

The Practical Approach to the Dissemination of Core Socialist Values in China

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Abstract: The core socialist values dissemination activities have accumulated a wealth of practical experience. This paper analyzes the beneficial practices in the process of dissemination of core socialist values from the perspective of communication elements, combined with specific cases and social acceptance psychology, and believes that mass media should be actively used in dissemination activities to play an exemplary role of advanced models and strengthen audience awareness and content supply. What's more, the activities should pay attention to the methods of dissemination, and form synergy, so as to enhance the effect of dissemination of core socialist values.

1. Introduction

The core socialist values embody the fundamental nature and basic characteristics of the socialist value system. Vigorously disseminating the core socialist values in society plays an important role in enhancing the appeal of the socialist system and enhancing the guiding force of socialist culture. In the context of mass communication, media organizations have accumulated a wealth of practical experience surrounding the dissemination of core socialist values. This paper attempts to conduct theoretical analysis of existing practices and summarize the beneficial experience in the dissemination of core socialist values with a view to provide reference to dissemination activities of core socialist values.

2. With the Help of Mass Media, Broadly Open Up Dissemination Positions

2.1 Pay Attention to the Ideological Mobilization Function of Traditional Media

During the revolutionary period, the Communist Party of China took the news media as its main front to propagate Marxism. After seizing power, the Communist Party of China vigorously promoted socialist values and literary ideas throughout the country through the establishment of a propaganda network system and regulations. After the founding of New China, newspapers, movies, and radio became important tools for propagating socialist values. The Party Central Committee has established a newspaper propaganda network with "People's Daily" as the core, party committees at all levels as branches, and newspapers at all levels go hand in hand with a propaganda system. In the early days of the founding of the People's Republic of China, the cultural level of the people was generally low. Films and broadcasting became important media for propagating socialist ideals and morals. Through the grassroots film projection team and the broadcasting system in the commune and in organizations, people's enthusiasm for building socialism was effectively aroused. The spirit of patriotism and collectivism has become the main theme of the country.

2.2 Give Full Play to the Function of the Internet as a Dissemination Position

Advanced dissemination technology is a multiplier of information dissemination ability. After the Internet is widely used in Chinese society, the Party Central Committee attaches great importance to the construction of socialist culture by means of new dissemination methods, strengthens the construction and management of network culture, and gives full play to the role of the Internet in Chinese socialism. The important role in cultural construction is conducive to improving the ideological and moral quality and scientific and cultural quality of the whole nation.

It is conducive to expanding the position of propaganda and ideological work and the radiation and appeal of socialist spiritual civilization, and is conducive to strengthening China's soft power. It is essential to vigorously develop and disseminate a healthy and progressive network culture with a positive attitude and innovative spirit, and earnestly build, use, and manage the Internet well.

With the rapid development of communication technology, the Internet has been embedded in all levels of social production and life. It is indispensable for members of society. It has become an important organizational force to promote social development and has a huge impact on human society. Starting from the deployment of the use of the Internet to spread the socialist core value system, the party and government functional departments actively strengthen the construction of the network communication team, conduct network communication skills training for leading cadres and public officials, and use the Internet as the spread of socialist ideology, culture and values, as an important tool to strengthen the construction of Internet public opinion positions, strengthen positive publicity and guidance, and actively create positive Internet public opinions. Through efficient network services and product supply, it has formed network sites and cultural brands that reflect the socialist value system.

2.3 Strengthen the Construction of Ideological and Political Theory and News Dissemination Theory Courses in Colleges and Universities

“The ideological and political theory course is a compulsory course for college students. It is an important way to help college students establish a correct outlook on the world, life, and values, and reflects the essential requirements of socialism.[1]” After the 18th National Congress of the Communist Party of China, colleges and universities regarded the education of core socialist values as the focus of school work, and formed an all-round cultivation model with extracurricular activities, curriculum teaching and Communist Youth League work as a system. Taking ideological and political theory courses as the leading factor, with campus literary creation and campus culture construction as the two wings, it forms the combined advantage of spreading the core values of socialism. Teaching staff and students majoring in journalism and dissemination in colleges and universities bear the dual identities of practitioners and propagandists of socialist values. Through the teaching of Marxist journalism, the development of China's journalism and dissemination is connected with the historical process of Chinese revolution, construction and reform and opening, the Marxist news communication theory is connected with real cases.

