

NEW MEDIA CULTURE COMMUNICATION STRATEGY BASED ON AUDIENCE PSYCHOLOGY

Zheng Huang

School of Culture and Communication, Zhejiang Wanli University, Ningbo 315100, China

Background: In the new media era, the dissemination of traditional culture based on the audience's psychology needs to start from the following aspects: First, based on the audience's information selection mechanism and psychology, and based on the accurate cultural positioning. Second, we must meet the cognitive and psychological needs of the audience and focus on the content of excellent traditional culture. Third, we must cut into the audience's empathy and empathy, and take being close to modern life as the core. Fourth, we must consider the audience's curiosity and performance psychology, and take new media and new technology as the means. Fifth, we must reconcile the audience's psychology of conformity and seeking differences, and take community interaction and participation as the link. Actively carry out the "five in one" communication, so that traditional culture radiates new vitality in the form of new media.

Objective: To carry forward and spread traditional culture in the new media era, we must make good use of new media and grasp the psychology of the audience. However, the audience in the new media era has the dual roles of information receiver and information disseminator, which also requires the disseminator to seriously study the audience psychology and construct an effective way of new media communication in the mobile Internet era.

Subjects and methods: The so-called new media are defined by UNESCO as "a medium for information dissemination based on digital technology and taking the network as the carrier." New media is a concept relative to traditional media. In a narrow sense, new media refers to the network and mobile media that provide users with information and value. With the development of social economy and science and technology, Internet technology is becoming more and more popular. The new media developed based on this is becoming more and more mature, and the communication channels are becoming more and more diversified. The distance between information and audience in time and space is gradually being eliminated by technological progress. At the communication level, the receiving object of mass media communication information is called the audience, but in the current media environment, the emergence of social media gives the audience a seemingly "equal" voice. They are not only the destination of communication, but also the source of the next communication. While receiving the information, the audience gives feedback in time, and produces new content for communication. The technical support of new media makes everyone a node in information communication. New media communication forms a complex network communication form through the interconnection between different nodes. In the network communication form of new media, it is not only inconsistent with the communication context of the Internet era, but also easy to ignore the audience psychology to carry forward the traditional culture by the narrative and communication methods of traditional media such as newspapers, radio and television. In the new media era, the audience has the dual roles of information receiver and information disseminator, which also requires the disseminator to seriously study the audience psychology and construct an effective way of new media communication in line with the mobile Internet era.

Results: (1) Focus on the audience and position accurate culture. The audience receives a lot of information and will draw the information they need from it. Meet the cognitive and psychological needs of the audience and spread excellent culture. In the process of traditional excellent culture communication, we should meet the cognitive and psychological needs of the audience, construct the traditional excellent culture according to the psychological needs of the audience, and transform it into the psychological activity process of the audience. (2) Fit with the audience's life and cause the audience's emotional resonance. The dissemination of traditional culture is not only the inheritance of the spirit of traditional culture, but also needs to strengthen the audience's deep understanding of traditional culture. (3) Meet the audience's curiosity hunting psychology with new media. Modern audiences have a strong curiosity seeking psychology and are more interested in novel and unique content. Therefore, the dissemination of traditional culture should be carried out according to the interests of modern audiences. (4) Use community interaction to reconcile the audience's conformity psychology. In life, the audience has a herd mentality, which urges the audience to form a certain circle. When people express their opinions on something, people will listen to the opinions of the vast majority of people and solicit the approval of the group.

Conclusions: The revival and dissemination of excellent traditional culture is not to return to the historical context and copy its meaning to modern times. Any culture that spans time is easy to make the audience misread the meaning of idioms when interpreting because of the digestion of the environment. The real revival needs to integrate the characteristics of modern society and the needs and preferences of contemporary people, and inject traditional culture into the field of the new era.

* * * * *

APPLICATION OF PSYCHOLOGY IN SOCIAL GOVERNANCE

Zhenjiang Sheng

Department of Public Order and Security, Shandong Police College, Jinan 250014, China

Background: “Promoting the modernization of national governance system and governance capacity” proposed at the Third Plenary Session of the 18th CPC Central Committee has gradually become the overall goal of China’s comprehensive reform. A large number of ideas and ideas of social governance appear in our daily life and political work. From the previous focus on “social management” to the current popular “social governance”, although there is only a word difference between the two, it actually shows the change and innovation of the ruling concept of the Communist Party of China, and it is also its firm will to change from the traditional single management mode to a multi angle and all-round governance system.

Objective: Promoting the development of social governance system is an important content of China’s comprehensive reform at the present stage. The relevant research of psychology is an important scientific basis. On the one hand, due to the social science nature of psychology, there is a scientific explanation mechanism for many problems in social development; On the other hand, it is because the concept of social governance is a diversified subject and a refined concept of deliberative democracy and elimination of contradictions, which is closely related to psychology. The premise of social governance is to have a precise understanding of people’s psychology and behavior. In addition, the academic community should strengthen the psychological research related to social governance, pay attention to the theoretical localization and diversification of methods of psychological research, truly implement the concept of multi angle collaborative innovation governance, and grasp the scientific relationship between social governance and psychology.

Subjects and methods: (1) Humanistic embodiment of Psychology. From the relevant practical investigation and research, we can see that in the development process of psychology, most researchers focus on the natural sciences, while ignoring the in-depth exploration of Humanities and social sciences. (2) Social value embodiment of Psychology. According to the above, in order to deeply analyze the changes and characteristics of human psychology, research scholars must base on the attributes of social science, thoroughly and deeply analyze the specific process of social development, lay a good foundation for subsequent social changes and provide corresponding theoretical and practical guidance and help in this way. (3) Social responsibility embodied in Psychology. Around 1950, most researchers in western countries gradually realized that psychological research must bear the corresponding social development responsibility and practical responsibility. They used the basic thinking concept of social development and the research results of psychology to analyze policies and systems, and tried to influence and change such institutional norms.

Results: (1) Construction of diversified subjects. The diversified subject is the core difference between social governance and social management. The pluralistic subject refers to the pluralistic subject of social governance. (2) Deliberative Democracy. In terms of social governance, China emphasizes the way of deliberative democracy. Deliberative democracy is a major way of governance after representative democracy and participatory democracy. It advocates the integration of citizens’ decision-making, dialogue and consultation and rational communication in the process of governance. (3) Social mentality helps eliminate social contradictions. Eliminating social contradictions cannot ignore the basis of social mentality. From the perspective of psychology, the participation of social mentality plays an important role in the governance measures of social contradictions in social governance. (4) Refined social governance. Fine governance is also the key difference between social management and social governance. The idea of fine governance is mainly reflected in the specialization of governance technology, standardization of process, cost saving and governance effect.

Conclusions: To sum up, in order to give full play to the value role of psychology in social development, relevant research scholars should devote themselves to in-depth psychological research on social macro problems, realize the localized development of psychological theory, carry out diversified social governance methods, fully implement interdisciplinary scientific cooperation and innovative governance, and correctly measure the relationship between scientific research and humanistic care.

Acknowledgements: This Paper Is the Research Results of The Humanities and Social Sciences Program of Shandong Police College (YSKYB202002), The Key Subject of Art and Science Of Shandong Province (L2021Z07080295) And The Social Sciences Planning And Research Project Of Shandong Province (12BJJJ13).

* * * * *