Research and Prospect on Discursive Power of Ideological and Political Education in Internet Environment

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Abstract. In the new era of socialism with Chinese characteristics, the value orientation of the discursive power of ideological and political education in Internet environment aims to construct a network system of ideological and political education with Chinese characteristics. To master the discursive power of ideological and political education in Internet environment, we should base ourselves on the dual connotation of the culture and the rule of law of discursive power, and conduct innovative explorations at the practical level. A comprehensive and systematic overview of the value orientation, actual connotation and realization mechanism of the discursive power of ideological and political education in Internet environment is helpful to provide a reference for the further development of the discursive power of ideological and political education.

Preface

In 2013, at the National Conference on Propaganda and Ideology, President Xi Jinping clearly stated that, while concentrating on economic construction, it is imperative to not relax and weaken ideological work at the same time, and to firmly hold the leadership and discursive power of ideological work in our hands. Since then, the research on the discursive power of ideological and political education in Internet environment has been vigorous in domestic academic circles. At present, the discussion on the discursive power of ideological and political education in Internet environment focuses mostly on the value orientation, the actual connotation, and the realization mechanism. A comprehensive and systematic overview of these aspects is helpful to provide a reference for the further development of the discursive power of ideological and political education.

1. Theoretical Discussion on the Value Orientation of discursive power of Ideological and Political Education in Internet Environment

Value is both an attribute that satisfies the needs of things and their objects, and a scale measuring the relationship between things and the world. Probing into the value orientation of the discursive power of ideological and political education in Internet environment is beneficial for pushing forward the construction of disciplinary system of ideological and political education in Internet environment, and improving the effectiveness of ideological and political education in Internet environment.⁴ We first discuss this issue from the concept of the discursive power of ideological and political education in Internet environment. Wu Xuan holds the view that the discursive power of ideological and political education in Internet environment includes the power which educators use to guide educatees through the dissemination of mainstream values, and also refers to the right of educators to express their opinions freely through the network platform.⁵ Wang Xinyue and Wu Manyi believe that the discursive power of ideological and political education in Internet environment, which is not only the improvement of the actual discursive power, but also the presentation of the value thinking in the virtual world, realizing the linkage effect between the network and reality, the educators and the educatees, is essentially an intersectional power.⁶ Li Chaomin and Li Li deem that the discursive power of the network
ideological and political education is mandatory, instilling, persuading, and leading forces hidden in
institutions, knowledge, and understanding. It is the power that guides the construction of social
entities and social relations. The main body is the discourse producer and social relations it involves
[4]. Wei Jifeng proposed the idea that “the management and development of ideological and political
education in Internet environment is the realistic choice and value orientation of the function and
value of the network ideological and political education”, and constructed the theoretical system of
network ideological and political education research [5]. Song Yuanlin pointed out that in the
process of network ideological and political education, we should first guide netizens to grasp the
correct political direction, then promote the socialization of individual netizens, improve their
subjectivity, and meet their spiritual needs, so as to help them realize their individual values. His
emphasis on using socialist core values to guide online education signifies his concentrated
expression of the discursive power of network ideological and political education [6].

Researchers generally have seen the value-orientation of the discursive power of network
ideological and political education. Hou Huiqin discusses the discursive power from a
comprehensively ideological point of view. He believes the discursive power includes the right to
question, the right to assert, the right to interpret, and the right to criticize. It lays on the
fundamental discourse style consisting of basic viewpoints, analytical frameworks, and specific
perspectives with world outlook, history outlook and methodology as its foundation. To uphold and
develop socialism with Chinese characteristics, we must uphold Marxism and historical materialism.
Whether to uphold the position of philosophical materialism is the fundamental issue for the
discursive power of Marxist philosophy [7].

“Virtuality” is the most important feature of the network. Instead a replica of the real world, the
virtual world is an extension of the real world and depends on the real world. The cyber society is a
virtual society as well as a “real” society. It expands the horizontal space for the survival and
development of human beings and provides a variety of options. Therefore, we believe that the
discursive power of ideological and political education in Internet environment is essentially an
ideological discourse right with a clear value orientation. The discursive power of network
ideological and political education is essentially the competition of national ideology in cyber
society, crucial for the security of national discursive power. In the new era of socialism with
Chinese characteristics, the realization of the discursive power of network ideological and political
education must focus on the maintenance of mainstream ideology, that is, adherence to the
ideological leadership of Marxism. We must unwaveringly persist in the concept of historical
materialism, nurture and practice the core values of socialism, and construct a discourse system of
network ideological and political education with Chinese characteristics.

2. Multiple Analyses of the Specific Characteristics of discursive power of Ideological and
Political Education in Internet Environment

Feature means the abstract result of an object or a set of object properties. As a kind of
ideological discursive power, the discursive power of the network ideological and political
education possesses not only the non-mandatory features such as persuasiveness and guidance,
obvious microscopic feature and humanistic background, but also mandatory characteristics such as
management and control, and has a distinctive macroscopic meaning and strategic value.

