Study on the Interactive Communication of We Media from the Perspective of Psychoanalysis

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ABSTRACT

As a community of individuals, the communication with the real social relations of individuals would have influenced the functions of the social media applications, therefore, this article will talk about the analysis and interpretation about the use of we media through three angles from the perspective of Psychoanalysis.

Essence of human interaction from the media is to interact with the information, but in the interpersonal spread, the difference between the individual information will interpret psychological, cultural and social characteristics of individuals, decoding symbols cause interference. Interpersonal attitudes in interpersonal interactions between the decision of this effect is indirect, how to master interpersonal relationships, should be aware of the individual characteristics of the spread of social media from proximity, as well as the individual characteristics of the self-complementary media platform the activity relationships are formed on the influence from the media.

We media users from mass media to provide the conditions for the formation of groups, there is a group of individuals with interactive features, on the one hand, have a common preference, individual characteristics for the same purpose, and similar social comparison needs to become we media group fundamentals, on the other hand, groups are formed on the individual also has a corresponding influence, there is oversight, interference and the effect. Group behavior to achieve the realization of the role of group pressure and group cohesion, and the individual in the role of force such groups tend to form herd behavior.

AN OVERVIEW OF MEDIA COMMUNICATION

Since the development of the media is based on web2.0 technology, Dan Gilmer through the media division, so that people aware of the emergence and existence of the media. With the popularization of media applications, media and media have shown strong social features in both functional and communication modes.
Source of the Media Concept

The development of new media has provided the soil for the emergence and development of "self-media" models and concepts. After the "911" terrorist attacks in the United States that shocked the world in 2001, social individuals exposed a variety of self-manifestations of this social terrorist incident through the Internet platform. This social phenomenon was sensitively felt by Dan Gillmor, a columnist in The San Jose Mercury News, and a well-known blogger, Platform He felt the media information, changes in the pattern of transmission is a force majeure. In this regard, since September 28, 2001, Dan Gilmer published an article on the blog, expressed his own news environment, due to media changes caused by the impact of the mode of dissemination of news observations, and the corresponding "Stage positioning" point of view. The content of the view is summarized as three periods, namely, 1.0, 2.0 and 3.0 of the news media, among which the news media 1.0 (Journalism1.0) is the mass communication of news by newspapers, magazines, TV, News media 2.0 (Journalism2.0) to network media as the main platform of the new media. In the stage of news media 3.0 (Journalism3.0). The audience in this media environment in the dissemination process, the initiative has been greatly enhanced.

The concept of "self-media" is strictly defined in 2003, and in the report jointly published by Sheffon Bormann and Chris Willis, the definition of "self-media" is "the media is the common people through the digital technology to strengthen, with the global knowledge system Once connected, one begins to understand how the general public can provide and share their own facts about their own news channels."[1] Also known as “citizen media. "

Social Characteristics of Media Communication

Communicator's initiative and the attractiveness of information has become the internal driving force of media development. The application of digital technology, so that the process of dissemination of media applications more concise. Mobile terminals to achieve mobile, both to expand the scope of the spread, but also strengthen the timeliness of the spread. With the popularity of Internet applications, since the media with the individual political and economic life have formed a close contact, the individual in the media for the provision of information from the media while enjoying the convenience of life for the media. The development of the media as a whole in the continuous optimization of its own social media functions.

PARTICIPATION IN MEDIA COMMUNICATION

In the new media environment, since media communication reduces the economic and time cost of the individual entering the communication link, the issue of information is no longer the same as the traditional media, but the balance of the individual can decide whether the information is released or not. UGC (User Generated Content) content, that is, user-generated content, the individual has a media from the microphone has a voice of expression, which is not only the maximum release of social discourse power, but also represents the civilian source of the source of change.
INTERACTIVITY FROM MEDIA

In the era of media communication, the channel of one-way circulation organized by mass media has been deconstructed, and both sides have enhanced their autonomy in information transmission and have two-way interactive characteristics from media communication. Communicator and audience communication role with the flow of information is blurred, the audience feedback for information can be by virtue of self The media platform quickly interacts with the communicator.

In the new media environment, since the media communicator's information in the audience will be formed after the interactive feedback. This interactive communication process, the content of communication is subject to constant superposition of the two sides, recycling. So the ultimate effect of communication in the interactive communication is unpredictable. Difficult to maintain the original content of the spread of the style, in the two-way path, the information in the transmission by the two sides of the spread of feedback in the diversity of regeneration, so that the spread of the media is difficult to predict the spread of the main effect of the control weakened.

