Research on the Communication System of Socialist Core Values based on Network Vision

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Abstract

As the most important carrier of communication in the information age, the new media integrates various forms of communication, and has become an important tool for the dissemination of mainstream values. In this paper, the author analyse the communication system of socialist core values based on network vision. This paper analyzes the characteristics of new media dissemination and its advantages in the dissemination of socialist core values, which is conducive to recognize the function of new media. The media should have the educational function, elaborate the social common ideal, and help to set up and disseminate the mainstream values of the society.

Key words: New media, Communication carrier, Internet Era, Core values

1. INTRODUCTION

At present, our country is in the crucial stage of reform, the impact of changes brought hitherto unknown to Chinese institutional change, the change of social structure, adjust the pattern of interests and life style of thought and even values, in this period of development will inevitably have conflicts have values of confusion. Based on this, the CPC Central Committee put forward to cultivate and practice the socialist core values, a new proposition is to fully reflect the social situation and the requirements of the times and put forward, and the implementation of major theoretical innovation and development of socialism with Chinese characteristics China Scientific Outlook on Development. Dissemination of socialist core values is the premise and foundation of cultivation and practice. In order to make the socialist core values deeply rooted in the hearts of the people and play its due role, it is necessary to spread widely. Although the issue of values is the focus of academic circles in recent years, scholars pay more attention to the theoretical issues such as concept, content and function, ignoring the role of socialist core values dissemination. It is an urgent task to promote the effective dissemination of socialist core values by means of tools, ways and methods.

The political value of socialist core values and the alienation of daily life need to study the issue of communication. The socialist core values are the values of the socialist core value system dominant in and play a leading role, it is the propagation process of political information diffusion and is accepted, it is the spread of the main party and the government, it has been spread from the beginning to the end of the political security, the occurrence and development of social thought and change with the information transmission, distribution and related guidance. And the carrier of information collection and distribution depends mainly on the media system of various media. New media is a new technical support system of the media form, it has the natural public information dissemination function, not only promotes the development of information dissemination, also led to the change of human social production, life and way of thinking, which affects the change of social structure. When we are satisfied with the lack of information under the new media to bring us convenience, we also have to face the current information overload and control of the negative effects of communication. These negative effects not only affect the healthy development of the new media communication ecology, but also lead to the evolution of the ideological structure in china. With the introduction of the socialist core values, this influence extends to the realm of values. Visible, in the new media widely used today, how to realize the application of new media effective dissemination of socialist core values has become an urgent problem to be solved. This paper systematically analyzes the characteristics of the spread of different types of new media and its advantages and disadvantages in the dissemination of socialist core values, which is conducive to recognize the functions of new media and bring the advantages of new media into play. As the theoretical frontier of Ideological and political education, the socialist core value concept of new media communication research for vision based on extension theory, promote the development of Ideological and political education discipline has important theoretical significance.

2. THE BASIC CONCEPT OF NEW MEDIA

2.1. NEW MEDIA

In the era of traditional media, newspapers, radio and television are the main positions of the party's public opinion. However, the emergence of new media has changed the traditional media control information of the
pattern of public opinion, it brings great changes in the way of information dissemination, this change not only affects people's social life, but also affects people's values, become the new important public positions. After ten years of development, the role of new media gradually being recognized and more and more attention, new media businesses and individuals use more and more, such as the government, enterprises and institutions have established portals, stars, politicians have opened a personal micro-blog, QQ, WeChat and other social software has been widely used. The media age has made the media content and forms diversified, and the media channels have been comprehensively changed. On the one hand, many traditional media have transformed to the new media, from the content to the carrier to enhance the mobile terminal experience. On the other hand, the new media pay more attention to enhance the user experience, WeChat public platform and today's headlines as the representative of the media has affected people's reading habits, become an important force in the new media content production.

From the above process, we can see that the speed of development of new media is unmatched by other traditional media. New media is the result of continuous development and innovation of network technology. The emergence of new media makes the information receiving and publishing more diverse, convenient, personalized and exclusive. The new media has created an unprecedented free, active interactive platform, showing unprecedented vitality and momentum of development.