3. Attach Importance to the Construction of the Dissemination Team and Play an Exemplary Role of Advanced Models

3.1 Pay Attention to the Construction of the Dissemination Team, and Improve the Comprehensive Quality of the Communicators in All Aspects

A dissemination and ideological work team with a firm political stand, excellent professional quality, and good work style plays an important role in doing well in propaganda and ideological work. After the political line is determined, cadres are the decisive factor, which profoundly points out that the selection and employment of people is the key to the success or failure of the party's cause. The Party Central Committee has always attached great importance to the development of cadres and talents, and in the aspect of dissemination and ideological work, it also attaches importance to the building of the communicator team, focusing on strengthening the building of the leadership team, selecting responsible and high-quality leading cadres, and cultivating a dissemination team of ideological and political reliable with excellent professional quality and capable of winning tough battles. Party organizations must actively create an environment conducive to the growth of news talents, and deepen the reform of the personnel system for news units. Leading cadres at all levels must fully trust journalists and public opinion workers in politics, use boldly in work, sincerely care about life, and guarantee timely treatment. For journalists and public opinion workers, it is necessary for them to consciously strengthen the study of Marxist theory, improve business ability, and become all-media talents. It is a compulsory course for the

team. It is necessary to “persist in learning what you are doing, making up for what is lacking, and making up for what you lack. Learn and master all kinds of knowledge necessary to do a good job of leadership and perform job duties, and strive to make yourself truly an expert and expert leader [2].”

3.2 Promote the Spread of Socialist Values with Advanced Models

The Party Central Committee attaches great importance to guiding the construction of the core socialist value system through the advanced deeds of typical figures. Typical figures embody lofty social virtues with real life deeds, which have a positive role model for members of society. In August 2013, at the National Propaganda and Ideological Work Conference, General Secretary Xi Jinping pointed out: “Disseminate and report more advanced models and touching deeds emerging from the people, enrich the people’s spiritual world, strengthen the people’s spiritual power, and meet their spiritual needs. [3]” Since the 18th National Congress of the Communist Party of China, the news and propaganda front has successively launched Luo Yang, a hero model for serving the country by aviation, Lan Hui, a model for communists in the new era, Li Baoguo, a new fool on the Taihang Mountain, and Huang Danian, a model for serving the country through science and technology. The spirit extols the inner heart, noble morals and advanced ideas that are filled with models and examples in the new era, and transforms individual spiritual morality into the common wealth of society.

4. Highlight the Awareness of the Audience and Grasp the Dissemination Effect of Key Groups

4.1 Carry out Dissemination Activities According to the Characteristics and Differences of the Audience

Marx pointed out: “Our narrative method naturally depends on the nature of the object itself. [4]” In other words, it is necessary to determine the dissemination methods and content according to the specific situation of the object. The practical experience of the Communist Party of China shows that to do a good job of propaganda work needs to be dealt with according to the specific situation of the dissemination object. It is unacceptable for those who do propaganda work to not have investigation, research, analysis, and are nonsense about their dissemination objects. In the early days of the founding of the People’s Republic of China, the audiences were divided into targeted areas, and patriotic propaganda and education activities were carried out based on the actual conditions of ordinary people, intellectuals, and young students. After the reform and opening up, propaganda and ideological work paid attention to the differences in the age, gender, ethnicity, and class of the propaganda objects, and emphasized that propaganda and ideological work should be carried out from the specific attributes of the dissemination objects.

4.2 It is Necessary for Spreading the Core Values of Socialism to Locate the Key Groups

Promoting the penetration of core socialist values into the hearts of the people requires the participation of all members of the Chinese society. On this basis, it is necessary to focus on the characteristics of social groups. First, it is important to pay attention on party members and cadres. The core socialist values are the concentrated expression of the socialist value system. If party members and cadres cannot learn and practice well, then it is impossible to talk about giving full play to the leading role of core socialist values to national education, spiritual civilization creation, creation, production and dissemination of spiritual and cultural products. Second, it is important to pay attention on public figure groups. The words and deeds of the public will be imitated by admirers in society and will have a subtle impact on society. This requires public figures to cherish their own image, actively participate in the practice of core socialist values, and be the personification of core socialist values, so as to pass the lofty pursuit of value to the society. Third, it is important to pay attention on youth groups. “The young generation has ideals, skills, and responsibilities, the country has a future, and the nation has hope. [5] “ The adolescents are in a

special and critical period of the formation of outlook on life and values, and urgently need scientific value theory guidance. This provides an opportunity for the core socialist values to be integrated into their personal value cognition. Fourth, it is important to pay attention on advanced model groups. Advanced models are pioneers of the times and social role models. Their words and deeds embody the traditional virtues of the Chinese nation, interprets the spiritual essence of the core socialist values, and summarizes abstract values as real, sensible, and accessible characters. It has a positive impact on the promotion of core socialist values, and the typical deeds of advanced models make the core socialist values more vivid.

