

Research on the Extensive Dissemination of Socialist Core Values in the New Era

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Abstract:

As the idea of national development in the new era, the socialist core values are “the greatest common divisor” of improving national unity and social harmony, the basic project of the Chinese nation gathering the soul, strengthening the foundation and consolidating the foundation, and the power source of China on the road to forge ahead. The promotion and dissemination of socialist core values is an important strategic task in the journey of the great rejuvenation of the Chinese nation, but also faces the problems and challenges. It’s important to make it lead the multicultural development, and let its influence spread like air, so as to further consolidate the common ideological basis of the unite and struggle, stimulate cultural innovation and creativity of the whole nation, and enhance the spirit of realizing the great rejuvenation.

Keywords:

Socialist Core Values, Carrier, Limit, Practical Strategy

1. The Connotation of the Socialist Core Values and the Value of Their Dissemination in the New Era

With the increasing diversification of domestic and foreign values, the new era has exerted an increasingly strong impact on the mainstream values, and the socialist core values have emerged at the historic moment, leading the social development in the new era. Socialist core values are not only the core of the socialist core value system, but also the highly condensed and concentrated expression of the socialist core value system [1]. They not only reflect the fundamental nature and basic characteristics of the socialist core value system, but also reflect the rich connotation and practical requirements of the socialist core value system. Since the 18th CPC National Congress, the CPC Central Committee has attached great importance to cultivating and practicing the socialist core values. In the report to the 19th National Congress of the CPC, Comrade Xi Jinping pointed out that we should cultivate and practice the socialist core values. The Party’s 20th report also pointed out that using the socialist core values to cast the soul and educate people, and improve the ideological and political work system. The socialist core values are the concentrated embodiment of the spirit of contemporary China, and embody the common values pursuit of all

Chinese people. Prosperity, democracy, civilization and harmony are the value goals of the national level. Freedom, equality, justice and the rule of law are the value orientation of the social level. Patriotism, dedication, integrity and friendliness are the value criterion of the individual level.

To promote the wide dissemination and popularization of socialist core values in the new era, first of all, it can effectively respond to the challenges of western values, enhance China's cultural soft power, show a good image of the country, and safeguard national political and cultural security. Secondly, we can continue to promote the continuous progress of thinking and strengthen the construction of spiritual civilization, which can also enhance the people's recognition of values, help to deal with and lead the current complex ideological situation, and let the people understand what is true, good, and beautiful, what is false, evil and ugly. Once again, it can adapt to the profound changes of the situation at home and abroad, enhance international competitiveness, promote the modernization of China's governance system and governance capacity, enhance the spiritual realm of the nation and the people, and realize the grand goal of the Chinese dream of national rejuvenation.

2. Carrier for the Dissemination of the Socialist Core Values in the New Era

2.1. Text carrier

The text carrier is the material of carrying the text, which has gone through the evolution of oracle bones, inscriptions, slips, silk cloth, paper, electronic storage and other media. Newspapers and books are the most primitive means of mass communication, and also one of the most traditional carriers for the dissemination of socialist core values. In addition, material and intangible cultural heritage is also one of the written carriers of the widely spread of socialist core values, such as material cultural heritage - architectural historic sites and intangible cultural heritage - traditional medicine and folklore. In the new era, the traditional text carrier is not out of date, and the special charm of the written discourse needs to be further explored, so as to leave the imagination space for the audience to learn, imagine and re-create through the sharp language.

2.2. Electron carrier

Electronic carrier is a carrier of advertising by certain electronic means and advanced electronic information technology [2]. From radio and movies to TV variety shows, the role of electronic carriers in information dissemination is becoming more and more obvious. Through the electronic carrier, it can effectively improve the timeliness of the wide dissemination of the socialist core values in the new era, so that the audience can grasp the socialist core values from multiple angles and in all directions. Music, films and TV programs with the theme of socialist core values adopt the popular way of the masses, which can attract the attention of the masses, meet people's emotional needs, and improve their spiritual realm, so as to spread correct values.

2.3. New media carrier

Compared with traditional media, new media is a communication form that uses digital technology, network technology, provides users with information and entertainment services through Internet, wireless communication network and satellite

channels, as well as terminals such as computers, mobile phones, digital TV and others. New media not only has the advantages of other medias, but also eliminates the shortcomings of other medias. It is a new media and an important position to widely spread the socialist core values. In the face of the unstoppable new media, the socialist core values should make use of the network community and other platforms, to enhance its network communication power and leading power, strengthen the integration of its communication means, and broaden the international nature of its field.

