



## Responsibilities and Roles of News Media in Establishment of a Harmonious Society

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**Abstract:** Culture serves as the soft power of national development. In China, it plays a fundamental role in establishment of socialism and building of a harmonious society. In the process of cultural propaganda, news and media industry acts as the spokesperson for the country. News media reports the principals and directions of national development to the public. Reporting of information by news media should be highly consistent with the mainstream thought of a harmonious society. Propagation of ideology and culture should instill correct value and promote positive energy. As a propagandist and guide for social establishment, news media have major responsibility and their roles should not be underestimated. Relationship between news media and society harmony bases on mutual complementation and reinforcement. News media personnel should serve establishment of a harmonious society as their major responsibility and fulfill their obligations in a harmonious society.

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### 1 Introduction

Establishment of a harmonious society is the new century goal set by our ruling party, it is also the social vision that all citizens hope for. By 2020, China is expected to achieve a thorough well-off society, to further carry out reform and opening up, and to establish comprehensive socialism. During this period, news media which act as the social spokesperson for our ruling

party have an irreplaceable role. They have unshirkable duties and obligations in promoting the conception of “governance of the country according to law” and “governance of the country with virtue”, and promoting social fairness and justice. News media should recognize their identity and status in the society and fulfill their obligations. They should carry out ideological check of the society through dissemination of reformation ideas and social core values. As the progressive driving force of society, news media are able to gather social power, speak on behalf of public, and initiate social discussion. They play an important role in maintaining stability of the society.

### 2 Responsibility of News Media in Establishment of Harmonious Society

As the spokesperson for the party and country, news media have responsibilities in disseminating correct ideology, reflecting the people’s need, and guiding social life. In building a harmonious society, it is necessary to create cultural atmosphere which is conducive for a harmonious society and to provide a proper guidance for public opinion, and these are the responsibilities of news media.

#### 2.1 News Media should Equalize the Dissemination of News Content of Different Social Strata

In the context of socialism with Chinese characteristics, people are the owners of the country. All people have the rights and obligations to own the country, people get along with each other, and social members share the fruits of social development—these are the benefits of socialism system. In establishment of a harmonious so-

ciety, it is necessary to put further emphasis on distribution of the resulted benefits from reform and opening-up to all the people, and maintenance of fairness and social justice. News media act as the barometer of social development and progress of harmonious society. They present the trend of social development. They act as the propagandist of party and government, and they serve as the linkage between the people and political party. Bearing these responsibilities, news media should properly reflect the interest of people from different region and social stratum, and actively advocate fairness and justice through news propaganda and reporting. News media should take wise and thorough consideration when selecting the subject of reporting matter, reporting content highlights, and presenting the type of report object. News media report should strive so that news media coverage meets the needs of information of all social groups as much as possible. News media is a good friend for broad masses of the people, they serve as a transit point for the people to know the current social situation of the country. Difficulties encountered by the people can gain full support through news media coverage. News media can quickly and promptly inform the broad masses of the people about principle and policy of the party in building a harmonious society, this effectively establishes a harmonious society. Those who have role in promoting social development should be disseminated, to set the power of model.

## **2.2 News Media is the Middleman for Coordination of Social Relation**

People are the sum of all social relations, and harmonious society indicates harmonious relationship between people. Harmony is a phenomenon, a social state, a reflection of psychological feeling of the people, and a beauty pursued by the people. The basis of harmony lies on understanding between each other and timely communication. News media participate in various news conferences, carry out interviews with party leaders and representatives of each stratum, and organize exchange visit between government officials and the people. These closely connect the people and the national political party, thereby problems are not avoided and conflicts are resolved. Through interaction, conflicts are eased and resolved, and that the interest of people and interest of the country are in accordance and highly consistent. The aspiration of the government and the people is to work together to build a harmonious society which is harmony, united and stable. In the process of news

reporting activity, news media carry out proper dissemination and explanation for the existing social matters and conflicts. It is undeniable that news communication activities build and regulate various social relation. It is like advertisement carried out by manufacturers, that the relationship between consumers and businessman is constantly regulated and built. At national official press conference, reporting of guiding policy and work by government agency builds relationship between the party and country, and the people. When there are major social events, news media should report facts to the public in a timely manner, and analyze the progress of the matter development calmly and rationally without exaggeration and speculation, so that accurate information are disseminated to the broad masses of the people in a timely and effective manner. When reporting, news media should try to clarify the information by providing authoritative opinion and specification example, to positively support the mainstream thought of social development. This will coordinate the relationship between different departments and strata of the society, and is conducive for building of a harmonious society.

## **2.3 News Media should Play Their Model Role in Establishment of a Harmonious Society**

Governing policy of our country persists with the combination of “governance of the country according to law” and “governance of the country with virtue”. News media have an irreplaceable role in building morality and promoting advancement of legal society. In recent years, news media have gradually lost their public responsibility due to lack of self-management and driving force by market economy. In order to pursue profit in the temptation of the market economy, some media actively or passively give up their social responsibilities and hand over the control of data and information resources to the market. In some news reports, there are subjective deviation from the fact. For example, some news media reported false news which had imposed a bad influence for the society. With the development of market economy, many problems have been revealed in today’s news media, and this urgently need our solution and introspection. To establish a harmonious society, news media must persist with their own professionalism, adhere to morality and integrity of journalism profession, and become the model of social fairness and justice to foster spiritual construction of democratic rule of law. It is necessary to publicize positive energy of the society such as good person and good matter.

