

Original Research Article

Research on the anomie of news ethics in the new media era and countermeasures*Gali Bai, Iderjargal Dashdondog* ^[*Corresponding Author]*The National University of Mongolia, Ulan Bator, 999097, Mongolia*

Abstract: This paper takes the background of the vigorous development of new media in China as a starting point, and comprehensively uses the case - analysis method and the policy - text research method to conduct a systematic and comprehensive review of the current anomie of news ethics. Through in - depth analysis, it reveals the institutional - environment factors and social roots behind the anomie of news ethics, aiming to provide theoretical references and practical guidance for the standardization and development of news ethics in the new media era.

Keywords: New media era; News ethics; Anomie; Countermeasures

1. Introduction

The new media has transformed the media ecosystem and reshaped the news - communication pattern. The communication power shows a “de - centralized” trend. New media platforms such as WeChat official accounts and Douyin have emerged, and ordinary users have become information producers and disseminators, breaking the monopoly of traditional media on communication power. The business model has transformed, with advertising revenue and traffic - sharing becoming the main economic drivers of new media. For example, Pinduoduo’s bargaining link uses the social - relationship chain to acquire customers, which makes platforms and content creators seek attention at the expense of news quality. In terms of content production, the UGC (User - Generated Content) model has emerged. Although the interpretations of news by Bilibili UP hosts have unique perspectives, due to the lack of professional training, the authenticity and objectivity of the content are questionable, posing challenges to news ethics.

2. Typical symptoms of the anomie of news ethics

In the new media era, the anomie of news ethics has become increasingly prominent, presenting various types and having an adverse impact on society.

False news is one of the more prominent problems. Take the “paper - stuffed buns” false - news incident in 2007 as an example. A temporary staff member of the Life Channel of Beijing TV Station fabricated a false news that the buns were stuffed with waste paper to attract attention. After the news was broadcast, it immediately caused a great stir in society. It not only led to a sharp drop in the sales of the bun industry in Beijing, causing many merchants to suffer losses, but also seriously misled the public’s perception, greatly damaging the credibility of the news media and causing a poor social impact^[1].

The problem of privacy infringement has become more serious in the new - media environment. On January 16, 2015, the famous singer Yao Beina died of breast - cancer recurrence in Shenzhen. On her deathbed, she decided to donate her corneas. However, the day after her death, three journalists from Shenzhen Evening News disguised themselves and sneaked into the mortuary to film the process of doctors removing the corneas. This behavior was discovered by Yao Beina’s family. Although the journalists deleted the photos on the spot and the newspaper apologized, such behavior seriously violated privacy rights and aroused public anger.

The phenomenon of sensational headlines widely exists on new - media platforms. For example, an article titled “Terrible! The Mortality Rate is 100%, and Many People Have It at Home! You Must Read It!” actually talks about common knowledge of rabies. Another article titled “CCTV Reported Sadly, Everyone Living in an Apartment Building, Take a Look...” is actually about how to take elevators safely, which has nothing to do with “CCTV” or “sadly reporting”.

3. Analysis of the institutional environment: Regulatory framework and implementation dilemmas

3.1. Review of the current regulatory system

To standardize news communication in the new - media environment, China has established a relatively complete regulatory system, presenting a three - level legislative structure^[2].

To ensure the health and orderliness of news content, a multidimensional management system has been established. At the level of industry self-discipline, major news industry associations fully play a guiding role by formulating industry conventions and conducting vocational training to urge member units to comply with the laws of news communication and professional ethics. For example, many associations regularly organize news practitioners to participate in business training, strengthening their understanding and practice of the principles of objective, truthful, and fair reporting. At the same time, the association has established an internal supervision and evaluation mechanism for the industry, commending outstanding news organizations and individuals, criticizing and correcting behaviors that violate industry norms, and forming a good industry atmosphere. In addition, the association actively organizes industry exchange activities to promote the sharing of advanced editorial experience and management models among news units, and jointly enhance the overall level of the news industry.

At the level of platform autonomy, major online platforms actively assume their main responsibilities, continuously improve their own content review mechanisms and management systems, establish a large content review team, and use a combination of artificial intelligence and manual review to strictly screen news information on the platform to ensure content quality; Tencent News has established detailed content publishing standards and set clear punishment measures for violations, in order to regulate the order of news dissemination on the platform.

3.2. Structural contradictions in regulatory practice

Although China has established a regulatory system and carried out special rectification actions, there are still many contradictions in regulatory practice. For example, the boundary of platform responsibilities is blurred, and the algorithm - recommendation mechanism has caused controversy. New - media communication is cross - regional and cross - platform, resulting in unclear responsibilities and poor coordination among regulatory departments in different regions. The imbalance between the punishment intensity and illegal income makes it difficult to form an effective deterrent, causing some institutions and individuals to ignore news - ethics norms in pursuit of profits^[3].

