

Governance Strategies of Public Crisis Communication in the New Media Environment – Taking Tobacco Industry as Example

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Abstract: Social and economic development has brought about a higher standard of living and higher material standards, resulting in higher requirements for spiritual life. As a result, the development of the new media industry and related industries was accelerated, providing various channels for the dissemination of information. To put it simply, as an important concept in today's society, new media is a kind of social environment, which is mainly attached to the Internet industry and has profoundly changed the media pattern and communication pattern in contemporary society. Because the new media mainly depends on the network, and the network spreads rapidly and in a wide range, it will spread the news to the public as soon as there is a major event. Therefore, the emergence and widespread use of new media has also had a great impact on the government's crisis communication. In the new environmental situation, the government will face more problems and difficulties, and more supervision by all the masses. In this paper, from the characteristics of public crisis communication in the tobacco industry, the measures and strategies of public crisis communication governance under the new media environment are put forward.

Key words: new media environment; public crisis; crisis communication; tobacco industry; governance measures

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Public crisis, as its name implies, is an event closely related to social public. Most of the events that can cause public crisis are natural disasters or some crisis events caused by the inflexibility of social operation mechanism, which endanger the social public order and social public safety in China, and are unfavorable to every citizen in society, and may endanger their life safety. As the public crisis is related to all the citizens of the society, it is very possible for citizens to communicate through the Internet and other new media means without

knowing the situation, which will cause social panic and increase the social crisis. However, if the government fails to solve and eliminate these negative news in time, it will have a great impact on society and the country. In particular, the credibility of the government will decline, which will bring a series of chain reactions, which will be very unfavorable to the overall development of society. Therefore, it is necessary to control the spread of public crises.

CHARACTERISTICS OF THE NEW MEDIA ENVIRONMENT

The Way of Digital Communication

The most important feature of new media is digital media, which helps traditional media to retain its original advantages and can be combined with new media constantly, so that the boundaries of traditional media are constantly expanded and new technologies are constantly accommodated. In the new non-linear media environment, the public can freely choose different information and communication methods and appropriate media to get the information they are interested in. Today's live TV shows, for example, are often played simultaneously on the Internet and mobile apps, no longer limited by time, space or media. In addition, the audience can be independent on the Internet and mobile phones according to their own requirements after the broadcast, which gives the audience the opportunity to actively select media¹.

Interactive Relationship

In today's social environment, human subjects create real social relations, and can obtain their deserved life, fun and wealth through their own activities in nature relying on this social subjectivity. While the interactive feature of new media serves this nature, which enables the audience to interact with the society, can maintain social relations, accelerate social development and make people closer to social reality. For example, on social media platforms such as Weibo, QQ, various websites, etc., you can find classmates from primary school, junior high school, high school and even university who have graduated for many years, including alumni of a school, and then you can interact through various network interactions such as giving gifts to each other, chatting, praising, forwarding, commenting, etc., so as to make new contacts, maintain relationship and find the previous friendship.

COMMUNICATION OF PUBLIC CRISIS UNDER NEW MEDIA ENVIRONMENT

Fast Transmission Speed, Comprehensive News

In the context of new media, information has a surprising flow path, speed and focus that no one can match. Major events can be reported immediately after they happen, so that people can quickly understand the process of events and quickly get the most critical information. In daily life, most of the knowledge of social emergencies comes from local netizens. Before the media rushed to the scene at the first time, many netizens have recorded the occurrence of the event in time through mobile phone video recording and photographing, and posted it on the Internet with the text narration, so that people can learn the relevant information from the Internet at the first time when the event occurs. Most of the public will publish the information of relevant events from their own perspective, but the whole story can also be understood from different perspectives. The information obtained is very comprehensive and, of course, has many sources, which also indicates that the information's inauthenticity will be improved. Therefore, the audience is required to analyze the authenticity of the information².

The Richness of Communication Content

With advanced technology, new media can make different forms of news, such as small video recordings or live webcasts, to show the truth to the audience, thus making the story more compelling and true. Moreover, small videos and live webcasts are also popular forms of information dissemination, and many people are willing to watch them and are interested in them. As the saying goes, seeing is believing. The diversity of information generated by the new media makes the public pay more attention to social events, which is a more effective way to deal with crisis events, improves the credibility and truth, makes the public have a better understanding of events and their consequences, and facilitates people to understand the process of events more intuitively. At present, Weibo is a popular way of communication providing many popular topics, which are commonly known as "hot search". For example, when some natural disasters occur in a certain area, endangering people's lives and causing some inconvenience in life, the masses will discuss it in Weibo, which can provide convenience for rescue

workers and help people in disaster areas to a certain extent.