2.1 Cultural connotation - the Presentation of a Non-mandatory Form of Power

According to the actual connotation, the discursive power of network ideological and political
education naturally has cultural attributes. It must rely on a certain network culture to achieve the
guidance to the object, manifested as a non-mandatory form of power. At this stage, network
communication has been developing rapidly. Online libraries, museums, and exhibition halls are
changing with each passing day. The network science resources are constantly enriched. The public
cultural information service system has taken shape, and a variety of network cultural spaces have
been displayed. Network culture industry has seen the rapid rise of online games, online animation,
online music, and online movies and television. The richness of network culture is gradually
emerging. To a certain extent, network culture is a representation of the virtual network society.
Some scholars have discussed the issue of the discursive power of network ideological and political education from the perspective of cultural connotation. Zhang Yu analyzes the reasons from the aspects of technology, culture, and society, and points out that discourse difference is an important factor that causes the ideological and political education in the Internet age to be less effective from the perspective of discourse. She believes that network discourse is characterized by diversity, creativity, variability, lifelization, and lack of standardization. The emergence of discursive differences reflects the reconstruction of the ideological and political education environment, heralds the transformation of the ideological and political education model, and reflects the transformation of university education culture. Wang Yanlong and Jiang Nan analyze the theoretical dimensions of online buzzwords from the perspectives of symbolism, interpersonal communication and group communication. And then they propose to reshape the network discursive power of ideological and political education through various ways as clarifying the idea of reshaping the network discursive power of the ideological and political education, standardizing the content production of the network discursive power, advancing the reform of network discursive power, and improving the protection mechanism of discursive power of the network ideological and political education. Zhang Changxiao and Liu Ruiyi discuss the issue of self-presentation in online video sharing from the perspective of socialized production of debris space, and analyze social psychology and behavior of netizens. Chen Zhiyong analyzed the creative principles of campus cultural products from the perspective of empirical analysis. Xu Jingying pointed out from the perspectives of social concepts, social ethics and group psychology that it is necessary to make full use of the positive influence of virtual social interaction on the identity of college students, and to avoid negative influences by constructing positive virtual social concepts and virtual self-ethics, and to use psychological health education and professional intervention to realize the integration and correction of virtual and real self-identity.

Reports of the 19th National Congress of the Communist Party of China pointed out that cultural self-confidence is a more fundamental, deeper and more lasting force in the development of a country and a nation. We must uphold Marxism, firmly establish the lofty ideals of communism and common ideals of socialism with Chinese characteristics, cultivate and practice the core values of socialism, continuously strengthen the dominance and discursive power in the ideological field. We must promote the creative transformation, innovative development of the excellent Chinese traditional culture and achieve the inheritance of revolutionary culture and the development of advanced socialist culture. We will never forget the original culture, at the same time absorb foreign culture and face to the future, in which way to better build the Chinese spirit, Chinese values, and Chinese strength, so as to provide spiritual guidance for people. As a kind of ideological discursive power, the discursive power of ideological and political education in Internet environment on the technical level has its cultural implication, which aims to achieve the effects of ideological and political education through flexible persuasion and guidance.

2.2 The Connotation of the Rule of Law--the Presentation of a Mandatory Power Form

Like real society, cyber society also needs regulation. The discursive power of network ideological and political education inevitably includes the connotation of the rule of law, presenting a mandatory power form.

Liu Feng believes that because of the equality of netizens in the cyber space, it is easy to lose restrictions in ideological and moral interaction. The virtual and hidden nature of cyberspace has affected people's pursuit of ultimate goals and reduced their ideological and moral standards. Laws and regulations are needed to define, supervise and build up traction for the direction of ideology and politics. Wu Hao believes that to improve the discursive power must establish a safeguard system of discourse. Feng Xipeng and He Yunfeng believe that not only should we update educational concepts, innovative tool platforms, and change the way we express discourse, but we must also regulate order by legislation and guide public opinion by great leaders. Zeng Linghui believes that the virtual society is not simply collection of individuals in the virtual space, but an area in which in a certain way various virtual social connections and relationships occur among people in virtual practice based on Internet virtual space. Thus, the dimension and normative issues
of human virtual development were proposed\[^{17}\]. Zhang Huabing believes that due to the openness and supranational feature of the Internet, the process of informationization has been greatly accelerated, and the social problems brought about by the Internet have also been updated rapidly and involved a wide range of issues. Therefore, we should pay attention to cutting-edge and realistic issues in the legislative system, study and think about how to incorporate it into the regulatory framework of the rule of law, and must examine the fundamentals from a global perspective. He went on to study the CDA violation in the United States, the Tobin case in Germany, Korea’s unconstitutional incident “destructive standards”, and the “AIDS woman” incident in China, recovering the necessity of the network rule of law through cases and its possible path\[^{18}\].

