

The Concept of "Opinion Leader" Awakening and "Dual Discourse Space" Reconstruction

-- On the Identity of The Reporter under the Empowerment

Yi Wang

Broadcast and Journalism, Communication University of China, Beijing, 100000, China

Abstract: In the era of financial media, the audience's opinions have wider channels, more forms and stronger willingness. With social media platform and the media traffic, occupies an important position in the traffic competition, stick to the dominance of information dissemination, value transmission, the mainstream media is also trying to launch with traffic cohesion, topic guiding force, the audience attractive mirror reporters to cope with the status quo of the mainstream media dominance, trying to use "big flow" drive "positive energy". According to this phenomenon, based on the two theoretical perspectives of "opinion leader" and "dual discourse space", we discuss the identity change of journalists in the era of financial media, namely, why the identity change; the transition in terms of skills and responsibilities; and the difficulties and corresponding suggestions in the current identity change. Thus looking for the theory behind the reporter avatar and breakthrough, finally the research point: a reporter as melting media era new "opinion leader", need to construct more perfect "dual discourse space", from journalists monotonous "appearance" role, more non-obligation or even non-functional responsibility.

Keywords: On-camera reporter, Opinion leader, Dual discourse space.

1. Introduction

Melting media era, means that the media from the attribute and practice on resource accommodation, content and harmony, propaganda, interests, in the final analysis is how under the background of times to explain and interpret "fusion", under this research system, perspective more on the form and content of common communion — from newspaper Internet, network newspaper, to the whole media, until the media stage transformation or we call intelligent media. Both explicit technical means or media such as carrying media all bring dividends to this era and cause social crisis. The social problems caused by the word "public opinion" synthesize the difficult problems of The Times.

Combined with the research background, this paper will focus on two parts: one is the fusion of media era can assign for the direct test and transformation requirements, the second is the media age with the audience as the core disease, the identity of the word "reporter", functions, social meaning of what transformation has a more profound influence on society, journalists and how to play a "link" the hub role. Article will be based on two theoretical perspective, combined with theory and case, answer the media era out reporter why change, realize the identity transformation, how to realize the transformation, test and summary thinking, and in this construction era for individuals and reporters and the main body, trying to explore under the new social public crisis "reporter" breakthrough identity, rising responsibility, shaping new reporter meaning and news meaning.

2. Related Theories and Phenomena Take Care

The research shows that our society may have come to the post-truth era, and the development of post-truth and social media and online public opinion is mutually evident. The real definition of "truth" in the postmodern society no longer

means the truth of the facts, but is largely composed of upper-class hegemony and public opinion.

"Opinion leaders" opinion leaders first originated in sociology, razarsfield in the people's choice information to the mass media to the public, there is the phenomenon of secondary transmission, namely "opinion usually from broadcasting and print media to opinion leaders, then from the opinion leaders to the active part of the crowd." Under the development of network media technology, opinion leaders are also developing towards virtualization." Virtual opinion leaders "create or change public opinion, construct trends, lead fashion and control the stock market through the dissemination of information in chat rooms, forums, company websites and blogs, playing far beyond the original function of" opinion leaders ".

The business ability of the on-camera journalists is constantly breaking through, both online and offline assume rich news responsibilities, with the identity of "opinion leader" and "virtual opinion leader". The standard of distinguishing the on-camera journalists from the general public is the professional news quality, knowledge and expression ability of the on-camera journalists themselves. At the same time in the homogeneity of the news community, reporters in the characteristics in the highlights, such as the rise of personal IP, established the reporter in relayed the facts of the credibility and influence, this is the essence of opinion leaders work capital. As the academic community has pointed out, opinion leaders, as hidden "gatekeepers" and "outspoken people", share the risk of group pressure and awaken the spiral of silence to a certain extent. When journalists are followed and trusted, judged and judged by the public, they should redefine themselves as new opinion leaders.

