

From the Media Image of Migratory Bird Elderly to Look at the Cultural Conflict of Remote Pension-- Take Hainan Province as an Example

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Keywords: Migratory Bird Elderly; Media Image; Remote Pension; Cultural Conflict; Aging

Abstract: In the face of the social status of rapid aging of the population and high mobility of the population, the image of migratory bird elderly constructed by the media must affect the public's cognition, emotion and behavior of this special elderly group, and also affect the formulation and implementation of relevant policies. Taking Hainan province as an example, this paper analyzes the media image of migratory bird elderly, and then takes this as a starting point to explore the cultural conflicts behind the remote pension in real life, and puts forward corresponding solutions, which is of typical significance for constructing a social environment suitable for remote pension and actively coping with the aging population.

Introduction

Media is essentially a part of social life. Only by putting it into the context of various relationships in social life can we find its social meaning, which is far more important than the content of media itself.[1] In the face of rapid population aging and high population mobility of social change, the media image of migratory bird elderly, will surely affect the public about cognitive aging, the elderly and endowment way, and further affect the public treatment of migratory bird elderly emotion and behavior, and even affect the relevant departments to formulate related policies and regulations.

As a media vulnerable group, the media image of the elderly is not only not expressed and constructed by them, but also tends to be stigmatized and demonized. As a special group of the elderly, migratory bird elderly media images are not only labeled with age labels, but also often labeled with regional labels, and spread by various kinds of media, especially social media, to render and strengthen the negative discrimination against this group. Such a media environment is obviously not conducive to "building a policy system and social environment for providing for the aged, respecting the aged and respecting the aged", nor is it conducive to solving "the contradiction between the need for a better life and unbalanced and inadequate development".

The number of migratory bird elderly who choose to live in Hainan province for retirement has increased year by year, and in recent years, almost all social hot news about migratory bird elderly have occurred in Hainan. Taking Hainan as an example, this paper analyzes the media image of this special elderly group, and then takes this as a starting point to explore the main contradiction behind the mode of providing for the aged in different places in real life, and puts forward corresponding solutions, which is undoubtedly of typical significance for constructing a social environment suitable for providing for the aged in different places and actively coping with the aging population.

Image of Migratory Bird Elderly: A Negative Stereotype with Double Labels Literature References

The elder stereotype mainly refers to people's inherent ideas and expectations about the characteristics and causes of the elderly as a social group, which belongs to the cognitive level of the social psychological structure of elder discrimination. Geriatric discrimination refers to prejudice and

discrimination specific to the elderly, including both negative and positive geriatric discrimination (discrimination in favor of the elderly, such as special care for the elderly due to aging, positive discrimination may also have a negative impact). This concept in terms of social psychological elements in addition to including cognitive (stereotypes), also include emotional (bias) and behavior (discrimination), that is to say, the media shaping the old stereotypes of first affects the public's perception of the elderly or aging, in turn, affect their emotions and behavior level, finally in the media of culture and social culture influence each other, to strengthen the old stereotypes. At present, no matter it is the traditional media like newspaper, the new media like portal website, or the social media like weibo, most of the negative stereotypes of the elderly are created and spread negative discrimination against the elderly.