Xi Jinping’s idea of the rule of law on the Internet has pointed out the direction of the legal connotation of raising the discursive power of ideological and political education in the new era. Focusing on outstanding issues in the Internet era, Xi Jinping attached great importance to the construction of the Internet rule of law, and emphasized the promotion of various innovations on the basis of understanding and grasping the laws of Internet development, comprehensively advancing the rule of law in cyberspace, and maintaining cyber security and national fundamental interests. Xi Jinping’s idea of the rule of law on the Internet not only highlights the key and major tasks of the rule of law of the Internet, but also emphasizes the comprehensiveness and systematicness of the construction of the rule of law on the Internet. The key to the construction of rule of law of the Internet comprises: One is to require comprehensive planning and focusing on advancement and the other is to require full coverage of the rule of law on the Internet. All parties must abide by the law\[^{19}\].

3. Specific Analysis on Innovative Practice of discursive power of Ideological and Political Education in Internet Environment

Compared to basic theoretical research, there are relatively few papers on the innovative practice of discursive power in network ideological and political education. Gaoshan and Hu Yang introduced in detail the application of Microblog matrix, Wechat platform, micro-audio center and moral education website to carry out network ideological and political education practice\[^{20}\]; Chen Huadong introduced the development and practice of the “E-Class” of Shanghai University students’ online interactive community and discussed its promotion model\[^{21}\]. Yi Peng et al. conducted a questionnaire survey of contemporary college students on the overall demand characteristics and individual demand characteristics for network ideological and political education, analyzed the specific conditions, and provided countermeasures and suggestions\[^{22}\]. Yang Zhifan et al. discussed the realization mechanism of network discursive power and proposed a series of effective methods to establish and implement, including the “eye-to-screen” information acquisition method, the “idea-to-issue” education instruction method and “key-to-key” “heart-to-heart” communication method\[^{23}\]. Jiang Guangxue put forward the concept of “new youths on the Internet” from the perspective of opinion leaders. He believes that the cultivation of new youths roots in the Chinese national culture and the spiritual tradition of the Peking University, echo the needs of the innovative talents in the era of network and globalization, and ultimately serve the reform and development of college ideological and political education. The research sums up and refines the conceptual connotation of the new youths on the Internet. Starting from its specific connotation and denotation, it discusses the intrinsic relationship between itself and the ideological and political education of university students and clarifies that the cultivation of new youth on the Internet serves as an important focus of innovative ideological and political education model for college students in the era of network and globalization\[^{24}\].

It can be seen that the key to improving the discursive power of ideological and political in Internet environment lies in the practice path innovation, but its research is also very difficult. The carrier of network discursive power, the realization mechanism, the characteristics of opinion leaders, the formation rules, and the cultivation and construction methods are what need to be broken through.
4. Existing Deficiencies in the Study and the Prospect

The research on the discursive power in network ideological and political education started not long ago. Although there has been some exploration in theoretical research and practical innovation, it is still not enough. Especially in terms of practical innovation, it needs to be strengthened. At the national level, there is still a long way to go to get rid of the dominant Western discursive power caused by network agreement monopolies. How to promote the government of the Internet to improve the government's online credibility requires a great deal of exploration and practice; At the social level, how to reduce the network culture incivilization that occurs due to business drivers requires systematic research; At the mechanism level, there are few empirical studies on the realization mechanisms of the discursive power of Internet ideology and politics, and there is not enough guidance for practice.

In future studies, we can conduct in-depth research based on the following perspectives: At the national level, we should study how to speed up the development of network information technology. The key is how to improve the core capabilities of information technology so as to change the pattern in which Western discursive power dominate; At the government level, we should vigorously promote the Internet administration, carry out practices based on regional features, increase the frequency and efficiency of the people's Internet governance, and enable the Marxist ideological discursive power to have broad social identity. For example, Zhejiang Province’s “Run Once Only” government affair, by actively giving play of the Internet and improving the efficiency of the government's public affairs, has been greatly praised by the public. As a result, the Internet discourse of official channels is more easily accepted by ordinary people; At the practical level, we should actively carry out case studies on the promotion of discursive power, explore feasible methods in terms of online culture, cyber politics, and other aspects, and conclude a feasible path through the summary of the causal relationship between methods and goals.

Just as Luo Yuting pointed out, strengthening network ideological and political education, appealing is the fundamental prerequisites for the emergence, existence, and development of network ideological and political education. Without appeal, there will be no network ideological and political education. Judging is the key to network ideological and political education, so we must focus on improving the judgment ability of netizens; Choice is the ultimate goal. The ultimate goal of network ideological and political education is to guide, inspire, and assist netizens to make the right choice based on scientific judgment. In the new era of socialism with Chinese characteristics, we must work on the appeal, judgment, and choice of network ideological and political education [25]. Only in this way can we firmly grasp the discursive power of Marxist cyber ideology.

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