

LETTER TO THE EDITOR

Humanistic Philosophy Communication Patterns of Ecological Environment System in Wumeng Mountain Area

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Over the past 30 years of reform and opening up, the development of humanistic philosophy communication pattern and the integration of domestic and foreign media concepts have brought new features to the media ecological environment in China's media field. Wumeng Mountain, which includes 38 counties adjacent to Yunnan, Guizhou and Sichuan provinces, is one of the main battlefields in the new round of poverty alleviation and development. It is a new attempt to make self-adjustment when facing the situation of ecological environment. Ecological environment is an important problem in the process of social and economic development and social modernization. Environmental problems such as environmental pollution and ecological destruction are the focus of world attention. Our country is in the strategic transition period of environment and development. Both environmental problems and development problems are facing a series of challenges. Based on this background, this paper expects to compare the differences between the environmental reports and the actual situation in Wumeng Mountains by on-the-spot investigation of the environmental status quo, in view of the local environmental pollution problems, environmental news reports, public awareness of environmental issues, reception and feedback of the dissemination of the human pattern, and in view of the differences between the environmental reports and the actual situation in Wumeng Mountains, summarize the dissemination pattern of humanistic philosophy of ecological environment system in Wumeng Mountain Area.

Ecological environment; Humanistic philosophy; Communication pattern; Wumeng Mountains; Environmental problems

1 INTRODUCTION

Eco-environment refers to the environment for the survival and development of mass media organizations, which mainly consists of policy environment, resource environment, technological environment and competitive environment. Survival and development are restricted by economic policy and legal policy. Technological innovation and policy innovation provide the basis for the great change of ecological environment. Environmental pollution and ecological destruction have increasingly become the focus of social concern. The impact of ecological environment on human survival and development is direct and long-term. The most intuitive consequence of ecological environment destruction is the deterioration of human living environment. Eco-environmental conditions and social development are mutually reinforcing. Today's society is developing at a high speed and rapid pace. Environmental problems arising from development also follow. In turn, they affect and restrict the development of social economy. Scientists and technicians have done a lot of research on

ecological problems.

Xu et al. (2019) published an article entitled “Green Technology Innovation Ecosystem Based on Hidden Markov Model” on Issue 107 of Ekoloji. This paper focuses on the green technology innovation ecosystem based on hidden Markov model. The research on green technology innovation and sustainable economic development mechanism has become one of the areas of general concern in the theoretical circles. A hidden Markov model based on the framework of Eskin probability detection algorithm is proposed to detect resource abuse and low carbon abnormal behavior. This method takes the information resources in information system as the monitoring object, records the user's operation data sets of resources, uses the data sets to establish the parameters of HMM model, and combines Eskin's probability detection algorithm to detect resource abuse and low-carbon abnormal use behavior, thus providing a new perspective for the establishment of green technology innovation ecosystem.

Wumengshan is concentrated in a series of areas with special difficulties. Its administrative divisions span Sichuan, Guizhou and Yunnan provinces. It is one of the main battlefields in the new round of national poverty alleviation and development, including 38 counties in Yunnan, Guizhou and adjacent areas of Sichuan. With the development of Western China and poverty alleviation in Wumeng Mountains, unprecedented attention has been paid to environmental issues (Patton 2017). Wumeng mountain area is rich in natural environment resources, but its ecological environment is fragile. It is more necessary to strengthen protection and construction. In the process of seeking economic development and social development, environmental problems must be paid great attention.

Based on this background, this paper expects to compare the “mirror image” of environmental issues in Wumeng Mountains with the actual situation, and to explore what problems and difficulties exist in environmental news reporting through on-the-spot investigation of environmental status in Wumeng Mountains, the study of media environmental news, and the questionnaire survey of local people's understanding of environmental issues and environmental news. Hard. On the basis of empirical analysis, this paper describes the environmental pollution situation in Wumeng Mountains, analyses the dissemination of environmental reports in Wumeng Mountains, the differences and causes of mirror images, and puts forward corresponding suggestions. It is hoped that this paper can provide reference for environmental news to promote the work of ecological environmental protection in Wumeng Mountains, so as to better solve the problems of environmental protection and ecological construction in Wumeng Mountains.

