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ZHONGNAN DAXUE XUEBAO(SHEHUI KEXUE BAN)

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重大突发公共事件中社会舆论的互动传播 ——从“非典型性肺炎”事件谈起

马持节

(广东商学院人文与传播学院, 广东广州, 510320)

摘要: 非典型性肺炎事件前后政府、媒体和公众的姿态与言行, 显示出政府与大众媒体权威声音的缺失与谣言盛行、民心混乱以及导致社会经济秩序紊乱的逻辑关系。传媒既要维护政府权威, 又要在乎民众需求, 在法律和事实允许的范围内, 在行业道德规范的框架内, 积极主动地搭建政府与公众双向互动的沟通平台, 只有这样, 才能有利于在重大突发公共事件中政府预警机制与媒体信息发布机制的有效互动, 对公众特殊环境中的信息需求做出最富有成效的响应, 建立社会舆论的互动传播机制, 真正实现维护社会稳定。

关键字: 非典型性肺炎; 重大突发公共事件; 社会舆论互动传播

Society public opinion intercommunion in important public outburst

MA Chijie

(Guangdong University of Business Studies, Guangzhou 510320, China)

Abstract: This paper analyzes the logic relation between lack of the government and authoritative mass media voice and the fact that prevailing rumor plus chaos of morale was led to a disorganized social, economical system on the part of Guangzhou government, mass media and the mass' pose as well as their words and deeds in the period of SARS. It also argues that systemically a social public opinion intercommunion mechanism should be set up on important public outburst. The author points out that media should not only maintain the government's authority but also take care of mass' demand. A communication platform between the government and the mass should be constructed actively within the permission of law and fact, and moral criterion as well. Only in this way, can the effective intercommunion be realized to respond to information demand in the special public surroundings so as to truly establish a stable society.

KeyWords: interactive; important public outburst; society public opinion Intercommunion