For example, Huang Da Nian, who was rated by China as the inspirational person in 2017. He was the chief expert of several national technical research projects, who often worked till early hours of morning and literally had no vacation and holiday. He was tired down in the workplace for several times. This working attitude remained till the last moment of his life, that he let life shine even by overdrawing himself. News media should proactively disseminate the positive energy of socialism in their reporting. They should advocate the people to learn from excellent person, to allow these outstanding characters to take the lead in establishment of a harmonious society.

### **3 Public Opinion Guiding Role of News Media in Establishment of a Harmonious Society**

Public opinion is the summary of opinions and evaluations upon an event from the public. In the context of common concern on the same event, public opinion represents public interest to a certain extent. Society is a type of supervisory force which has tremendous influence. Public opinion expresses strong tendency and overwhelming public opinion can have a major impact on the society. News media can influence the trend of public opinion by disseminating a certain event or a certain viewpoint. For example, if news media repeatedly report a single event, the attitude of news media towards the event can lead to public opinion of the people. Therefore, news media should establish correct direction for public opinion in the guiding process, and bring social public opinion onto the right track which is conducive for establishment of a harmonious society. News media must bear the responsibilities and fully play their beneficial roles in guiding the direction of public opinion.

#### **3.1 News Media Must Identify Their Social Position and Actively Propagate Mainstream Social Thoughts**

With the globalization of economy, China is currently at the stage of rapid economic growth. As a socialist country, China has different national systems and different ideological culture. The diversification of cultural awareness leads to different values, ways of thinking and ethical principles in different people. News media should search for ways to resist foreign cultural input amongst intense culture. News media should identify

their own roles in the society and guide the mainstream thoughts of the society. Establishment of a harmonious society requires our party and the people to unite and share common goals, so that interests of the people are highly consistent with the interests of country and that common ideals and beliefs are shared. On this basis, establishment of a harmonious society can be achieved. Therefore, news media must resolutely safeguard the determination of the party and country, and proactively propagate the government's principle and policy in their reporting to fully present the benefits of socialism. They should actively guide and establish correct ideology, value and world view in the people, to create a harmonious and positive social atmosphere. In addition, they should fully present the vitality of socialist market economy, muster the enthusiasm and creativity of all social strata and social groups, and establish a good atmosphere for public opinion.

#### **3.2 Avoid in Reporting Negative News and Reduce Dissemination of Violence**

We should persist with reform and opening up, adhere to the four fundamental principles, and persist with establishment of socialist market economy. Superstructure of the society serves for the economic base and builds an ideological and political science that is compatible with the economic base. Law and moral concepts encourage further strengthening of the socialism establishment by the people, and this promotes development of social production force. It is necessary to extract the essence of Chinese traditional culture and eliminate its dross, and actively promote advanced culture of China, and to carry out dissemination in the form that the people appreciate to see and hear. The core values of socialism should be promoted. News media should put emphasis on reporting social events using positive reporting style to promote positive spiritual outlook of socialism. They should persist with the accuracy of news and select appropriate themes such as good people and good deeds as hot events to attract the masses, to encourage a motivated society through publicity. In news reports, news media should try to avoid publicizing violent events. Reports on violence by mass media particularly affect value, world view and life view of young people. This exerts adverse impact on cultivation of value in youths. Some juvenile delinquencies occurred due to negative influence by news media. Social youth is the backbone for establishment of a harmonious society. If dissemination of positive energy by news

media is not strengthened, it will not be conducive for a sustained and stable development of the society.

### **3.3 Pay Concern to Vulnerable Groups and the Needy, and Ease the Conflicts of All Social Classes**

Building a harmonious society is to build harmonious relationship between the people. With the development of market economy, there are some inevitable social problems. For examples, gap between the rich and the poor, imbalance between urban and rural economic development, and uneven development between regions. At the present stage, these are the conflicts amongst the people in China which need to be adjusted and eased. If these conflicts cannot be handled correctly, intensification of the conflicts will adversely affect the process of establishment of harmonious society. We should pay concern to the people in need and solve their problems. Some TV programs such as special interview, special help and live news have achieved good social impact. For example, difficult wage of farmer workers which is a hot topic in the recent years, has been efficiently alleviated through concern and reporting by some social media. Government has also introduced a series of laws and regulations to protect the rights and benefits of farmer workers, which has greatly eased the conflicts between all social sectors. By refining the political system, all members of the society are ensured to have equal rights, different classes have equal opportunity for benefit, privilege and opinion. Public media resource should spare tendencies for the people in need, to allow the society to help solving the difficulties faced by the needy group and to improve the speech space of the needy people. Needs of the needy group can be delivered to government agencies through news media, in that the benefits of the needy group are protected.

Through concern of news media for the lower class people, social conflicts are eased and social fairness and justice are preserved.

## **4 Conclusions**

The greater the role of news media in building a harmonious society, the heavier the responsibility they bear. This underlines the social responsibility of news media. News media must always maintain their vitality and motivation for development. News media should strive to shoulder and fulfil their social responsibilities and meanwhile to handle the relationship with market economy, to ensure that news media proactively fulfill their social responsibility in reporting and at the same time safeguard the achievement of economic benefits. Today, news media is in a rapid development and news media has always been at the forefront of social reporting. Influence and propagation of news media should be constantly strengthened and improved to further enhance their self core effectiveness. As the middlemen of the national government and the broad masses of people, news media should strive to convey public opinion, listen to voices from the broad masses of the people, observe the situation of the country, and reflect truths of the society, to create a good atmosphere and build a harmonious society.

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