

Research on Working Paths for Propaganda and Ideological Culture with New Concepts

Lixin Chen

College of Marxism, Bohai University, Jinzhou, 121013, China

Lxbhdx@163.com

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Abstract: Based on Xi Jinping's important speech at the National Propaganda and Ideological Work Conference, he summarized the new concepts of propaganda and ideological and cultural work, and proposed a path to promote propaganda and ideological and cultural work with new concepts: It is necessary to comprehensively strengthen the leadership of the party and give play to the leading role of the core values of socialism. We must reinforce the Marxist convictions and grasp the theoretical essence of the socialist ideology with Chinese characteristics in the new era. Constantly consolidate online public opinion positions and make full use of the technologies, platforms and methods of the new media era. Efforts should also be made to strengthen network construction and provide stable institutional guarantees for the green network environment. We must be more determined to be culturally confident and adhere to the cultural and artistic creation orientation centered on the people. We must continue to strengthen international communication capacity building and profoundly understand the contemporary value of China's excellent traditional culture.

1. Introduction

Propaganda and ideological work is an important part of the party's ideological construction. To promote propaganda and ideological work is to consolidate the guiding position of Marxism in the field of ideology and to consolidate the common ideological basis for the united struggle of the entire party and the people throughout the country. With the development of the times, China's political and economic system reforms have continued to deepen. Under the conditions of the new historical period, propaganda and ideological and cultural work has also changed. Economic construction is the central task of the party. Ideology is an extremely important task. It carries forward the new trend of the times and the righteousness of society, sings the main theme of socialist core values, constantly improves the people's ideological consciousness and moral literacy, and enhances the civilization of the whole society. It is necessary to play an important role in propaganda and ideological and cultural work. To promote propaganda and ideological work, we must bear in mind the party's propaganda, ideological and cultural work duties and missions, put the political direction first, firmly adhere to the principle of party spirit, firmly adhere to the Marxist view of journalism, firmly adhere to the correct direction of positive public opinion, and firmly adhere to it. Facing the complex internal and external environment of propagating ideological and cultural work, we must seize new opportunities, respond to new challenges, complete new tasks and inherit traditional ideas and methods, and make propaganda and ideological and cultural work better reflect the times and strengthen the concept of innovation. We will carry forward the spirit of innovation, promote practical innovation, and open up a new phase of propagating ideological and cultural work in the new era.

2. New Concepts on Work of Propaganda and Ideological Culture

The system summarizes Xi Jinping's important speech at the National Propaganda and Ideological Work Conference, and summarizes the new concepts of propaganda and ideological and

cultural work into nine aspects:

(1) Adhere to the party's leadership over ideological work. Ideology is a sensory perception of things. Ideology systematically reflects the social and economic forms and the ideology of political systems. Ideological work is an extremely important task. It is related to the long-term stability of the country, and it is necessary to build firm and correct ideals and beliefs, and adhere to the guidance of Marxism and attach great importance to the leadership of the strong party.

(2) Adhere to the fundamental task of "two consolidations" in ideological work. First, consolidate the guiding position of Marxism in the field of ideology, innovate and develop Marxism, use Marxist standpoints to solve problems. Second, consolidate the common ideological basis for the united struggle of the entire party and the people throughout the country, and the common ideological basis stems from the common interests, strengthen the positive energy of unity and struggle.

(3) Persist in arming the entire party and educating the people with the socialist ideology with Chinese characteristics in the new era. The new era of socialist ideology with Chinese characteristics adheres to the people-centered principle and comes from the practice of socialism in China. It is the inheritance and development of Marxism. We must arm the whole party with the scientific theory and educating the people, piloting new journeys, guiding new practices, promoting new developments, and ensuring long-term stability.

(4) Insist on cultivating and practicing the core values of socialism. Values are a kind of social consciousness, which reflects people's overall understanding, basic ideas and ideal pursuits of life reality. The socialist core values reflect the rich connotation of the socialist core value system, establish the code of conduct that members of society should follow, and unite the common values pursued by the people throughout the country.

(5) Adherence to cultural self-confidence is more fundamental, broader and deeper. Culture is an important support for the prosperity of the country and the nation. Cultural self-confidence is the basis for the independence of the national culture. It is a firm confidence in the vitality of the national and national culture. The advanced socialist culture is the inheritance and development based on the excellent traditional culture. Therefore, we harvest a strong foundation of cultural self-confidence.

(6) Adhere to the promotion of communication, guidance, influence and credibility of news public opinion. News public opinion is the influence and effect after news dissemination. News propaganda has triggered news public opinion, which has an impact on social development and related state affairs. The Department of Public Opinion is at the forefront of ideological struggle, promoting innovation in means, and bringing together four forces to work together.

