

Study on the Role of Marine Social Organizations and Promote the Cultivation of Marine Awareness

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Abstract: The 21st century is the century of the ocean. Building a maritime power has become a national strategy and national consensus, and there is an urgent need to raise maritime awareness. However, the current public awareness of oceans in my country is still relatively weak. Based on the analysis of the current status of ocean awareness and the main cultivation path of ocean awareness, this article explores the role of ocean social organizations in effectively cultivating and enhancing public ocean awareness from the nature and characteristics of ocean social organizations. The mechanism of action in this regard, as well as specific strategies to give full play to the role of marine social organizations and enhance the level of marine awareness.

1. Introduction

1.1 The Current Status of My Country's Public Ocean Awareness

The report of the “18th National Congress of the Communist Party of China” clearly stated that it is necessary to “improve the development of marine resources, develop the marine economy, protect the marine ecological environment, resolutely safeguard the national maritime rights and interests, and build a maritime power.” Building a maritime power has been included in the national development strategy. With the introduction and implementation of the “One Belt, One Road” strategy, the ocean has become an important key factor for China's economic development and national security. The reality of rapid social change urgently needs to cultivate and upgrade the ocean consciousness that is compatible with it.

Public awareness of the ocean is not only the spiritual driving force for a country and nation to develop toward the ocean, but also the social and psychological basis for a country to implement its ocean strategy and implement its ocean policy. Ocean awareness is essentially the reflection and understanding of the natural laws, strategic value and role of the ocean formed by individuals, the public and various social organizations in the long-term ocean practice activities. It is a synthesis of the concept of human-sea relationship in a specific historical period. which performed. In recent years, as the importance of the ocean has increased, the public's awareness of the ocean has gradually increased. However, from the historical inheritance and development of ocean awareness, the current public awareness of the ocean is still largely affected by the understanding of the ocean accumulated in the past. , Emotions, attitudes and behavior patterns. In general, due to the deep influence of traditional culture and the influence of the mainstream continental culture, most of the public in our country have a weak ocean awareness and lack an active ocean enterprising spirit. Ocean-related concepts are still relatively vague, and most people understand the ocean. The degree and attention are not high. From the perspective of the main differences, the regional imbalance is obvious, and the offshore areas are higher than the inland and remote areas. People in inland and remote areas generally have a weak conception of the ocean, and some groups living on the seashore or even engaged in sea-related industries also lack a comprehensive and three-dimensional understanding of the ocean. Most people are indifferent to ocean-related activities and do not actively participate in ocean-related activities, and the cultivation and development of related marine social organizations are also affected. Judging from the content of ocean awareness, the public often ignores the “blue land” of the ocean, and has insufficient understanding of the relationship between the ocean and human life. Since the reform and opening up, although ocean

awareness has developed, during this period, economic construction is the center, and the single feature of ocean economic awareness is more prominent. It is in maintaining ocean security and rights, protecting the ocean environment and resources, and rationally developing and sustainable use of the ocean. Resource awareness and other aspects are relatively weak, and all-round strengthening of international exchanges and cooperation and land-sea coordination need to be further improved.

In general, the current level of the overall ocean awareness of the Chinese public cannot match, coordinate, and adapt to the national development strategy, and it is difficult to give play to its counterproductive energy efficiency as the spiritual supply, cohesion, and development of social awareness. It is urgent to promote contemporary ocean awareness. The cultivation and construction of

1.2 Current My Country's Public Ocean Awareness Cultivation Path

Some scholars believe that the changes in my country's public ocean concepts from superficial, one-sided, negative to in-depth, comprehensive, and positive are mainly affected by productivity and navigation technology in various periods, as well as national leaders' views on national interests and the international situation, showing a clear era. feature. As a component of social consciousness, ocean consciousness is fundamentally dependent on the development of the ocean production mode. It is also influenced by my country's traditional cultural concepts and other forms of social consciousness. The construction of ocean consciousness can happen, but it also needs to be launched, especially in the early stage of the reform. In some areas where the economic basic conditions are not yet mature, the launch of the government, the demonstration role of the elite, and the dissemination of education and media are particularly important. Therefore, we must not only promote the formulation and implementation of policies and systems from top to bottom, social education, media publicity, and cultural dissemination, but also promote the cultivation and promotion of ocean awareness through all-round and multi-channel experience of bottom-up subjects.

