Research on the Development Strategy and Practice of Network Culture Soft Power in Ethnic Regions in the New Era*

Zhihua Jiang
Guangxi University of Science and Technology
Liuzhou, China 545006

Abstract—**Under the premise of the development of the times, ethnic areas has ushered in the continuous improvement of the soft power of network culture in the new era. The subtle power of network culture in China's ethnic regions needs to be improved. It is necessary to make rational use of the network to enhance the country's cultural value and institutional guidance. Against the background of the increasing social development, the promotion of cultural soft power in ethnic areas is conducive to enhancing the overall value orientation of China, deepening the national strategy of rejuvenating the country through science and education, comprehensively deepening the guiding force of the cultural system, and enhancing the network culture of ethnic areas in the new era. Industrial competitiveness is conducive to the establishment of a cultural power in China.**

Keywords—*network culture soft power; new era ethnic areas; development practice*

I. INTRODUCTION

Cultural soft power is related to the cultural value of a country and the comprehensive international competitiveness. It is a profound manifestation of a cohesive national force and plays an important role in the development of the country. On the way to realize the great rejuvenation of the Chinese nation, China has always regarded the promotion of the country's cultural soft power as an important measure to measure the country's strength. In combination with the report of the 19th National Congress, it is pointed out that building a socialist cultural power must first improve the country's artistic soft power and vigorously promote it. The advanced socialist culture will promote the innovative study of national culture and consolidate the elastic power of national culture.

As a source of ethnic minorities, ethnic areas contain rich cultural heritage, covering many Chinese stories and wisdom of greater China. As a position for China's external propaganda, ethnic areas can more easily spread Chinese culture. However, as far as China's current situation is concerned, cultural soft power of ethnic areas is generally weaker than that of developed countries, and there are still many shortcomings. This requires the vigorous advancement of the state, society and all walks of life. The cultural melodious power of ethnic areas not only greatly promotes the cultural propaganda of China, but also has a unique development approach and has strong local ethnic characteristics. The vigorous dissemination of culture is conducive to the vigorous development of ethnic areas. Constantly promote the spread of culture, promote the economic development of ethnic areas, consolidate the comprehensive strength of ethnic areas, accelerate the pace of building a civilizing power in China, and realize a truly well-off society as soon as possible.

As a branch of the development of ethnic areas in the new era, network culture has a connection function that cannot be ignored for the promotion of cultural soft power. As a link and bridge of information exchange in ethnic areas in the modern era, network culture is increasingly prominent in the cultural soft power of ethnic areas. Especially in the era of new information that is constantly updated and constantly evolving, the power of network culture and its influence cannot be ignored.

II. THE IMPORTANT MISSION OF THE NETWORK CULTURE SOFT POWER IN THE NATIONAL AREA OF THE NEW ERA

In an increasingly fast-developing society, the network, as an indispensable connecting resource, plays a very important role in the mutual communication of information in the latest era, and has a great impetus to the enhancement and development of cultural soft power. The transformation of the cultural structure also has an impact that cannot be overlooked. However, network culture is not an independent developing individual. However, network culture is not an independent individual, which needs to take full account of

the overall integration of network culture and the characteristics of the times, and constantly promote network culture through propaganda to further accelerate the sustainable, stable, efficient and scientific healthy development of the soft power of network culture in ethnic minority areas in the new era.

As an indispensable medium for information exchange in the original era, the network has become increasingly prominent in its competitiveness and comprehensive influence on national cultural communication. As a medium of culture, network culture has great integration and substitution of all levels of culture. Its radiation range is immeasurable, and its relevance is expanding. In the new era, the soft power of network culture in minority areas is more powerful and influential than before.

A. Network Culture in Ethnic Areas in the New Era Is an Important Component of Cultural Soft Power

Network culture is not only the single use of network communication knowledge, but also related to the comprehensive development of network economy, science and technology, society, etc. In the new era, network culture is presented as a new type of culture in the public cultural industry and cultural communication in ethnic areas, and it is constantly changing. It develops in harmony with various cultural soft power and promotes and transforms culture through various modes of expression and operation.

As an important part of cultural soft power, network culture is not only an independent sub-construction but also in many aspects the continuous mapping, integration and feedback of national culture. In the public culture industry and cultural communication in the new era ethnic areas, the network culture is stationed in a new type of culture, and in constant changes, it is integrated with various cultural soft power structures, and the culture is made through various expressions and modes of operation.

