

# Study on Communication Ethics Relationship based on New Media Environment

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**Abstract.** In the age of information explosion, the dissemination direction of new media is developing towards diversification and convenience, and the content of dissemination is becoming more diversified. In people's daily life, information security, information distortion, information pollution, information infringement and other issues occur frequently, largely due to the promotion of network communication technology. As a product of the information age, new media has the nature of a "double-edged sword", which not only brings convenience to the society, but also raises a series of ethical issues. Therefore, it has become an important topic to analyze the reasons for the anomie of communication ethics in the new media environment and to discuss how to construct a normative system for the communication practice of new media.

**Keywords:** New media; Communication ethics; Information distortion; Standardization.

## 1. Introduction

Since the 1980s, the network has been widely infiltrated into all fields of social life, thus causing changes in production and lifestyle. More and more people have entered the cyberspace and constructed a global and open network media society. As Marshall McLuhan said, "Any technology tends to create a new human environment." At present, the academic circle has not formed a unified view on the definition of new media, most of which are elaborated from the aspects of network communication technology, communication form, communication content, etc. Vin Crosbie believes that new media is a media that provides personalized content to the public and is also a platform for cross-forming personalized communication between network information disseminators and recipients. Vin Crosbie believes that new media is a media that provides personalized content to the public and is also a platform for cross-forming personalized communication between network information disseminators and recipients.

However, compared with traditional media, new media provides information services to users by relying on new communication methods such as internet technology, digital technology, mobile communication and artificial intelligence. It has the characteristics of fast information transmission, complicated information flow, automatic storage and replication, and emphasizes the sociality and interaction between disseminators and recipients. New media, as a product of the rapid development of network information technology, is also called digital media or network media, emphasizing that the main body of communication is Internet users. Communication ethics is the social moral ethics involved in the process of communication behavior, mainly studying the ethical issues and behavior norms in mass communication.

## 2. The New Media Environment in the Dissemination of Ethical Issues Arising

In the new media environment, because users' identities are hidden after being digitized through the internet, the "sociality" of cyberspace and real society is different, which is manifested in the lack of authority and centralization. At the same time, as one of the forms of the Internet, the environment of new media is also virtual, autonomous and open. The new media environment is a special mass communication environment formed relative to traditional media, which is different from any single form of information communication. First of all, from the perspective of disseminators and recipients

in information dissemination activities, both have the characteristics of diversification and uncertainty. Secondly, from the perspective of information dissemination, the dissemination of new media is not centralized. Although new media is a special form of mass communication, there are great differences between the two. The traditional mass communication mode has a center for sending information, which is uniformly transmitted to all places by printed or electronic media. However, there is no center for the dissemination of new media. Each Internet user is an information distribution center. An independent information center is not only the sender but also the receiver of information.

Therefore, in the process of information dissemination by new media, it is found that the public is not only the main body of dissemination, but also the target audience of dissemination activities. Thirdly, judging from the management and control of information dissemination activities, it is difficult to control the scope of new media dissemination activities. Because the new media is in the network environment, its function and structure determine the weakening of authoritative managers and the loss of information concentration. In addition, the isolation and concealment of new media communication activities cause the information content to be difficult to control and lead to legal and ethical problems. The spread of new media broadens the scope of people's activities, thus causing the continuous expansion of the field of moral life, changing the means and methods of communication activities, and giving rise to the emergence and development of new media ethics and morals.

Although the development of new media technology has broken through the restriction of communication time and space, increased the speed of communication and facilitated people's communication activities, the invisibility, diversity and uncontrollable nature of communication subjects have made the new media environment a difficult place to manage. In addition, the sharing and lack of center of network resources have contributed to the anarchy of the sender and receiver of information, leading to the weakening of the social responsibility consciousness of the communication subject, the weakening of the subject, the dissolution of mainstream ideology and the alienation of interpersonal relationships. In the new media environment, the emergence of these communication ethics problems and their impact on society cannot be ignored. How to exert the positive influence of new media communication and avoid or reduce the emergence of network ethics problems is a problem that needs urgent attention in today's society.