First of all, the most fundamental way is to directly, vividly and effectively promote the innovation of the public's ocean awareness through the transformation of marine production methods, the adjustment of production relations and the formation of new social classes. When the ocean becomes a security threat and production is poor, fearing the ocean, staying away from the ocean, and ignoring the ocean becomes a part of the social consciousness under the traditional mode of production; and when the ocean becomes a treasure of resources, a channel for unimpeded trade, understanding and using the ocean, To manage the ocean has become an important part of social consciousness in the new era. Fundamentally speaking, it is necessary to vigorously develop the marine economy to improve and lay the foundation for marine awareness. With the corresponding economic support and interest drive, individuals gradually form and accept new ocean concepts and establish new ways of thinking through long-term production interactions and interactive games in marine production and life, thereby realizing ocean awareness. Changes and improvements. However, due to the late start of my country's modern marine industry and marine economy, the endogenous power of contemporary marine consciousness is insufficient in the short term. In the mutual promotion of marine production and marine consciousness, it is urgent to build advanced marine consciousness to promote the development of marine production. Therefore, although with the development of the marine economy, the public's awareness of the ocean has increased for all to see, more efforts need to be made in other ways to achieve greater improvement in a relatively short period of time.

Secondly, with the help of the powerful national authority of ideological education and the compulsory mechanism of the system, it is a powerful way to strengthen guidance through the formulation and implementation of marine policies and systems, and promote the cultivation and promotion of marine awareness. Affected by traditional cultural concepts, the current public awareness of oceans in our country lags behind the innovation of ocean production methods. Because traditional cultural concepts have a strong historical continuity and a tendency to resist

changes, it is difficult for the new ocean concepts and value orientations to be recognized by the public in the short term. North believes: "Our society has evolved to this day, our cultural traditions, our belief system, all these are fundamental constraints. We must still consider these factors, that is, we are very sensitive to this point, we must understand all of this very well so that we can be very clear about the constraints we face in the future and choose what opportunities we have." In order to better build and develop the marine economy and society, we must clearly understand the elements of traditional cultural concepts that restrict modern marine production methods. , And constantly break through the shackles of old concepts, construct and cultivate contemporary ocean consciousness. Because traditional cultural concepts have a strong path dependence, that is, inertia, the continental cultural traditions and value preferences that have been accumulated for a long time in the historical development of our country are difficult to quickly change in a short period of time, and continue to affect the public's perception and value orientation of the ocean . Inherent traditional concepts need a powerful impact to be updated in a relatively short period of time, which requires the use of the coercive force of national organizations and systems. On the one hand, the government must, on the basis of rational analysis, judgment and grasp of traditional ocean ideology, through the re-selection, combination and refinement of various value beliefs and ideologies, to form a dominant ocean value consistent with the current ocean development strategy system. On the other hand, these ocean value concepts are permeated into policies and systems, and ocean policies and institutional arrangements are formulated and implemented to ensure the realization of relevant ocean rights and the allocation of resources, thereby changing people's behavior choices and value preferences, and establishing new Ocean values.

Third, it is necessary to extensively influence and change the public's social psychology and create a good social and cultural environment. Education and media are currently the mainstream path to promote the cultivation of ocean awareness. We must first deeply realize that the construction of modern ocean consciousness is not only an appeal and advocacy, but also the need to reverse the thinking, concepts and behavior habits formed by thousands of years of cultural accumulation. To promote the implementation of marine policies and the implementation of systems, a social and psychological foundation to support these systems is required. American sociologist Ingles believes: "If the people of a country lack a broad modern psychological foundation that gives these systems real vitality, if the people who implement and use these modern systems, they have not yet learned from their psychology and thinking. Attitudes and behaviors have undergone a transition to modernization. The tragic outcome of failure and abnormal development is inevitable." In other words, if the existing ocean consciousness cannot be transformed into conformity with modern ocean policies and institutional concepts, It is impossible to truly promote the building of a maritime power. As an important means of human socialization, education can change the ideology, belief system and values of the actors that cannot be replaced by other means. As an important information system of modern society, media propaganda and cultural dissemination can promote the change of the public's ocean consciousness by subtly infiltrating the public.

Generally speaking, the current way of cultivating the public's ocean consciousness in our country has a certain meaning of top-down promotion and indoctrination. In the process of cultivating ocean awareness, it shows that ocean policy guidance emphasizes the macroscopic view of life, and the ocean awareness publicity and education emphasizes theory and light practice participation, and emphasizes knowledge and light culture. For most people, ocean consciousness is an external top-down concept of initiation and promotion, rather than a bottom-up consensus in practice or endogenous in traditional culture. The key to the propaganda and cultivation of modern ocean awareness is to obtain universal recognition from the public, otherwise it can only be superficial, and the recognition of ideas is closely related to experience accumulation and emotional experience. For individuals, participating in the "learning" in interactive practice is the most direct and effective fundamental way to form and change their consciousness and ideas. From this point of view, due to its own nature and characteristics, marine social organizations will become an important force in the cultivation of public ocean awareness in my country.