Based on this, the benign construction of "dual discourse space" is particularly important, and the on-camera reporter should play an important role here. "Double discourse space" One official discourse space, controlled by the government and mainstream media, mainly aims to construct social peace,

reduce confrontation, and form collective values; the other space is the folk discourse space, that is, the social circle composed by the people itself is the channel of communication, and the public opinion expression. Both are based on China's dual social transformation characteristics, multiple spread ecological environment, Chinese media dual attributes, news reporting framework and type attribute factors such as the result of comprehensive formation, therefore has distinct times and nationality, under the media era two discourse space itself, and the most critical —— relationship significant transition and greater challenges. In terms of connecting subjects, the official discourse with traditional media as the carrier is completed by journalists at the operational level, and the "objective convention" is implemented by them, that is, creating unbiased news reporting procedures for news reports, although the procedure itself contains certain bias.

3. The Skills of On-camera Journalists

3.1. Business: Constantly transforming to one-specialized and versatile all-media talents

From the 1G era to the 5G era, with the development of mobile communication technology and the comprehensive penetration of mobile Internet into social life, video is gradually becoming the most important and efficient way of information expression. The emergence of network news live, on the one hand, for the mirror reporter report mode provides a more diverse choice, on the other hand also for the reporter's professional quality put forward higher requirements: the live uncertainty of the scene reporter strain ability, crisis handling ability and news language expression ability is a major test. In the process of live broadcast, the on-camera journalists are not only responsible for the task of live reporting, but also undertake the process of planning, collection, production and dissemination of all-media coverage, and are constantly transforming to all-media talents.

3.2. Technology: transition from single live broadcast to wide area production of new media platform

Do a good job in the era of financial media, we must change their identity concept in time. Under the background of traditional single media, the identity of the reporter is given priority to with live reports, news broadcast, and in the media environment, the reporter will news and all kinds of technology such as live technology, H5 technology and other new media elements, through making diversified "new products", constantly improve the quality and level of their programs. The production attribute of video content on new media platforms requires journalists to master the processing and transmission technology of multiple information such as text, pictures, audio and video while completing "appearing in the camera", so as to realize the dissemination of news information in different carriers and terminals.

3.3. Emotional: the mimicry environment of interpersonal communication

Personified communication is a communication strategy to humanize the communication subjects, communication symbols and communication contents, so as to enhance the sense of closeness and communication, and break the serious stereotype of "official media". The advent of the era of

financial media also puts forward new requirements for the way of news communication. With the popularization of Internet technology, the proportion of traditional media in people's spiritual life shows a downward trend, Under the background that mobile short video effectively fills the fragmented time and immediate needs of the audience, The journalists have taken this as an opportunity, For example, Xinhua News Agency reporter Zhang Yang opened a TikTok account, CCTV reporter Wang Bingbing entered the B station, etc., News production and information dissemination in the role of "personal media", Listen to the "voices of the masses" through comments and other forms, And relying on their own image conditions and true emotional expression, Form a mimicry environment for active communication with the audience, Thus building a harmonious, interesting, and diversified personalized form of personalized communication, Let the integrated media play its due value.

4. The Shift of Responsibility for Camera Reporters

4.1. Audience relationship: the formation of "opinion leader"

In the era of media convergence, the media relations have changed greatly accordingly, and a brand-new relationship mode is presented between the on-camera journalists and the audience. As the object of attention of netizens and audiences, on-camera journalists constantly explore new events and new topics with the help of new media technology, and push them to the public in a down-to-earth way, so as to attract public attention. On-camera journalists play the role of "gatekeeper" in the process of news production and distribution, and are also the guide of network public opinion focus and public opinion guidance. To some extent, through the establishment of personal IP, the on-camera journalists in the era of financial media have narrowed the distance between the communication subject and the audience, and gradually formed the expected "opinion leader" in the audience group.

Take the series of short videos "Publicity" Dialogue "as an example, most of the topics echo the current political hot spots, facing the key figures in the grand theme events, such as "Huang Weifen, chief designer of astronaut system: I also want to fly ", " compared with the first time in space, Yang Liwei envy the astronauts now what?" And so on. Yang Yang in these heavyweight interviews, the question is a network sense, is the netizens concerned about. This "light dialogue" narrative mode brings the grand theme closer to the life of the ordinary audience and arouses emotional resonance.