2.2. Communication differences between new media and traditional media

The source of communication of traditional media is very clear. This is primarily due to the impact of the press system. For a long time, the reports of major events have relied on the mainstream media in China, and the reports formed by centralized voice have more authority and credibility. Secondly, the spread process of traditional media should be examined at various levels, and the strict censorship system can reduce the false information to the greatest extent. In addition, the source of traditional media has limited qualifications. Professionals, such as newspapers, radio stations, television stations, or professional media professionals who have received professional training, are qualified to be the source of communication. However, compared with the traditional media, the source of the new media is vague. New media in the process of communication, the communication of the main body can release information anonymously, can use technical means to hide the IP address or domain name change, the spread of the source become blurred, and the consequence is that the spread of false information and dissemination of the main responsibility weaken.

As an important symbol of the development of digital technology, the new media has a strong advantage of communication, which is embodied in the following aspects: first, convenient information dissemination. The new media shortens the cycle of information production, release and update, thus shortening the time of information dissemination. The new media communication is not restricted by the region. As long as it can access the network, it can realize the information reading, and improve the efficiency of information dissemination. In addition, the low price of new media also makes information dissemination more convenient; two, the unique information reception effect. The characteristics of the new media personalized service make communication become a minority, and the direct service of the information also makes the dissemination more targeted. The rich multimedia function of new media makes the content of communication more visual, and
enhances the charm of the content of communication. In addition, compared with the traditional media, new media information more easily and repeatedly receiving preservation.

The advantages of traditional media communication are embodied in the following aspects: first, the credibility is strong. The so-called credibility, refers to the media has accumulated over the years recognized by the public power. Specifically, the media's influence and authority in the public mind. After many years of communication practice, traditional media has formed a strong brand advantage and perfect operating mechanism. Therefore, the traditional media information dissemination credibility is higher, more authoritative, this credibility is the new media does not have. Secondly, the report is more professional and deeper. The traditional media is very professional, especially in depth reporting. Traditional media practitioners generally have higher news gathering ability, can dig the connotation of news in the preparation of news works, make the audience understand more about the source of the event, the background, causes, development trend and so on, to meet the audience needs deep reading. In addition, the traditional media news production cycle is longer, which also provides enough time for the depth of mining news.

Figure 2. Communication advantage

3. THE BASIC CONCEPT OF SOCIALIST CORE VALUES DISSEMINATION

3.1. The dissemination of socialist core values

The dissemination of socialist core values needs at least five elements, including communicators, audiences, communication content, media and communication environment, and the five are indispensable.

(1) communicators

Communicator refers to the active sender of information in the process of communication. Communicators can be groups, organizations, or individuals. Communicators play a leading role in the process of communication, which determines the issue of "what to preach" and "how to transmit". In essence, the dissemination process of socialist core values is that communicators carry out the education and propaganda of the socialist core values by means of certain carriers and methods. In the dissemination of socialist core values, the communicator's attitude, viewpoint and authority will affect the effect of communication. Therefore, to continuously improve the disseminator of media literacy theory and communication ability is an important factor to enhance the communication effect, the core values of socialism primary subject of effective communication is to create high-quality communication team.

(2) audience

The audience is the receiver and responder of the content of communication, the object of communication, and the internal factor that influences the effect of communication. Similarly, the audience can be either a group or an organization, or an individual. The ultimate goal of socialist core values dissemination is to accept and identify with the masses. Therefore, in the process of communication to understand the audience's expectations and demands of inner value, considering the audience's ability to accept and accept the use of interest, content and audience willing to accept the way, highlighting the theory connotation. In addition, to improve the
dissemination effect of the socialist core values, we should give full play to the subjective initiative of the audience, and guide the audience's scientific cognition and rational choice.