### **3. The Performance of Communication Ethics in the New Media Environment.**

People and their own communication ethics. The ethical relationship between people and themselves depends on the relationship between the information disseminator and its content. The information dissemination of new media relies on the internet. the virtualization of the internet's own information dissemination not only makes the information dissemination mode more and more convenient, but also breaks away from the traditional mode of information dissemination.

Faced with the convenience of new media information dissemination, due to the lack of national network laws and regulations, the weak moral consciousness of information disseminators, and the greatly reduced cost of information dissemination subjects, a large number of audiences have used new media to release or forward unconfirmed information at will, resulting in false, intimidating, violent and other information becoming a common phenomenon in society.

When the information of new media is distorted, there will be specific different representations. First of all, information distortion is caused by unsafe information storage and management of new media. Without paying attention to the timing of information release, the released information is extracted by search engines and processed into new information for use, which may even cover up the original information source content, resulting in outdated and obsolete information on the platform being reused by new media users and garbage information becoming the mainstream. Secondly, the new media is the supremacy of user experience, coupled with the restrictions of network technology, which makes the censorship of information content by the main body of communication and government regulatory authorities less stringent than in the era of traditional media. Driven by economic interests, many new media users will intentionally distort the information content, exaggerate the connotation of the information, and mislead the information receiver in order to gain

eyeballs, click rate, reading volume, attention, etc. Even new media users misunderstand and use the relationship between economic benefits and communication ethics to distort and mix true and false information for information dissemination. Thirdly, the new media has a fast speed and a wide range of information dissemination. Many untrue information is transmitted and shared by the platform, which causes distorted, false, rumor and other news. It is easy to appear repeatedly. If the disseminator refutes the rumor without long-term supervision, the distorted news will appear again. Therefore, the information producers or information disseminators of new media, facing the defects of network law, should restrain themselves from social morality when using the convenient internet to disseminate information, avoid the information disseminators (people or themselves) from participating in illegal behaviors, and establish a civilized ethical standard system for the audience in the new media environment.

When the new media brings convenience to social life, it also causes many ethical problems. Facing the ethical problems arising from information security, information distortion, information pollution and information infringement in the new media environment, the government supervision department and the new media communication subject require users to standardize the behavior of information communication activities with higher ethical standards, purify the network social environment, and facilitate the communication of excellent social moral quality. The ethical relationship of communication in the new media environment is continuously formed in people's social life, which is embodied in the ethical relationship between people and themselves, interpersonal ethical relationship and the ethical relationship between people and society. the performance of communication ethics in the new media environment

#### **4. Interpersonal Communication Ethics Issues.**

In the process of new media dissemination, interpersonal ethical relations have a very close impact on everyone. As Marx said: "The essence of human being is not an abstract object inherent in a single person, it is the sum of all social relations." This kind of interpersonal relationship mainly uses new media as a means of communication, connecting the information publisher and the information receiver. Due to the diversity and openness of new media communication methods and the lack of supervision mechanism, false information content is easy to cause and legal responsibility is easy to escape.

Therefore, in the process of interpersonal communication, information disseminators often make use of the defects of new media to form a crisis of trust on interpersonal ethical relations, resulting in adverse effects. The complexity of the network of ethical relations in new media directly leads to the complexity of ethical issues among people. Among them, the most prominent is the problem of information infringement, mainly including the infringement of personality rights and intellectual property rights. In the new media environment, it is even more difficult to define acts that infringe the right to privacy. On the one hand, the space between private and public is blurred, and a large number of new media users are willing to disclose their privacy in order to impress others and make it a part of their own media content. On the other hand, the boundary between traditional media and new media that infringe on the right to privacy is constantly expanding. Information publishers of new media make use of the sold user data to seek benefits without knowing the owner of the information content.

In addition, the new media also use big data, human flesh search and other means to spy on private life, dig and expose the personal information of stars and the masses to make profits, Faced with a large amount of information exposure, new media users expressed their own views on the exposure events. Especially for statements of insulting or defamatory events, it is difficult to determine the subject of infringement, including the culpability of the disseminators, forwarders and network service providers involved.