B. Network Culture Are Extremely Characteristic

Against the background of the continuous development of the modern information age, network culture has gradually become the main way of information transmission in various countries. The battle in the modern era is no longer limited to the battlefield with smoke. The network is a key media in a new era. It has gradually developed into a silent and powerful battlefield. Cultural erosion has a more profound impact on society, the country, and the public. In some areas, network culture has gradually developed into an important means of competition for the expansion of federal social organizations. Construction and purification of network culture require the support of the national society.

The network culture has celebrated rendering and communication. The information convenience and participation influence brought by the network cannot be overtaken by other folk media. It is also very important in the update and change of information development in the modern era. It has great popularization value and universality.

In the continuous development of network culture construction, cultural soft power is gradually reflected in various network information platforms and spaces. In many aspects, the soft power of network culture has an inestimable role in promoting the country's control and cultural attraction. It can make a great advantage in cultural development and accelerate the promotion of social, economic and cultural competitiveness in ethnic areas.

III. THE DIMENSION OF NETWORK CULTURE SOFT POWER

Network culture has its own characteristics, development space and environment. In the process of continuous development, the productivity, service, communication, innovation, security and Inspiration of network culture constitute the main support and development goals of the soft power of network culture in ethnic minority areas in the new era, which greatly promotes the development of the soft power of network culture in ethnic minority areas.

A. The Productivity of Network Culture

The cultural productivity of ethnic areas in the modern era plays a key role in promoting the construction and development of ethnic areas. Productivity determines the relationship of production, and the network reflects the expansion of cultural dimensions and the carrying of cultural productivity in cultural productivity. The impact of the network on cultural productivity is enormous. Previous production tools are real materials; and the emergence of the network has made the tools of production virtual, and brought great impact on culture. The reciprocal communication between cultures has also closed the ties among various ethnic regions and greatly promoted the development of social productive forces.

B. The Service Power of Network Culture

The continuous improvement and continuous improvement of culture is related to the convenience of accessing various cultural information resources, the credibility of information in the process of cultural acquisition, and the further promotion of cultural attraction and cultural regeneration under the enriching environment system. By vigorously promoting cultural service capabilities, especially with the continuous development of network culture, the convenience of network culture for cultural production services is increasingly conspicuous. At present, many countries pay more and more attention to the dissemination and propaganda of network culture. They are making better use of network culture to obtain information resources conveniently and efficiently, to improve the cultural information level of public services, to improve the efficiency of information services, and to enhance the competitiveness of cultural services in ethnic areas.

C. The Continuous Transmission of Network Culture

Against the background of rapid development of information in the new era, ethnic areas should pay more attention to the dissemination of culture, timely access to

effective information resources, and use them according to the development status of ethnic areas, and rationally integrate reasonable cultural information into the local cultural economy. Extensive radiation ability of culture is conducive to promoting cultural exchanges in various ethnic areas. In the era of rapid development of information technology, culture has a tremendous impetus to the development of a region, a nation or even a country. Digital network communication has become the medium of public recognition and the first choice in many culture media. Network communication has a significant cultural impact. It relies on traditional information media and is more efficient and faithful on the basis of its media. Cultural exchanges between ethnic areas have been playing the role of ties that cannot be ignored. To a certain extent, they also affect sustainable development of the soft power of network culture in various ethnic areas.

D. The Innovation of Network Culture

As an indispensable essential link in the development of ethnic areas in the new era, culture is related to the development of national construction and cultural soft power. Network culture plays an important role in the cultural soft power of the modern era ethnic areas, and its eclectic expression. Vibrant text content and other forms have always added help to the spread of culture, and have become an important backing for cultural innovation and development, and have greatly promoted the continuous improvement of cultural soft power in the modern era.

E. Network Cultural Security

The development of network media has greatly facilitated the rapid progress and rapid dissemination of information. However, the security control of information is also an urgent problem to be resolved. Cultural soft power often reflects the ability to continuously control and maintain information that is rapidly disseminated. Strict control of information and effective and reasonable use of trade-offs are often robust safeguards for cultural security and autonomy in sovereign countries. Network culture is like a double-edged sword. It is beneficial, but if it is not utilized, it may not achieve the desired effect, or even achieve the opposite effect. It will have an immeasurable negative impact on the spread of the whole culture of itself and the regional people, even seriously lags behind the cultural and socio-economic development of ethnic areas, which is not conducive to the promotion of cultural soft power in ethnic areas in the new era, and it is even unable to promote the development of ethnic areas.

