Правовые, социальные и экономические причины формирования общественного мнения средствами массовой информации и ложных новостей под влиянием мировой модели

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The Legal, Social and Economic Causes of Media Public Opinion Guidance and False News under the Influence of the World Pattern

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Аннотация

Мы живем в эпоху постправды. За серией новостных событий проступает поле глобального общественного мнения, которое заполнено ложной информацией, вводящей в заблуждение информацией и информацией, которую невозможно идентифицировать. В то же время из-за переплетения процессов глобализации и антиглобализации мировое общественное мнение также претерпевает расслоение, что приводит к разрыву связей и ослаблению консенсуса. Основная причина этого явления, естественно, связана с радикальными изменениями в глобальном политическом, экономическом ландшафте и международных отношениях, но в то же время нельзя отрицать, что на этот процесс оказывают неизбежное влияние медиасистемы и институты разных стран, включая традиционные профессиональные СМИ, социальные сети, платформенные и интеллектуальные медиа. Развитие интернета и новых средств массовой информации изменило способы распространения новостей, но также подняло ряд этических проблем, таких как производство фейковых новостей. Только работая сообща, мы сможем существенно сократить количество лжи, тем самым обеспечив подлинность новостного контента и улучшив экологическую среду для производства

и распространения новостей. Фейковые новости распространяются не только в популярных соцсетях и на второстепенных новостных сайтах мира, многие проверенные новостные сайты также могут публиковать дезинформацию. По этой причине конкуренция за власть слова и дипломатия новых медиа определяют новые тенденции и характеристики международной коммуникации.

Ключевые слова: глобализация, антиглобализация, фейковые новости, борьба с дезинформацией, медиа, СМИ.

Abstract

We are in a post truth era. Behind a series of news events, the global public opinion field is full of false information, misleading information, and information that cannot be identified. At the same time, with the interweaving process of globalization and anti-globalization the global public opinion field is also nearly stratified, torn, and no longer sharing consensus. The main reason for this phenomenon is naturally due to the drastic changes in the global political, economic, and international relations landscape, but at the same time it cannot be denied that the media systems and institutions of different countries also have indispensable influence effects, including traditional professional media, as well as social media, platform media, and smart media. The development of the Internet and new media has innovated the way news is disseminated, but it has also raised a series of ethical issues such as fake news. Only by working together can we fundamentally reduce falsehoods, thereby ensuring the authenticity of news content and improving the ecological environment for news production and dissemination. Fake news isn't limited to popular social network and the world's fringe news sites, legitimate news sites can also publish disinformation in full view. For this reason the competition for speech power and new media diplomacy define the new trends and characteristics of international communication.

Keywords: globalization, anti-globalization, fake news, fighting disinformation, mass media.

Introduction

In recent years, with the changes in the pattern of international relations, the pattern of international public opinion has also undergone corresponding changes, which has had a profound impact on international communication in the new era. International communication is not only a kind of information dissemination activities across national borders, but also a part of international politics and international public opinion struggles. Under Hegel's the transition of quantitative changes to qualitative ones, the necessary critical mass for the appearance of international law regulation of media relations should be achieved. At present, the world's political and economic structure is undergoing profound changes: the rise of emerging economies, the intensification of the game between major powers, and the rise of anti-globalization which appears to be transformed to a regionalisation [1]. This has brought about changes in international relations and international public opinion, and brought new characteristics to international communication. New media, represented by the Internet, has grown rapidly and accelerated fission under the urging of new technologies. New media has restructured the structure of information dissemination. In terms of news production and dissemination, whether it is mainstream media or self-media, they will be driven by economic interests to a certain extent, pursuing clicks and attention, so it is easy to cause a series of news ethics issues, such as fake news, invasion of privacy, plagiarism, duplication, etc. [2].

The development of new media culture in China, the United States, Britain, Germany and Japan represents the development status and trend of new media culture in developed states.

