

In the Perspective of Communication the Study of How the Opinion Leaders of the Media Era Shape Roles

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Abstract: Since human beings entering the Internet era, opinion leaders have played an increasingly principal role. Therefore, their ability to play communication information, transmitting attitudes and guiding topics is not as good as before, and those who rely on major short video platforms and social media gradually became opinion leaders. This article selects active opinion leaders on major platforms for investigation. This article will start with the character's connotation of the leader and demonstrate its image and role in the perspective of communication. Then start from the creation path of the opinion leaders of the media era to study how it shapes its role and image in social communication. The research's method of the case research of this article is as follows: first, investigation research methods, collect information on the Internet, and investigate the way the leaders on the Internet shaped their own roles. Second, on the basis of literature research methods, use case research methods and dialectical comparative methods to study the differences and characteristics of different opinions of different opinions leaders in character formation. Here comes to the conclusion, using specific communication rules, using diverse channels and calculating boundaries to attract and influence public opinion.

Keywords: opinion leaders, era of communication, role-shaping

1. Introduction

The concept of the opinion leader was formed in 1948. It was proposed by the communicator Lazarsfeld in the book "The Choice of the People". This theory has also become one of the fundamental theories of communication science. This theory believes that the opinion leader is an important source of information and influence in the community, and it is also an "active element" that affects others. Swallowing information to the audience and forming two levels of information. With the popularity of various short -screen and video websites and the rise of various types of Internet celebrities, the anchor and bloggers from the media era are rising with the role -shaping of the opinion leaders very different from professional fields and news fields. At the same time, the Internet is chaotic, and it is necessary to study the problem of how the opinion leaders are shaped from the perspective of communication, and to obtain the corresponding laws to provide a reference for the management of government and communication companies. At the same time, the research defects in related fields lies in the analysis of a single element, nor being discussed from the overall picture, or combining the latest factors for research. The subject of opinion leaders ought to interpret the identity of the opinion leader under the perspective of the communication.

2. Literature Review

Related researches on opinion leaders: When searching the keywords of “Opinion Leaders” on the China National Knowledge Infrastructure, 9078 academic journals and 4763 degree dissertations appeared, explaining that as an important topic of communication science, the researches on opinion leaders are very rich. The research modules of the opinion leader is divided into two parts, which are theoretical research and application research of opinion leaders. Researchers in basic theory have expanded the connotation of the concept of opinion leaders. Ren Bo and Yang Mengyao proposed the own experience and information provided by the followers [1]. Scholars in applied studies have studied the role and characteristics of opinion leaders in different fields in various aspects. Hong, Seto Wing and Ching, T.Y. found out that intern doctors better learn medical knowledge [2]. It can be seen that the research content span of the opinion leader has strong theoretical and application value.

Researches on the characterization of characters under the perspective of communication: When retrieving the keywords of “Opinion Leadership”, there are 42 academic journals and 4 degree papers. The proportion of research is quite low. In the article, Kang Junjun studied the use of agenda settings theory in character shaping in the article “Research on the Characteristics and Formation Mechanism of Network Opinions Leaders” [3]. Xiao Xia put forward the character concept of the information corridor bridge in “From the Leader to the Information Corridor Bridge” [4]. Hou still studies the key role of identity in character shaping in the spread of the “headline group” in the “headline group” in the “headline group” as an example of the “headline group” [5]. Song Haiyan emphasized the “self-expression” explanation style in “The New Exploration of Opinions” [6]. Most of these studies are studied for opinion leaders in a specific range such as Weibo groups, and the use of communication theory in terms of character shaping.

Also, there are some shortcomings in existing research. First, the researches are lack of comparison of opinion leaders on the network who share the same professional field. The second is that with development of diversification, social media has become an imperative gathering place for the opinion leaders whose channels of character shaping is becoming more and more abundant. Therefore the definition of the characterization of the character leaders is constantly changing.

3. Role Shaping Theory

For the first time in the book “Public Opinion”, Walter Lippmann mentioned the characteristics of the relationship between opinion leaders and the general public in the perspective of communication science, that is, the opinion leader will use symbols to organize, opinion leaders and opinion leaders and opinion [7]. The interaction between the general public has become more closely in the long run. The leaders of the opinions will always make a state of concern for the general public. Opinion leaders are often veterans who manipulate public opinion. It is easier to set up the opinions of the new era through these characteristics.

Both Hu Xijin and Tucker Carlson are opinion leaders of China and the United States in press release and evaluation. Hu Xijin has a lot of fans on the news viewing platforms such as Weibo, Zhihu, and Baidu. Tucker Carlson, his father and mother are celebrities in business and politics. They are the American elite and the host of the famous Fox News. They became popular after the “Tucker Carlson Night” in 2016. Both are the leaders of the typical new media era. At the same time, the role-shaped trajectory of the leaders of the two is in line with the latest development trajectory of the new media.

