

# Media Trial in the New Media Era From the Perspective of the Cargo Lala Incident

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Received: April 25, 2022

Accepted: May 18, 2022

Online Published: May 26, 2022

doi:10.20849/ajsss.v7i5.1170

URL: <https://doi.org/10.20849/ajsss.v7i5.1170>

## Abstract

With the development of web2.0 era, the audience's right to speak has played an increasingly important role in communication activities. Since the we-media emerged in endlessly, everyone can spread something. This has led to many media ethics problems, a large part of which is media trial. This article will be based on the "Cargo Lala Incident" and analyze the media trial.

**Keywords:** media trial, Cargi Lala incident, public opinion and justice

The media trial refers to a kind of pre-existing "trial presupposition" made by the media to the reported object beyond the normal judicial procedure. If the media and judicial organs are compared to Zhongshu Province and Shangshu Province in ancient times, then the cases which normal process should be made decisions by Zhongshu Province and drafted imperial edicts, then executed by Shangshu Province. And the media trial is equivalent to the previous act of acting first, or forcing Zhongshu Province and even the emperor behind it to change his decision, which can be said to be full of the sense of exceed one's function.

The Cargo Lala incident in February 2021 is a typical case of media trial.

## 1. The Course of the Case

The case happened between Zhou, a truck driver, and a young female passenger, Car. In the afternoon of February 6, 2021, Zhou, the driver of the freight forwarder, took the moving order of a passenger Car through the platform. After arriving at the place about the same time, the passenger Car refused his suggestion of paying for handing, and moved the goods to the car by herself fifteen times. During the period, Zhou severally reminded her and told that waiting time of more than 40 minutes would be charged extra.

At about 21 o'clock on the same day, Zhou drove a car to set off, but did not remind the Che string in the co-pilot seat to fasten her seat belt. On the way, Zhou proposed to Che that he could provide paid unloading and handling services, and was rejected. Because a lot of time has been wasted. Zhou chose a relatively time-saving but remote road to avoid wasting more time and not following the route recommended by the platform. After a car found yawing, Che made several reminders and asked for parking, but Zhou ignored it, and then expressed his dissatisfaction with a bad tone. Later, Che got up and left his seat, then fell from the car's window. During the period, Zhou did not take words and actions to stop it, but slowed down the vehicle and turned on the double flashing lights.

After the car crash, Zhou stopped and made an emergency call and an alarm call. On February 10th, Che died after being rescued. After identification, Che died of severe craniocerebral injury caused by head collision with the ground. Subsequently, Zhou was detained by the police for three days, and then released for lack of evidence.

On March 3, the Public Security Bureau of Changsha GaoXin Zone issued a notice saying that Zhou, the driver involved, was criminally detained on February 23 for the crime of negligent death; On March 3, he was arrested by the procuratorate.

On September 10th, Changsha Yuelu District People's Court found that Zhou, the driver, committed the crime of negligent death, and sentenced him to one year's imprisonment, Probation for one year.

## 2. Concrete Embodiment

### 2.1 *The Official Media Guide the Public Opinion*

As one of the old official media CCTV News issued a message in bilibili before investigating the truth clearly, claiming that “This is by no means the reason why the driver swears and doesn't make any efforts when the tragedy happens”, and directly defined Zhou and Che as criminal suspects and victims respectively. Many netizens who don't know the truth Consider the crime to be true. What's the problem for bystanders who stand on the moral high ground to follow the accusation of the official media?

### 2.2 *The Media Leads Public Opinion to Default, Causing Cyber Violence*

Before a new round of cyber violence broke out, the media didn't do a good job of guiding public opinion. Instead, they just saw things got out of hand. The reversal keeps appearing, and public opinion is irreversible. We could only see that the folk opinion leaders completely ignored the journalistic ethics and started wars everywhere, and the bleeding hearts could only shed tears silently at night.

After the event was fermented, Sanlian Life Weekly published an article entitled “Follow-up to the Cargo Lala incident: in the whirlpool of public opinion”, in which Zhou's wife, Li, was interviewed. Unbelievable, the netizens who usually “shed tears” and “empathy” because of a trifles, now faced micro-blog, who was released by Li, suddenly became terrible that they always asked directly, “Why do you still have two children when you have no money?”

### 2.3 *The Court Filing Process Changed, Forcing Legal Aid*

It has known to us all, Changsha People's Court hastily decided not to hold a court session under the premise that a large amount of evidence that should be transferred with the case has not been provided. At the same time, it forced Zhou, the Cargo Lala's drive, to sign a confession in advance. When his family submitted the refusal of legal aid assignment, they still forced legal aid on the grounds that his family lawyer was unprofessional. And it even just took 10 days to complete the approval and arrest process that originally took one month.