Wen-yu Liu took the corpus related to "old people" in domestic mainstream newspapers and weibo as samples, the study found that the old identity construction in our country, newspapers and weibo jointly select "social burden", "illness", "old age poverty" and other negative perspectives to shape "empty nesters", "lonely elderly" groups. These identity and role labels are consistent with social media's overall negative stereotypes of the elderly, and through all kinds of medium and a large number of transmission for a long time, cause and cure the public negative stereotypes of the elderly. [2] Cheng-bo Li's research on media images of the elderly in China is consistent with Wen-yu Liu 's findings. He took Netease news as sample source, and chose 415 news reports including "old people" or "elderly" in news headlines from 2006 to 2016 for statistical analysis. He came to the conclusion that there are four types of media images of the elderly, namely, "those who are happy in life", "those who are contented and grateful", "those who are miserable in old age" and "those who are moral declining", which are dominated by negative media images. In this study, from the perspective of overall indicators, the media on aging issues presented a neutral to negative trend, with 211 reports on neutral issues (accounting for 50.84%), 134 reports on negative issues (accounting for 32.29%) and 70 reports on positive issues (accounting for 16.87%). From the perspective of specific indicators, among the 512 specific elderly involved in the sample, 214 showed positive images such as optimism, optimism and selflessness (41.8%), while 87 showed negative images such as ignorance, negativity and sadness (16.99%). In terms of behavioral indicators, 210 showed negative images such as being cheated and violating laws and crimes (41.02 percent), while 141 showed positive images such as learning and doing for the elderly (27.54 percent). His results showed that the proportion of positive character images among the elderly declined from 66.66 per cent to 34.8 per cent, while the proportion of negative character images rose from 5.88 per cent to 13.39 per cent. The proportion of positive behavioral images of the elderly decreased from 33.33% to 20.69%, while the proportion of negative behavioral images increased from 20% to 53.45%. "Through the continuous presentation of a large number of negative characters and behavioral characteristics of the elderly, the media creates negative stereotypes of the elderly." [3]

Media images of the elderly have long been dominated by negative images, which is actually that the elderly group is experiencing the so-called "labeling" and "stigmatization" in the field of sociology. Since the high-profile Yu Peng case in 2006, the elderly group has been caught up in the mass media and involved in the public opinion spiral of "old people become bad" and "bad people become old". Since then, media, especially social media, in order to attract attention and obtain traffic to the maximum extent, present a large number of negative images of the elderly in the age-related issues, and impose the "age label" formed based on age on the whole elderly group. Migratory bird elderly as a special group of the elderly, no doubt that label is hard to escape. Just take the image of migratory bird elderly that appeared on the Internet in the first half of 2019 as an example, there are "those who are miserable in old age" who buy houses and are cheated, "moral slippers" who steal fruits in farmland and fight on buses- whether it is a victim, or wrongdoers, the symbolized age label is closely associated with these aged figures.

Compared with the general elderly population, migratory bird elderly population has been added a "regional label" due to its domicile location concentrated in a certain area. According to a 2015 survey conducted by the Hainan provincial commission of health and family planning and the sociology

department of Peking University, the population of migratory bird elderly in Hainan is mainly concentrated in Heilongjiang, Jilin, Beijing and Liaoning provinces, with 53.9 percent of the population coming from the four provinces. According to the statistics of the civil affairs bureau of Sanya city, migratory bird elderly mainly come from the three provinces of northeast China, northwest China and the Yangtze river delta, among which three quarters are from northeast China. Regional label is the development differences in economy, politics and culture between different regions that give a certain region a kind of immobilized characteristics, which prompts the public to form a stereotype of all people and everything in the region, elevates individual behaviors to collective behaviors in a region, and reflects the prejudice caused by unbalanced regional development. Some mainstream media have deliberately avoided the use of regional label in news reports involving migratory bird elderly after the controversial "Heilongjiang provincial government officials run naked in Sanya city" incident in 2015. For example, "kankan news" once reported that "a man got into an argument with a bus driver after drinking, kicked his arm angrily, causing the vehicle to lose control and hit the fence" (2018-01-31), and then followed up with "Three years in prison! A 60-year-old man kicked the driver to vent his anger, causing the bus to run out of control and hit the wall" (2018-11-05). A review of the judgment document of the intermediate people's court of Sanya, "the second instance of Zhang for the crime of endangering public security by dangerous means" ([2018] qiong 02 penalty No. 147) shows that the registered residence of Zhang in the report is Mudanjiang city, Heilongjiang province. The news that the man who kicked the bus driver was sentenced was republished by various media and the video has been viewed more than 10 million times, but never reflect the old man's domicile information. However, titles with obvious regional labels can still be seen on Phoenix net, Sohu net, and Sina weibo, Baidu post bar, Tianya BBS. These communication contents with regional labels for migratory bird elderly have also become a part of the media image of the current disadvantaged economic status in northeast China.