In China in recent years, digital technology, network technology, and communication technology have intervened in the composition of media, creating many media forms known as new media. In just a few short years, China's traditional media community, new media institutions, and users have indeed seen to some extent the new landscape brought by new media to information dissemination and even life. The rapid development of global information networks and communication technology has brought the media industry into a new era, with a large number of new online media growing. At present, only in China the number of registered websites has reached over 600000 [7].

With the development of internet technology, online live streaming is affecting the pattern of old media, and interactive online live streaming is affecting the rapid rise of new media. Online live streaming has absorbed and continued the advantages of the Internet, utilizing video conferencing for online live streaming. It utilizes the intuitive, fast, expressive, rich content, strong interactivity, unrestricted geography, and divisible audience characteristics of the Internet to enhance the promotion effect of the event site.

In the United States the popularization trend of new media is rapid. After entering the 21st century, about one-third of users in the United States who read online electronic news lost interest in traditional media, with television ratings dropping by 35%, radio ratings dropping by 25%, and newspaper purchase rates dropping by 18%.

In other countries high-tech is utilized to control international networks and break through network censorship. On the one hand, despite strong opposition and repeated demands from countries around the world, the United States refuses to hand over the management rights of the root server. On the other hand, vigorously developing and breaking through network censorship technology obviously exists in other countries. In response to the online censorship of countries such as China, the US government attaches great importance to developing new media technologies that break through these countries' online censorship in order to promote "online freedom" and expand ideological hegemony.

The UK has seen rapid growth in multimedia software. The internet penetration rate is high, e-commerce enters daily life, television broadcasting intervenes in new media, new media is widely used in education. However, the negative effects of new media appear. The social unrest brought about by the "August 6 riots in Britain" in 2011 has gradually subsided, but the reflection on the causes of the riots has continued. Among them, the social networking sites and BlackBerry not only helped the British government to draw a qualitative conclusion that "free flow of information can be used to do good things, but also can be used to do bad things", but also prompted people to re-examine the positive and negative effects of new social media.

In Germany broadcasting is rapidly developing in the era of new media. Media integration has revitalized German broadcasting. The multimedia integration of program content, the transformation of audience roles, and the diversification of communication channels have made mobile broadcasting the mainstream. The future development trends of German broadcasting include the following: digital broadcasting will cover all of Germany; broadcasts and networks will be deeply integrated; mobile broadcasting will become mainstream. The audience of hybrid television equipment has increased. In Germany, due to the merger of the Internet and television devices, 46% of respondents also prefer hybrid television devices,

accounting for even 60% of the target group of young people aged 14–26.

In Japan the new media animation industry is a new field of development. The animation of the 21st century has gradually moved from traditional print media to numerous new media fields such as television, movies, the Internet, and mobile phones. Japanese new media anime is divided into online anime and mobile anime. The new media animation industry has become a stage for continuous innovation and improvement in technology and art in Japan.

In the process of integrating traditional and new media, various new types of audience services have emerged today. From a basic perspective, the popularization of the Internet has enabled the rapid and widespread dissemination of a large amount of illegal or unscientific harmful information, causing increasingly serious negative impacts on society. However, Japan's current regulations and policies are powerless to address this issue. From the perspective of the cultural industry structure, digital publishing still relies on content as the king. As long as there is appropriate content, it can bring huge profits to users. From the perspective of different media markets, various types of media that used to be mutually independent and with clear boundaries are no longer suitable for market requirements. It is necessary to reintegrate new media across media and fields, and objectively break through the existing policy barriers of mutual isolation. This poses a challenge to Japan's current market regulation based on the physical characteristics of media. From the perspective of the audience, with the acceleration of the integration of different media, the boundaries between radio audiences, television audiences, mobile phone users, and online users are becoming relatively blurred. Japan has put forward the concepts that should be followed: free flow of information, universal sharing of information and communication technology, and ensuring the security and stability of information and communication networks.