(7) Adhere to the people-centered creative orientation. The people are the creators of history and the fundamental force that determines the future and destiny of the party and the country. Taking the people as the center and running through all the theories and practices of the party is also the foothold and starting point of all work. Socialist literature and art, in essence, is the people's literature and art. With the people as the center, literature and art can exert the maximum positive energy.

(8) Adhere to the creation of a clean and tidy network space. In the age of Internet information, people's work and life are more convenient and convenient. However, network information is mixed, network violations are increasingly rampant, and information leakage has an important impact on information security. It is necessary to purify cyberspace, scientifically understand the laws of network communication, and examine network public opinion supervision from the perspective of the development of the times.

(9) Adhere to the Chinese story and spread the Chinese voice well. To tell the story of China well is to tell the story of the great rejuvenation of the Chinese nation, to tell the story of the Chinese Communist Party's governance of the country, to let the world know more about China, and to enhance the understanding of the reform and development of contemporary China. We must persist in spreading the voice of China, continuously enhance the right to speak internationally, and create a good international public opinion atmosphere for the development of the country.

3. Missions on Work of Propaganda and Ideological Culture

At the National Conference on Propaganda and Ideological Work, Xi Jinping delivered an important speech and proposed the mission of propaganda and ideological work under the new situation: raising flags, gathering public mind, educating new people, developing culture, and displaying images. This kind of expression is highly concise, rich in connotation and profound in thought. It needs to be deeply understood and implemented in earnest.

(1) To raise the banner is to uphold the great banner of Marxism and socialism with Chinese characteristics, persist in unremittently arming the whole party and educating the people with the socialist ideology with Chinese characteristics in the new era, and promote the roots of contemporary Chinese Marxism. The banner is the belief, the banner is the road, the banner is the mission, the banner is the direction, and the banner is the power. Propaganda of ideological and cultural work should play the role of party members and cadres, spread positive energy, carry forward the main theme, focus on the central work and post reality, be a good benchmark, and play the role of the party to connect with the masses.

(2) To gather the public mind is to firmly grasp the correct direction of public opinion, inspire the morale of the entire party and the people of the whole country, invigorate the spirit, and unite and forge ahead toward the grand goals set by the Party Central Committee. The public mind refers to the psychology of the people and emphasizes the will and will of the group. The public mind is the greatest politics. Those who win the hearts of the people have the world, and those who have lost the hearts of the people have lost the world. The human heart can determine the success or failure of the cause and the satisfaction of the needs of the masses to the greatest extent, and will maximize the public mind. It is the most direct and effective way to unite the public minds by thinking of the masses, rushing the people, and solving the difficulties of the masses.

(3) To educate new people is to persist in establishing a socialist spiritual civilization, cultivating and practicing the core values of socialism, and cultivating new people in the era who can take on the responsibility of national rejuvenation. Newcomers of the times should have firm ideals and convictions and assume the responsibility of national rejuvenation. Newcomers of the times should have a strong sense of responsibility, loyalty and wisdom dedicated to the cause of the party and the people. Newcomers of the times should have a strong ability and strive to be useful talents in all walks of life. Newcomers of the times should have the spirit of unrelenting struggle, and be brave enough to exercise at the grassroots level and the country's construction.

(4) Developing culture means insisting on the development path of socialist culture with Chinese characteristics, promoting the creative transformation and innovative development of Chinese excellent traditional culture, and inspiring the cultural innovation and creativity of the whole nation. The long history of the Chinese nation for thousands of years contains a profound and profound traditional culture. Self-improvement, ethics, unity, honesty and trustworthiness have deeply influenced every generation of Chinese. The great rejuvenation of the Chinese nation requires the inheritance of excellent traditional culture, the construction of an advanced socialist culture, the promotion of cultural prosperity through the people as the center, and the full play of the important supporting role of culture.

(5) The image of the exhibition is to promote the building of international communication capabilities, to clarify the Chinese story, to spread the voice of China, to present the true, three-dimensional and comprehensive China to the world, and to enhance the national cultural soft power and the influence of Chinese culture. To showcase China's image, we must show the true and fresh China to the world, let the world feel the real China, enhance the international community's deep understanding of China, and create a good international environment for economic development. We have always insisted on fully expressing China's willingness to work with the people of the world to promote the development of a pluralistic civilization, sharing the fruits of openness with the people of the world and promoting the common progress of mankind.

