

Research Article

A Study on the Dilemma of People's Legal Awareness Caused by the Communication of Public Crisis Events in the Social Media Era: The Beating Incident in Tangshan as an Example

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ABSTRACT

With the continuous development of network technology, the most intuitive social result brought by the development of media is the absolute amount of information increase, we have entered a brand new information society. The production and dissemination of information are not only the key to economic development but also exert an important influence on politics and culture. This paper takes the case of the Tangshan Hitting Incident as an example to analyze the definition, principle, characteristics and dilemma of public crisis communication in the era of social media, as well as the dilemma and analysis of people's awareness of the rule of law. To provide suggestions for better communication of public crisis events in the era of social media, and to efficiently solve the dilemma of communication and legal awareness.

KEYWORDS

Public crisis events, Social media, Consciousness of Rule of Law

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1. Introduction

On June 10, 2022, at about 2:40 a.m. in a barbecue restaurant in Tangshan, Hebei province, a man named Chen Mouzhi harassed one of the four women who had dinner, was provoked to beat the victim after being refused, and later many people who had dinner with Chen Mouzhi did not block his criminal behavior, but also participated in the beating and dragged the victim outside the store to continue beating, causing extremely bad effects, before the suspect fled the scene and relevant videos were widely disseminated on the Internet, triggering intense discussion and thinking among the masses (Chongqing Morning News, 2022).

We use the desktop research method to compare the news report with the relevant public opinion, and then combine the relevant literature to carry out our research. Some opinions are as follows.

2. The Spread of Public Crisis Events in the Age of Social Media

2.1 Definition and Principle of Propagation

Communication is the transmission of social information or the operation of social information system. It is a kind of social interaction behavior. People maintain relationship of mutual influence and interaction through communication.

The spread of the Tangshan beating incident is closely related to human's empathize ability, alertness to danger and crisis awareness. Humans have an instinct to be alert to danger and an ability to empathize with their fellow humans. Crime, accident and disaster, the three-piece code for traditional Western news, known as the viewer magnet, is now obsolete and not commonly used. Western media have developed cheaper and more efficient ways of producing content.

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According to statistics, in 11 days, keyword search "Tangshan + beating people" related sound volume reached 46.77 million. "Tangshan" has a sound volume of 92.23 million. Why is it that compared with other beating incidents, Tangshan beating incident gets more attention, dissemination degree and social influence (Peng & Wen, 2021)?

First, there are many transmission channels, and high-definition, multi-angle, whole-process videos will cause a high enough visual impact. Vision is the most developed sense of human beings. 80% of human perception information comes from vision. Therefore, video will be more stimulating than words and pictures. Due to the urgency and fear of visual communication, it will stimulate the instinctive alertness of organisms to a greater extent and warn their ethnic groups of the approaching danger, which is the most primitive and instinctive information transmission behavior.

Second, it was found that hurting cats, dogs and human-like dolls elicited greater empathy and empathy in humans than hurting animals such as bugs. That's because dogs, cats and dolls tend to be more like humans than bugs, causing humans to feel instinctively alert. We find that women are more timid than men, more sensitive, more likely to share emotions and convey information, and more capable of empathy. On the other hand, because of their smaller body size, women tend to feel more at risk than men. Retransmission is also the instinct of social animals to protect one another. Under the influence of the division of labor in primitive society, women are more responsible for the picking work. They need to distinguish the quality and riper degree of fruit, and distinguish which kind of similar fruit can be eaten. As a result, women's observation and perception of details and colors are slightly stronger than boys'. In addition, women are more responsible for taking care of children, which makes it easier for women to capture the details of changes in emotions and expressions. The hunting male, on the other hand, is more sensitive to the global perspective and crisis level assessment, and uses previous knowledge and experience to assess the level of the crisis, so as to choose whether to hunt or flee. This primitive visual training makes a difference in observation, and slowly develops a genetic superiority instinct through evolution and selection. This instinct makes it easier for women to see details, such as the contorted expression of the victim and the movements of the body constricted in pain, creating empathy, a behavioral approach that is part of communication research, a branch of observation. Based on the control condition, field investigation and laboratory investigation are subdivided (Zhou & Liu, 2013).

2.2 The Communication Characteristics of Network Media News

First, the network multimedia communication. It makes the expression forms of news information more and more diversified, forming human's external sound information system and video information system, changing the limitations of traditional media, using text, image, video and other information symbols for news transmission. The development of electronic technology ushered in an era of great integration of communication media. The integration of multimedia technology is a great progress of news communication, which enables the audience to get more information feelings in audio-visual aspects, realizes the multi-media information transmission, and makes the news content more comprehensive, vivid and persuasive.