2. Marine Social Organization and Its Characteristics

Social organization is one of the important subjects of social governance. In a sense, the degree of development of marine social organizations is one of the elements of the maturity of modern marine society. The so-called marine social organizations are established in accordance with the law, with the goal of promoting my country's marine political, economic and social development, and using various forms to carry out activities in order to serve the country's marine policies and systems, improve citizens' marine awareness, promote the development of the marine industry, and protect A formal organization with voluntary and autonomous nature for the purpose of marine resources and ecology, and not for profit. Including various industry associations related to marine production, such as the China Fisheries Association and China Seaweed Industry Association; various research societies centered on marine scientific research, such as the Oceanographic Society of China, the China Overseas Transportation History Research Association, the China Ocean Development Research Association, etc. ; Various regional cooperation organizations with the development of regional economy as the core; rights protection organizations for the purpose of safeguarding maritime rights and interests, such as the Hainan Marine Environmental Protection Association and the China Diaoyu Protection Association.

Compared with other marine governance entities, marine social organizations have their own characteristics. First of all, from the perspective of organizational activities and goals, compared with other social organizations, marine social organizations are marine-related social organizations that mainly carry out marine-related activities, and their activities have unique orientation and pertinence. It pays close attention to marine production and marine life, and its purpose is to better promote the development of marine politics, economy, culture, society, and ecology by providing marine public services to maximize marine public interests. Secondly, from the perspective of its role positioning, compared with other subjects of ocean governance, ocean social organizations also have their own distinctive features in terms of their status and functions. Compared with government organizations, despite competing in power and status, they have a more direct mass base and are closely related to marine production and marine life. Compared with market enterprise organizations, marine social organizations are not profit-making. Their public welfare and voluntary nature make marine social organizations and their activities more public. Compared with individuals, the organized nature of marine social organizations has strong cohesion, and has strong advantages in the mobilization of social resources and the delivery of services. Thirdly, from the perspective of the mechanism of its function, marine social organizations emphasize sociality and autonomy, and emphasize the extensive participation and autonomous governance of the main body. They are neither power-oriented nor mainly benefit-oriented. Rely on the subject's voluntary consciousness.

3. Give Play to the Role of Marine Social Organizations and Promote the Cultivation of Marine Awareness

Marine social organizations play an important role in realizing the sound development of my country's marine public management. In terms of cultivating marine awareness, due to their own nature and characteristics, they can make up for the current government's sense of distance from the top down and the lack of endogenous forces in marine production and life. Its role can be mainly reflected in the following aspects:

First, give full play to the people-friendly and bridging characteristics of marine social organizations to cultivate and construct marine awareness. Although the cultivation of public ocean awareness will mainly rely on the government's top-down policy guidance at present and for a long time in the future, the implementation of the policy still requires specific organizational carriers and implementation paths. On the one hand, marine social organizations focus on marine-related issues, have close contact or go deep into the fields of marine production and marine life, and have close contact with the grassroots people. They can receive, understand and feed back the diverse needs of the public in a timely manner, which is helpful to the cultivation and cultivation of marine

awareness. Construct. Marine social organizations must not only fully absorb members and volunteers of the organization, but also directly serve the public. They can continue to expand their mass base and influence, and thus have a better affinity and mass base. To better carry out the popularization of ocean knowledge and ocean policy publicity, to meet the public's concern for ocean issues, to promote the advancement of society's understanding of the ocean, and to cultivate and enhance the public's ocean awareness. On the other hand, marine social organizations also act as a bridge between the public and the government. They not only represent the rights of the public and express their interests, but also provide advice and policy suggestions to the government, so as to enable top-down policies and bottom-up demand values. Integrate, constantly build and shape the ocean consciousness. Marine social organizations can provide the government with comprehensive and scientific data and demonstrations, and policy recommendations that are in the public interest, making marine policies more reasonable and feasible, and the formulation of marine policies more democratic and fair, which promotes the construction of marine awareness. Marine social organizations can also better interpret and infiltrate government policies in publicity and activities, the implementation of policies has been smoother, and the public's awareness of oceans has been improved.

