The Influence of Emerging Media and Mainstream Media on Audience Communication

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Abstract: In the modern era, there are many channels for information dissemination, and when significant events necessitate credible and authoritative media to become the dominant source of social information, in-depth analysis can only serve to increase the influence of media. As a result, the process of information transmission and reception can result in little derogation. Under this context, this paper studies the influence of emerging media and mainstream media on audience communication by describing the variations between news and poetry text genres, elucidating listeners' own accepting flaws with a contrast of common language and official media, and highlighting the value of official media for legal communication and its veracity. In conclusion, by enhancing the accuracy of the content and actively seeking the information they require, communication with new media typically results in little message degradation. Strong communication has a favorable impact on audience awareness, which leads to societal transformation. News and opinions are disseminated and guided by the media, so it is important to describe the influencing mechanism of media in detail utilizing communication effectiveness theory and the findings of media effectiveness research.

Keywords: communication, information impairment, textual features, precise expression

1. Introduction

There are many controversies over the extent to which an individual's thoughts and expressions are cohesive with each other. Leibniz's "Mathematical Logic" contends that there is no discrepancy at all between thoughts and expression [1], while others argue that it is beyond the speaker's control to fully express his or her ideas, let alone the comprehension of their ideas by others. Wittgenstein's "Tractatus Logico- Philosophicus" in 1921 mentions the division of language into expressive and inexpressive forms [2]. Expressive forms of language are like mathematical language and computer language, whereas inexpressible forms include art languages and the description of beauty. This paper explores the information transmission of emerging media and mainstream media. The author adopts contrastive analysis to discuss the message conveyed by news and poetry, as well as by official media and ordinary people. Besides, the impact of new media on its audience is also analyzed.

2. A Contrast between the Messages Conveyed by News and Poetry

Language has always been an essential means of communication and information transmission. It is challenging to accomplish zero errors when conveying messages due to the variations in information

obtained which can result in the degradation of information. Due to external influences and early thinking patterns, each individual has established his or her own linguistic thinking system. Therefore, when conveying messages, the message transmitter and the message receiver may have different criteria in language comprehension, thus creating misunderstandings.

In the original poem "Full Moon and Little Frieda" written by Ted Hughes, the author describes his astonishment at the growth of his daughter Frieda as a little kid in the face of the unexpected sight of a full moon in the countryside. However, the author's own imagination and nostalgic environment delicately incorporate the poetic and symbolic conception of the original poem, so the topic of the poem also prompts people's thoughts about the departed.

Different readers interpret the poem differently, and misunderstandings may develop. But the media, which is also a written language, has the ability to express the meaning of words in a clear and concise manner. People may over-interpret a collection of poems, leading to discrepancies in information transmission, but ambiguity can be avoided when the message is conveyed by the news. This is largely because news is disseminated as a form of social development, therefore, errors and ambiguity are supposed to be avoided to a large extent. For example, a BBC report on October 15th, 2022 stated "Reece James: England and Chelsea defender set to miss World Cup with knee injury" [3]. From the title, it can be found that the text and every word are straightforward, so the meaning expressed and the meaning understood are consistent with each other.

3.   A Contrast between the Messages Conveyed by Official Media and Ordinary People

Another comparison that is more accurate and visible is between the messages conveyed by ordinary people and official media. For instance, in the United States, it is legal to apply for a driver's license over the age of 16. For the safety of their children, most parents will communicate with them and explain the hidden hazards of driving while intoxicated. Numerous youngsters lost their lives in car accidents as a result of drunk driving. The children definitely understand the message from their parents, but they do not perceive this message as being particularly dangerous. In this case, the transmission of language is not misunderstood, but the speaker is only transmitting the message and the listener decides whether the sentence is understood by himself.

Ordinary didactic communication does not help children stop doing dangerous things. As a comparison, in 2014, the Washington State Traffic Safety Commission's Research and Data Division released a report on student drunk driving education programs, stating that, every 15 minutes, there is a car accident as a result of drunk driving, and this is partly because of teenagers' weak awareness and a lack of proper perspective. El Dorado County, where Singer Springs, California is situated, has fewer than 5,000 residents. 25 high school students from Yellow Pine High School were chosen to act in a variety of roles in the "15-Minute Deadly Car Crash Show" for official media. Although the activity only lasted for two days, it cost them 10 months to practice and prepare for the performance. When questioned why she was so outraged while knowing it was fake, participant Zilli shook her head and answered firmly, "no, because it actually occurs every day and is a fact. People must realize that." After the automobile crash performance, the film was widely shared on YouTube media software, and the students were truly taking the issue seriously after seeing the harsh and gruesome scenes caused by the crash. To this day, car accidents remain to be a leading cause of death for teens in the United States. According to the National Highway Traffic Safety Administration, 2,526 teens were killed in car accident crashes in 2019. Alcohol-related driving deaths have declined over time. In 2019, 10,874 deaths were attributed to drunk driving accidents, compared to 26,173 five years earlier.