Thus, news is a true reflection of objective facts that occur, and facts are the basis for news reporting. News authenticity is the essence of news newspapers, and truth is the life of news. However, in real life, for reasons such as attracting attention or other reasons, the media often reports "news" that does not match the facts. Chen Lidan et al. pointed out in the "Blueprint of Professional Standards for Chinese Journalism" that false news refers to reports

that do not match the facts, including imaginations or fabrications of all the facts, fabrications and inaccurate descriptions of some details of the facts, and the occurrence of news inaccuracies due to political and commercial propaganda needs [6. – P. 30–33].

Fan Ying proposed in her article "On the Authenticity and Maintenance of News" that adhering to the principle of news authenticity is one of the fundamental principles of socialist journalism [9]. The authenticity of news requires journalists to adhere to the ideological line of starting from the actual situation of the party and seeking truth from facts when conducting news events. They not only need to achieve accurate and truthful details, the overall consistency between the facts reported and objective facts, reveal the essence of things, but also grasp the facts reported from both macro and micro perspectives.

Formulation of the problem

The definition of false news used in this article is news that does not match the news facts generated during the production and dissemination of news. The main research object is some institutions and their published content, namely the publishers of false news and their published content. Although false news can satisfy people's curiosity, it can have a series of negative effects during its dissemination, such as confusing the audience's audio-visual experience, reducing media credibility, and polluting the online environment. It also can lead to moral and to property losses – modern private law is in procedure to develop the defence of so called "reasonable expectations" where the person has expected reasonably to receive benefits while relying on the data provided by other person. Unfortunately the mentioned data is often untrue [11].

For online public opinion, existing definitions mainly emphasize the importance of news and speech as the main content, forming an influential common opinion through various channels on the Internet, which is characterized by concealment, complexity, and difficulty in control.

Research questions

In this regard, the question arises about international public opinion pattern. Today it is obvious that the pattern of international relations is transforming and reshaping from globalization to anti-globalization. The nearly half century long struggle for hegemony between the United States and the Soviet Union came to an end, and various forces differentiated, combined, and restructured in

intense turbulence. By the late 1990s, a "one superpower, multi-polar" international relations pattern had basically taken shape. With the continuous advancement of globalization, the United States' foreign investment has received rich returns. At the same time, due to the intensification of internal polarization between rich and poor, economic and social difficulties are becoming increasingly prominent, coupled with the rise of emerging economies in the process of globalization, external competitive pressure is gradually increasing, and the United States and European countries have shown a tendency towards anti-globalization. Specifically, it is manifested in questioning open trade policies (such as the United States believing that the multilateral trading system characterized by freedom within the WTO framework is unfavourable to it and must be changed) and rising populist ideologies. Unlike the previous trend of anti-globalization, which mainly came from developing countries and vulnerable groups in various countries, the new trend of anti-globalization is characterized by countries that once dominated the globalization process and enjoyed its benefits becoming obstacles to the globalization process.

A good example can be shown on the Energy Charter Treaty – the only international law document which pretends to become a global instrument for regulating the international investments in the energy resources trade and development – most of its participants mainly from European Union are withdrawing. European Union and UNASUR are facing similar problems [3].

The anti-globalization trend has also contributed to the Cold War mentality of the United States, which is mainly reflected in the strategy of the United States to suppress China since the outbreak of the COVID-19. In February 2021, US President Joe Biden spoke at the Munich Security Conference in Germany, stating that the world is at a "turning point" in the struggle between two regimes, and his so-called "democratic regime" must win comprehensive victory. In order to achieve this "feat", the United States and its allies need to be prepared to engaging in "long-term strategic competition" with China. Dividing the world into two different ideological camps is precisely the embodiment of Cold War thinking in today's era.

From the perspective of global governance, the world today is not peaceful, and words inciting hatred and prejudice are constantly heard, resulting in various blockades, crackdowns, and even

confrontations that are harmful to world peace and security without any benefits.

The changes in the international relations landscape brought about by anti-globalization have directly led to changes in the international public opinion landscape and have extremely negative impacts on the development of communication technology.