## 3. Cause of Occurrence

### 3.1 *Media Angle*

The diversification of mass media subjects has greatly broadened the channels of public information dissemination. In the past, the single voice from the media was impacted by the voices from various sources, and the audience was in a more diverse information environment. This also leads to the ignorance of the true and false sources of information. Although it can provide more reference for people to make judgments to some extent, it may also lead to the proliferation of false news or information. In addition, these we-media voices often have strong subjective colors, which can easily lead public opinion to a certain extreme, causing abuse.

At the same time, nowadays, many media are indifferent to social responsibility, only pursuing economic interests, without any human feelings. Some requirements of media ethics are ignored and can't be objectively and truthfully reported, which leads to frequent inflammatory news and the appearance of media trials.

### 3.2 *Netizen Angle*

In the post-truth era, emotions and prejudices always precede the truth. Stereotype image refers to the fact that individuals are influenced by society, and they will have fixed views or ideas about some people or things. Its negative side often leads people to make general conclusions about someone or something directly on the basis of their inherent ideas, instead of making adjustments and changes from person to person, thus preventing them from making correct conclusions. The same is true in this case.

Due to the long-term accumulation and cognition of vicious news events in taxi drivers and other professions, people are prone to stereotype about drivers, which leads to prejudice. At the same time, today, when women's rights are valued, the issue of equal rights between men and women has always troubled many people. However, from the general experience perspective, women are always the weak side, and associating men and women in the same space with vicious events such as “indecenty” in the past is also likely to cause “injury” stereotypes.

In addition to the stereotype of the parties, in anonymous and real-name communication, people obviously have many differences in the choice of communication objects and communication strategies. As a popular social platform nowadays, Weibo still keeps anonymity for weak connections or pure netizens, which leads many netizens to pay less attention to the constraints of social norms. And at the same time, they don't have to bear the consequences for their words and deeds. Especially in the face of sensitive topics, it's easy for netizens to flood with intense emotions, and to abuse and accuse the part they think is wrong on the moral high ground.

At the same time, netizens are in a group, as Pozmann said. "The mob" is easily influenced by the group, and they lose their ability to think independently and judge whether events are true or false. They only follow the opinions of the public to do something, but they aren't aware of what they have done.

### *3.3 Judicial Angle*

In recent years, black-box operations, unjust and false cases, and some cases that violate group morality but can't be tried by law have greatly consumed people's trust in the judiciary. People gradually doubt the authority and impartiality of the judiciary, and they no longer fully trust the judiciary and the law. The right to speak of the judiciary gradually weakens, and the influence of public opinion becomes greater and greater. At the same time, China's current legal system is not sound enough, and the scale of power is not clear enough, which leads to obvious ultra vires behavior.

## **4. Circumvention Practice**

### *4.1 Establish and Improve Socialist Legal System, and Improve the Restrictions of News Laws and Regulations on Journalists*

On the basis of perfecting the legal system, the state can establish a platform for mutual supervision between netizens and the judiciary, so as to avoid the possibility of obvious loopholes and dissatisfaction in the judiciary. At the same time, in the era when anyone can spread, the judiciary can also supervise and manage some extreme remarks and false news.

The biggest difference between journalists and ordinary netizens are their professionalism and stress on journalistic ethics. They should always implement the principle of objectivity and truth, and do a good job in guiding public opinion, instead of fanning the flames and doing things that are not their own.

### *4.2 Cultivate Your Own Ability to Judge the Truth and Put an End to Herd Mentality and Social Prejudice*

The government can carry out media education in the face of the whole society, so that everyone can cultivate the ability to judge the truth, not to be led by public opinion. And at the same time avoid conformity psychology and social prejudice, not to make evaluation if they don't know the truth, not stand on the moral high ground and blame others at will. In the post-truth era, let the bullets fly a little longer.

## **5. Summary**

Justice is not free from people's feelings. We should believe in the law and people's feelings. Of course, all this should be based on everyone's duty and keeping their work and responsibilities in mind.

The law should respond to the demands of the masses and transcend their prejudices. The media should go deep into the masses and be independent of the masses, bringing justice to all. The pressure of public opinion should not easily fall on the laws that originally wanted to do practical things for the people.

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The influence of media form iteration on media trial --- Also on the countermeasures of network media trial in China.

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