

# Study on the Communication History of "Good Governance in Media" Mechanism from the Perspective of Crisis Situations and its Reconstruction

Hanshu Li

Institute of Communication Studies, Communication University of China, Beijing, China

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**Abstract:** The process of globalization and the development of digital information technology highlight the research focus of public crisis management communication. As an important medium of communication, media is a key element in the process of public crisis resolution, and it does not exist in isolation in various single media vacuum, but is an important part of media environment ecology. Media shape society, and society in turn affects and reconstructs media and its entire system. From the perspective of crisis situation, whether it is the information dissemination trend of the risk itself or the media governance strategy, it greatly affects the breeding and trend of public opinion risk. Based on this, the history of media studies of the "good media governance" mechanism and the two dimensions of good media governance are more significant. The co-construction of mechanisms and the co-governance of technological risks reveal the power embedding and reconstruction in the media governance field, reflecting the difficult questions of media communication on the process of modernity and the theoretical prospect of the construction of a digital human value community after undergoing crisis and rebirth.

**Keywords:** Crisis Situation; Risk Dissemination; Good Media Governance; Governance Mechanism.

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## 1. Introduction

With the rapid advancement of the globalization process, the frequency and scope of human activities continue to expand, and the social risks of communication are facing more profound changes: the function of the media environment has become increasingly prominent, the media has become an important intermediary for human beings to understand, understand and avoid risks, and the information communication situation has also taken on diversified forms. The media occupies a central position in the research of mass communication. In the rapid change of form, the media and the media environment in which it is located form a joint force, gradually escaping its initial attribute function of information exchange as a media tool, which affects the shaping of the subject's values and the effect of communication links. Individuals in the cyberspace with diversified and high-speed information are extremely susceptible to external agitation. Once information dissemination involves personal interests or emotional agitation, they are extremely vulnerable to becoming "rabble" (Le Pen) influenced or even manipulated by public opinion, thus causing public opinion to deviate from the truth. The rapidly changing media not only reconstructs the daily media context of the subject, but also intensifies the dependence of the individual on the media environment governance.

Media governance plays an important role in social governance. Due to the media, information and platform of media governance[1], it not only becomes the intermediary to adjust the social ecological system, but also the central element of social network coordination, and the new media continuously pursues the unification of value rationality and technology rationality, realizes the coordination and unification of macro and micro-state and individual, and constructs a perfect national governance system. The essence of good media governance is based on the standpoint of social common management of public affairs, giving full play to the

functions of media such as legality, transparency and effectiveness, realizing the maximization of social and public interests, establishing a new type of cooperation, equality and negotiation interaction relationship above the identity of various stakeholders, presenting a state of interaction and dialogue between social governance and individual rights and interests, which is beneficial to solving the dilemma of media governance. However, how to properly handle the coordination between the social governance system and the media role, so as to realize the modernization of the social governance system and capabilities, is still the focus of good media governance.

The theoretical analysis of crisis situation and media governance is essentially a discussion of communication activities and the crisis of modernity. After all, "modernity involves the concept of risk".[2]The role and function of the new media is an important starting point to explore modernity. Based on the theoretical background of crisis situation and new media governance, from the perspective of "good media governance", this paper attempts to clarify the system reconstruction and its internal logic of the era of good media governance and media integration, explore the media governance crisis and countermeasures triggered by it around media governance, reveal the public opinion and power transformation in crisis situation, and try to provide useful theoretical reference for media governance in crisis situation and media integration era.

## 2. Crisis Situations and Communication Logic of Media Governance

Crisis situation and governance and information technology are increasingly shaping the media to accelerate the pattern of social communication. This kind of communication pattern regards the media as a kind of logical existence of governance and an important part of national

governance and political life, and regards the media system as the central position in the public domain. Many consequences caused by the formation of the communication pattern and its logic have gradually evolved into governance problems and crises that need to be analyzed and solved urgently.

This first has to be examined from the perspective of crisis situation. Crisis situation refers to "the process of information exchange within and between government departments, organizations, media, and the public around the whole process of the crisis".[3]That is to say, the profound changes faced by the crisis situation are closely related to the media technology, while the public relations implication of the crisis situation restoration is to reconcile the dissemination of crisis events in the new media environment. In the social context of increasing globalization risks, uncertainty and the shock and suspension of postmodern reversals can easily reduce the media to a communication paradox, i.e. when the audience "risk perception" promoted by the media and the society "risk communication" are faced with "the power of the existing" risks "turns to the source of the new" risks "[4]The plight of. Of course, the crisis situation is inevitably related to media governance. This is because the crisis is full of uncertainty, and the crisis events are related to the content of the crisis situation and the objects of media governance. The formation process of crisis situation, the fermentation and spread of crisis events, all follow its internal development and change logic, but at the same time they are constrained by its life cycle. In a highly media-oriented society, media governance, though facing multiple contexts, is still mainly to coordinate social relations and resolve social crises. The evolution of new media technology promotes the development of the relationship between communication and new power, and constantly presents a diversified pattern. As a result, multiple subjects participate in the social affairs of information governance and strengthen the social "empowerment" function of new media, which indicates the rise of a brand-new "pattern of co-governance of communication".