Legal vocabulary was enriched in this decade by the expression "international order based on rules" which is not synonymic to international law and reminds the overpassed legal definition of international law – "law which is maintained by civilised nations". The first expression is both a legal sign and a legal instrument of regionalisation, opposing to globalisation.

Purpose of the study

In the era of the Internet, while maintaining traditional advantages, major news providers such as the United States and Great Britain continue to dominate the construction of the international system of the Internet and the formulation of rules, and have absolute say in domain name allocation and management. Researchers in the field of law pay special attention to the development of special type of legal instruments – by-laws internal rules issued by private law organizations. These rules do not have legally binding force themselves. Nevertheless they acquire binding force when a) parties of the contract are pointed to them in their contract expressly, or b) persons acceding themselves to an organization, automatically agree with all internal rules, governing their relations [4].

The radical statement of Yuval Noah Harari, who compared algorithms (i. e. artificial intelligence) with such subjects of law as legal entities and states that already have the status of a subject of law, became widely known.

The vast number of developing countries, due to their limited economic capacity, are at a significant disadvantage in terms of Internet resource possession, which further widens the wealth gap between countries based on the digital economy. The United States and other Western countries have utilized this special advantage to radiate their own information and values globally through secondary and multiple dissemination in other countries, forming a huge public opinion field that has a sustained and profound impact on the cognition and attitudes of media and audiences around the world. The reason is the state ceased to be as the one and only source of law. Due to high-level of abstractness,

there are two types of legal instruments: 1) above mentioned by-laws of media corporations, and 2) lex mercatoria developed under their control or as minimum with their participation. Opposite to the traditional "state" sources – laws or government regulations – these two types of sources do not need the approval of the legislative bodies or even the internal bureaucratic procedure to receive the binding force. Due to the mainly abstract character of law provisions, the rules formulated in these two types are more detailed, so they can be both as God and as a Devil in details [5].

In the new era, with the changes in the pattern of international relations, the pattern of international public opinion is also undergoing corresponding changes, forming a new pattern of international public opinion. This new international public opinion pattern is highlighted by the following two characteristics:

– Western countries, which have always advocated for the free flow of information, have become obstacles to the free flow of information;

– Western developed countries, which have always led the development of global communication technology, have turned into counter forces that are moving against the trend of technology.

This invisibly hinders the progress of communication technology and sets barriers and obstacles for the continuous optimization of human shared information platforms in today's era.

Research methods

The study of the reasons for the formation of public opinion in the media and the spread of false news under the influence of various world events is a complex and multifaceted task. The following methods were used to study this problem:

– content analysis, i. e. the content of news items and media messages, to identify trends, behavioral patterns and the context in which public opinion is formed;

– social media data analysis, which allows the use of big data analysis methods to study user behavior in social networks and their influence on the formation of public opinion. The analysis of public posts, comments and other types of activity in social networks revealed trends, the nature of the circulation of false information and the impact of world events on the distribution of certain points of view;

– qualitative interviews and studies that allow you to deeply explore the mechanisms and

relationships that influence the process of forming public opinion;

– cross-cultural studies, when comparative analysis helps to reveal differences in the formation of public opinion and the spread of false news in different cultures and regions of the world.

These research methods have been used to gain a comprehensive understanding of the reasons for the spread of false news under the influence of various world events.

Research results

As the study showed, in the new international relations and public opinion landscape, international communication presents the following characteristics.

Firstly, it is emerging economies rising in international communication. In the process of exploring the establishment of a fair and reasonable global political and economic order, developing countries have never abandoned the call and efforts to establish a new world news dissemination order. With the emergence of a large number of regional and subregional economic cooperation organizations, emerging markets and developing countries have also established regional information dissemination cooperation relationships. At the same time, developing countries are also focusing on strengthening information infrastructure construction and international communication capacity building, and a group of media institutions with global influence have emerged, becoming an important force in the international public opinion arena.

