

# Psychological Experience and Coping Strategies Brought by Media Epidemic News Information Transmission to the Audience

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## Abstract

Since the outbreak of New Coronavirus, the media have played a huge role in communicating with the audience. Since no chapter can follow the orderly report, the audience's information acceptance psychology has also been greatly affected. The audience has played a good role in the media and journalists from the beginning of panic to the improvement of the final self-protection consciousness. In the face of the psychological feelings brought by news information to the audience, the coping strategies of the media will also change, especially the discourse guidance role of the mainstream media is particularly important.

## Keywords

Media; Information; Audience; Psychological Experience; Strategy.

## 1. Introduction

By the end of 2019, New Coronavirus pneumonia (COVID-19) began to erupt and is still continuing. The daily news epidemic information transmission enables people to grasp the epidemic development in time and make timely response strategies. However, the panic and inconvenience caused by the epidemic to everyone is also obvious. In the health communication working committee of Chinese Medical Association, Shaanxi Health Culture Research Center (Shaanxi key research base of philosophy and Social Sciences), Chinese medical ethics The health management team of Southern Medical University jointly issued the survey report on pneumonia related knowledge and behavior of New Coronavirus (January 30, 2020 -2-3 0:00). The 8048 valid questionnaires showed: when did people begin to pay attention to and pay attention to the epidemic situation? The survey shows that 10.7% of the respondents began to pay attention to the epidemic in the seafood market in South China on December 8, but at that time, only 5.9% of the respondents paid attention to the incident. In January 20, 2020, when academician Zhong Nanshan pointed out that New Coronavirus pneumonia could be handed down to the public, the public's attention and attention to the epidemic reached its peak. The total number of respondents was 88%, and the total number of people concerned was 74%. [1] it can be seen that the dissemination of news and information has brought both anti epidemic knowledge and fear to the audience.

According to the fear management theory (TMT) proposed by American psychologist Jeff Greenberg and others, everyone has a fear of death, and in order to alleviate the fear of death, people have established a cultural world view, which can make people feel symbolically beyond death, while cultural values can provide people with a feeling, That is, everyone is a valuable member of this meaningful world. Fear management theory holds that self-esteem is a kind of evaluation and feeling of personal value, that is, people's experience of their own sense of life significance and value. The role of self-esteem is to protect people from the anxiety caused by the innate fear of death. There are two ways to obtain self-esteem:

- (1) Believe in the correctness of their cultural world outlook;
- (2) Believe that the values you abide by are part of the cultural world outlook.

So, how to eliminate fear and build self-esteem through the dissemination of news information is particularly important. When broadcasting the epidemic, the media should pay attention to explaining the value and significance of life from form to content.

The spread of news and information under the epidemic situation has differentiated the psychology of the audience and presented a variety of forms. Exploring the multi-level psychological factors in reading epidemic news reports can formulate better media communication strategies and help people rebuild their self-esteem.

## **2. The Spread of News and Information under the Epidemic Situation has Differentiated the Psychology of the Audience and Presented a Variety of Forms**

Self danger psychology and cognitive psychology. The instinct consciousness of survival is the nature left by human beings in the process of evolution from animals to humans. Because of the existence of self danger psychology in personal subconscious, people are afraid of disasters and misfortunes. Therefore, when they encounter events that will threaten their life safety, they will spontaneously and actively pay attention to relevant news reports based on the needs of the second level security of Maslow's hierarchy of needs theory. The outbreak of the novel coronavirus pneumonia in 2020 has caused great changes in the development of society. The psychological shock of the audience is intense and the consciousness of self danger is strong. It has high concern about the dynamic diagnosis of the confirmed cases and the measures of epidemic prevention and control. The authoritative reporting of the epidemic news by the official mainstream media has become the main way for people to obtain the dynamic information of the epidemic and eliminate panic.

Full and comprehensive information acquisition can enable us to have a real and objective understanding of ourselves and understand our own positioning, which is the cognitive psychology of news audiences. Fact cognition emphasizes the audience's cognition and feeling of news content. After watching and understanding the news facts, it reflects the news content with the help of the existing knowledge system, and absorbs the original news content into its own understanding and view of news facts[During the 2] epidemic, CCTV news media concentrated on the use of new media platforms such as WeChat, micro-blog, jitter, B tiktok, etc. to release authoritative and reliable information timely and effectively, and provide a large number of comprehensive and comprehensive epidemic reports to meet the strong cognitive psychology prevailing in news audiences during the epidemic.