2 IDEA DESCRIPTION

2.1 Realistic meaning

Wumeng Mountains, located in the junction of Yunnan-Guizhou Plateau and Sichuan Basin, is an important ecological protection area in the upper reaches of the Yangtze River and Pearl River. The Plan for Regional Development and Poverty Alleviation in Wumengshan Area (2011-2020) clearly defined the strategic orientation of “Poverty Alleviation, Integrated Development of Ecology and Population Innovation Zone”, “National Important Energy Base”, “Important Passage Opening to the Southwest”, “Demonstration Zone of National Unity and Progress” and “Important Ecological Security Barrier in the Upper Reaches of the Yangtze River”. Regional development is integrated into the national strategy (Reveley, 2017). Taking this area as a sample for environmental news dissemination research, field investigation of environmental conditions in Wumeng Mountains, overall grasp of how the environment has changed and what problems have arisen in Wumeng Mountains under the realization of regional development and poverty alleviation construction, based on reality and media environmental news comparison, in-depth analysis of the reasons for differences, and find out the new environment suitable for the region. Ways and methods of news communication. In order to seek universality

from particularity, improve the dissemination effect of environmental news in Wumeng Mountains, play a role in environmental protection and ecological construction in Wumeng Mountains, and put forward more practical, feasible and effective methods for reference in poverty alleviation areas in China, which has certain practical significance.

2.2 Innovation point

The topic is innovative. Wumeng Mountain Area is the key poverty alleviation and development area of national planning. Previous studies on its environment mostly focused on economic development, industrial development, poverty alleviation and development, geomorphology and other aspects. They were studied from the perspectives of economics, sociology, geology and tourism (Li et al, 2011, Tourk-Qashqainejad et al. 2017; Peterson et al. 2015). It is relatively new to select the Wumeng Mountains as the research area and study it from the perspective of media sociology. Especially, it is a new perspective to study the environmental news communication in Wumeng Mountains.

3 RESULTS

To view social phenomena from a process and dynamic perspective is an important feature of constructivism. In the eyes of constructivists, social facts are constructed through specific processes and are constantly changing (Lammoglia et al. 2017). From the perspective of constructivism, it can be understood that the key to solving environmental problems is to use scientific knowledge, mass media and public action to successfully construct environmental problems and make them acceptable to others, then enter the decision-making agenda, and eventually turn them into policy practice. Compared with the reality, the “environmental problems” constructed by the media have similarities and differences. There are the following specific points:

3.1 Corresponding to the environmental protection policy of ecological construction, showing the characteristics of ecological civilization terms

Discourse is a common way for people to understand and observe the world. The characteristics of ecological construction and environmental protection reflected in the environmental news reports in Wumeng Mountains are very obvious. A relatively complete discourse of ecological civilization (Kaiserbunbury et al. 2017) has been constructed. This is inseparable from the relevant policies of ecological construction and environmental protection in China. First, in 2007, the Chinese government put forward the strategic decision of “promoting the construction of ecological civilization”, which was made at the 18th National Congress of the Communist Party of China in 2012. It completely described the grand blueprint of the construction of ecological civilization for a long period in the future. In 2015, the Central Committee of the Communist Party of China and the State Council issued “Opinions on Accelerating the Construction of Ecological Civilization” and “Enhancing the Construction of Ecological Civilization” was included in the five-year national plan. Second, the “Regional Development and Poverty Alleviation Plan for Wumeng Mountain Area (2011-2020)” proposed to strengthen ecological construction and environmental protection, and to build a demonstration project of ecological civilization in the ecological functional areas, which will bring about the construction of Wumeng Mountain Area. The construction of an important ecological security barrier in the upper reaches of the Yangtze River has clearly and directly reflected the idea of ecological civilization. The realization of this goal is based on the reality and takes into account the links of production, resource consumption and development, so as to raise the environmental protection of ecological construction to the height of civilization. The environmental news reports in Wumeng Mountains are mainly based on political and economic perspectives and use the discourse of ecological civilization corresponding to policy measures. This is inseparable from the idea that urban and rural

areas in Wumeng District should develop green and poverty alleviation through environmental protection. Every county and city in the territory will develop ecological industry, green industry, promote ecological construction and create ecological civilization in the annual government work report. Urban townships take the road of building a new ecological civilization as their task, and there are many reports about it. At the same time, driven by economic development and interests, many environmental problems also occur. In the context of ecological civilization construction, economic development and environmental protection are complementary. “Linking environmental problems with the macro-economic situation of the political economy, setting and enlarging the agenda to arouse social concern, and forming the pressure of public opinion will also help to solve the environmental problems themselves.”