(3) content of communication

The essence of communication is the circulation of information. Communication content is the link of the whole communication process. Only when information is generated, transmitted, received and shared, can the two sides meet the needs of each other, and the meaning and value of the communication process can be realized. Information is symbolic content, and the dissemination of socialist core values is to convey symbolic socialist core values to the groups, organizations and individuals that it wants to express. Only when the theory moves towards daily life can it achieve the purpose of effective communication. That is to say, the content of the socialist core values needs to be interpreted through public discourse, so that the content of communication is concise, popular and vivid, and ultimately for the masses to consciously practice.

(4) communication media

The media is the carrier of information dissemination, is also an important tool of Ideological and cultural communication, is the main channel to promote mainstream values. The media can monitor the environment that affects the value change, eliminate the differences among different value subjects, set the agenda of values and supervise the trend of values, etc.. Today, with the development of the media, the media represented by the new media has incomparable advantages in the dissemination of the socialist core values. The characteristics of new media interactive, virtual, super space, ultra media of socialist core values spread more timely, comprehensive, fast, enhance the pertinence and effectiveness of communication, greatly enhance the actual effect of its spread.

(5) communication environment

Socialist core values need to be carried out under certain environmental conditions. Communication environment is not only the result of mutual influence and interaction of each communication element, but also can influence other communication factors in turn. Communication environment is the unity of material conditions and spiritual conditions. Research shows that the specific social environment that individuals are aware of will directly affect the individual psychology. The audience's own family education environment and value orientation, social public opinion environment, campus culture environment will affect the dissemination effect of socialist core values. With the advancement of globalization and the wide application of new media, the communication environment has more and more influence on the effect of communication.

3.2. New media shoulders the responsibility of spreading socialist core values

The content of the theory of media social responsibility includes two aspects, one is to re understand the freedom of the press, and two is to clarify the social responsibility that the media should bear. The re understanding of the freedom of the press is the premise of the theory of media social responsibility. In addition, the theory of media social responsibility emphasizes the importance of media freedom, and believes that the social responsibility of media is to guarantee the freedom of thought and guarantee the right of freedom of information access. The social responsibility of media should include five aspects: first, media organizations must be responsible for the people and society, and fulfill certain responsibilities and obligations. Second, media coverage should be timely, truthful, accurate, objective and so on. Third, media should become the platform and tool for people of all walks of life to express and exchange opinions. Fourth, the media should strengthen self-discipline, not blindly pursue interests, while ignoring national security, social morality and civic privacy. Fifth, the media should have the function of education, expounds the common ideal of society, to help establish and spread the social mainstream value concept.

The function of the media is not only an objective and truthful reporting society, but more importantly, it guides society in a special way. Especially now our country is in the social transition period, a lot of negative
public opinion to create insecurity will seriously affect social harmony and stability, the media should actively promote the social dominant ideology, establish the correct value idea, play media guidance and supervision of public opinion, spread positive energy, promote social progress. As the voice and amplifier of public opinion, the media has outstanding advantages in the formation, dissemination and guidance of public opinion. Whether the media public opinion is correct or not is of great significance to social development. The correct guidance of public opinion to guide people to healthy growth, into a powerful spiritual force for social development; if public opinion deviation, bad social atmosphere will affect people's thoughts, and then influence their behavior, and even induce social crime. In addition to public opinion guidance, the media also has the function of supervision by public opinion. Media supervision of public opinion includes the supervision of the national legislative, administrative and judicial institutions. At present, China's media supervision function is gradually strengthened, playing a decisive role in social and political life. For example, to expose officials discipline events, lashing ugly phenomena in society vulnerable groups and so on, pay attention to voice. Media supervision can effectively prevent the occurrence of inaction and corruption of state organs, which is conducive to the power organs to add more governance and transparency, and is conducive to safeguarding the legitimate rights of citizens.