In 2009, in order to change the situation of "the West is strong and I am weak" in the international communication field, China began to build the international communication capacity of key media, striving to create an international first-class media. After several years of construction, the number and coverage of overseas sites for key media have significantly increased, and the production and processing capabilities of news information have significantly enhanced, gradually forming a modern international communication system with advanced technology [12].

Although developing countries are still in a weak position in the international public opinion arena compared to developed countries, their role and influence as an emerging force cannot be underestimated.

Secondly, the competition for discourse power has become the focus of international competition. The world today is facing unprecedented changes, with various contradictions emerging and escalating,

bringing unprecedented impacts and impacts on globalization and multilateral cooperation. On the one hand, the former leaders of globalization were eager to "retreat", and on the other hand, they were striving to curb the increasing discourse power of emerging economies in the global governance system, resulting in an increasingly fierce game between the two – developed countries hope to continue consolidating their advantageous discourse system by upholding old rules and formulating new ones. Emerging developing countries strive to expand their discourse power and establish a more fair and reasonable discourse system by transforming old rules and advocating for the establishment of new rules. The struggle for discourse power has thus become the focus of international competition in the new era.

In this process, emerging developing countries have shown strong momentum in fighting for the right to speak, fearless of obstruction and going against the trend [10]. In recent years, emerging economies have actively participated in global governance by hosting or participating in international conferences, collaborating with media and think tanks to timely voice their rationality and change the imbalanced and unreasonable parts of the existing governance system. Emerging economies are also accelerating the development and formulation of technical standards and rules in emerging fields such as digital economy, Internet rules, 5G, AI, big data security, e-commerce, blockchain, digital currency, green finance, and promoting them to become global governance rules, as a starting point for expanding voice power. On September 8, 2020, China proposed the Global Data Security Initiative, demonstrating its responsibility and contribution to addressing the common data security issues facing the world.

Third, collaboration and linkage of communication entities tend to form a strong public opinion. In recent years, in terms of international communication, Western countries have generally strengthened the collaborative awareness of communication subjects, with the most typical example being the establishment of the United States' national strategic communication system. In the operation of strategic communication, the U.S. government will adopt different communication methods according to the responsibilities of different departments: first, the U.S. has "white" propaganda led by the government in an open face, as well as "black" propaganda and "gray" propaganda led by the military and

intelligence departments. Among them, "black" and "gray" propaganda have the characteristic of concealment.

Once again, the US government not only values the role of traditional media in public opinion warfare, but also often uses new media means to attack opponents, forming a good cooperation between the two. In recent years, new media methods (or online crackdowns) have been applied to the extreme. As early as the Obama administration, the United States proposed the concept of "new media diplomacy" and included it as a "smart power" in the "21st century governance strategy". Under this strategy, the United States vigorously employs new media experts to be responsible for the organization, planning, and leadership of social media, and cleverly cooperates with political and military actions. The "color revolution" in some countries is known as the "Twitter revolution", which fully proves this point.

In this Russia–Ukraine conflict, new media platforms are also very popular. According to the Daily Mail on April 9th, the White House held a video conference in March this year, inviting about 30 young internet celebrities with fans ranging from hundreds of thousands to tens of millions. The meeting was chaired by White House Spokesperson Pasaki and attended by multiple National Security Council officials. It is precisely because the strategic communication of the United States reflects the characteristics of "collaborative warfare" that its effectiveness is particularly significant in the context of public opinion struggles.

Fourth, the development of new media accelerates the change of public opinion pattern. In the era of traditional media, the international public opinion pattern is basically in a fixed state: several major Western news agencies and television stations determine the content and flow of international information, guiding the broad audience's understanding and judgment of international issues and events.