Nowadays, creators pay more and more attention to and safeguard intellectual property rights. The management of intellectual property rights in the new media environment is also an important issue highlighted in the development of new media. The forms of infringement of intellectual property

rights are complex and varied, involving from online to offline, including sound, text, figure and image. Facing the dispute over copyright trading, all new media platforms have adopted self-protection strategies to varying degrees. As the data circulation speed of the network far exceeds that of the traditional media era, it is difficult to trace the subject of copyright infringement and to identify the original owner of copyright works. There is also the division of vast amounts of information, which not only seriously hinders the dissemination and circulation of information on new media, but also builds an invisible wall for the dissemination of information and restricts the development of new media.

## **5. The Ethical Issues of Communication between People and Society.**

As the active subject of social attributes, human beings have decided that there is an ethical relationship between human beings and society, that is, social ethical relationship, from birth to entering a specific social relationship. With the continuous development of social ethical relations, according to the environment and experience of individuals, the concepts formed by them also have different influences. As participants in social activities, the ideology formed by individuals has the social symbols at that time due to different family background and nationality, different class status and different religious beliefs. The relationship between people and society embodied by new media in the process of dissemination is the relationship between disseminators (individuals) and society. Due to the virtual nature of the Internet, the relationship between the information dissemination subject of new media and the society is certainly different from the social relationship existing in reality. It has no class nature, no restriction and is an absolute equality. This kind of spread across national borders, regions, classes and other characteristics has shortened the distance between social relations in the world, and has also broken through the interests of ethnic, religious and regional relations. Therefore, while pursuing social benefits, individuals should bear the responsibilities entrusted by the society to make the ethical relationship between people and society more harmonious. Information security concerns the state, institutions and individuals.

From a national perspective, information security concerns the country's information sovereignty. In the information war, the main forms are network leak and network spy. In the new media era, the threshold for network leak is low and the scope of leak is wide. Through data analysis, network spies can obtain core information through the combination of edge-related information, which also makes the subject of network leaks fuzzy. At the same time, most terrorists are also part of new media users, who use new media platforms to spread terrorist ideas. ISIS, for example, has conscripted soldiers through social media Facebook, while using video websites to promote its own terrorist claims and release terrorist information. The influence of cyber crime will spread from top to bottom to the life outside the users of the new media virtual cyberspace. In real life, there are also various forms of criminal activities implemented through new media channels. Many criminals deal in personal information through intervening in new media platforms and sell illegally collected user information, resulting in leakage of user information and serious threats to property and personal safety.

Especially in today's era when Internet financing, virtual currency, online payment and other forms are prevalent, personal property security has become the most noticeable issue in information security. In addition to information security, there are many forms of problems existing in the ethical relationship between human beings and society, and information pollution is also one of them. For example, in the process of information retrieval, it is often interfered by a large amount of noise, which causes new media users to need more time to screen and classify information, and there is also a large amount of violence, pornography, superstition and anti-humanity information mixed in the massive information in the cloud. Due to the imperfection of the information censorship system, these extreme information has not been eliminated in the era of traditional media, making the elimination of resistance in the era of fast-spreading new media even greater. Users of any age or level of knowledge can obtain and use this information. Once they are wrongly received and used, it will have a great negative impact on the online and offline society.

In addition, in the era of big data, it is extremely easy for businesses to obtain personal data. although e-mail, social platforms and mobile phone short messages can block such junk information through security level settings, however a large amount of junk e-mail, fraudulent e-mail and other information are still transmitted to the public, causing serious information troubles to the society and users. In short, today is a multi-cultural coexistence society, and regional societies with different cultures have different moral and ethical systems. Personal moral concepts, national ethics and religious ethics all affect the ethical standards of communication. On the platform of new media, the dissemination scope of information is expanded, and the number of information subjects is increased. New media people each apply different standards of communication ethics and should have different criteria for judging right and wrong views in the process of communication. At the same time, communication ethics can also provide a good social order for new media, but there are contradictions and conflicts due to the specific practices of new media people.