4. NEW MEDIA AND THE DISSEMINATION OF SOCIALIST CORE VALUES

4.1. The interactivity of new media promotes the popularization of socialist core values

Interactivity is the most prominent function of new media. Interactivity consists of two meanings: one is the two-way communication between the sender and the receiver; and the other is that each participant has equal and reciprocal control over the content of the two. The interactive function of new media not only lays a solid foundation for the equal dissemination of socialist core values, but also promotes the popularization of the socialist core values. The socialist core values itself has some profundity and abstractness. As far as the common people in the society are concerned, there will inevitably be some limitations and difficulties in understanding. At the same time, traditional media, such as newspapers, radio, television and other interpretations of the socialist core values tend to present a "elite" expression, in this way, people can not get equal rights of discourse. A good theory to make people understand, must first to communicate with the public, the best way to make people feel close to the thing and people in equal exchange platform, with the "popular" dissemination of the "elite" thought. Discussion is an effective means of public awareness, carry out communication research activities by interactive function of new media, and analyzes the hot theory of socialist core values, can make the theory more clear and deepen, can improve the enthusiasm of the masses to participate in the.

4.2. The super temporal and spatial characteristics of the new media make the socialist core values spread faster and wider

The traditional mass media mainly rely on the ground system to transmit information. The propagation speed of this method is limited by the information receiving device, and the transmission range is very limited. The new media has broken the boundaries of time and space. The use of new media Internet, wireless communication network and satellite network to break the geographical restrictions, as long as the computer, mobile phone, digital TV and other information receiving device, people can receive new media information in any corner of the earth. The digital technology of new media has greatly shortened the speed of information dissemination and realized the instant dissemination of globalization. The use of the new media over time and space function can realize the socialist core values spread faster and wider range. First of all, the Macross function can not only be our party and the government’s new policy measures and reforms for the spread to every corner of the world in the shortest period of time, but also foreign affairs and political news is rapidly transferred to the domestic. Secondly, the function of hyperspace greatly expands people's communication space. Before many people exchanges by geographical, traffic restrictions, and the emergence of super space function makes people realize the existence and interaction in the virtual world, this way of communication broke through the boundaries of reality geographical space. Using the super temporal and spatial functions of new media, we can understand the cultural characteristics of different countries and regions.

4.3. The hypermedia service function of new media enriches the form of socialist core values dissemination

The newspapers rely on text and picture information, broadcasting television rely on sound transmission of information by means of information transmission of sound and image, and new media in all traditional media strengths in one, these are dependent on the new media super media services. Hypermedia service function not only to achieve the comprehensive use of text, image, sound, graphics, but also to achieve the user according to their own preferences to set conditions to receive different forms of information, "the audience has many free choice, they can according to their own choice of words, love silent sound, as illustrated in various forms, various proud to fully mobilize the senses‘. The new media relies on digital technology to realize the integration of multi media information, and provides multimedia information such as text, pictures, audio and video for the
information users. Before the emergence of new media, the propaganda way of political theory is monotonous and boring. The audience of mass media is different from other forms of art audience, first of all, they can only accept and cannot choose. In any case, the program is organized according to the same principle, and the audience has little choice. After the emergence of new media, its hypermedia information into the multimedia form of text, pictures, animation, audio, video, integration of various transmission channels and multiple receiving terminals, each field of view into the social life as the core value of socialism provides ample opportunity.

4.4. The personalized communication service of the new media embodies the humanistic concept of the socialist core values

The new media point to point dissemination service can provide personalized services for different audiences. The audience with the dissemination of information has the same control of information, they can use the new media to customize, selection, retrieval of information real-time publishing and receiving complete personalized information, variable mass communication, "minority communication", embodies the concept of socialist core values of the people. In the traditional political propaganda, the public is publicized as a whole rather than an individual, so the enthusiasm of public participation in political propaganda is not high. The personalized information service to new media propaganda propaganda workers or by reporting perspective on "looking up", to "look down" to the web the head, one to one communication, fully embodies the people-oriented. People's opinions are recognized and valued, and this great sense of accomplishment can be translated into a sense of responsibility, thereby arousing greater enthusiasm for participation.

5. CONCLUSIONS

With the development of information technology, the new media represented by the Internet is bringing people into the new media era. The development of new media has changed people's way of life, especially in the field of values. As the most important carrier of communication, new media integrates various forms of communication, which has become an important tool for the dissemination of mainstream values and a major position in the struggle in the field of ideology.

REFERENCES


