

Exploring The Importance of Enhancing Law Education for Media Students at University in China

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Abstract

The media convergence of the Internet has been developing rapidly in the new media era, and it has facilitated people's everyday routines. However, the openness of the new media network is argued to be a double-edged sword. It brings convenience but also chaos occurred. In order to pursued the so-called 'click-through rate' and profits, some media personnel have violated their own professionalism and trampled on the rule of law. Therefore, in the process of cultivating media talents with the rule of law, universities should not only require media students' basic skills of news gathering, editing and broadcasting, but also strengthen their legal knowledge and logical analysis ability. It is argued that only journalists who understand the rule of law can be more responsible for their own professions.

Keywords: Law Education, Media Students, Case Study

Introduction: The importance of cultivating law awareness among media students at university

On 28 May 2020, the 《Civil Code of the People's Republic of China》, voted at the third session of the 13th National People's Congress, clearly regulated the infringement of the right of reputation by online media, and provides clear provisions for the management of distortion, misrepresentation and failure to take responsibility for the content of online media reports. Article 104 of the 《Civil Code》 stipulates the subjects of responsibility for online infringement and specifies the "red flag principle" for online infringement. This means that the state has taken a serious view of the media and internet industry's infringement problems and civil liability in relation to online infringement. Furthermore, September 2000, the 31st executive meeting of the State Council adopted - 《Measures for the Administration of

Internet Information Services》. Article 15 of the 《Measures for the Administration of Internet Information Services》 clearly indicates the requirement of the Internet information service to provide information without spreading rumors, disturbing the social order and social stability and providing other contents prohibited by laws or administrative regulations. In the 《Decision of the Central Committee of the Communist Party of China on Several Major Issues in Comprehensively Promoting the Rule of Law》, it also mentions the concept of law related to the rule of the media. It improves the system for the popularisation of the rule of law in the media industry, and requires the rule of the new media industry in order to make professionals be reasonable in the use of new technologies and techniques, the improvement of the practical effect, and the significance of the popularisation of the rule of law.

As mentioned above, in China, the rule of law propaganda occupies a crucial position in promoting party and political ideas. As one of the most important aspects of media propaganda, the media's awareness of the rule of law, is a decisive factor in correct communication. The lack of awareness of the rule of law in the promotion and transmission of information may provide the public the wrong views and information, and may even have an extremely negative impact on the normal operation of society. Based on this situation, contemporary media practitioners are supposed to proactively supplement and strengthen their own awareness of the rule of law, and use their knowledge to reasonably apply it to the new media platform, and actively create a legal and compliant media communication environment. From the perspective of talent training strategies, it is relevant and valuable to strengthen the training of media professionals in the rule of law, which is also an inevitable choice to raise the awareness of the rule of law for all. Only by realizing the importance of these two points can the construction of the rule of law in the media and the production process of new media be ensured in an order (Chen Yong Feng, 2011).

The current issues of the media industry from a jurisprudential perspective

The overall quality of workers in China's media industry has not yet fulfill the current development of professional needs (Zhang Qi, 2016). As the disseminator and regulator of information, media practitioners are one of the important factors in ensuring the authenticity of information. In recent years, with the rapid development of the Internet, some media people who repeatedly trample on the law in pursuit of their own interests, which eventually leads to the quagmire of illegal and criminal acts abound. (Liu Shu Fang, 2014) In order to make more media people pay attention to their own professional ethics, and take laws and regulations seriously, the following case study of media people committing crimes will reflect the importance of raising the awareness of the rule of law among media students in universities from the side.

Case study on false news

Media people are recklessly making false news for the sake of pursuing hotness. On 9 May 2018, a self-publishing account in Bazhong City, Sichuan Province, published the false news "A murder occurred in Huifeng Avenue, Bazhong District, Sichuan Province" (Yang Tao 2016) via the WeChat public platform, accompanied by bloody pictures of the

suspected crime scene. The fake news was forwarded by many mainstream media outlets and caused a lot of commotion among the public. It was later verified by the authorities that the operator of the public number had fabricated the false news for the sake of so-called "eye-catching" and gimmicky publicity. The public security authorities finally imposed an administrative penalty on the person in charge of the public number for the crime of disturbing public order by falsifying facts. The operator of the public number was imprisoned for his own interests, but the fact that many mainstream media outlets blindly republished the story without identifying the authenticity of the information, in order to get the so-called "first-hand news", was a big disappointment. The mainstream media, which is clearly the disseminator and regulator of information, will lose credibility with the public because of such a dereliction of duty, resulting in huge damage to their own credibility.