4. Innovation of governance paths: Construction of a multi - collaborative mechanism

4.1. Strengthening of legalized supervision

Strengthening news ethics supervision in the era of new media requires the construction of a diverse and collaborative governance system. Firstly, industry organizations should play a leading role in formulating and

improving industry standards, clarifying the responsibility boundaries of platforms, creators, and users, refining operational norms for content review, information release, and other links, while building industry exchange platforms to promote experience sharing and collaborative governance. Secondly, we will implement a dynamic management mechanism for self media classification and grading, drawing on the reputation rating model of e-commerce platform stores, to comprehensively evaluate and grade self media accounts from dimensions such as influence, content quality, and user feedback. Implement differentiated management strategies for accounts of different levels, establish a key monitoring list for high traffic and high-risk accounts, conduct regular content sampling and compliance assessments, and supervise their standardized operation through warning interviews, traffic restrictions, and other measures to jointly maintain a healthy and orderly news dissemination ecosystem.

4.2. Upgrading of platform governance capabilities

New - media platforms play a crucial role in the governance of news ethics and need to continuously improve their governance capabilities. In terms of algorithm - ethics review, Douyin launched the “Rumor - Refutation Database” automatic - interception system, which uses technical means to identify and intercept false news, providing a reference for other platforms. Each platform should improve its algorithm - ethics review mechanism to ensure the authenticity, objectivity, and legality of algorithm - recommended content. In addition, it is also crucial to construct a multi - subject co - governance model. The user - participation mechanism of the “Rumor Filter” on the WeChat official platform encourages users to report rumors and provide clues, achieving collaborative governance between the platform and users. Other platforms should also actively explore similar models and give full play to the supervision role of the public^[4].

4.3. Reconstruction of the professional community

Reconstructing the professional community in the new - media era helps to strengthen the constraints of news ethics. The “New Media Practitioners Training Program” of the All - China Journalists Association has achieved certain results. Through training, the professional qualities and ethical awareness of new - media practitioners have been improved. In the future, the training scope should be further expanded, the training content and forms should be enriched, and the pertinence and effectiveness of training should be improved. At the same time, it is necessary to promote the innovation of the content - cooperation paradigm between leading institutional media and self - media. For example, the “Central Kitchen” model of People’s Daily realizes resource sharing and complementary advantages, promoting the standardized development of self - media under the guidance of professional media and jointly maintaining news ethics.

4.4. Cultivation of public media literacy

Improving public media literacy is an important part of the governance of news ethics. A “Network Information Identification” curriculum module should be added to primary and secondary school textbooks to cultivate students’ media literacy from an early age, enabling them to distinguish false news and correctly use network information. At the same time, the effectiveness of the 12377 Illegal and Bad Information Reporting Center should be further enhanced. The reporting process should be simplified, and the processing and feedback of reported information should be strengthened. The public should be encouraged to actively participate in the supervision of news ethics, forming a good atmosphere in which the whole society jointly maintains news ethics.

5. Conclusion

The governance of news ethics in the new - media era is a complex systematic project. The traditional lin-

ear - supervision thinking is difficult to adapt to the new challenges brought about by technological changes. Based on adhering to the core socialist values, we must establish a flexible governance framework to adapt to the dynamics and diversity of new - media development. By strengthening the deterrence of the legal system, leveraging technological empowerment, promoting industry self - purification, and guiding public participation, a four - in - one collaborative - governance system of “regulatory constraints - platform governance - industry self - discipline - public supervision” should be constructed to achieve a balance between order and vitality, promoting the construction of a healthy, orderly, and dynamic new communication ecosystem and providing a solid guarantee for the sustainable development of the news industry in the new - media era.

About the author

Gali Bai, Doctoral student, Department of Journalism and Mass Communication, National University of Mongolia.

Corresponding author

Iderjargal Dashdondog, Associate Professor, Department of Journalism and Mass Communication, National University of Mongolia.

References

- [1]Xie S . Ethical Failures of Generative AI in News Production, Implications and Countermeasures [J]. Academic Journal of Management and Social Sciences, 2024, 8 (1): 119-123.
- [2]Jiaxin Y . Anomie of Media Ethics under the Background of Media Integration -- A Case Study of Reverse News [J]. Academic Journal of Humanities & Social Sciences, 2022, 5.0 (3.0):
- [3]Mark Ø B , Maria W B , Jannie H M . Ethics on the Beat: An Analysis of Ethical Breaches Across News Beats from 1999 to 2019 [J]. Journalism Practice, 2021, 15 (9): 1383-1399.
- [4]Kaplan T R , Maines D P . The Role of Government in Undermining Journalistic Ethics [J]. Journal of Mass Media Ethics, 2009, 10 (4): 236-247.