Second, it has strong interactivity. Traditional media can only spread fixed news to the audience, while on the new media, people can choose according to their own wishes, find what they need from the huge amount of complex information, and change the fixed relationship between the transmission and the receiver. New media can enable audience groups and communicators to establish rapid and effective communication. In new media, relying on advanced network technology, we can realize the transformation of the identity of the communicator and the audience, and everyone can publish and receive news.

Third, the amount of news information in today's society is huge and not limited to time and space. New media relies on network technology, allowing people to freely choose to send or receive news information, realizing the construction of social news information exchange platform; Moreover, the emergence of new media allows people to freely exchange news among social groups from different countries and cultural background sit changes the single-direction news transmission mode of traditional media from communicator to audience, and also changes the time-space limitations of time and place, enabling people to communicate with each other in various forms, including text, pictures and video calls. When the amount of information is huge, we can also make relevant news, news topics and news materials, so that we can fully and deeply express the impact and effect caused by news events. There is no time limit, and we can process and release news information at any time (Hu & Xiao, 2018).

3. The Dilemma in a Public Crisis

3.1 The Dilemma of Public Crisis Communication

First, the quality of information is mixed. In the age of social media, compared with traditional media, media has a lower threshold for a news publication, and everyone can express their opinions online. Due to different positions and understandings of the event, there will be information that is out of line with daily rationality, which is easy to stir up emotions and complicate the event. According to the survey statistics, and keyword "Tangshan + beating" the total sound volume of the whole network 46.77 million, keyword "Tangshan" the total sound volume of the whole network 92.23 million, keyword "beating" the total sound volume of the

whole network 51.09 million. In the study of communication psychology, irrationalization in communication behavior is affected by the frequency of interaction on we media. At present, nicknames are often used in online interactive platforms. In the interaction of network news, anonymity will make people more relaxed, and there is no need to consider the realistic communication on the network platform, so the speech will be more liberalized, which may further cause radicalization and emotional speech (Li, 2021; Rousseau, 1950).

Second, it is difficult to control the trend of public opinion and the expansion of potential problems caused by public crisis with great influence. On June 21, 2022, Sidu Communication Research Institute released "Public Opinion Brief on the Tangshan Beating Incident". According to the report, the sound volume of Tangshan reached 60% of that of Beijing during the Winter Olympics due to the Tangshan beating incident. The coincidence degree of "Tangshan + beating people" and "beating people" is as high as 91%; Although the volume of voices is very high, there is little information from local sources, with Hebei Province only accounting for 3.04% of the total. It can be seen that public crisis involves a high emotional content. Once the public crisis becomes a flame, a large number of media will quickly attack, catch the heat, carry out secondary processing and forwarding. The influence of public crisis information expands layer upon layer, like the way of fission propagation, reproduction, and control are extremely difficult (Ruan, 2021).

Thirdly, the forwarding of public crisis brings influence the government. The outbreak of any public crisis, whether by the government, official media or we-media, is on the way to understanding the real process of the event. After understanding the time delay and comprehensiveness of the event, it is inevitable that there will be inconsistencies after further understanding of the event. In the age of social media, the news is more in pursuit of authenticity and timeliness. The combination of the two is highly demanding, which inevitably leads to contradictions between the two. Due to the pursuit of traffic and speed, users of "we media" are relatively free from official psychological pressure. Social panic and a series of irrational factors caused by public crisis events easily lead to long-term anxiety and uneasiness among the public. Compared with positive information, most people care more about negative information. Therefore, it is easy for the public to cause a crisis of confidence in the official media and government departments, which will affect the credibility and authority of subsequent events (Li, 2020).

3.2 *The Dilemma of the Masses' Consciousness of Rule of Law*

Admittedly, the social impact caused by this incident is extremely bad. After comprehensively considering the nature of the case and the social impact caused by the case, the judicial authority determined the lawbreakers involved as the crime of provoking trouble and brought them to justice. Once the event was reported by the media, it was extremely exciting. Before the identification of the case was made during the trial period, all kinds of absurd rumors and speculation were spread in the air for a while. People had different opinions, and all kinds of media scrambled to report. Many people were agitated by the media reports, and at one time, many people's comments on social media platforms were not rational. So they spread from one to another, which to some extent exacerbated social panic, and to some extent, reduced the credibility of the rule of law society in China. The author believes that such a dilemma is, in the final analysis, the dilemma of the people's awareness of the rule of law.