"Stigma is the starting point of social discrimination, and discrimination is the inevitable result of stigma." The negative image of "double labeling" of migratory bird elderly spread by media in the public has widely affected the public's cognition and behavior. Unless an emergency occurs to change this situation, such cognition will remain stable for a long time.

Reality of Remote Pension: Cultural Conflict from the Perspective of Field Theory

By the end of 2017, Hainan had a permanent population of 9,257,600, a migratory bird population of 1,309,800, a permanent migrant bird population of 514,100 and a floating migrant bird population of 795,700. [4] The results of the sixth census and the sample survey of 1% population in 2015 show that the population of permanent migratory bird population in Hainan mainly includes college students, migrant workers and businessmen. The floating migratory bird population mainly comes to Hainan for retirement and short-term holiday, among which 41.2% are the elderly who come to Hainan for retirement. [5]

According to the survey in 2015, the average monthly personal income of the elderly migrant population was 3,894.94 Yuan, much higher than the monthly disposable income of 1,830.5 Yuan per capita and 2,599.6 Yuan per capita of urban residents. In addition, the group of migratory bird elderly has an obvious "system elite" color. Before retirement, 83.1 percent of elderly migrant workers worked in state-owned enterprises, public institutions and party, government and military organs, among which 40.8 percent were in charge of public institutions, and 20.4 percent were professional and technical personnel. The survey conducted by Yu-tong Li et al in 2017 also showed that the migratory bird elderly were mainly urban elderly with good economic conditions, stable income and certain culture. 34.82% of the respondents had a high school education, and 33.93% had received college, university or above education. Compared with the results of the sample survey of 1% of the population in 2015, the education level of the elderly population over 60 years old accounted for 7.01% of senior high school students, 1.96% of college students, and 1.23% of the elderly population with a bachelor's degree or above. The overall education level of migratory bird elderly was

significantly higher than the national average. In the survey process, the vast majority of the elderly said that in Hainan life is very good, but the circle of life is basically fixed in the small circle of the same migratory bird elderly. In the 224 questionnaires, only one elder said that he had a lot of contact with local people and felt that he had been integrated into local social and cultural life.[5]It can be seen that the contradiction between the migratory bird elderly and the local residents of Hainan does not stem from their economic level or educational level lagging behind the latter, but rather from their poor social adaptability and low degree of social integration. When such two groups are faced with limited public resources at the same time, they are easily in a state of conflict and confrontation.

According to Bourdieu's field theory, field is the field of struggle for control of valuable resources. Material, cultural, social and other valuable resources become objects of contention and become economic capital, cultural capital and social capital.[6] From the perspective of remote pension field, the economic capital is the embodiment of the economic strength needed to support remote pension. Cultural capital is not only the embodiment of educational level, but also the ability to choose and use cultural goods and services (such as the control of media, especially new media). Social capital is social resources obtained through interpersonal relationship and social status. Within remote pension field, migratory bird elderly economic capital is not bad, but their social capital is extremely limited relative to the local population, and their cultural capital is more scarce than that of the young -- in Bourdieu's view, cultural capital is the important foundation of social stratification, the unequal distribution of cultural capital is a key factor of modern social inequality. Therefore, the conflict between migratory bird elderly and the local society reflects the differences between the immigrant culture and the local culture. The negative stereotype of migratory bird elderly in the media indicates that the young people have the monopoly power of "symbol violence" in the cultural production field, which is essentially a cultural conflict.

Bourdieu believed that the competing producers and their cultural products in the field of cultural production more reflected the corresponding positions they dominated and were dominated in the struggle. Those who are disadvantaged in one field are often subordinate in others. In the current cultural production field, young people are undoubtedly the main producers and consumers of cultural products and have absolute symbol power. And the elderly, who are called "digital refugees" after being separated from social organizations, almost completely lose their right to speak and are in a state of "voiceless". When the aging of population and the digitalization of life accelerate at the same time, in the face of the digital divide, the vulnerable position of the elderly in social life becomes more and more obvious, their technological lifestyle lags behind the development of digital technology, and their cultural lifestyle is often free from the mainstream.