Truth seeking psychology and short seeking psychology. Authenticity is the most important attribute and feature of news. News without authenticity can not be called news. The most important psychological demand that news meets is truth-seeking psychology. Without authenticity, news will have no audience. In the face of major emergencies, the truth-seeking psychology of news audiences will become stronger and stronger, eager to get real and reliable information. In the epidemic environment, the official mainstream media actively play the role of environmental monitoring and report authoritative and reliable dynamic data news at the first time. Therefore, the audience will generally take the official mainstream media as their first choice to obtain the epidemic dynamic news. Due to its grass-roots nature and not a professional news media, folk we media is easy to breed rumors and have the possibility of false reports, so it has not been widely recognized by the public.

In today's society, people pursue efficiency and quickness, hope to obtain a greater amount of information in a short time, and psychologically, it is also easy to understand and not easy to produce visual and psychological fatigue[3] With the advent of the network information age, everything is updated and iterated rapidly, and people's pace of life is also accelerating rapidly. The audience's desire for short is becoming increasingly prominent. They generally pursue

"audio-visual pleasure" and enter the "screen reading era"" The new media of "CCTV news" actively innovated the communication form, and created a multi platform linkage to create an epidemic news reporting form focusing on pictures, videos, live broadcasting and visualization. With an efficient and convenient reading experience, it overcame the disadvantages of lengthy text reading and greatly met the shortness mentality of news audiences.

Participation psychology and sympathy psychology. The participation psychology of news audience is mainly reflected in the direct participation in news events, such as praise, comment, forwarding, etc. The rise of a large number of new media platforms provides news audiences with channels for processing, producing, controlling information and participating in communication. At the same time, the two-way interaction of new media also caters to the audience's participation psychology. During the epidemic, news audiences generally preferred tiktok and micro-blog to interact with the epidemic. CCTV news "vibrato" innovative communication form, 24 hours tiktok live. It has realized the sharing of traditional media and new media content, and the large TV screen and small mobile phone screen can communicate with each other. The continuous live broadcasting has made up for the gap of epidemic information. At the same time, it has created a new era of communication, and greatly enhanced the interaction between the media and the audience[4]

Man is a perceptual senior animal, with thoughts, ideas and emotions. Everyone has sympathy, empathy and empathy in his heart. The serious situation of the epidemic in the place where the epidemic occurred and the real-time rise in the number of confirmed cases will touch our hearts and create a feeling of sharing weal and woe. The warm deeds of fighting the epidemic emerged during the epidemic, which are self sacrifice and selfless dedication. Coupled with the rendering and reporting of the news media, it is easy to make the audience burst into tears. In the new media voice of CCTV news, the video collection entitled "you are really good" is set up, and a series of ordinary and great "tiktok" video news reports are released. To a certain extent, it can divert the audience's attention to the specific dynamics of the epidemic during the epidemic and dispel the tension.

Rebellious psychology and suggestive psychology. In news communication activities, when the news reports of the media can not meet the needs of the audience or contradict the needs of the audience, the news audience will have a rebellious psychology, that is, after receiving the information of the news reports, there will be corresponding rebellious emotions or rebellious behavior. Rebellious psychology exists not only in individuals, but also in groups" In the epidemic content communication of "CCTV news", the text content of anti epidemic warm deeds tends to adopt the first or second person narration, and often uses emotional words, which makes the communication content more warm and can mobilize the feelings of the audience. However, if the relevant content is updated too frequently and the audience is often comforted with "chicken soup", if the audience is too full, it is easy to have a rebellious psychology.

It is a psychological characteristic of people to accept psychological hints actively or passively. It is an unconscious ability of self-protection. When people are in an environment with uncertain factors, it is easier to extract suggestive information from external information and produce suggestive psychology. During the epidemic, novel coronavirus pneumonia cases reported by CCTV news media showed three kinds of update frequency, namely, real-time update, daily update and intermittent update. The update frequency of novel coronavirus pneumonia data will make the news audience spontaneously self psychological suggestion, and make a judgement of the severity of the epidemic situation according to the different update frequency, so as to influence their mood, psychology and daily life.

### **3. On the News Communication Strategy of CCTV News and Other Mainstream Media during the Epidemic**

Novel coronavirus pneumonia, China's mainstream media discourse system, as an important part of the CPC's political discourse power, has played a leading role in fighting against the sudden outbreak of new crown pneumonia, and has achieved the expected goal of governance, forming a practical experience that can be copied at the institutional level. From the perspective of novel coronavirus pneumonia, the mainstream media can actively voice, timely produce, strong voice and continuous voice in the fight against the new crown pneumonia epidemic, and win the initiative of discourse. 5] Next, focusing on the psychological characteristics of the news audience during the epidemic, based on the strong voice guidance of CCTV news and other mainstream media, this paper analyzes the news communication strategies of mainstream media under the normalization of epidemic prevention and control.