2.4. Special carrier

Ritual can help the people better abide by social norms, and the national ceremony is one of the special carriers to spread the socialist core values. In addition, the Chinese excellent traditional culture is the spiritual lifeblood of the Chinese nation and an important source for the cultivation of socialist core values. Therefore, the cultural phenomenon based on China's excellent traditional culture is also the field of cultivating and practicing the socialist core values. In addition, it is the historical mission of foreign language professionals to promote cross-cultural communication and integrate China into the world pattern. They are also ambassadors to promote the wide dissemination of China's socialist core values in the international community.

3. The Limits of the Dissemination of Socialist Core Values in the New Era

3.1. The cognitive limits

The people's perception of the socialist core values is uneven [3]. The masses have certain knowledge reserve of national current affairs and major events, but the understanding of the specific content needs to be further deepened. The urgency of identification and practice of socialist core values in rural areas is severe, especially the widespread dissemination of socialist core values in the new era, and the strength and validity of communication should be enhanced.

3.2. The carrier limits

In the past, the dissemination of socialist core values was conveyed through ideological and political teachers or counselors in traditional ways such as classes or class meetings, which was relatively monotonous and the effect was not ideal. The current goal is to make the socialist core values penetrate into the hearts of the masses and become people's spiritual pursuit and conscious action.

4. The Practical Strategy of Socialist Core Values in the New Era

First, starting from the subject of dissemination, we should fully integrate the roles of the country, society, schools and families, and organically integrate the socialist core values into all aspects of national development, and gradually transform them into people's emotional identity and behavior habits. Cultivating a team with strong political quality is the key to widely spread the socialist core values, and it's important to gradually improve its propaganda level and political quality. In addition, through education guidance, public opinion guidance and practice guidance, the specific content of the dissemination of socialist core values is leading. We should expand the scale of education, increase the investment in cultural facilities, and take both spiritual

and material security as an opportunity to improve people's understanding and practice of socialist core values. In addition, the first button of the life of the young generation should be buckled from the beginning. Starting from "three seasons, two points and one community", we should actively carry out social practice activities with distinct themes, guide them to establish the correct world outlook, life outlook, and values outlook, and lay a solid foundation for the future value orientation of our country [4].

Second, starting from the media, we should make full use of the complementarity of traditional media and new media, accelerate their integration, build the international discourse power of socialist core values, open new ideas for cross-cultural communication, and enhance the communication power, influence and credibility of values. The changing information channels, communication modes and communication objects inspire us to make continuous efforts in innovative communication means. New media is a new carrier and an important position for the dissemination of socialist core values. It adopts a popular way and diversified media as a platform, actively creates a social and cultural environment and carries forward the theme of socialist core values. In addition, various theoretical perspectives on the socialist core values also provide diversified ideas for promoting its international dissemination.

Third, from the dissemination field, skillfully dealing with the relationship between multiple fields, and grasping the domestic and international fields. Based on China's reality, we should build a good national image, form a multi-level dissemination strategy, promote friendly exchanges between different countries, and constantly enhance the international influence of socialist core values. In addition, we have embarked on the path of socialism with Chinese characteristics through continuous efforts, by improving the international dissemination ability, building international connecting discourse system, telling the story to the world to build international voice power, and increasing the shareability, are all the effective spread ways of the socialist core values abroad.

Fourth, from the consideration of the dissemination audience, comprehensively considering the preferences of different groups, so as to cater to the needs of various audiences. We should earnestly grasp the psychological needs of the people, expand our thinking, take the initiative, constantly update the mode of dissemination, and effectively enhance the cultivation and practice effect of socialist core values[5]. Young people tend to prefer new media, while the elderly are keen on traditional media, so the difference in their needs should be fully considered. For example, for the elderly group, it can be widely publicized, carry out rich and colorful practical activities, spread the concept of civilization, and practice the new style of civilization. People stand with virtue, so we should cultivate people with ideals and faith. The value orientation of the young people represents the value orientation of the country in the future, and the young generation bears the important mission of carrying forward the socialist core values. Therefore, the young people should start from themselves, conform to the social development trend in the new era, consciously cultivate and practice the socialist core values, and constantly drive the elderly group.

5. Conclusions

The people have faith, the country has strength, and the nation has hope[6]. Marx also said that even the most abstract categories, which are applicable to all ages by

virtue of their abstraction, are, in their very nature, the product of historical conditions, and have full applicability only to and within them. The core values recognized by the whole society are the most lasting and deepest strength of a nation and a country. The widespread dissemination of socialist core values is in line with the trend of the time, and they should be integrated into the construction of the rule of law, social development and daily life, so as to continuously enhance the soft power of national culture and the influence of Chinese culture, and enhance the spreading power and influence of Chinese civilization.

Conflicts of Interest

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