## **6. Suggestions for China's Communication Ethics Development in the New Media**

With the popularization of mobile media in China, the composition of new media users has become more and more complicated and personalized, and the problems arising from the dissemination process will also be more diversified. Faced with the formation of a new media environment, new media technology has been developing continuously. Cross-media development has also become the consensus of the society. In addition to using mobile phones, computers and other clients to disseminate information, new media users have also seen a boom in information dissemination synchronized with other smart mobile terminals. This indicates that the spread of new media is getting wider and wider, and the social relations of the spread are getting closer and closer. At the same time, it also brings about the increasingly serious and complicated problem of trans-media communication ethics anomie. In order to maintain the balance of the new media environment, ethical norms and restrictions must be put forward in the practice of communication activities to ensure the sustainable development of new media in China.

First, in the face of the enlargement of the scope of the main body of the new media today, the scope of information release and review will also expand, and the difficulty will further increase. In traditional media, there is a strict censorship and proofreading system for the release of messages, and the ethical relations in messages are usually handled by manual investigation. In the review of new media information, it is no longer possible to check the quality of information manually. Therefore, a large number of new media platforms choose to screen keywords through artificial intelligence to reduce information problems.

However, the lack of "gatekeepers" still exists. It is because the boundaries between freedom of speech and communication responsibility are difficult to grasp in the new media, each platform has its own censorship standards, and there is also the delay of platform information responsibility, so many hackers take advantage of the existence of new media loopholes to spread viruses, causing serious new media anomie events. Therefore, the fundamental reason is that the new media does not have perfect laws, supporting systems and moral systems to regulate it, and only uses the new media industry to form an ethical supervision system of self-discipline within the industry to carry out self-restraint. So, its influence is also very limited. Facing the information content that most new media spread in society, it still cannot play the role of "heteronomy" and various ethical relations are still difficult to adjust. As the supporting laws for new media are not universally implemented in the international communication environment, most of the current media laws and regulations are not applicable to the information communication of new media, the division of responsibility subjects is unclear, new legal issues are still pending, and the process of establishing new media laws and regulations is complicated and lengthy. This shows that self-discipline within the new media industry is particularly important.

At present, only through the combination of the media industry's self-discipline ethics supervision system and the current media laws and regulations to restrict the ethical standardization of new media can a good social environment be provided for the development of new media.

Second, the establishment of a corresponding legal supervision system is an important means to curb the anomie of new media for a long time, and to clarify the rights and obligations, freedom and responsibilities of new media in communication. Countries and regions where new media technology is relatively developed in western society have their own laws and regulations corresponding to new media, such as the "Communication Purification Law" of the United States, the "Information and Communication Service Law" of Germany, etc. In China, only the "Tort Liability Act" and the "Copyright Act" have been implemented and supplemented to safeguard the rights and interests of new media users, prevent the dissemination of bad information and encourage industry self-discipline. In view of the expansion trend of the main forms of new media in our country, we should formulate corresponding and perfect laws and regulations on the basis of the current "News Law" and consider the ethical standards of self-discipline in the communication behavior of the new media industry as appropriate. Facing the rapid development of new media, the implementation scope of new media regulations should be expanded to make the new media industry regulations feasible for a long time.

If a new media regulation is formulated but cannot be implemented, then it is useless to formulate a new media regulation, which requires government departments and media organizations to assume the identity of "gatekeepers" Government departments should establish and promote complaint platforms according to existing laws and regulations, so that victims of ethical misconduct can have laws to follow, which is also conducive to avoiding the emergence of communication ethics problems. At the same time, the new media platform must improve the new media technology in time to reduce the operating loopholes of the platform, thus reducing the ethical problems caused by the lack of technology.

Third, in addition to the construction of relevant laws and regulations, it is also necessary to form a unified communication ethics system for industries related to new media. In the process of new media communication, the audience will unconsciously resist some behaviors of spreading ethical issues. This psychology originates from the different values in various cultural societies.

In the process of communication, if all trades can form a standardized and unified moral system, and constantly strengthen moral consciousness and responsibility consciousness, and form a free, responsible, good and fair communication ethics, then a better new media society will surely be formed. Fourth, new media users should also exercise self-discipline and correctly handle the three ethical relations of communication. First, users of new media must clearly define their communication responsibilities and make their news content conform to moral ethics. Second, new media users must also properly handle the relationship between themselves and the recipients of information and disseminate information without infringement. Third, new media users should pay attention to the relationship between the new media environment and themselves, and learn to use new media to disseminate information rationally among the vast amount of information.

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