Official media intend to transmit the language of activities to convey the information. In social real-time news dissemination, considering the limitations of the human resource, when gathering and editing breaking news and high-intensity news events, the official media can accurately and

authoritatively convey all the words that are difficult to express, as well as correcting the direction of the public opinion and provide a constructive direction. Therefore, individuals are more likely to be influenced by the official media's rhetoric when it seems to be genuine. Principles of Ethics, a semantic investigation of ethics written by G.E. Moore in 1903 [4], asserts the falsity of naturalism and the illusory nature of good and evil. However, the language of the official media is able to represent this kind of inexpressible good and evil quite clearly, educating the populace about right and wrong indications and helping them to accurately understand the law and norms.

4.   The Impact of New Media on the Audience

Photojournalism communication has changed significantly in the new media environment, creating a new form that not only has the authority of traditional media but is also used broadly. What is more, it allows everyone's voice to be delivered and heard. The emergence and gradual maturation of new media have a profound impact on people's lives. For instance, the article "Does Linguistic Style in Social Media Communications Impact Consumer Engagement?" notes that studying the linguistic style of information affects the consumer's decision to interact with brand interactions, so it is important to take into account both what is said and how it is communicated [5]. Their primary concern is the mode of communication and the content. In fact, this is done in order to increase the formal channels of communication and the authority of the content. As a result, whether the information is delivered through advertising news or real-time concerns, it must be handled rigorously in order to have an impact on the audience. This is positive for accelerating communication. The widespread adoption of new media platforms has significantly influenced the evolution of the landscape of news communication, and the previous period of media development has undergone a radical transformation. Although there are certain variances in how the information is divided and elaborated, the information can still be expressed precisely. According to "Redefining News Delivery—A Case Study of Communication Strategies Using HCI-Based Approach," news has a significant impact on society by raising people's consciousness [6]. Short videos are visual, fragmented, popular, novel in theme, rich in broad mass base, and other expression characteristics, which are the important foundation for short videos to become a position of maintaining and spreading socialist ideology, as opposed to the didactic way of spreading socialist ideology used by traditional media. In order to have a subtle and lasting effect on the participants, it serves as a spiritual and cultural carrier and must be articulated accurately, and give positive spiritual meaning instead of negative or stressful opinions in order to influence the audience.

Fake news is a significant issue because of its detrimental impacts on society, according to the "Fake News DetectioN Based on Textual and Contextual Features" [7] and as a subject-aware audience, they do not passively accept this. They actively seek for the knowledge they require rather than passively receiving it. The general public does not misunderstand the news that they are interested in, thus communication topics should begin by considering the audience's core interests in order to effectively communicate with the public and suit their demands. Due to the special qualities of self-media as a whole, its information generation and transmission have a particular public nature, playing a role in the public's interest through its own original worth. The spread of self-media may fully satisfy each person's unique needs, accurately reflect their own opinions, and enable opinion sharing. The public aspect of self-media communication alters perceptions of the existing social context while altering the audience's emphasis. News media is a platform for expression that people carefully create to spread the message.

5.   Conclusion

To conclude, this paper analyzes the Influence of emerging media and mainstream media on audience communication. Through a contrast between the message delivered by news and poem, and official media and ordinary people, it is found that both emerging media and mainstream media can transmit information more accurately. Even though the exact language is tedious, it is less likely to be misconstrued compared to other forms of communication and it forces the speaker to think clearly when speaking. When expressing and disseminating knowledge, problems often arise when the expresser does not do it from the heart, which leads to misunderstandings. It is vital to use their own language precisely when expressing in order to understand that, in any event, the transmitter does not seem to express the conflict message. Additionally, in situations where miscommunication is likely to occur, the message-deliverer needs to have the appropriate reasoning and values to generate a meaningful and valuable delivery.

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