INDIVIDUALS’ BASIC SOCIAL MOTIVATION FOR SELF-MEDIA

As a self-media use subject, this kind of self-expression model has certain social motive, manifested as individual self-cognition and social cognition. Through the interaction of information from the media, social self-social comparison, strengthen self-awareness. While the individual's social cognition affects the individual's judgment of interactive information and behavior.

Self-Cognitive Motivation of Self-Media

With the rise and development of media, the dissemination of content along with the performance of a strong personality and diversification of the individual from the media information passed in the content is no longer limited by the traditional media organization planning and checks, and sometimes The main body of the information dissemination process is the subject of status is allowed and highlighted in the dissemination of the information released by the subject is purely self-emotional expression. In the process of socialization from the media field, the social recognition obtained through interaction becomes an important source of individual self-evaluation. In the face of a continuous stream of media information, communicators can obtain social self-identity to enhance self-confidence and security, and promote the self-esteem and self-identity of communicators. Which to some extent to achieve the user's "use and satisfaction" to stimulate the user to increase the frequency of use from the media.

Affinity tends to manifest itself as active interaction and clustering among individuals. Social psychologist Michael Tokgo studied this feature earlier, and pointed out that cluster characteristics are a congenital and inherent characteristic of human beings. The process of individual socialization is a kind of learning to the affinity behavior, experience, and maintain the affinity to the environment and others is a kind of satisfaction based on the survival needs of the individual. Lack of affinity,
the individual will feel fear, rejection and loneliness. Individuals who have a habit of using media will become dependent on media information. Individuals will gain a sense of intimacy through information interaction from the media platform. As Chen Lidan has described, "Human interactions include energy communication, material communication, and spiritual communication. Spiritual communication is information communication." [2] The interaction between individuals is conducive to individual physical and mental health.

Since the development of the media, so that people from the mass communication habits to focus on "Focus" trend. "Focus" is also known as "minority", is relative to the mass communication of a concept. This kind of individual through the medium of interest, interest in the disclosure and communication to build a small group, has a good adhesion, people online, communication, offline organization activities.

Self-impression Management of Self-media Application

In interpersonal communication, the importance of first impressions is often emphasized. In social psychology, the interpretation of the first impression is the general impression of the individual accustomed to the formation of limited information based on others. And since the media has a social function, but also open features, it presents the self-expression of information and interactive content in the evaluation of the individual's first impression will play an important role in the formation. With the popularity of the use of the media, through the media to understand their own life with the farther away from individuals and groups, become a common behavior and spying behavior, and therefore for the management of media information is also for self-impression management the way.

On the other hand, since media's interactive communication has the function of media extension, it has a certain influence on the impression formed in real life, but the cognition based on media communication context is not comprehensive, and the judgment of impression is Incomplete and vague, the lack of individual real life judgment, so that communicators are difficult to individual information and behavior reasonable attribution and correct judgments, so for the media from the individual impression is an integrated judge, there is the audience Subjective idealized perfection and the subjective self-presentation of communicators. So with the self-media behavior of the show off their wealth, more is understood as the dissemination of the subject's self-satisfaction.

INTERPERSONAL INTERACTIONS FROM MEDIA

Interpersonal interaction is the most common mode of interaction in media communication. Good interpersonal interaction not only takes into account the attracting factors in interaction, but also should follow the interpersonal interaction mechanism, and play the social function of interpersonal communication in the media as a whole.
The Adjustment Function of Interpersonal Communication in Media

Interpersonal interaction from the media through the realization of the psychological adjustment for the individual, emotional regulation, reduce the lack of information anxiety, the formation of interpersonal harmony and interaction, and promote social harmony.

Interpersonal interaction is the most important mode of communication in media communication. Individuals directly determine the situation factors and self-role formation through interpersonal interaction. Based on the individual's cognitive motivation, the information interaction, cognitive interaction and emotional interaction of the recipients are realized during the process of interpersonal communication in the media. In this interaction, interpersonal harmony is formed. With the acceleration of social rhythm, since the media as a basic way to connect individuals, and with the information to attract new interpersonal communication, individual social circle is constantly expanding, in the interaction between individuals, the affinity of the individual and the cluster's essential needs are also met.

Interpersonal communication from the media

Interpersonal communication is the basic way of connecting between media users. Since the media between individuals to the network as the main medium, with the language symbol as the main carrier for communication. The attraction of information induces the dissemination of individual activities, but the recipient of the information on the cognitive and filtering, both for the promotion of information transmission or interference will also lead to different attitudes of the audience, leading to different behavior. Since the media information interaction smoothly, interpersonal harmony, we need to understand the individual differences since the media users, interactive motivation and attracting factors.

