facts, and appear false reports to confuse the public and make it difficult to distinguish the true and false events. It can not really restore the truth. Media trial seems to be a kind of righteous and courageous act, but in fact it is a cruel attack under the guise of morality. Media trial violates the criterion of the initial function of media and is a phenomenon of alienation beyond power.

## 3. Conclusion

In the process of media communication, the network gives more rights to the media, which makes the media become more and more powerful, and its alienation phenomenon is constantly prominent. Under the role of capital and rights, the media gradually loses its role as a bridge to transmit information and deviates from the function of social coordination. Media, as a product of the development of science and technology, is created by people to serve the human society. It does not cause alienation in itself. However, due to people's excessive dependence on and improper use of media, the user becomes weaker and weaker, which results in the media violating the characteristics of serving people as a tool and in turn controlling its subject (person). It makes the function of the media alienated.

## References

- [1] Marshall McLuhan. *Understanding Media: On the Extension of People* [M]. The Commercial Press, 2000.
- [2] Marx, *Economic and Philosophical Manuscripts of 1844* [M]. People's Publishing House, 2008.
- [3] Gustave Le Pen, *The Rabble* [M]. Trans. Von Klee. Central Compilation Publishing House, 2004.
- [4] Herbert Marcuse. *One-dimensional people* [M]. Shanghai Translation Publishing House, 2006.
- [5] Walter Lippmann. *Public Opinion* [M]. Shanghai People's Publishing House, 2002.
- [6] Li Liangrong. *Introduction to Journalism*. [M] Shanghai: Fudan University Press, 2001.

- [7] He Daokuan. Media is Culture [J]; Modern Communication, 2000.06.
- [8] Zhang Yonghua. Reunderstanding of McLuhan's Media Theory in New Form [J]; Modern Communication, 2010.
- [9] Peng Jinqing. The Resolution and Construction of Human Subjectivity in Cyberspace [J]; Journal of Hunan Normal University, 2010.
- [10] Fu Kaiqiang, Zhang Shengli. Analysis on the crisis of public opinion in the Era of Globalization [J]. Military Reporter,2007(7)