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重大突发公共事件中的 广播电视舆论引导能力研究

ZHONGDA TUFA GONGGONG SHIJIAN
GUANGBO DIANSHI YULUN YINDAO

ZHONGDA TUFA GONGGONG SHIJIAN ZHONG DE
GUANGBO DIANSHI YULUN YINDAO NENGLI YANJIU

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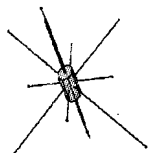
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序

当今世界正处在大发展大变革大调整时期,我国已进入改革发展的关键阶段,影响公共安全的因素不断增多,自然灾害、事故灾难、公共卫生事件和社会安全事件等各类重大突发公共事件呈现多发态势。认清危机,洞察根源,理性应对重大突发公共事件,已成为现代社会管理的重要课题。胡锦涛总书记指出,“舆论引导正确,利党利国利民;舆论引导错误,误党误国误民”。新闻媒体作为信息发布的主要载体和舆论引导的重要工具,能够迅速发布准确信息,客观披露事件真相,及时疏导公众情绪,有效动员人民群众共同应对危机,在重大突发公共事件的应急处理中发挥着不可替代的作用。广播电视是具有巨大影响力的现代媒体,在我国舆论格局中的地位举足轻重,是引导社会舆论的一支强大生力军。

在新的历史条件下,我国广播电视传媒不断改革创新、与时俱进,在突发公共事件舆论引导方面进行了有益的尝试,积累了宝贵的经验:一是要坚持高举旗帜、把握导向。牢固树立政治意识、大局意识、责任意识和阵地意识,始终贯彻团结稳定鼓劲、正面宣传为主的方针,努力提高广播电视用主流舆论引领社会思潮的能力。二是要坚持及时准确、公开透明。充分发挥广播电视媒体自身优势,第一时间介入突发公共事件的舆论引导工作,





抢占舆论制高点,让真相始终跑在谣言前面。三是要坚持有序开放、有效管理。根据事件的不同性质、不同阶段的特点,科学合理地设置议程,有序有度地控制信息流向和流量,把握好新闻报道的角度、力度,把群众情绪引导到负责、公正、依法、理性上来,有效控制舆论局面。四是要坚持以人为本、服务群众。按照贴近实际、贴近生活、贴近群众的要求,切实尊重人民群众的知情权、参与权、表达权、监督权,认真研究新时期不同阶层、不同群体的思想状况、价值取向和接受习惯,增强舆论引导的针对性和实效性。

社会发展永不停滞,重大突发公共事件的舆论引导将会不断面对新课题、迎接新挑战、担负新任务。只有紧扣时代发展脉搏,积极开展理论探索,着力推进实践创新,才能切实提高舆论引导水平,为促进社会和谐、维护社会稳定提供强有力的思想保证和舆论支持。正是基于这一目的,《重大突发公共事件中的广播电视舆论引导能力研究》一书应运而生。本书作为国家广播电视总局社科研究基金项目,坚持以马克思主义新闻观为指导,分析研究了以往重大突发公共事件新闻报道中积累的实践经验和理论成果,系统阐释了重大突发公共事件中广播电视舆论引导的机制、理念、路径和方式,既有较高的理论创新价值,也有较强的实践指导意义。相信本书的出版一定能对新闻媒体提高舆论引导能力产生有益的影响,作出积极的贡献。

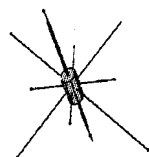
李春明

(中共湖北省委常委、宣传部部长)

Preface

The world is currently undergoing a period of rapid development, profound changes and adjustment. China has also entered a core phase of reform and development which brought an increasing number of factors that affect public security. Emergency public incidents such as natural disasters, accidents, public health and social safety events are showing a growing trend of occurrence. Recognizing crises and their root, as well as giving a rational response to major emergency public incidents has become an important topic of modern social management. General Secretary Hu Jintao has pointed out that a correct influence on public opinion benefits the Party, the country and its people. Conversely, a bad influence on public opinion brings negative result. As a major carrier of information distribution and an important guidance of public opinion, news media can deliver accurate information promptly, unveil the truth objectively, influence public opinion and calls on the society to stand together in the fight against crisis. It is playing an irreplaceable role in the emergency response to major public incidents. Radio and television are modern media with great social influence. They work as a powerful engine that is guiding the direction of public opinion in China.

Under the new historical circumstances, China's radio and TV media are advancing with time in reform and innovation. They have accumulated many useful experiences through the attempt to influence public opinion when emer-





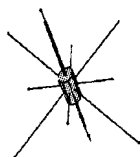
agency social incidents occur. Firstly, we must hold high the banner of socialism and pursue a right direction, firmly establish a sense of politics, general situation, responsibility and position. We must adhere to the policy of positive propaganda that upholds solidarity, stability and encouragement, thus becoming more capable in guiding social train of thoughts with mainstream public opinion. Secondly, we must distribute timely, precise, open and transparent information. We must bring into full play the advantages of radio and TV media in order to make sure that the truth always comes ahead of any rumor. Thirdly, we must pursue and adopt an orderly, open and effective form of management. Based on the different nature and characteristics of social events, we shall set up our agenda in a scientific and reasonable way, control the direction and progress of information release, and grasp a correct direction and emphasis of news report in order to bring public opinion onto a right track that is responsible, justifiable, lawful and reasonable. Fourthly, news media must put people first and serve the people. We must respect people's right to know, to participate, to express and to supervise, must investigate the ideas, thoughts, sense of worth and habit of people in different hierarchy in order to make news media more effective.

Social development will never cease. Media guidance of public opinion in the case of major emergency public events will face more tasks and challenges. Only by closely following the trend of time, proactively carrying out academic studies and pushing forward practice and innovation, could news media be more capable in guiding public opinion and providing support for social harmony and stability. This book, named "Research on Media Guidance of Public Opinion in the Case of Emergency Public Event", is written for this purpose. As one of the social and scientific research projects funded by the State Administration of Radio, Film and TV, this book adheres to the guidance of Marxism News Notion. It gives a clear analysis on past academic achievements and

practical experiences of media guidance of public opinion when major emergency public events occurred. It also provides a thorough study on the mechanism, concept and methods of media guidance. The book is of great value on both academic innovation and practical direction. We firmly believe that the publication of this book will make proactive contributions to increasing news media's capability of guiding public opinion.

Standing Committee Member of CPCHubei Provincial Committee, Provincial Minister of Publicity: Li Chunming

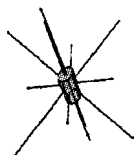
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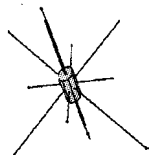
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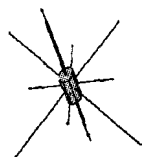
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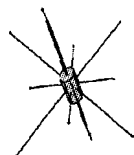
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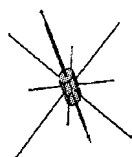
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