On this basis, we selected the political issue of "two sessions" and compared the reports of "Xinhua News Agency" and "Yang" Publicity ". In the video, the report received 86,000 / 1,204,000=7.14%, and only 147 on the opening of the fifth session of the thirteenth NPC, 1000 / 58,189,000=0.25%. Thus, in the political issues this more rigid serious grand narrative, reporters through the scene of vlog personal mirror than the official media on the news information timeliness, high authority, but the innovative discourse form mode added interest for serious narrative, often more can attract audience attention, and help journalists in the audience "opinion leader" role, promote the audience to know more related information.

The development of new media technology has enriched the communication space between on-camera journalists and audience, and the relationship between on-camera journalists

and audience has changed from one-way communication to two-way communication. In the process, a reporter as media era new "opinion leader", not only to find the audience topic or focus, more to actively dig the audience does not understand or care about the issues, on the basis of the facts work, innovative expression mode, guide and influence the audience form the correct value orientation, so as to form effective interaction with the audience.

4.2. Social significance: the construction of "dual discourse space"

Objectively, there are some problems in the coexistence of dual discourse space: on the one hand, the official discourse space often lacks effective means of communication to meet the information needs of the people; on the other hand, the civil discourse space lacks rationality and credibility, and often falls into the crisis of "spreading, believing and spreading". However, the transformation of the identity of the camera journalists in the era of financial media is actually integrating the media communication platform into the daily life of the audience with the advantages of more subdivided fields, which to some extent is a benign promotion of the interactive operation of the dual discourse space. Out reporter changed the traditional broadcast or host mode, let the official discourse space close to the new media audience entertainment habits, by simplifying the news content, innovation form, enhance the media routine and popularization, make the folk discourse space and official discourse space in represented by short video new media communication platform produced more range cross, opened up a broader space for communication.

For example, in terms of soft news, during the Beijing Winter Olympics, the personal account spreads the discourse style of popular science, interesting videos and photos to the audience. The official account of "Xinhua News Agency" focuses more on the game scene and wonderful moments, and the content is mainly concise text and video playback, and few journalists have no video pictures. In the narrative system of major media events, the folk discourse space represented by the publicity personal account and the official discourse space represented by the official account of Xinhua News Agency complement each other and coordinate with each other to jointly serve the communication task of the Winter Olympics.

5. Practical Dilemma and Suggestions

5.1. Difficulties for the "leaders" in the "opinion leaders"

With the continuous development of new media technology and social media platforms, many on-camera journalists now have individual and quantifiable audiences. Theoretically speaking, they have been able to transfer the ideological value and guide the trend of public opinion through their own influence and communication power. But in reality, the condition that allows an on-camera journalist to become an "opinion leader" actually prevents another level from achieving "leadership effect" through personal expression.

5.1.1. Deviation of audience attention

An on-camera reporter can gain the attention and affection of the audience independently of the media, which means to a large extent that he / she can provide the audience with content other than specific communication information. It

may be an attractive appearance, a hilarious sense of humor, or a personalized good character. However, no matter what kind of factors attract the audience, when it attracts the audience to receive the main information originally intended to be transmitted, it will inevitably distract the attention of the audience to a certain extent, making the focus of the audience deviate from the main information, that is, the audience's attention is only the on-camera reporter, and does not care what the on-camera reporter is. Whether it is CCTV reporter Wang Bingbing, or Xinhua News Agency reporter publicity. The titles of their videos on the popular lists of new media platforms are often "the most beautiful journalists". Even when the official report video became popular, the reason for its success was the audience's attention and comment on "Bingbing good beauty" and "her strong business ability" for the journalists themselves rather than the information content. As a result, the opinions of the "opinion leaders" cannot be effectively disseminated.

In view of this situation, one reason is that the above-mentioned journalists who get attention have the characteristics of dispersing the audience's attention. On the other hand, the reason is that the news reported by the on-camera journalists who attract the audience's attention shows the characteristics of less information and less in-depth content, so that the audience can pay attention to less and less shallow content. That is to say, the original purpose of the media to choose the reporter, to a large extent, is to use the heat of the reporter to drive the heat of the video, rather than using its heat to attract the audience to pay attention to the information. If this kind of reporter can participate in key major event reports or in-depth reports on the basis of polishing their own business ability, they may be able to "revitalize" the in-depth TV reports that have gradually lost the audience base to a certain extent.