Short-form video bloggers edit other people's work for profits without the authorization of the copyright holder. With the continuous development of online media, many short-form video software has sprung up. Nevertheless, short-form video platforms have given many media professionals online fame and economic benefits, but the creativity of short-form video bloggers has formed a fixed pattern, which can no longer meet the growing demand of users. Such a creative situation on short video platforms has led many self-publishers to choose to plagiarize other people's video ideas or to create them twice (Mao Ying, 2017), resulting in cases of infringement of video ideas on many short video platforms. In simple terms, they either directly copy the original creator's video idea and commit a crime, or they make a secondary edit after they have done it themselves, such as editing a movie clip they have seen is a common illegal method. "Take "Guamo", a video blogger who "watched x movies in x minutes", for example, his videos are mainly based on secondary editing of unauthorized film and television works. "However, there are clear provisions in the Copyright Law of the People's Republic of China》, which stipulates that the copyright owner has the right to perform, screen, film, adapt, compile, etc., his works without the permission of the copyright owner or the consent of the copyright owner. Others may not infringe the copyright of the original work without the permission of the author or payment of remuneration to the author. At the same time, the 《Copyright Law of the People's Republic of China》 clearly states in Chapter 2, Section 2, Article 12, Regulations on the Attribution of Copyright that the copyright of works resulting from the adaptation, translation, annotation or collation of existing works shall be enjoyed by the person who adapted, translated, annotated or collated them, provided that the exercise of copyright shall not infringe the copyright of the original work. Therefore, the actions of short video bloggers who use other people's works for secondary editing for profit have seriously infringed on the legitimate rights and interests of others, and the short video bloggers who have break the law will pay the price for what they have done. Therefore, in the new environment of short-form video creation, the only way for media professionals to stay ahead of the tide of new media development is to understand and be aware of the relevant laws (Fan Chang Long, 2012).

Measures to train media students: Education in relevant legal professional theory and practice courses

Media students in higher education are the future of new media workers in the society. As future workers in the industry of information dissemination and social opinion guidance, raising their awareness of the rule of law and popularizing their general knowledge of the law are important prerequisites. According to information, in the training programs of media students, there are only a limited number of courses that involve law, with only Ethics and Legal Cultivation as a public course, and 68% of students say that they take this course just for credit. This means that only one choice of law course does not promote awareness of the rule of law among media students, and if they rush into the industry without a solid legal foundation and awareness, their future development prospects will be worrying. Therefore, with the premise that the relevant law curriculum is well developed, consideration could be given to incorporating a strong training strategy between law tutors and media tutors. From the perspective of media teachers' training of students, the professional requirements for students' new media communication techniques, interviewing and editing skills, etc., should be cultivated to ensure that students have comprehensive professional competence knowledge to lay a solid foundation for future industry development. On top of the training of media professionals, law teachers are required to highlight the practical aspects of media law. They need to offer compulsory courses on media law, such as Media Law Theory, Internet Intellectual Property Law, Mass Communication Law, Media Law Case Study and many other relevant law courses. It is believed that this will greatly enhance the enthusiasm of media students in learning legal knowledge and cultivate the legal media talents needed by the public society.

Establishing a robust system of media industry positions and internships

The frequent news misrepresentations in recent years have seriously damaged the corporate credibility of the news media industry. The fundamental problem is the lack of awareness of the rule of law and professional respect among media professionals. Therefore, in the regulatory system of the media industry, the first step is to strictly control the induction system of the industry's "gatekeepers". For those already in the profession, a corporate training system should be placed to improve their legal knowledge and fix any shortcomings. For future media appointments, it is essential to focus on the basic requirements of media talents, and also to examine whether they have a complete knowledge of media law.

Practice is the only criterion to examine the truth. From the internship experience of media students in colleges and universities, the effect of students' internship is not satisfactory (Yang Yi, 2013), and there is even a mismatch between the internship counterpart and their majors. Based on such a situation, a perfect internship system should be established in a timely manner, and universities should also contact and cooperate with relevant enterprises to achieve a professional match and complete internship content, so as to pay attention to the importance of professional internship in the training of media talents in the rule of law and promote the educational upgrading of the rule of law training program.

Conclusion

It is worthy of enhancing law education for media students at universities. In the process of training media law students, the development of legal practice and theory is important initiatives to cultivate media students. It is believed that via the communications between universities and enterprises and the professional training of industry mentors, the comprehension towards media law of students can be greatly enhanced. It is indicated that only new media professionals who are capable of media literacy, law awareness and rule disciplined will be able to improve media environment.

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