

Avoid being One Dimensional Person in Subcultures

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Abstract: In recent years, with the rapid development of digital network technology, the spread of the sub-cultural circle layer has brought many shocks and challenges to the mainstream culture, and it has strengthened the spiritual control of the public with the new media. Because of their excessive reliance on technology, people have gradually become one dimensional people. When public opinion invades into the personal life of individuals, and the personal life carries the mass media and spreads out, the dimensional people will lose their spiritual pursuit under the constraint of material desire, and thus gradually lose their ability to think independently. By analyzing the phenomenon and reasons of subculture, this paper explores the countermeasures to avoid the development of new media. This paper strives to provide theoretical guidance for the public to get rid of the mind control of new media and avoid being one-dimensional people, so that people can have a better understanding of the sub-cultural circle and a clearer understanding of the background environment of big data.

Keywords: subculture, circle culture, one-dimensional.

1. Introduction

In recent years, with the rapid development of digital network technology, subculture circle has become a hot media phenomenon, it not only to the mainstream culture has brought many shocks and challenges to the communication, but also with the help of new media to strengthen the inner control of the people, manipulation of people's thoughts, suppress the desire of free development in the heart. Due to the excessive reliance on technology, people have gradually become only one-way thinking people [1]. In this complexities, cognitive dimension is each of us need to have, from the shallow level this is our ability to solve problems, from the deep is our breadth and breadth of life, in this process, this paper tries to explore in the subculture circle environment background, avoid the risk of becoming dimensional people, and put forward the path of rationalization. This paper adopts the literature research method to explore how people can have a clearer understanding of the network environment under the background of big data and avoid becoming a one-dimensional person in the sub-cultural circle. This paper provides a series of method guidance for them.

2. Sub-cultural Circle Layer and One-way People

2.1. Sub-cultural Circle Layer

Sub-cultural circle layer, with specific symbols and words as the form of expression and modern media as the carrier, jointly constructs a series of human activities such as emotion, concept and behavior and value selection as a life system. In the sub-cultural circle layer, groups have consistent attention and attitudes, and people have their own solidified circle layer. The preference for different symbols and texts makes them reinforce the boundaries of their circle layer and distinguish themselves from other people in a different circle layer [2]. The ideological estrangement polarization to the group, cause people gradually lose reflection and critical dialectical thinking, will not be integrated into the circle of part of the audience isolation to the spheres, which contains no way to share and spheres of similar information, the circle of culture lack of identity or stereotypes.

2.2. One Dimensional Person

In defining unidirection, Marcuse said: "Everyone does their own job in front of the conveyor belt, they perform some functions, but they do not get the full picture of the production process." In the industrial age, with the monopoly and control of technology, modern people were forced to disappear into a production line without temperature, and they gradually became a soulless gear in the production line link, relying on countless overlapping small wheels. When public opinion invasion into personal private life, personal life carrying mass media spread, dimensional people will be in material to lose their spiritual pursuit, and gradually lose their ability to think independently, follow the footsteps of others, weak or independent group voice will only let people cannot means, over time to form a cycle of silence [3].

3. The Phenomenon of Sub-cultural Circle Shaping One Dimensional People

3.1. One-way Attention to Information, Lack of Autonomy

The directional push of big data constitutes a certain audience group and push content types, that is, what you see is what you want to see in the era of big data. Highly frequent entertainment information gradually loses the public's attention. As these entertainment information occupy the space of other activities in daily life, people will gradually be wrapped in entertainment information, and eventually find that nothing is gained. For example, in Information Utopia, Sanstein once said: "In the dissemination of information, the public's own information needs are not comprehensive. They only see what they choose or can please themselves" [4]. In the era of big data, personalized push gradually singles out the content forms that people receive, and people are forced to lose their own choice. In the cultural industry, people take entertainment as the main value to realize, followed by the fast food-style spiritual and cultural consumption of people's life to the monotonous and mediocre.

3.2. Follow the Group One Way and Lack Critical Awareness

Many public comments in the short video platform will follow the following words. There will be a large number of followers in the hot comments. People's thinking logic spreads in accordance with the direction of the hot comments, and their opinions are influenced by the comments first introduced into the eyes. When the public discourse power of the society changes from being rational, rational and logical to being divorced from context, fragmentation and following the

popularization. When human discourse power appears in the public view in the way of entertainment, people are willing to become the vassal of entertainment, and eventually become the species of entertainment to death. In today's digital network era, the most alarming thing is not entertainment itself, but because people increasingly give up thinking and rational judgment, they are cultivated into ignorant and fearless rational illiteracy by the frivolous cultural environment, people can not realize the harm of entertainment first to themselves, and finally become the tragedy of boiling frog.