3.2 The problem of environmental pollution is weakened compared with the reality.

Under the new information environment, the dissemination of environmental news is very fast. Various kinds of information have a subtle effect on people, and people's behavior is affected by some kind of “mimic environment” provided by news organizations. “Mimetic environment” is the environment of information construction. It is the environment provided to people by the media through the selection and processing of typical or symbolic information or events. This environment is not a complete reproduction of the real environment.

A large number of reports on environmental protection measures and investment in environmental management have portrayed the image of environmental protection guards and eco-environment builders in various counties and cities in Wumeng Mountain Area very abundantly. Under such circumstances, the reports on environmental pollution problems are not enough to match them. Thus, they convey to the audience that environmental pollution is only a common minor problem in life, or that environmental pollution is not very serious. Information weakens people's perception of the degree of environmental pollution in reality, and is not conducive to forming a clear and objective understanding of environmental pollution.

3.3 The perspective of environmental problem report is simple, and there is a gap between the environmental problem and the environmental problem recognized by the public

There are many ecological and environmental dilemmas in Wumeng Mountains. Although there are a wide range of reports involved in the news reports, the status and perspective of environmental pollution, which can be the focus of attention, are quite different. Although water, air, urban and rural garbage and other issues entered the scope of media topics far higher than other environmental issues, the coverage of environmental news in Wumeng Mountains is not rich enough. The coverage angle is from the aspects of how to protect, construct and renovate the achievements made; the conference speeches and work reports related to environmental news coverage As well as various actions of environmental protection, it shows the enthusiasm and determination of local governments to construct ecological civilization. The positive position of praise is very clear, and the praise of local news reports is much higher than that of criticism.

Positive dissemination of news is the requirement of news, which is met by real, accurate and effective reporting of social problems. However, environmental news always emphasizes the improvement of the environment and the results achieved, lacks the true and accurate description of the negative news. When the public who knows the inside of the environmental problem watches such news, they will inevitably think that the report is one-sided and untrue, and then doubt the content of the environmental report.

4 DISCUSSION

Improving the dissemination effect of environmental news, promoting the influence of environmental news

supervision and mobilizing social forces to participate in solving environmental problems are the important conditions for promoting green development of environmental news dissemination in Wumeng Mountains. To further improve the role of environmental news in the supervision and promotion of ecological environment protection, it is necessary to enhance the dissemination of environmental news, and then form invisible monitoring of environmental pollution in social life. In contemporary society, the media, especially the environmental news media, they should play their due functions actively and correctly to promote social development.

4.1 Strengthen the contingent construction of environmental news communication and enhance professional knowledge and skills

- (1) Learning and training of professional knowledge to improve the quality of environmental news
- (2) Strengthen cooperation between the media and local environmental NGOs

4.2 Establishment of Cooperative Linkage Mechanism between Media and Government

- (1) Sharing environmental information and promoting cooperation
- (2) Establishment of a bridge between the public and the government by the media

4.3 Expanding Environmental Information Sources in Wumeng Mountains to Monitor and Watch the Society

- (1) Establishing positive interaction with local people
- (2) Monitoring and keeping watch on environmental pollution

4.4 Enhance the audience's awareness of environmental protection and enhance the dissemination effect

- (1) Enhancing the environmental awareness of the audience
- (2) Agenda setting of environmental issues

5 CONCLUSION

Environmental issues are a major issue in social development, which is related to the survival and development of human beings themselves, and even more to the sustainable development of the region. Under the development plan of poverty alleviation and fortification, the Wumeng Mountains should not only develop the local economy and get rid of poverty and become rich, but also adhere to the protection of the ecological environment. The coordinated development of society, economy, culture, resources, environment, life and other aspects will run through the whole process. With the progress of the times, the media is the product of the development of science, technology and society. At the same time, it can promote modernization and social development in turn. In the process of human society, the media and society always influence the society. The development of contemporary electronic media promotes the sharing of information, facilitates the way of people's communication, and also affects people's way of life. The public opinion environment formed by modern media can form effective social supervision on environmental pollution. Therefore, the media must actively and correctly play its social function, pay attention to creating a good environment for news dissemination, wait for the media to use professional perspective and authoritative attitude to disseminate the concept of environmental protection, and create a good atmosphere for public opinion supervision of environmental news.

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