Cultural Integration Strategy: A Way to Eliminate the Weakness of Migratory Bird Elderly

The primary impact of population aging is economic, while the fundamental impact is cultural. Culture plays an important role in actively coping with population aging. The cultural construction of the elderly and its integration with the overall cultural construction are imperative, its core lies in the implementation of the cultural rights of the elderly, especially the rights of the elderly as the main body of cultural development and cultural consumption. According to this thinking, we can adopt the strategy of cultural integration to eliminate the disadvantage of migratory bird elderly in the society and resolve the contradiction between them and the local residents in the destination.

From the perspective of media agenda setting, the primary premise is to adapt to the special environment of aging society and increase positive reports on the elderly. Age labels should be avoided in reports involving the elderly, and regional labels should be avoided in reports involving migratory bird elderly. In negative issues report, not only to let the parties of the elderly voice, explore the motivations, details of past experience, but also consider old age in physiology, mental state, the characteristics of personality development, etc, a comprehensive in-depth analysis the elderly in the cause of the negative events, lead the public to form the correct understanding of the elderly and aging. In addition, we should also pay attention to whether some positive publicity and reports that seem to

benefit the elderly group will have negative effects on the elderly and aging. Rendering aging degree deepening, for example, brings pressure for young people emphasize support than change on the impact of the social security policy, exaggerating the role of migratory bird elderly to defined the economy and so on. The spread of such content on one hand can attract the public attention to the aging, but on the other hand, however, intentionally or not to reinforce the perception that the elderly population is a social burden, which can't reach the expected effect.

From the point of public opinion guide, in the construction of international tourism in Hainan island and the practice of the free trade area, the comparison pay attention to the construction of the region's media image and cultural construction. When migratory bird elderly have conflicts with local residents and even city managers, most of the local mainstream media can achieve objectivity, rational reflection, the local government also can rapid response, actively create a favorable public opinion environment for the healthy old-age service business in Hainan. As the main source of migratory bird elderly, in contrast, northeast China facing the local old man was repeatedly exposed by the media of all sorts of negative news during the period of living in the south, and more and more old people in the south to spend the summer in the north (according to the report, may to September, 2016, 1 million peopel went to Heilongjiang remote pension), lack the awareness to maintain the media image of the region and improve the soft environment for the elderly in other places, and obviously lack the ability to deal with the media crisis as well as the ability to monitor and guide public opinion. If the local government where the migratory bird elderly are registered works with the local government where these groups are cared for, it will not only improve the well-being of the elderly, but also effectively promote the pension industry, tourism industry and other forms of business, and promote the coordinated development of different regions.

From the perspective of education for the elderly, migratory bird elderly with better economic conditions are actually in the best period of human free and comprehensive development, and cultural needs have actually surpassed material needs to become their main needs. In order to solve cultural problems, it is objectively necessary to first solve social communication problems, psychological problems and emotional problems caused by special survival situations. However, due to the lack of education and guide, elderly generally do not have the ability to solve the above problems. Therefore if the needs of tolerance, domination and emotion of migratory bird elderly are not met, interpersonal problems with local residents cannot be avoided, and the willingness of social integration of the elderly continues to decline. To this end, the government should pay attention to the current situation and needs of this elderly group, train more public cultural service personnel and cultural management personnel at the grassroots level, and carry out educational activities for the elderly with the purpose of "increasing knowledge, enriching life, cultivating sentiment, improving health and serving the society", strengthen their civic literacy education, interpersonal communication literacy education, legal education, media literacy education, regional cultural differences and adaptation education, and supplemented by psychological counseling for the elderly. The aim is to improve the social morality, social etiquette, law-abiding consciousness, self-protection ability, the ability to use media, especially new media, to optimize the social media environment for the elderly, and the ability to tolerate and adapt to cultural differences, so as to promote social integration through cultural integration.

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