The content of the awareness of the rule of law covers a wide range: on the basis of promoting the effective implementation of the law and maintaining the good of the law itself, the main content of the citizen's awareness of the rule of law can be summarized as the awareness of law-abiding, contract awareness, rational awareness, humanistic awareness, and procedural awareness. In a country where the rule of law lacks tradition and theory, and the rule of law starts late, only by taking appropriate measures to improve citizens' awareness of the rule of law and penetrate into citizens' hearts, can the rule of law achieve cultural accomplishment and social identity, and take root in society. On the contrary, without citizens' heartfelt approval and approval, the law is just a bunch of rigid dogmas (Xia, 2015).

In recent years, with the vigorous promotion of the basic strategy of governing the country according to law, our citizens' awareness of the rule of law has greatly improved. However, due to the influence of some historical and practical factors, such as the Tangshan Barbecue Hitting Incident, and some bad media, There is still a distrusting attitude towards the judiciary and a considerable number of legal norms among some people in China: they only want to rely on some administrative departments or policies, and do not want to take the initiative to understand and consult, and use positive and legal means to safeguard the legitimate rights and interests of the group itself; It is extremely unfair to only pay attention to the venting of personal feelings and to one-sidedly understand that the rule of law society in China is protected by officials, is class solidified, and is extremely unfair; It distorts the relationship between public interests, personal interests and individual rights and obligations. In addition, the phenomenon of real-name reporting in this incident is not repeated, and the problems at the leadership level that can be dug out are still serious. This shows that the idea of substituting power for law and abusing power still exists among some officials, which reflects the extreme irrationality and great inertia of the idea of power standards and official standard. In addition, as the subject of rights, citizens' tolerance and neglect of rights within and outside the law is also one of the manifestations of the dilemma of the consciousness of rule of law. In a word, from the attack at the Tangshan Barbecue, it can be seen that the scope and subject of the

real formation of our citizens' awareness of the rule of law still need to be further improved, resulting in the overall absence of our citizens' awareness of the rule of law (Liu, 2015).

3.3 An Analysis of the Dilemma of the People's Consciousness of Rule of Law

Through the spread of this crisis, the author believes that the reasons for the dilemma of the people's awareness of the rule of law are as follows.

Firstly, our citizens generally lack the belief in the rule of law. The shortcomings exposed in this incident, people's credulity to all kinds of gossip, the absurdity of rumors, the wanton attacks and abuse of social systems on the Internet, and a series of phenomena are ultimately the lack of people's belief in the rule of law. In traditional Chinese legal culture, there are some forms of expression different from western legal culture, such as the rule of law, the emphasis on power, and so on. Under the influence of traditional Chinese thought and traditional culture, ethical norms and legal norms are often confused. The idea that the king's life is big and the monarch is valued and the people are light makes the secular political power dominate everything. The feudal autocracy is also strongly supported by the principles of ethics under the constraint of the imperial power. God and nature are fused into one furnace, resulting in people's crazy worship of power and position, As a result, it is impossible for people to believe in those ideas that transcend religion in western society. It can be seen that it cannot distinguish a secular rule of justice from this etiquette and legal culture, nor can it have the conscience of rule of law based on the supremacy of law.

Secondly, our citizens do not have enough political identification with the Constitution. At the first time of the Tangshan Hitting Incident, many people, incited by some bad media, released a lot of gloomy remarks, even attacked our social system, our legal system, and so on, which caused a certain degree of panic. The author believes that the most fundamental reason for these phenomena is that our citizens do not have enough political recognition of our Constitution, which is also caused by the plight of legal awareness of the people's political awareness is not high. As the fundamental law of the country, although China's call for constitutional learning has been increasing in recent years, Chinese citizens still lack the basic political understanding of the Constitution, still lack the emotional recognition of the law, and are far from reaching a consensus on the Constitution as a law to regulate and restrict government power and protect citizens' rights and interests, and are still quite unfamiliar with the meaning and value of constitutional litigation, The effect of the implementation of the Constitution is still unfamiliar, and even some basic constitutional knowledge, such as the main content of citizens' basic constitutional rights, the organizational system of state institutions and constitutional status, is also lacking in necessary understanding and mastery. Our Constitution lacks a set of fast and efficient constitutional supervision mechanism, and unconstitutional acts will not be investigated and punished as they should be, and the highest authority of the Constitution will not be mentioned. The implementation of the rule of law should establish the authority of the Constitution, and the premise of the rule of law should be the rule of law.