5.1.2. The collapse of the "leader" image

The on-camera reporter can get the attention and hope of the audience, and has the conditions and foundation to become the "leader". From a deeper level, it is inseparable from the audience's beautification and imagination of the on-camera reporter. Under the basic goodwill and initial attention of the on-camera journalists, the audience will often ideally code and decode their official or private behavior status and language expression, etc., so as to continuously deepen the goodwill, but also "myth" journalists. However, in this way, the idolized image of the on-camera reporter constructed at the audience level may quickly collapse at any time with the continuous mining of its private information and the deepening interpretation of its various behavior languages, which is commonly known as "house collapse". Under such circumstances, the "leader" identity of "opinion leader" will collapse, and the effective dissemination of leader opinion information will be impossible.

In view of this situation, in the face of the audience for the flow of the camera reporter "idol", "net red" image construction, the media behind it can also use the net red to deal with the net red. Drawing on the basic model of MCN organization, build a professional operation team of on-camera journalists, to conduct reasonable audience comment guidance, personal account operation, private information protection and professional crisis public relations. On the one hand, it can avoid the phenomenon of "collapse" in the journalists. On the other hand, the media can transfer its own value through the expression of the journalists, and better connect the personal heat to the media.

5.2. The aphasia dilemma under the "dual discourse space"

On the surface, the on-camera journalists are the key middlemen in the "dual discourse space" — Official discourse space and folk discourse space. The goal of its obligation or idealization is not only to build social peace, reduce confrontation and form collective values, but also to spread and express public opinion in the social circle constructed by the people themselves. But in fact, what the on-camera journalists need to complete is still based on the content of professional mainstream media, that is, although their expression is formally personal, the content, way and structure of their expression have always been more deeply connected with the official discourse space. That is to say, under the "dual discourse space", the on-camera journalists are actually not in the middle position, but in the official discourse space. Their connection with the folk discourse space at the current stage is only a way that the official discourse space hopes to more effectively convey the mainstream values and seek recognition downward. Therefore, it is difficult for on-camera journalists to give personal statements when important events occur, and it is even more impossible to actively guide them when major public opinion appears. Because the mainstream media need to be cautious in sensitive topics, and the mainstream media on-camera journalists can only fall into the dilemma of "aphasia". In this predicament of "aphasia", it is difficult for on-camera journalists to express public opinion or guide public opinion, and the "dual discourse space" cannot be constructed because of the inability of two-way effective information transmission, and the official discourse space of mainstream media or government representatives cannot meet the requirements of the public and affinity to the people.

In view of this situation, the individual journalists of the audience's attention, especially their personal accounts, actually need more autonomy and independence. The autonomy and independence here is not only a reporter

personal expression, but the official mainstream media should be good at living in "reporter" personal account and personal expression context, with its special identity, in the media for position inconvenience, borrow mirror reporter "mouth", to achieve the effective spread of the audience. On the one hand, it can provide reasonable guidance under the situation of major public opinion. On the other hand, due to the media attribute of the journalists, the brand image of the media itself can be shaped to a certain extent, and in a deeper level, it is also convenient for the construction of a more balanced "dual discourse space".

References

- [1] Luan Yimei, Yang Hongsheng. From all media to financial media: Research on the evolution of the concept of media convergence [J]. Journalism and Communication Research, 2017,9.
- [2] Zhang Hua. Post-truth era in multi-dimensional Vision: Problems and Countermeasures [J]. Exploration and contention, 2017 (4), p. 4.
- [3] Zhang Hua. Chinese journalism in the post-truth " era [J]. Journalism University, 2017 (03).
- [4] Wang Guohua, Zhang Jian, Bi Shuaihui. Research of opinion leaders in the Evolution of Online public opinion — Take Yao Jiaxin incident as an example [J]. Intelligence Journal, 2011.
- [5] Dai Jia, Zeng Fanxu, Wang Yuqi. The overlap of official and folk discourse: the multimedia integration of Party newspapers [J]. The International Press, 2014.
- [6] He Zhou, Chen Xianhong. Dual discourse space: a study on the interaction mode of official and unofficial discourse in China in public crisis communication [J]. The International Press, 2010.
- [7] Stanley Balan, Dennis Davis, translated by Cao Shule. Mass communication theory: the foundation, contention, and the future [M]. Tsinghua University Press, 2004.