Second, give full play to the highly participatory and autonomous mechanisms of marine social organizations to effectively cultivate marine awareness and public spirit. Only by allowing the public to truly participate in ocean-related activities can they better understand, care about, and manage the ocean. On the one hand, marine social organizations consolidate individual experience and emotional experience by organizing participation activities, and improve the effectiveness of marine awareness cultivation. On the other hand, due to the public welfare nature of the activities, the public spirit of modern marine citizens is also cultivated in a subtle way. The ocean concept and consciousness formed by top-down policy guidance and external-inward propaganda and induction is more of an authoritative or rational understanding for the public, but it is still a granting recognition. know. Due to the lack of corresponding experience base, emotional experience, etc., there is still a certain distance to be truly recognized by the public and internalized as guiding behavior. For the majority of the public, marine production and marine life are outside the horizon of their lives, especially for the public in inland areas, marine production and marine life are even more distant. Due to their strong ability to mobilize social resources, marine social organizations mobilize more public to participate in the process of marine governance and construction. Through the development of their activities, members of organizations and volunteers who personally participate in the organization and volunteers and other members of the public can learn from the experience of participation The ocean, love the ocean, change the indifference mentality of staying away from the ocean in the past, and mobilize the public to actively participate in ocean governance and ocean construction. Through practice, I have personally realized that the ocean is closely related to one's own interests, and gradually realized one's own subject status and responsibilities, and how to protect one's own rights and interests. The acquired cognition formed from participation experience makes individuals feel more identity. Especially in conscious voluntary activities and charity activities, it not only touches the society with its ideas, but also affects more of the public. Event participants are more able to reach consensus on the basis of common experience, emotional experience and cognition. Consistent public values and public goals, in terms of concepts, can more agree with the ocean consciousness and ocean values contained in the activities, and in action, they can more consciously and actively participate in activities related to marine production and life.

Third, give full play to the role of the communication platform of marine social organizations to promote the change of marine consciousness. Marine social organizations, especially regional economic cooperation organizations, have fully absorbed new ideas and good practices at home and abroad in their exchanges and cooperation, promoted the prosperity of marine science and the progress of marine science and technology, constantly broke the shackles and influence of existing traditional concepts, and improved the ocean awareness. For example, by carrying out academic research and exchange activities, promoting the innovation, dissemination, diffusion, transfer, and application of marine knowledge and technology, etc., to drive the whole society's attention and

application of marine-related science and technology, and constantly refresh the public's existing knowledge. Members of ocean society organizations and the groups they serve and influence gradually accept and recognize ocean awareness, and gradually form new ocean values. This also provides a good conceptual basis for the long-term and efficient role of marine social organizations. As marine social organizations continue to expand their influence, the influence of some traditional marine consciousness concepts is gradually reduced and replaced by new ones, realizing the change of marine consciousness And promotion. On the other hand, due to the public nature of the ocean, the development of marine resources and the protection of the marine environment are inseparable from the exchanges and cooperation of international organizations. Marine social organizations learn and form concepts and ways of thinking such as win-win cooperation, democracy and the rule of law in their communication, exchanges and cooperation with national marine social organizations.

4. Conclusion

The transformation of effective social consciousness and concepts is fundamentally achieved through changes in people's production and lifestyles. However, as my country's marine production started late and the level of marine economic development is still underdeveloped, new concepts and behaviors are not easily produced in a short period of time, and new concepts that change people's behavior often come from outside. For individuals, marine social organizations are on the one hand a bridge to the government and an exchange platform for international communication. They are also a field for participating in and experiencing marine production and lifestyle related activities. Through this organizational carrier, the public has more contact and understanding of modern Marine production and lifestyle, and gradually accept new concepts that are consistent with modern marine development strategies. Through the drive and influence of marine social organizations, the public has gradually changed their minds in the conflict between traditional marine consciousness and modern marine consciousness to enhance individual marine consciousness.

The development and expansion of marine social organizations is not only conducive to marine public management, but also an important force to promote the transformation of traditional marine consciousness and cultivate and construct modern marine consciousness. However, due to the insufficient development of current marine social organizations, the number of organizations is small, the influence is small, and the voice is less. It is necessary to give full play to its active role on the basis of strengthening the construction of marine social organizations. In terms of publicity and education of marine awareness, emphasis should be placed on the development of practical activities for public participation; as a platform for communication between the public and the government, data before the introduction of marine policies should be strengthened Collecting and sorting out, expressing opinions and feedback, etc.; in terms of public participation, it is necessary to break through the regional and industrial limitations, expand social influence with appropriate entry points, change the public's understanding and recognition of the organization, and arouse widespread attention and participation .

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