3.3. One-way Attention to Emotional Catharsis, Lack of Rational Thinking

Many times, when people are surfing the Internet, they care more about the position than the truth. People pay more attention to expressing their emotions rather than their cognitive situation, and all the discussions are either drowned out in a lot of comments, or they are singled out into extreme criticism. The so-called truth on the Internet is actually one-sided to some extent, which is just the idea of the reporter or the reporting agency, and does not necessarily represent objectivity and justice. There are often social hot spots that reverse a few days later. In the current hot events, people pay attention to the ineffective catharsis of emotions, and extreme language sometimes occupy the comment area, which eventually leads to people being forced to give up dialectical thinking and gradually move towards narrow individual cognition.

3.4. One Way Shapes the Group, and the Leader's View Leads the Group

Each different sub-cultural sphere has different core communication nodes, namely opinion leaders. Each circle has a central point of its own. As Mr. Fei Xiaotong said of the difference order pattern, the social scope pushed out from itself as the center is the connection of silk threads, and the underlying logic of this concept is the sense of public identity. As the event develops, there is not necessarily only one opinion leader, and people may shift their attitudes towards developments. For example, in the hot comments under the video on the short video platform, people are also facing the changing situation of opinion leaders in the process of subconsciously accepting it.

4. The Reasons for the Existence of Dimensional People in the Sub-cultural Circle

4.1. Media Platform Algorithm Wins and Entertainment Supremacy

In the post-modern network, the identity consciousness is weakened to the greatest extent, and the subject consciousness in the traditional sense is dissolved in the post-modern ideological trend. The anonymity enables people to obtain the display without shackles on the network, which meets the needs of netizens who do not need to assume relevant cultural responsibilities in creating and enjoying the culture. Take ByteDance as an example. The deep-seated principle is the rapidly iterative data architecture and organizational architecture with algorithm and technology as the core. With the extremely low trial and error cost, ByteDance constantly tries in a new direction, sees the tuiyue, and quickly obtains the resources of the whole platform. No matter whether the culture spread on the Internet is high or low Li people style, it can always find its corresponding audience group, and even the two cultures have been well integrated in the fast food era.

4.2. Sub-cultural Circles Use New Media to Force the Mainstream Culture

In the past process of human history, the mainstream culture is realized by the policies and power of social managers and rulers. Through various administrative means to effectively monitor and control various channels, so that the society can identify with the mainstream culture. With the

comprehensive infiltration and support of media capital to the sub-cultural circle, on the one hand, it breaks the previous economic operation mode and structural mode of the traditional media, on the other hand, it also weakens the economic foundation support of the previous traditional media, and then draws the mainstream culture from the economic level. Mainstream culture plays a disadvantage in the spread of emerging media.

4.3. New Media Communication is a Dominant One in the Contemporary Internet

To network media commercial attributes and subculture trend as the cornerstone, the main way of mainstream culture communication has become a traditional media, but with the support of technological progress, and the capital into the new media, network media with the characteristics of fast and efficient, using novel and unique discourse, in the contemporary Internet, new media occupy the position of the central platform, and make the traditional media spread forced to marginalized [5].

4.4. Emerging Technology is Mixed with Capital Logic Thinking, Dividing Technical Rationality and Value Rationality

For the media capital, the circle flow focus of the subculture often has important commercial value, and the mercenary profit of the capital will definitely deeply support the promotion of the subculture circle to some extent. With the continuous improvement of the commercialization degree of these rising stars, the communication field is gradually infiltrated by the logic of capital and become puppets. Although people's subject initiative is released in the data era, the intervention of capital has restrengthened the control of the public from another level. Subsequently, the communication in the sub-cultural circle is no longer based on the audience's interest and value identification, but has a strong color of capital manipulation, and generates content according to the requirements of flow formation.