### **3. The "Media Good Governance" Mechanism of the Dual Dimensions**

If the media governance is regarded as a self-consistent media environment ecology, then the digital social media is the communication link of the information source, which plays a balanced intermediary role. Based on the representation of current media carriers and data algorithms, good media governance over the content distribution platform has become a game in which political and capital powers manipulate and obtain benefits, which can easily lead to the impact of the mainstream platform governance system and the alienation of potential audience awareness. Research scholar Sean has broadened the connotation of media governance to a broader field of civil society and nation-state, providing a new thinking for communication scholars.[5] Therefore, it is necessary to construct a good media governance system by integrating the mechanisms of communication channels and public opinion guidance, and exploring the co-governance of technological risks from the same frequency resonance in media environmental cognition.

(A) mechanism to build: the integration of communication channels and public opinion guidance mechanism

As a result of the change of media form, a media governance mechanism platform is formed for mainstream media to lead and penetrate the commercialization logic of

social media. The establishment of a platform with dual mechanisms of technology and media to show and hide will push users in the data age away from data exploitation and safeguard their interests, thus realizing the "de-commercialization" of data. While providing information services, digital social media give users more active choices, allowing users to have their controllable data nodes, in order to build a "safety valve" between the personal domain and the public domain.

The first is to integrate communication channels. This is mainly from the perspective of platform-based governance to achieve the joint construction of governance mechanisms, and the integration and innovation of the technocratic route and the "platform regulation" concept and method of internet platforms[6]. Visual media expression is more conducive to the "presentation" and "reappearance" of events. Western philosophy has always had the tradition of thinking in the form of a mirror. The "human heart" is "a clear and even mirror, in which the light of things should be reflected according to the actual angle of incidence." [7], that determines the vast majority of ideas and categories in the human brain is a picture rather than a proposition, is a metaphor rather than a statement, this train of thought in the present has obvious paradox, "what you see is not what you get" visual centrism paradox becomes a lingering shadow, affecting the world social communication matrix differences and unity. Further, the public opinion guidance response mechanism should be constructed in the crisis situation ecology. Pay attention to the transformation and fermentation of hidden public opinion and explicit public opinion, coordinate the media logic in the crisis situation, and complete the public opinion monitoring and response. Through the monitoring and reconnaissance of the social environment, the crisis warning information is transmitted to the public in a timely manner. Implicit public opinion and explicit public opinion have established a good platform for their representation. For example, refueling quotations, songs and posters named after local featured food during the Wuhan epidemic have become a kind of implicit public opinion. Form a "free market of opinions", break down the physical barriers of single communication, and construct the voice field of intertextuality. The "disinhibition" of the network provides a great space for the public to participate in social events and opinion expression. Freedom in the network weakens the constraints of systems and norms, mobilizes the public to participate immediately, and quickly ferments into a dominant public opinion field. Through the rapid diffusion of the network media, it becomes a public opinion guiding trend.

(B) Co-governance of technological risks: co-frequency resonance in media environmental cognition

Based on the good media governance mechanism established by national governance, the logic of media politicization has been highlighted, and at the same time, the discord between technology and risk co-governance as well as the collaborative governance of media environment have been reflected. Compared with the empirical school's attention to the direct effect of communication, the media environment school focuses on the "relationship among people, technology and culture"[8]In order to focus our research, we should pay more attention to the long-term impact of technology and media on society and emphasize the interactive and symbiotic relationship among media, communication and culture.

This means that good media governance exists in three

levels: citizens, state power organs, supranational institutions or organizations[9] Cross-cultural governance based on. The current media system is influenced by the market orientation. The profit-seeking nature of the market and the entertainment nature of media governance have become a dominant thinking. The Matthew effect in the virtual society intensifies the social uncertainty. However, from the perspective of technological neutrality, technological development has provided infinite possibilities for the development prospects of mankind. Based on the development background of 5G convergence, information and data processing, communication forms and media governance are showing new characteristics. Media technology has become the key adhesive and core factor between these changes. With the emergence of risk crisis, the renewal and development of media technology expands the "digital divide" between different social and public groups. At the same time, the development of media technology also has its advantages. Therefore, media technology, a double-edged sword, can not only provide strong support for media governance, but also aggravate the crisis and risks in communication. Facing this contradiction and dilemma, it can clear the barriers and difficulties of media governance in the process of crisis situation, and can explore the power and discourse in media governance in crisis situation.

#### **4. Embedding and Reconstruction of Media Power in Good Governance**

The essence of the communication mechanism of media logic is the penetration of various ideologies in the process of social governance. However, the media governance in the era of 5G convergence presents new features, which is also a brewing opportunity for power reconstruction in media governance. These media are not only ideological tools, but also ideology. They are constructed by the intricate relationship between the position of power or capital forms and the historical objective. The grids separated in this field delimit the rules and boundaries of the respective circles, delineate the space for social construction, and continuously expand into "digital" fields woven by data and algorithms.