4. Working Paths for Propaganda and Ideological Culture with New Concepts

Faced with new situations, new tasks and new requirements, propaganda of ideological and cultural work requires the use of new concepts, new concepts and new methods to create a good atmosphere for economic and social development. Guided by the new concept of propaganda and ideological and cultural work, and referring to relevant literature, the path proposed by this paper to promote propaganda and ideological and cultural work with new concepts is as follows:

(1) We will comprehensively strengthen party leadership and give play to the leading role of socialist core values. Party leadership is the fundamental and lifeline of the party and the country. It is a historically necessary choice for the Chinese people's revolution and construction. The most essential feature of socialism with Chinese characteristics is the party's leadership, propaganda, ideological and cultural work, and must also uphold the party's leadership. Maintaining a high degree of consistency with the Party Central Committee, adhering to the party's leadership must strengthen the party's leadership and give full play to the core role of leadership. Under the leadership of the party, we must carry forward the core values of socialism, promote the theoretical construction of the socialist core value system, give play to the leading role of socialist core values, and regard the socialist core values as a national consciousness and ethical spirit, and sing the main theme in order to continuously promote ideological innovation.

(2) We will strengthen the Marxist conviction and grasp the theoretical essence of the socialist ideology with Chinese characteristics in the new era. Marxism is a scientific system of proletarian ideology that is constantly enriched, developed and perfected in practice. It guides the great cause of the party and the people to continually win, and leaves the theoretical guidance of Marxism. China's socialist revolution and construction will frustrate and failed. Propaganda of ideological and cultural work must reinforce Marxist beliefs and use Marxist theory to guide concrete work practices. The new era of socialism with Chinese characteristics is the inheritance and development of Marxism. "Seeking truth from facts, the people's center, and the combination of knowledge and action" is the theoretical essence of socialism with Chinese characteristics in the new era. It must be systematically mastered, effectively implemented, and used flexibly.

(3) Consolidate online public opinion positions and make full use of the technologies, platforms and methods of the new media era. Public opinion is the opinion or speech of the public, and the production of public opinion comes from the reflection of objective information. In the information age, cyberspace has become an important platform for various exchanges of ideas and exchanges. Network public opinion and network supervision play an invaluable role in the development of events. However, due to the diversification of the main body of the network, the diversification of the communication platform and the complexity of the public opinion confrontation, the content of the network public opinion is complicated, and the publicity and management faces a severe situation. It is necessary to always give full play to the unique position of the party leadership network of public opinion, give full play to the advantages of new media, be good at using new technologies and new methods, enhance the awareness of public opinion and service, and improve the timeliness of propaganda and ideological work.

(4) Strengthen network construction and provide stable institutional guarantee for the green network environment. The continuous development of network information technology directly affects people's ideological concepts. The characteristics of fast network transmission, large capacity, wide coverage and strong penetration have brought new opportunities and challenges to the promotion of ideological and cultural work. To ensure network ideology security and information security, it is necessary to strengthen network construction, accurately push the discourse form of mainstream ideology, build a network information security system, and provide a stable system guarantee for the green network environment. The security system can provide a good social environment and guarantee conditions for the normal operation of the network, comprehensively promote the construction of standardized network regulations, explore the effective participation of ordinary people in the network governance process, and build a transparent international Internet governance system.

(5) We will strengthen our cultural self-confidence and adhere to the cultural and artistic creation orientation centered on the people. Cultural self-confidence comes from the Chinese people's experience on the world stage and reform practice, and has built up new Chinese values and Chinese spirit, with a more basic, deeper and more lasting power. Cultural self-confidence achieves the guiding value of theoretical self-confidence, with an inclusive mind and mentality, and makes its own cultural ecology more dynamic. Cultural self-confidence is an important foundation for the creation of prosperous culture and art. Sticking to the people as the center is the basic orientation of cultural and artistic creation. Culture and art come from life, from the people, and serving the people is the eternal theme of culture and art. It is necessary to adhere to the people as the center, create more outstanding works worthy of the times, and serve the spiritual life of the people.

(6) Strengthen the capacity building of international communication and profoundly understand the contemporary value of Chinese excellent traditional culture. The international discourse power of a country is largely due to the ability of the media to spread. The construction of international communication capacity is the need for profound changes in the world political and economic structure, the rapid development of economic globalization and information, and an important means to enhance the soft power of the country. Better integrate localization and international communication methods, show the true and comprehensive China to the international community, and guide the international community to understand China objectively and rationally. The construction of international communication capacity will help China's outstanding traditional culture to go out, explore the ideological concepts, humanistic spirit and ethics embodied in the fine traditional Chinese culture, showcase the diversity of Chinese national culture, and create a good external environment for the development of traditional culture. The internal developmental power of traditional culture contributes to the construction of a global common cultural value system.

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