5. Avoid Becoming a Dimensional Person

5.1. Improve the Industry Norms of Media Platforms to Ensure Information Balance

By establishing and perfecting the laws and regulations, improve some mainstream culture, such as the people's livelihood news, political news or other compatible with the socialist core values of information transmission proportion, the new media platform should take the initiative to assume social responsibility, timely processing vulgar vulgar content information, prevent entertainment information accounted for too large, guarantee the proportion of mainstream culture and subculture coordinated communication [6]. Make reasonable use of the diversified mode of subculture, bridge the cohesion and centripetal force of mainstream discourse in the public view, enhance the proportion of mainstream culture in cultural communication, and ensure the effective balance of information.

5.2. To Correct the Value Bias of Subculture and Adapt to Media Transformation

Network platforms under the new media have become the main form of information push and cultural dissemination among the masses, in the linkage between new media and traditional media, attention should be paid to strengthen the dissemination and development of mainstream culture, promote the positive interaction between mainstream culture online and offline, refactor the communication mechanism of the traditional media. In the transformation of media, people should promote the development of mainstream culture; effectively be adapt to the transformation

requirements of the new media. With the new technology as a catalyst, people should reintegrate Internet thinking into media communication scenarios, promote the breaking and exit of mainstream culture, reorganize the platform resources, correct the value bias of the sub-cultural circles, meet the product operation requirements of Volkswagen and Internet platforms [7]. Whenever the information distortion and entertainment-oriented value bias appear in the sub-cultural circle, the mainstream culture should strive to be the main source of comments, communicate with the subculture and other forms of culture equally, and reach a broad value consensus.

5.3. Strengthen the Governance of Sub-cultural Circles and Create a Diversified Dialogue System

As an messenger of spreading culture, media organizations should assume the responsibility of paying attention to the commonness and individuality of groups. The consciousness of the subject of the circle is deeply rooted in the hearts of the people, the dialogue between different groups is endless, and they often report hostile attitudes to people not in the same circle [8]. As the media of spreading culture, media institutions should build a bridge and a benign dialogue system between different cultures, and the platforms should reasonably use the network cultural elements known to each subcultural circle to establish effective communication channels. For example, "eating dog food" is participating in the love construction of others; "Versailles" is the false narrative under the metaphor rhetoric; "YYDS" is the time-tested broad public recognition; "inner volume" is the competition for surplus resources after the rising channel is closed; "lying flat" is the elimination of excellent performance doctrine under class solidification; "social livestock" is the alienated workers who have lost control, etc. Using some understandable words to spread some conscious concepts has become a major phenomenon in modern culture. Although human society needs some profound definitions to summarize the knowledge in the field of consciousness, if the obscure words are filled with the whole life, then the speed of cultural communication may be restricted, and people's public entertainment life will also become boring because of the decline of universality [9]. In the process of building Bridges, media platforms should pay attention to avoid bias, always maintain a neutral attitude, encourage cross-circle communication, establish a diversified and harmonious circle culture discussion atmosphere, and avoid promoting people called dimensional people, so that the circle culture can burst out more possibilities of development in the communication.

5.4. Define the Conditions of Capital Entry from the Legal Perspective and Reset Media Ethics

First of all, people should follow the new media mode of technology culture logic requirements, take targeted and effectiveness of communication measures, strive to eliminate the disadvantages of subculture circles of secondary, should proceed from the laws and regulations, clearly define the conditions of capital entry and threshold, avoid excessive capital forces influence the phenomenon of cultural transmission, to prevent capital monopoly and manipulation of the media industry [10]. Finally, we should severely crack down on the network water army and the keyboard man, strengthen the media quality of the public, prevent the wrong release of human nature caused by the dilution of identity consciousness, and take classified governance to conduct a differentiated crackdown on illegal behaviors.

6. Conclusion

With the progress of media network technology, the structure of traditional media has been deconstructed, and the subject participation of the audience groups in the communication is

constantly strengthened. In the process of capital logic injection into the media, the sub-cultural circle layer has become a kind of media economic operation mode, which deviates from its own mission. The impact of the sub-cultural circle on the mainstream culture presents continuous and irreconcilable opposition. The public has a relatively high proportion of irrational components in the Internet activities, and pay attention to vent their emotions. Dimensional people lose their spiritual pursuit under the constraint of material desire. The public should be alert this kind of phenomenon of soaring, improve the media platform industry specification, to adapt to the requirements of the transformation of the new media bias, correct the value of subculture, create a diverse and harmonious benign dialogue system, scientific reset media ethics, guide the public to the road of cognitive dimension, expand the width and breadth of life, avoid becoming one dimensional people.

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