(A) good governance field media power embedded

Social media platforms play an important role in media governance. With the help of social media platforms, multi-media media players begin to formulate new rules and move forward to the center of media power, which leads to the reconstruction of media power. Just as "the collision between commercial needs and public rhetoric creates a space that can generate significant political criticism and opposition, independent of the political appearance of a media." [10] The media follows the following rules of formation: established rules, work practices and restrictions. These rules shape political news reporting. The practice of media governance is undergoing profound changes.

This is the same as Macclure McLuhan's "all media should reshape all the life forms they touch". [11] The platform manages the black hole to avoid crisis situation, and records the user's browsing portrait quickly. Foucault's view on "panoramic open view" [12] The logic of power discourse has resurfaced, that is, the subject in the media governance field is in a state of being monitored, just as the prisoners in the panoramic open view prison cannot know whether they are being monitored, forming a one-way power penetration. In the dialogue between the disseminator and the receiver, countless one-way dialogues have completed the embedment

of the communication power in the form of mobile network and its media. The "cooperation" and "dialogue" of multiple subjects have promoted the "open source" of the information content production and dissemination, and embedded the continuous one-way communication power. Different times have their own specific "order space" for knowledge production, which reflects the cognitive structure and thinking framework of that time. This specific cognitive discourse precedes all the "thought paradigms" hidden in people's minds by experience. [13] Behind the discourse of this system lies the power relations of different speech subjects and the instinctive will of the speech subjects. These words existing in history, due to their particularity, have their own boundaries, fractures, transformations and contingencies, and have obvious characteristics of "discontinuity" and "decentralization". These complex power relation networks, which are attached to specific communication practices, are related to the social stratum discourse behind power and imply the game of power relation. As the media logic of social governance, media governance plays a coordinating role in multiple power and discourse fields. It enables social voices from different interest groups to be freely expressed in the public communication field. At the same time, it exerts the governance function of media technology to facilitate information dissemination and the interest demands of various social strata to be effectively mediated in the public communication media.

(B) "power of communication" multi-subject cohesion and reconstruction

"The media represents an independent source of knowledge. While the media let the public know, it also protects them from the ravages of power". [14] The media forms in today's society are already very rich, and bringing information dissemination and related production processes into the same network is beneficial to forming a tight power field of information transmission media. The two-way interaction in this communication field is constantly updated with the enrichment of media subjects, "mass communication is a process in which the media organizes the production of information and transmits it to a large audience; It also refers to the process by which the audience seeks, uses, understands and influences such information." [15] The technical power of the embedded media is influenced by the intervention of multiple "control roles", forming a multiple power field with its own rules and forms.

However, technological empowerment not only changes the previous structure of communication power, but also reconstructs the multiple discourse fields behind power. The main body of the platform uses "personalized" and "precise" strategies to conceal the means or ways of exerting influence on the main body, which increases the difficulty of media governance. However, the opacity of technical operation makes the media extremely vulnerable to the risk that the platform governance party will master the "control" of information dissemination. The multi-power hidden behind the media is gradually moving towards the commanding height of the power of communication, breaking the balance between the power operation of professional media information communication and the influence of mainstream ideology. Therefore, when the power structure of social media is not balanced, social media can easily become a platform for distorting ideology, and it is extremely easy to interweave power vertically and horizontally, which helps to promote overlapping and coincidence among various fields. However,

good media governance can mobilize the enthusiasm and action of different social strata to participate in social governance, which is beneficial to reconcile the discourse power of diverse subjects and diverse exchanges in the media governance field, and then form a media ecological reconstruction system of negotiation and co-governance. When the spread of value crisis becomes the dilemma of social development and modernity, human beings are now in an uncertain world created by human beings. Multiple subjects should integrate multiple media and realize the power reconstruction of mass communication in listening and cooperation.

## 5. Conclusion

Media and social governance are related to the reform of social governance. Globalization has led to frequent crisis events and barriers to information exchange, but to a certain extent, it has affected the process of media governance in crisis situations. Media governance in crisis situations is affected and restricted by many factors, but it also plays a unique role in dealing with crisis situations. The development of crisis situations and media characteristics lead to governance dilemma, communication purpose and communication effect. Therefore, it is more challenging than ever to construct a balanced communication ecology in the social public governance field in an era of frequent crisis events and numerous voices on the internet. The research on media governance should face up to the unstoppable trend of globalization, promote the media governance system based on digital interactive technology, embed a kind of "dualistic" media power into the media governance field, and achieve the re-structuring of the power system, i.e. taking publicity as the unified goal of politics, media and market logic, and achieve a broad subjective construction. It is still necessary to standardize the individual's public reason in the media field, and to integrate the subjective filtering, analysis and trade-off of the audience, so that the media governance in the crisis situation can achieve the best communication effect within the expected target range. We should grasp the dissemination elements and dissemination rules of crisis events in a timely manner, use new media to manage and deal with the crisis in a diversified way to reshape our image, strive to turn "crisis" into "opportunity", and continuously explore social governance practices in future crisis situations.

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