More Intense Competition for New Media Channels

The continuous development of society and the continuous progress of science and technology also promote the continuous development and change of the new technology support system, and the new media is only a simple branch of this system, including various forms of expression, such as e-books, online news, Weibo, WeChat, digital TV, digital movies and so on. After the emergence of so many new forms of media communication, the channels of communication of major media have increased a lot. While accelerating social development, these media will also compete in the open and in the dark. All kinds of communication channels will do anything for their own flow and interests. The competition is very fierce. Therefore, all kinds of information are piled up so badly that all the major media are lined up to get the first news. The large-scale popularization of information has formed an information network, in which people obtain information from various channels, which has also strengthened people's ability of communication and supervision. Appropriate competition has also accelerated the development of society and made the new media industry develop more rapidly³.

The Interaction of Two-Way Communication

The emergence of new media makes communication interactive. For example, traditional media only unilaterally spread information to the public, and the published information is all the information they want the audience to receive. It is not interactive, but one-way operation. But now Weibo, WeChat and news websites make everyone a source of information, allowing the public to freely express their opinions and ideas and share the information they know. Although there are many goals, the information provided has different perspectives that traditional media cannot provide. However, due to the anonymous nature

of freedom of expression and the abuse of "freedom of expression", this form of new media sometimes does more harm than good and has brought some bad effects to society.

The Diversity of Communication Subjects

In the network environment, the dissemination is more extensive and the subject of dissemination has become more diversified. Among them, the government is no longer the only source, and there are also internet media, mobile media, interactive television and so on. In the traditional media, the communication subject is more the news broadcast by the government, from which the masses can learn very little and cannot express their own ideas at will. Now the masses can choose any platform to express their opinions online or offline. When a public crisis occurs in society, although the media is the main body of communication, the broad masses of the people can use the Internet to publish news. In addition, many people have a one-sided or extreme understanding of things, and some inappropriate remarks will cause the whole event to be complicated or may drive the public opinion orientation of the whole society, causing social chaos and even bringing harm to the parties. It also proves that the emergence of the new media environment makes the mode of communication more diversified⁴.

PROBLEMS FACED by the PUBLIC CRISIS in the NEW MEDIA ENVIRONMENT

Too Much Reporting Easily Leads to Distortion in Communication

In this new media environment, anyone can disseminate information that is beneficial or harmful to social development at any time. Although the public can see events of public crisis in time, there is also much information that distorts the truth. The development of new media technology gives everyone the right to express their opinions, so that every internet user can express their views and opinions through authoritative media. It is precisely this kind of "freedom of speech" that allows the dissemination of information. As a result, many people ignore their judgment on its authenticity and express their personal opinions on the information

published by others. They will express the same information in different ways, which undoubtedly makes it difficult to judge the accuracy of information. On the one hand, professional media often disseminate information about crises without authorization, without further verification; On the other hand, due to lack of media or bad intentions, some public figures often spread rumors about the crisis, which together limit the accuracy of emergency information, make the government's work more difficult, and some distorted news will also reduce the credibility of the government.

Improper Information Disclosure is Easy to Cause the Collapse of the Government Image

In the past, in the era of traditional media, the government used traditional media to spread positive images to the public, basically without negative news, or negative news will soon be suppressed. It is very difficult to express even if the public holds opposite opinions. However, great changes have taken place now. In the new media era, the government will be criticized by the public if it does not deal well with emergencies. For example, if the government is unable to release an important part of the information in case of an emergency to update the information in a timely manner, or just mention the lost time and place and the official rescue casually, and ignore such important information as the possibility of the cause of the accident and potential problems, and cannot respond to the public's queries in a timely manner, the public will have dissatisfaction with the government and the image of the government will disintegrate. At the same time, the people's trust in the government will be continuously reduced, resulting in the government's dishonesty to the people, which is closely related to the ability of government workers to handle things because many staff lack understanding of public relations in crisis situations. Relevant staff and departments should change their concepts.

Citizens are Easy to Make Noise to Eliminate the Crisis

In this era, some media platforms are inadvertently used by internet users to express their dissatisfaction and accuse the government, incite public discontent and guide public opinion through the statements made on the platforms. These irrational public statements will be quickly spread by many malicious marketing accounts and media, causing the situation to become uncontrollable. Many people will make some untrue remarks for the sake of interests, expanding the spread of noise on the Internet, and at the same time expanding the scope of dissemination, which will ferment the whole incident and deepen the public crisis. Some comments made by netizens will often lead to the development of public opinion and arouse public emotions. When public opinion is one-sided, the spread of public crisis events will increase, making the work of government departments more difficult, making citizens dissatisfied and hindering the elimination of the crisis⁵.

There is a Lack of Specialized Talent in Crisis PR

In the new media environment, professionals are required to understand the basic principles of the media and the basic theoretical knowledge related to public crisis, so that they can correctly understand and evaluate public opinion, and have the ability to make adjustments, so that they can quickly come up with solutions and countermeasures when a crisis happens. At the present stage, in the process of crisis public relations, it is rare to analyze the cause and process of the incident and work out the most appropriate solution to the crisis public relations. On the contrary, it is always blindly suppressing the fermentation of the incident and suppressing all negative comments and news, instead of explaining the cause of the incident. The public will not accept such a case at all, which will lead to a decline in the credibility of the government and will be very detrimental to social development. Without professional talents and relevant early warning mechanism, people will be at a loss when the public crisis comes. Therefore, it is very important to train special crisis public relations talents from a practical point of view, because high-quality and high-ability public relations talents can lead the whole team to

deal with crisis public relations events.