With the development of internet technology and the widespread use of global social media such as TikTok, Weibo, WeChat and others, individual citizens have gained channels and platforms to independently publish information and express their opinions, thus forming a "traditional media + new media" public opinion generation mechanism [15]. Among them, the role of new media is more prominent, largely breaking the existing information monopoly pattern, making one-way communication and unilateral public opinion manipulation no longer

effective. For example, in several military operations initiated by the USA at the turn of the century, they all adopted a strategy of prioritizing public opinion – creating consensus within the world through political mobilization, forming a one-sided public opinion situation. Although there are opposing voices, they are weak and difficult to spread widely [14].

Russian Constitutional Court has dedicated the serial of its decisions to the protection of the individual, society and even the state from a) the dissemination of information on the Internet that does not correspond to reality; b) its arbitrary interpretation; c) selective, biased selection of facts.

Back in 2013, the Constitutional Court of the Russian Federation equated online publications to ordinary mass media – in a Resolution dated July 9, 2013 No. 18-P, pointing out the inexpediency of imposing verification of the authenticity of information posted on a website on the owner of an Internet site (or other electronic media) since he is objectively limited in the ability to determine its reliability – it would be a departure from the constitutional guarantees of freedom of speech. On the other hand, imposing on the owner of an electronic media the obligation to perform, as soon as he became aware of it, the necessary actions – to delete (edit) information recognized by the court as untrue – cannot be considered either as an excessive burden or as a disproportionate restriction of his rights.

After the outbreak of the Russia–Ukraine conflict in 2022, Julian Smith, the U.S. representative to NATO, said that the United States requires all countries to clarify their positions on the Russia–Ukraine war and does not allow neutrality. In fact, it is threatening the world to take sides and isolate and sanction Russia to the greatest extent possible.

In short, the emergence of new media has provided multiple channels for the expression and interaction of different viewpoints, to some extent changing the state of information imbalance and opacity, and eliminating the one-sided pattern of public opinion.

When it comes to the reasons of false news' appearance from the perspective of news ethics, they are as follows.

1. Causes of mainstream media publishing false news.

The motive is to increase attention and rush to release news. Due to the reform of the news system and the impact of a series of factors such as the economy, the audience's attention and click-through

rate are becoming more and more popular for the media. Importantly, the higher the audience's attention and clicks on the news media are, the greater the media's traffic is, and the more opportunities exist to monetize the traffic, thereby increasing revenue. In the context of new media, for the news media rushing to publish news in the pursuit of timeliness is one of the important ways to increase traffic and attention.

The mainstream media does have credibility and influence, but all kinds of media have their own economic demands [13]. Driven by interests, the content released by individual media may be based on improper representation of facts and unobjective analysis of cognitive objects or phenomena. After the news happened, the news media disseminated news information without discrimination in order to pursue the speed of publication. Under the network environment, the radiation ability of information has been greatly improved, and the radiation range is unprecedentedly wide, thus expanding the spread of false news. After a certain mainstream media releases, many media will reprint the content released by the first media without verification in order to follow the hot spot, because they believe in the credibility of the mainstream media [18].

2. Catering to the vulgar interest of some audiences in order to attract attention.

Nowadays, the dissemination of news information has shifted from the past "communicator-oriented" to the "audience-oriented", and the right to speak is gradually tilted to the audience. This phenomenon is especially reflected in online social platforms. With the development of social platforms, self-media accounts emerged as the times require. Compared with traditional media, the content produced by self-media is more diversified. We-media in the news field reprints the reports of mainstream media, produces news content, publishes opinions and comments, etc. We-media in other fields publish more entertainment strong content. Although the development of self-media can enrich the content products, due to the drive of economic interests and other factors or the limitation of their own aesthetic ability, the content published by the communicators often contains some shocking, stimulating and guiding language, and even take advantage of people's curiosity to publish vulgar content. In order to gain traffic, communicators intentionally create fake news to attract the audience's attention, and spread vulgar content in order to cater to some people's aesthetics, resulting in a lot of vulgar culture on the

Internet and social platforms. To a certain extent, this will mislead the audience and fail to guide the audience positively, resulting in adverse social impact [17].