5. Broaden the Form of Content, Refine and Promote the Spirit of the Times

5.1 Attach Importance to the Role of Literary and Artistic Works in the Spread of the Core Socialist Value System

Promote the dissemination of core socialist values, and inject the spirit of the core socialist values into literary works, which not only improves the spiritual realm of literary works, but also spreads the core socialist values. Since the reform and opening up, literary and artistic works have gradually prospered. The literary and artistic circles have promoted the main theme of socialism and patriotism, inherited and promoted the excellent traditional culture and socialist ideals of the Chinese nation, and created many excellent works. After entering the new era of socialism with Chinese characteristics, the party and state leaders attach great importance to the social dissemination value of literary and artistic works, which have become an important driving force for the rejuvenation of the Chinese nation. Culture is the soul of a country and a nation. Culture rejuvenates the country and prosperity, and culture is strong and the nation is strong. Without a high degree of cultural confidence and cultural prosperity, there would be no great rejuvenation of the Chinese nation.

5.2 Spread the Core Socialist Values in the Spirit of the Times

The zeitgeist embodies the unique spiritual essence and social psychology of the era. Combining with the actual social production of a specific era, it extracts the zeitgeist in line with the core socialist value system, which can effectively trigger the psychological resonance of the public and play a good dissemination effect. The spirit of the Long March embodies the spirit of the Chinese nation's perseverance, self-improvement, and courage to advance. It inspires future generations to fear hardships, accomplish their careers, and create brilliance. The Daqing spirit with "patriotism, entrepreneurship, truth-seeking, and dedication" as its connotation has awakened the national pride of the people across the country, and inspired the broad masses of people to be patriotic, dedicated, persistent, and dedicated to the country. In essence, they are true reflections and vivid reproductions of the core socialist value system. After the reform and opening up, the party and central leaders used major historical events that affected the development of the Chinese nation and the glorious deeds of the people across the country as materials, and refined the spirit of the times that united the national spirit, embodied the will of the country, and elevated ideals and feelings, such as the spirit of fighting SARS and the spirit of earthquake relief. They are a concentrated expression of the core value system of patriotism, collectivism and socialism, and has played a positive role in educating the public and baptizing the soul.

6. Pay Attention to Methods, Grasp the Time and Effectiveness of Dissemination

6.1 "Meticulous, Detailed and Implemented"

During the 13th collective study process of the 18th Politburo of the 18th Central Committee on February 24, 2014, General Secretary Xi Jinping pointed out that it is necessary to "extensively carry out publicity and education on the core values of socialism, and actively guide people to teach morality, respect morality, and observe morality, to pursue lofty moral ideals and continuously consolidate the ideological and moral foundation of socialism with Chinese characteristics", "We

must pay attention to closely linking what we are advocating with people's daily life, and be meticulous, detailed and implemented.” “We must follow the basic requirements of the core socialist values, improve the rules and regulations of all walks of life, and improve the citizenship conventions, news norms such as township regulations, folk conventions, student regulations, etc., make the core socialist values a basic principle for people to follow in their daily work and life.” “It is necessary to use various opportunities and occasions to form a life scene and social atmosphere conducive to the cultivation and promotion of core socialist values, so that the influence of core socialist values is ubiquitous and always present like the air.” [3]

6.2 “Seize the Opportunity, Grasp the Rhythm, and Pay Attention to Strategies”

On February 19, 2016, General Secretary Xi Jinping pointed out at the party’s news and public opinion work conference that the party’s news and public opinion work “must seize the opportunity, grasp the rhythm, and pay attention to strategies [6]”. It has the same important guiding significance to dissemination of socialist core values. First, the dissemination of the core values of socialism must grasp the timing and rhythm, and adjust the timing of dissemination according to social events and social mentality, so that dissemination activities conform to social concerns. Secondly, to spread the core socialist values, it is necessary to grasp the degree and measure. “Degree” means strength and measure, to prevent spreading, leading to public resistance, and excessive dissemination will be counterproductive [7]. Third, the dissemination activities of the core socialist values must emphasize the effect of dissemination. The actual effect of communication is the foothold of all communication activities. According to the needs of the public and the reality of the society, it can enrich the dissemination methods, emphasize the art of dissemination, and enhance the persuasiveness and infection of the dissemination activities [8]. Finally, in the dissemination activities of core socialist values, grasping the timeliness, degree and efficiency as a whole is essential. “Timeliness” reflects the response of socialist core values dissemination activities to social concerns. The dissemination activities of core socialist values cannot fall into self-talking and empty words; “degree” reflects the method and method of the core socialist values of dissemination activities, and only when it is appropriate can it be just right; “efficiency” expresses the issue of the effectiveness and guiding force of the dissemination of core socialist values, and the dissemination of core socialist values is necessary to return to the basis of gathering social consensus and forming a common ideological foundation. In the dissemination activities of socialist core values, grasping the unity of timeliness, degree and efficiency can better understand social phenomena, grasp the social public psychology, and do a good job in the dissemination activities of core socialist values.

7. Conclusion

All in all, mass media should be actively used in dissemination activities to play an exemplary role of advanced models and strengthen audience awareness and content supply. The related departments should give full play to the function of the Internet as a dissemination position, use role models, aim at the targeted groups, broaden the forms and methods, in order to disseminate the core socialist values to the public and get the best results.

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