GOVERNANCE MEASURES FOR PUBLIC CRISIS COMMUNICATION IN THE NEW MEDIA ENVIRONMENT

The Government and Staff Need to Strengthen the Awareness of Crisis Communication

The government and relevant agencies should actively implement the emergency response mechanism and responsibility system in their daily life, and at the same time provide the public with information about disaster relief crisis through new media. Relevant personnel must also enhance their awareness of public crisis and strengthen their awareness of crisis communication, and cannot provide token answers to the public in an uncontrollable way after an incident. In case of an emergency, the government should fully understand the whole development cause of the incident at the first time, supervise and analyze the public opinion through various means, accurately and timely understand the cause and process result of the incident through various methods and technologies, and use the new media to issue a statement to the public in time, so as not to let the incidents over-ferment and give some media marketing numbers an opportunity to spread the public crisis. Moreover, it should also strengthen the supervision of public opinion and effectively respond to public inquiries.

Strengthening the Training of Professional Talents in Public Relations

The key to control the spread of crisis information is to establish a high-quality, special and experienced team, so it is necessary to strengthen team building and personnel building to provide a powerful team of public relations talents for the spread of crisis. Professional talents know how to correctly handle the spread of public crisis events and how to guide the trend of public opinion. Therefore, the government should intensify the training of public relations talents and establish relevant training mechanisms so that the staff can receive professional training and promotion. It can also

cooperate with major universities and colleges to increase professional courses and specialties, focusing on the training of crisis public relations talents.

Improving Public Media Literacy

Media literacy refers to the public's ability to select, understand, question, evaluate, create and produce the information transmitted by the media, and its speculative response, that is, the ability to recognize the media, participate in and use the media. The improvement of citizen's media literacy is the key point that must be improved in the new media environment. To improve public media literacy, it is important to first and foremost improve citizens' cultural ethical literacy, scientific literacy, and to empower citizens to self judge, which is also directly dependent on the study and conduct of citizenship media literacy education. As long as the public's media literacy is improved, their speech literacy will be greatly improved, and they will have a correct understanding of the crisis events and their own judgments instead of making some untrue statements, which will cause social panic. This is very important for the governance of public crisis communication, because public speech often leads to the orientation of public opinion. As long as the quality of the public media is high enough, they will have correct judgment on things⁶.

Improving the Early Warning Mechanism and Related Systems

In the process of public crisis communication governance, the relevant government system must be further improved, the early warning mechanism must be established in a timely manner, and the government must be prepared to deal with the crisis by using various technical means, taking advantage of specialized agencies and social forces, monitoring public opinion and collecting data, so as to further strengthen the government's communication function. Relevant departments should focus on hot news and topics, collect, analyze and warn relevant contents timely and accurately, and provide hot information to governments at all levels at the first time through comprehensive application of public opinion and data generation monitoring technology, so as to

enable the government to know the whole process of things as quickly as possible and find solutions for possible problems in the future. To establish a sound public opinion information early warning mechanism, it is necessary to highlight the key points of public opinion information early warning, focus on the construction of a public opinion monitoring system, implement comprehensive policies, promote scientific progress, actively use big data, cloud computing, mobile internet and other information technologies, strengthen the early warning discovery, analysis and judgment mechanism, give full play to the mainstream traditional media, and improve the early warning mechanism and related systems.

Ordinating the Relationship Between the Government and the Media

In the context of the public crisis and its spread, the dissemination of information is very important. The government should understand that the media is the main source of citizens' information and the master of the whole information dissemination, and should not regard the media as inferior media and formulate a fair cooperation plan to guide public opinion. As media platforms become highly developed, it is almost impossible to reverse the Internet or the hot spots of media platforms, and the practice of blocking them is often counterproductive and can only be achieved after the platforms become operational. Therefore, in case of a systemic crisis in society, the government should not suppress the negative news, but take the responsibility to direct public opinion in the right direction and let the public know the situation. Public must be made more aware that network security is not only related to the healthy development of the network, but also to the development and future of the country and the whole society, which may seriously endanger national security. At the same time, the spread of rumors and the turmoil on the Internet also highlight the urgent need to strengthen the management and importance of public opinion on the Internet⁷.

CONCLUSIONS

Although people can express their opinions freely in the new media environment, the Internet is not a place outside the law. Everyone should consider whether his/her opinions are appropriate before expressing his/her opinions, improve his/her media literacy, and carefully consider the consequences of his/her opinions when expressing opinions. At the same time, the government must take responsibility by applying and restricting the malicious incitement of legal public opinion, improve their ability to influence public opinion by interacting with Internet users, and influence public opinion through existing behaviors, thus paving the way for a valuable growth in the virtual world. In this way, people can have a good network environment and develop the society in the new media environment.

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