

Innovations in Social Governance amid the New Media Era

Wan Taiyong

School of Public Management, Yunnan University of Finance and Economics

Kunming, P.R China, 650221

(E-mail: 783224799@qq.com)

Abstract—The transformations of the social governance environment in the context of social media lead to the government will face some new situations and new problems in social management. Transformations in the application of the media, result in the transformation of thinking mode for the audience from the traditional application of information and interaction behavior pattern. To meet the demanding of the public in the provision of social services, making full use of new media and to innovate the mode of social governance are necessary.

Key Words—*Innovations; Social Governance; New Media*

I. INTRODUCTION

The rapid development of the Internet is profoundly changing the traditional social structure, social relations, the grid of survival, and network life become normal. The new media environment in a large extent influence and change our traditional social governance environment. At the same time, under the context of the new media, the public has obviously occupied information, especially the dominance of negative social information dissemination. Some netizens discuss the problem, frequently issue all kinds of sounds online. As a result, these netizens effect public affairs, public affairs and intervene and force the governance behavior and decision pattern of government. Moreover, they even affect the results of the government's policy, has a very big impact on traditional political structure and the government management mode, further increasing the difficulty of social management.

II. FEATURES TOWARD THE TRANSFORMATION OF SOCIAL GOVERNANCE AMID THE NEW MEDIA ERA

The transformations of the social governance environment in the context of social media lead to the government will face some new situations and new problems in social management. With the help of cyberspace and the establishment of social network, no authority can control and run the network society through using the traditional dogmas. Amid the new media era, the transformations of

social governance environment characterized by five aspects as follow.

A. The Intangible form of Social Movement

The new media era takes a new turn of the organization forms in social movements. In traditional politics, social movements have obvious organizational leaders, and definite the program of action. However, in the new media era, with the network as the birthplace of the political groups, events marches, aggregation is not the party organization, but people form them in temporary.

B. The Participation of Grassroots in Political Activities

Network space, to some extent, provides a new form of political participation which is largely get rid of the political control. This new participating form makes people feel unprecedented to involve in the world, it even improves the people's participation in the political interest. In the traditional political structure, the upper or the manager is composed of the social elite. But in the network politics now, ordinary people become the most political awareness groups, their participation enthusiasm is very high.

C. The Sudden and Enlargement of Social Actions

In the traditional political life, the preparation for political activities are inefficient and complicated. But in the era of network politics, a seemingly isolated events tend to be quickly converted to social events, and in a short time it is possible to produce an explosive effect. Network has become the source to spread the social focus events, and has also become the main battlefield of the public opinions. The virtual world of network information spread imperceptibly influence and changes in the real world.

D. The Weakening of Government in Controlling Public Opinions

The development of the Internet has brought profound changes in the organization, it changes the traditional system, changed the social structure of the pyramid, the tendency of organization structure flat, broke the concentration of power in the situation. The power flow more individuals, reducing the dependence of the individual to the group, also reduced the possibility of monopoly power information. The traditional political management, which is a pyramid of management and the political regulation system is from central to the local, the channels of information dissemination is a single supreme. In traditional politics, government regulate the public opinions effectively, set news blockade. However, in the network politics under the new media environment, the government can not completely monopoly and control information. So for the control of public opinion in the information society, in the context of traditional political environment, the government play a strong role and can seize the initiative of public opinion. However, with the appearing of network, mobile phones and other new media, ordinary people become the subject to publish social hot events information, thus, the diversification of public opinions in the views of social events have been formed.

E. The Globalization and Decentralization of Politics

In the traditional political era, political events are controlled in the range of a nation or a country, the negative impact of particular country is limited. However, in the Internet era, a country's political event is the real-time rendering effect on the country, and can rapidly become diffusion and global formation, the political environment presents characteristics of globalization and decentralization.

III. THE INNOVATIONS OF SOCIAL GOVERNANCE AMID THE NEW MEDIA ERA

The main task of social governance includes: to reflect the aspirations of the masses, to regulate the social norms and behaviors, to coordinate social relations, to mediate interest patterns, to resolve social contradictions, to solve social problems, enhance social vitality. To accomplish these tasks, making full use of new media and to innovate the mode of social governance are necessary.

A. Fully Use the Interactive Function of New Media, to Innovate the Channels for Political Communication

Social governance is no longer a single administrative action of the government, but stressed the consultation, public participation and interaction. Therefore, the key of social governance success is the political people can communicate effectively. Interaction is the advantages of social media, not

only from this interaction between users, but also between the government and the public.

Through the new media to realize democratic decision-making. Government microblogging and other new media can also become channels to announce government affairs, and can be the public platform for political participation. An important standard to measure a party or government is the degree of modernization of the openness of party and government affairs. In the traditional media age, the openness of government affair is generally through the "documents convey", which lead to the limitation of public opinion reflecting. The development of government microblogging and other new media provide a convenient channel to open government affairs. It allows the people to learn about party government affairs and issues in the shortest time. It also helps the government to extensively solicit opinions and suggestions, provide the basis for democratic decision-making.

B. Use the Political Function of New Media, to Innovate the Social Supervision Mechanism

In the traditional media era, the government monopoly the information resources, people is the recipient of the information. The biggest change is the development of new media is the public is no longer the recipient of the information or information disseminators. In this case, the monopoly of government in information resources is broken and people can get information from the new media instead of simply from the traditional media. Diversified information also makes people began to question some of the government information, from the acceptance of the government management to the supervision of the government. Political scientists have often argued the revolution of communication technology, which contributed to the new social structure. Moreover, the government should change the traditional governance mode, but to take fully advantage of the public's wisdom, in order to promote the efficient of decision-making and the livelihood of the public. Network politics and network supervision will also promote the public security system.

C. Develop the Patterns of Services on New Media, to Innovate Social Services

The use of new media time leads to fragmentation behavior pattern fragmentation. With the acceleration of the pace of work, people hope the government to provide better social services. The demand of social services is mainly reflected in two aspects: one is to getting a one-stop service, the other is hope the government to provide 24-hour uninterrupted service. To provide convenience for the people in work than processing such as traffic violations, accreditation and other issues are demanded. The development of new media can achieve the public's demand easily.

IV. CONCLUSION

Transformations in the application of the media, result in the transformation of thinking mode for the audience from the traditional application of information and interaction behavior pattern. The social network and the new media environment forge a new social stratum, gradually affecting the change of social governance environment. Fully understand the influence of new media environment on social reality and the government's social management, grasp the main features of the government social governance environment transformations, is the precondition in new period to increase and facilitate the government innovation ability on social governance.

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