3. Insufficient professionalism of practitioners.

Although the development of the Internet and new media has innovated the way of disseminating information and news, it also provides convenient conditions for the dissemination of false news. Now is the era when everyone can use self-media, and a large number of practitioners have entered without distinction, resulting in some personnel with low professionalism in journalism engaged in news dissemination work. At present, a large number of self-media people and bloggers on the Internet have not learned professional and systematic news knowledge. Due to their lack of professional sensitivity and professionalism, they edit and send out the information they get without screening and verification, and often even suffer from profit, driven to publish some content that does not conform to the facts. In addition, due to the omissions in the supervision of relevant self-media platforms, many self-media people are more unscrupulous in disseminating false information, resulting in a large number of false news in the dissemination of information. In the process of information dissemination, the dissemination methods of these false information are becoming more and more diverse, and it is gradually becoming more difficult for the audience to distinguish. In terms of information supervision, it is difficult to supervise and manage fake news, and there is currently no particularly perfect mechanism. Therefore, in response to such phenomena, it is necessary to improve the management mechanism.

4. The audience blindly forwards and spreads.

Another important booster for the widespread dissemination of a false news is the blind forwarding and dissemination of the audience. Social platforms represented by Weibo, WeChat, Douyin, Kuaishou, etc. have a large number of users, while mass media is no longer the main channel for users to obtain information, and people instead rely on connections with other users to obtain information [19], that is, circle of friends and communities, etc. According to Milgram's "Six Degrees of Separation Theory", everyone can connect with people in any corner of the world through only five people. Therefore, any message may be forwarded by users in social media, and thus spread widely on social platforms. The rapid development of social media has made

everyone connected in one way or another to everyone else. Nowadays, social platforms are gradually becoming "circles", and people are accustomed to forwarding information they see in their circle of friends or communities. Therefore, communities and circles of friends have also become important positions for spreading false news. When people come into contact with false news, due to the lack of professional knowledge and media literacy, it is difficult to distinguish the true and false information, so they blindly publish it in their own "circle", becoming the main body of disseminating false news and expanding its scope in a short period of time. The scope of dissemination provides a breeding ground for the dissemination of fake news.

Conclusion

In short, the emergence of new media has provided multiple channels for the expression and interaction of different opinions, which has changed the state of unbalanced and opaque information to a certain extent, and made the one-sided pattern of public opinion no longer exist.

In today's highly developed network, having a higher degree of attention means greater economic benefits. Some media practitioners release some distinctive content or more time-sensitive news for the sake of traffic, but they blindly pursue timeliness and hot spots, without verifying the authenticity of the information and without controlling the quality of the information, which in turn causes a series of questions. The fundamental reason is that the disseminator failed to fulfill the role of "gatekeeper" in the process of disseminating false news.

Legal regulation of media practice is developing, nevertheless law as a state instrument usually due to rigidness as an inherent property of state apparatus looses not only to the practice but also to the by-laws of media corporations. The last ones as a production of entities engaged in commercial activities are more flexible.

The most effective way to protect ourselves from fake news is to first understand potential sources of misinformation. This can include fact-checking a story before sharing it, being aware of suspicious websites or accounts that may be spreading false information, and relying on trusted sources for reliable information.

Beyond educating ourselves, there are actions we can take to help prevent the spread of fake news. This includes flagging or reporting questionable content encountered online, avoiding blindly sharing links without verifying their accuracy, and supporting organizations dealing with misinformation.

There are a few tricks individuals can use to help them spot fake news. First, check the source of the information and look for any signs of possible unreliability, such as missing author names, or inconsistent writing style and grammar. Also, try to check the facts with other sources, especially information from reputable organizations or institutions.

It's also important to consider the context and motivations behind certain articles and be aware of political bias that may influence the story. Finally, if something seems too good (or bad) to be true, it's likely not based on solid evidence – a key factor in deciding whether to believe a piece of news. With these tips in mind, individuals can better protect themselves from fake news.

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