4. Conclusion of Role-shaping Method: The Character Connotation of the Opinion Leader

Hu Xijin, as the former editor of the Global Times, has a wide range of news and consultation

channels. Tucker Carlson's deep family background and TV station's news resources make it rich in news sources. It can be seen that as the leader of the opinion leader, both of which have the identity of the person who has information. The definition of the transmitter of the information is that all opinion leaders obtain and collect information from external organizations and institutions to a certain extent to Target Audience. Hu Xijin's audience only needs to open the TikTok APP to see the short videos they produced, and open Weibo to see the articles they published; the audience of Tucker Carlson only needs to subscribe to Fox News to see "Tucker "Night of Carlson", as long as the public open YouTube, they can read the point of view released by Tuck Carlson. Due to the problem of overloading of modern social information, Hu Xijin needs indexed media to help netizens screen information, and the opinion leader is a very important index character. The public do not need to search for the directory of major newspapers, TV stations and news websites. Opinion leaders can get relevant information, and the activeness of the opinion leader is extremely high, and the information transmitted is timely and diverse, which means that the audience can receive the information in time.

Hu Xijin, from October 1978 to July 1982, Bachelor of the Chinese People's Liberation Army International Relations. From July 1982-September 1986, the Chinese People's Liberation Army 87153 troops. From September 1986 to November 1989, a master's degree in Russian University of Foreign Studies University. In 1989, he entered the "People's Daily" and started to engage in news work. From November 1989 to March 1993, the assistant editor and editor of the International Department of the People's Daily. June 1996-Editor-in-chief Editor-in-chief Editor-in-Chief of the International Department of the People's Daily Agency. From October 1997 to September 2005, he was the deputy editor-in-chief of the Global Times [8]. Tucker Carlson studied at many private preparatory schools in California and New England, including St. George School in Rhode Island, and successively worked in the three media giants of Cable Television News Network, Microsoft Broadcasting Corporation and Fox News. The two opinion leaders became the topic of the topic with their high cultural literacy, profound knowledge and superb writing. When the guidance of the opinion leader guides the person in favor or opposition to a certain information or opinion, the status of the opinion leader has been further strengthened and affirmed [9]. It can be seen that the guidance of the opinion leader's guidance and the identity of his opinion leader has a mutually promoting effect.

At the same time, Hu Xijin and Tucker Karlson are the opinions of their respective groups. Hu Xijin released 3846 contents on Baidu News, and published 11508 contents on Weibo. And according to Figure 1, Hu Xijin's the numbers of fans on Weibo is far more than that on Baidu News. Most of the contents were interpreted by the Chinese government and the party's related decisions and giving support and analysis and criticism of news that developed foreign countries. Hu Xijin, who is nicknamed "Five Mao", is a more aggressive nationalist. Hu Xijin's response to this is "to safeguard the interests of the vast number of people and maintain the national interests of China and the world game [10]." Figure 1 clearly show that locating on the specific group in society can help opinion leaders gather more followers and build their public image. Tucker Carlson represents the more conservative left -wing elements in the United States and advertised themselves as the representatives of the people. Its remarks in the show, such as "politicians, media, large enterprises, they are all on the same side", "The real problem is our elite "Corruption and corruption", at the same time, combined with the background of Fox News, the company he worked, the slogan "Justice and Balance" of Fox News -This slogan is undoubtedly a big impact on traditional journalism concepts, becoming the Fox News Channel Highlight the image of the image caters to the interests of the American Conservative Party and the left-wing party [11].

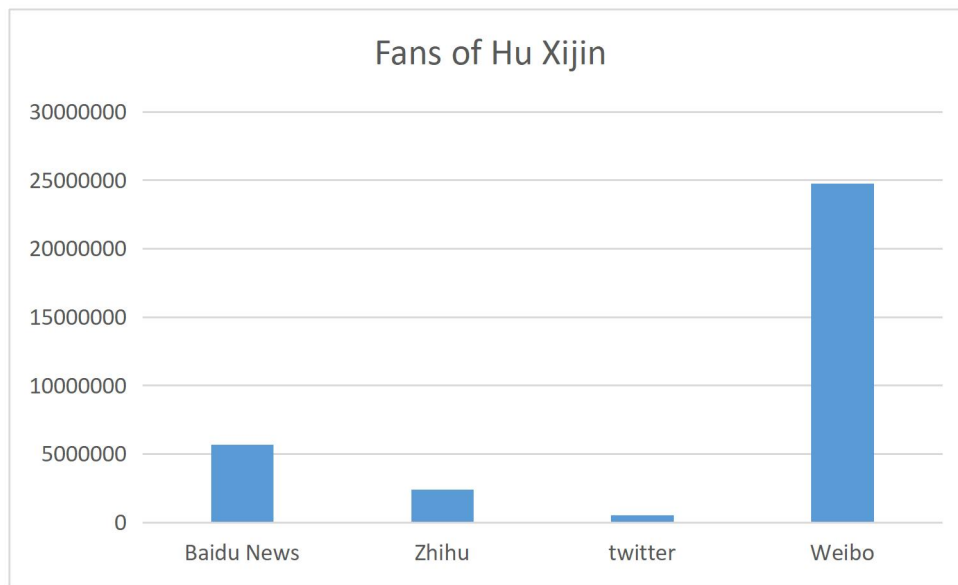


Figure 1: Fans of Hu Xijin [12].