THE DIFFERENCE OF INTERPERSONAL COMMUNICATION IN MEDIA

The behavior of the individual is always in harmony with the natural environment and the social environment. In the process of interaction between man and the environment, the individual can get the characteristics and value in the corresponding social environment, clear the social role, and realize the individual from natural person to social person. With the realization of individual socialization, the individual will form the corresponding social model of motivation, attitudes, behavior. The realization of self-consciousness and the completion of social cognition in this process is one of the intrinsic motives of individual interpersonal interaction. But in this process, the individual's self-awareness will also enhance the individual's personality highlights the factors.

In the media environment, interpersonal interaction is carried out under the action of the network media information interaction. The other dimension and psychological factors exert a disturbance on the interpersonal interaction of media, which is manifested by the spatial and temporal distance and media factors of the simultaneous existence of the individual's immediate emotions, which amplifies the characteristics of the interference. For the interpretation of information.
INTERPERSONAL INTERACTION MECHANISM OF THE MEDIA

From the social realism of Festinger, the fear of loneliness and detachment makes the individual try to be consistent with the surrounding people in the social value selection and judgment of the self. In this demand, the interaction between individuals to become an inevitable communication. Similarly, from the media to the right to speak the right to speak on average, social individuals have vocal power, but in the group under the pressure of internal consistency, the individual self-expression, interaction and acceptance of feedback, the constant self-value judgments with social standards maintain consistency and coordination. In the media environment, in violation of social value standards as an enhancement of speech attractiveness of the individual will be subject to public criticism.

In the media platform, this recognition and appreciation of the exchange behavior is more open and symbolic dominance, greatly enhanced the interpersonal interaction effect. At the same time, this interaction also need to comply with the theory of fairness, that is, appreciation of behavior also requires individual interaction, lack of interaction will make appreciation of those who feel the spirit of profit damage, the relationship between the two will be damaged or difficult to maintain, which is from the media Interpersonal courtesy interaction.

THE GROUP DIMENSION OF MEDIA INTERACTION PROPAGATION

Since the media users continue to increase and from the media platform functions continue to expand, so that the formation of mass media from the media information dissemination, individual preferences, purpose and other factors contribute to the formation of groups, while groups also affect the individual, in strengthening the cohesion of the group, the rational implementation of the media from the group decision-making power, is conducive to harmonious development of society.

The Role of Media Cohesion in Mass Media

Group cohesion is a kind of attraction that the group acts on the individual, and it is also the characteristic of the difference between groups. [3] The goal is to integrate the individuals with the same interests, to enhance the harmony of individuals in different social roles, and to strengthen the group cohesion, and to strengthen the group in the media situation.

PSYCHOLOGICAL COHESION OF MEDIA GROUPS

In the context of media communication, the individual can strengthen the identity of self in group cohesion, which is more explicit than the expression of social relationship in reality. Such as the most common language interaction assessment and support of the recognition of recognition; interaction as a fan of concern; for the interactive transmission of information and so on. Individuals in the group identity, to achieve self-identity and social cognition, to reduce the fear of group norms caused by anxiety. In the media context, the sense of self-belonging in the group will increase. [4] In the subsequent rescue work, the interaction of rescue and donation information, as well as the popularity of knowledge for post-earthquake protection and other
related knowledge in wei-bo group cohesion under the effect of the maximum spread, while wei-bo spread of great Of the rescue activities to promote the conduct.[5]

THE HERD BEHAVIOR IN MEDIA

Group cohesion and strong media groups, the phenomenon of herd phenomenon will be higher probability. In the group with strong cohesion, the social cognition of the members is higher, and the difference of individual cognition is weakened. The harmonious group relationship provides a sense of security for the individual and reduces the individual anxiety. In order to avoid contradictions with the group, individuals in the expression of expression and behavior with the group to reach consistency. In the mass communication, the silent spiral phenomenon is a kind of propagation behavior of the herd behavior, in the media communication, the herd behavior still exists.

Conformity in Media Communication

In contrast to common herd behavior, the phenomenon of mass communication in media communication also exists in the interaction between individuals and groups. In the definition of social psychology, it is considered that "the masses change their attitudes, standpoints and beliefs by the influence of the minority opinion by the majority, and then adopt the behavior that is consistent with the minority.[6]"Words are not words" has become a media communication environment to get attention from a common way, but only on the dissemination of information seeking novelty, naturally difficult to maintain their own media credibility. The formation of public influence from the mass media generally have an authoritative influence, the uniqueness of thought and behavior of consistency.

REFERENCES