#### **3.1. Actively Guide Group Awareness and Widely Convey "Sense of Security"**

Under the epidemic situation, facing a variety of uncertain risk factors, the audience generally lacks a sense of security, so it is easy to lead to emotional tension, psychological panic and anxiety, behavioral overreaction and so on. In public health emergencies, news communication can guide individuals to avoid joining aggressive and defensive groups through the hint of information, and guide more individuals to join social groups, which is conducive to social order in an emergency state[6] Guiding group consciousness can widely convey the "sense of security" from three aspects. First, the official mainstream media should pay attention to reporting the anti epidemic measures and anti epidemic results taken by the party and the state, increase the audience's trust in national security and enhance their self-confidence. Second, actively and timely report the scientific research trends related to the epidemic, such as domestic vaccine research and development and medical scientific and technological progress, so as to enhance the audience's sense of security in epidemic prevention and control. Third, smooth information, openly and transparently report the situation of the epidemic and the dynamics of confirmed cases, meet the information needs of the audience and grasp the sense of security of their own situation.

#### **3.2. Improve Audience Cohesion and Build a Strong Mainstream "Public Opinion Field"**

Although the public opinion guidance ability of mainstream media has made great progress during the epidemic, it can not be ignored that the influence of various emerging social media has also been improved, and has produced sensational topic effects for many times, which continues to pose a great challenge to the public opinion guidance of mainstream media in the post epidemic era [7] Therefore, the official mainstream media must steadily build the mainstream "public opinion field", innovate the overall operation system and mechanism, improve and enhance the audience's adhesion to the official mainstream media, and stabilize the number of audience groups. Enhance the credibility of the media, create unique communication power and influence, and create scarce news products with depth, content and characteristics to meet the needs of the audience to the greatest extent. We should attract high-quality new media talents and technology, and create a comprehensive multimedia matrix, WeChat, micro-blog, jitter, B tiktok and other platforms. With the help of big data platform, accurately locate the audience, deeply grasp the needs of the audience, and enhance the audience's dependence and attention on the platform.

### 3.3. Establish and Improve the Rumor Refutation Mechanism and Make Great Efforts to Eliminate the "False Truth"

In 1947, psychologist Allport proposed the rumor propagation model:  $r = I \times a$ . That is, rumor = (the importance of the event)  $\times$  (Fuzziness of events). It is self-evident that the novel coronavirus pneumonia epidemic is a major public health emergency. Therefore, to reduce the breeding of rumors and to crack down on false truth, we must increase the authenticity and certainty of news events. The news media must strictly perform their duties, and at the very first time, we will distribute authoritative and scientific epidemic information to kill the rumor in the cradle. At the same time, in the face of rumors that have been breeding all over the world, we must establish a sound rumor refutation mechanism, innovate and enrich the forms of rumor refutation, which should not be limited to the same text forms, but can take the reading forms loved by the audience such as pictures, videos and visualization, mobilize the audience's multi sensory experience and improve the identification of false truth. To establish and improve the rumor refutation mechanism, we also need to widely build a rumor refutation platform, build a centralized and unified platform at the national level, and build an independent rumor refutation platform by local governments.

### 3.4. Strengthen the Psychological Guidance of the Audience and Face the "Post Epidemic" Calmly

Information epidemic along with the emergence of COVID-19 has affected the public opinion ecology. Post epidemic era has been a special stage in the field of communication as a public crisis extension and recovery period. Its public opinion ecology has changed in various aspects such as audience, information, environment and ecology. 8] In the post epidemic era, news media pay more attention to audience psychological counseling in communication strategies, which is conducive to creating a new ecological pattern of public opinion. For example, in the update frequency of epidemic case dynamic data, grasp the time period of update interval; The headlines of epidemic news should be clear, show specific information, and prohibit the phenomenon of "headline party"; The report on the anti epidemic warm deeds should be qualitative and quantitative, and do not exaggerate frequently and wantonly; Set up psychological counseling topics to guide the audience to spontaneously pay attention to their own mental health; Add relevant contents of media literacy cultivation, and essentially improve the psychological endurance of the audience, and so on. In short, we should take the psychological counseling of news audiences as an important premise.

There is a saying in the art of war, "know yourself and your enemy, and you will be invincible in a hundred battles" and "the way of using military is to attack the heart". Therefore, for the news media, a deep and comprehensive understanding of the news audience is an important prerequisite to ensure the effect of news communication. Therefore, only by mastering the psychological characteristics of the news audience receiving news information during the epidemic can we formulate a scientific and effective news communication strategy. Meet the psychological needs of news audiences, give play to the social role and value of news media in the epidemic environment, consolidate and maintain the effectiveness of anti epidemic, and promote the harmonious and stable development of society.

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