5. Conclusion of Role-shaping Method: The Character Shaping Path of the Opinion Leader

In the theory of use and satisfaction, because the recipients in the communication relationship are active and proactive, people have a strong purpose when seeking a message, such as the Chinese audience who loves StarCraft. Search -related information is easily affected by the perspective and position of the combination of “Star Boys”, because the “Star Boys” in the community of Chinese Star Treasures have absolute authority. Similarly, Hu Xijin and Tucker Cordon also have the same authority. Specific to individuals, because some policies are more obscure for ordinary people, Hu Xijin will make related interpretations. In Chinese operations, China just requires those websites and applications to abide by Chinese law. It operates according to law like other online service agencies in China and does not engage in special. “ It meets the desire of ordinary Chinese people’s interpretation of policies and international events. The tradition of Fox News pragmatism and utilitarianism [13]. In the meantime, Tucker Calson is extremely pragmatic. When the immigration problem brings a lot of problems to the United States, when criticizing racists emphasize racial discrimination from a historical perspective, when claiming that white people should be responsible for the systemic racial discrimination against blacks, Carlson believes that white people should not be responsible to the past racial crimes. He degraded the Iraqi as “semi -illiterate monkey”, saying that people who wanted to immigrate to the United States “should contribute to the United States.” Successfully attracted the support of some left -wing supporters and white activists. The actual attitude alleviated the “guilt” of many racial neutralists and attracted it to expand its audience in the meantime.

A variety of different channels to expand their influence. Hu Xijin used multi -platform linkage to integrate the audience, and Hu Xijin was very active on Weibo and Baidu. The influence of the video on people’s emotional polarity is very significant, and it can greatly attract the attention of the audience. Hu Xijin also follows the trend of short video development. Because the base of the Chinese netizens is very large but scattered, it is conducive to Hu Xijin and the audience of different regions and different ages on different platforms. Tucker Calson mainly uses different forms of communication to enrich its own means, interviews, special reports, and news information comments. At the same time, social platforms such as YouTube will also publish their own views

and sublimate their own programs. Due to the fast and timely nature of social media, Karson can often express his own point of view at the time of the incident. For example, after the Capitol Robe on January 6, Calson hinted that this riot was not done by Trump. Fans planned by violent left-wing groups, even the Federal Investigation Agency and other national security departments. In this way, it has consolidated its status as a conservative mouthpiece.

At the same time, the leaders of the opinions will grasp the scale and boundary of certain opinions, and having a relatively infinitely free media system will inevitably exacerbate the international tension [14]. Due to the impact of the epidemic, the international situation is relatively tight, and the domestic network environment is more sensitive. Hu Xijin has changed from a relatively radical nationalist to a neutral opinion leader in his early years. He, but his alertness of excessive commercialization of capital and his own remarks is still commendable. Cyber violence and “pan -political” are not desirable. The media control of the media is obvious to all. However, the leaders of the opinions still existed by the situation of public opinion intentionally or unintentionally. Hu Xijin knew how to grasp his own professional moral standards and the political scale in society. Tucker Calson preached the radical remarks on Fox Radio. His frequent anti-precision remarks covered his true purpose and used cultural war news to transfer the people’s attention to the right -wing economy, such as the reduction of the Republican Party in 2017 When the tax eventually became a scam, Tucker’s time on the tree of California’s “racial discrimination” tree was twice the time for Republican tax reduction news. The obvious pseudo -consciousness and techniques deceived his audience to see them. Within the essence of the incident, although Tucker Carson’s remarks have an extreme phenomenon, it is undeniable that the boundary of conservatives and right -wingism also reflects the leaders of the opinion.

6. Conclusion

Opinion leaders have a variety of and powerful channels and capabilities for obtaining information and transmitting information. By guiding topics and representative opinions, leaders can not only shape their own image, but also have their own recognition. The dissemination of the dissemination of the opinion leaders makes them have strong ability to collect information and obtain information. Secondly, good decoding and coding ability is conducive to the unique understanding and judgment of the leader. The ability to spread and spread information in the end Increasing the audience’s viscosity and user loyalty of the leaders, the above three points are conducive to the characterization of the leader.

With the increasingly strong influence in the network, the role of the leaders of the opinion leader, the reflection of the network opinion leader’s reflection on the real society and the future development trend of the network opinion leader will soon become a public communication discipline.

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