Thirdly, citizens' participation in the construction of the rule of law is insufficient. In the Tangshan Hitting Incident, many people's comments were full of dissatisfaction with the system of our country and distrust of the country and society. The root of this phenomenon is the insufficient participation of our citizens in the process of building the rule of law. Frankly speaking, it is far from enough for us to build a modern socialist country based on the rule of law only by establishing and improving the legal system. More importantly, we need all people to participate consciously. Individual citizens are the internal driving force of the construction of the rule of law. China lacks the most fundamental social force to promote the construction of the rule of law, which is the main reason why the rule of law is difficult to achieve. The social force that is, individual citizens consciously participate in the process of the construction of the rule of law has gathered the power to promote the construction of the rule of law. Without our own social power, which is united by the public, even if it is driven by powerful external forces, it is ultimately weak. Therefore, only by constantly improving citizens' awareness of the rule of law can they establish the highest authority of the rule of law in the country and society, ensure the strength and sustainability of law enforcement, and promote the formation of a deep cultural foundation of the rule of law, and the socialist rule of law can also become a social reality.

4 Advice on Communication of Public Crisis Events

4.1 Make an Official Reply as Soon as Possible to Strengthen Rumor Management

In case of a public crisis, an official reply should be made as soon as possible to reassure the masses. Strengthen the authenticity and timeliness of news information, try to deal with the conflict between the two, to stop the rumor in the bud stage. Adhere to the network information transparent system and open system, and establish a good network communication environment. Relevant laws and regulations should be strengthened to hold accountable those who disturb the Internet environment and exaggerate the severity of the incident, causing panic among the masses.

4.2 We will Strengthen the Control of Big Data Technology Over the Internet Environment

Big data is used to monitor network social platforms and facilitate the control of public opinion trends in public crisis events. Compared with traditional media, the current age of data leads people to receive a huge amount of information, but the quality is uneven. In the face of this situation, it is necessary to increase the network supervision. On the one hand, it helps officials control the chain reaction caused by rumors and panic of public crisis events; On the other hand, it is helpful for the masses to identify network rumors and scams in time.

4.3 Strengthen the Masses to Trust the Government and Resist the Ideological Construction of Rumors

Since the founding of New China, China has made great achievements in the popularization of education. According to the seventh national census released by The State Council, the average years of schooling for people over 15 increased from 9.08 years to 9.91 years in 2010, while the illiteracy rate dropped from 4.08 percent to 2.67 percent. Under the trend of good cultural popularity in the country, people have a certain ability to understand, accept and think. At this time, the popularization and construction of related ideas were carried out more smoothly than in previous years. While strengthening the degree of education, improving the height of thinking and the thickness of life is also a positive construction for the society.

4.4 Thoughts on the Cultivation of the People's Consciousness of Rule of Law

Frankly speaking, the cultivation of the people's awareness of the legal system is the foundation for promoting the comprehensive rule of law under the framework of socialism with Chinese characteristics in the new era. In the practice of the rule of law in contemporary China, citizens' awareness of the rule of law plays a fundamental supporting role. Of course, the cultivation of people's awareness of the rule of law is also a complex and systematic project. We can further improve the mechanism of legislation, law enforcement and justice, strictly enforce the law according to law, and strengthen the publicity of the rule of law, so as to make the awareness of the rule of law deeply rooted in the hearts of the people. Only by making respect for the law, respect for the law, and the law become the living habits of all people, and making "solving problems according to law" become the universal mode of social interaction and behavior, can the rule of law "take root in the hearts of the people", become the belief of citizens, and become a culture that permeates all levels of social life, and ensure the realization of the real rule of law.

5. Conclusion

Nowadays, with the rapid development of the Internet, the dissemination of public crisis events will become more and more rapid and transparent, and various reports with uneven quality will also be more layered. Improving citizens' awareness of the rule of law is of great significance to the spread of public crisis events in the future. Only by improving the legal awareness of the masses can the masses be more discerning about all kinds of false rumors in the dissemination of crisis events, and will not be incited by malicious media with ulterior motives, so as to further spread false information and increase the degree of social panic. Of course, to improve citizens' awareness of the rule of law requires the joint efforts of every journalist and legal person. I hope we can work together to create a better future!

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