F. The Appeal of Network Culture

Cultural soft power has great appeal. It is fully utilized by many countries, regions and ethnic groups. It enhances influence through cultural communication and is also a manifestation of comprehensive strength. Information is perceived and filtered. As a medium of artistic communication, digital network culture has become increasingly popular in terms of culture. Excellent network culture will often become a cultural classic praised by people

for export, and it plays an indispensable critical position in the cultural soft power of ethnic regions and even the country. With the introduction of China's socialist strong country, the appeal of network culture has gradually been accepted, and it has become an essential support for the country to develop culture, build spiritual homes, and vigorously promote information culture. Under the inheritance of good network culture, the cultural industry quality and values are constantly changing and upgrading. It has an indispensable positive effect on the continuous strengthening of cultural soft power in the recent era ethnic areas, and it is also constantly affecting the network cultural value orientation around the various ethnic areas.

IV. THE DEVELOPMENT AND PROMOTION STRATEGY OF NETWORK CULTURE SOFT POWER IN THE NATIONAL AREA OF THE NEW ERA

A. Macro-regulation of Soft Power of Network Culture

General Secretary Xi Jinping pointed out in the report of the 18th National Congress of the Communist Party of China: to build a great rejuvenation of the Chinese nation, to strive to realize the Chinese dream, to unite the strength of the people of all nationalities in the country, to continuously develop social economy, politics, and culture, and to realize the new normal of society. However, in the process of truly promoting the coordinated development of various ethnic areas, there are still great difficulties, especially in some remote ethnic areas. The exchange of information between the class and the relatively fast-growing regions of the country is conducive to strengthening the national cohesiveness, enhancing the overall spiritual outlook of the ethnic regions, better understanding the work done by the party and other leadership, and gaining a deeper understanding of the great changes of the Chinese nation. The significance of this can also help in the strengthening of the socialist culture with Chinese characteristics, promote the comprehensive competitiveness of the ethnic areas, and benefit the prosperity and long-term stability of the ethnic areas.

B. Informatization of Network Culture Soft Power in Ethnic Areas in the New Era

Ethnic areas have unique geographical advantages and humanistic characteristics, which can increase their development of tourism. By deepening the development of local cultural resources, they can better reflect the regional values and cultural resources of ethnic areas. Integrate modern technology into the regional characteristics of ethnic areas, strengthen the dissemination and publicity of network culture, and combine the strong support from the state to expand the influence of network culture. Just like the "one belt and one road" policy proposed by the state, it has a positive effect on the integration of national culture to a large extent. Similarly, ethnic areas in the new era use local advantages to develop their characteristics, and continue to promote the soft power of network culture in light of the continuous publicity of network culture. The continuous

development has accelerated the pace of the country's artistic power to build socialism with Chinese characteristics.

C. *The State Vigorously Guides and Formulates Relevant Institutional Systems to Ensure the Healthy Development of Network Culture*

The state should vigorously support the promotion of the network culture. Relevant government departments and staff must also respond positively, formulate a strict security system and a sound and perfect system, and then clarify the responsibilities of the government, units, and cultural construction departments. In terms of the form of cultural communication, the state should formulate corresponding promotion policies based on the local characteristics of each ethnic minority region, guarantee the sustainable and healthy development of network culture in the new era ethnic areas, and rely on the mass cultural mechanism to vigorously advocate the positive role of cultural centers and cultural activity centers. Really play its guiding role, enhance the awareness of network culture in the people's hearts, promote the cleanliness of the network environment, vigorously promote the development of public culture education in ethnic areas, especially network culture, and promote the comprehensive construction of a socialist culture with Chinese characteristics, and truly establish A good network environment in ethnic areas promotes the continuous enhancement of the soft power of network culture.

D. *Always Adhering to the Correct Direction of Public Opinion, and Eliminating the Interference of Harmful Information*

In his speech at the National Conference on Propaganda and Ideological Work, General Secretary Xi Jinping pointed out that it is necessary to persist in consolidating and strengthening the mainstream ideological paradox, promoting the main theme and spreading positive energy. At the same time of the rapid development of information in the new era, the development of soft power of network culture in various ethnic areas must adhere to positive propaganda, promote the main theme, spread positive energy, and stimulate the powerful force of unity and forge ahead in the whole society. When digital information media platforms, portals, social media, etc. receive and disseminate information, they must strictly screen information, adhere to the correct political work orientation, and always focus on the people, constantly disseminate correct public opinion guidance, and enhance initiative. Sexually, actively purify the network culture environment of various ethnic areas, continuously expand the propaganda of correct public opinion, and improve the soft power of network culture in ethnic areas.

In the spread of network culture, all ethnic areas must always establish the concept of socialist core values, in the first time to do the screening, dissemination and dissemination of information, to avoid the intrusion of harmful information, and to do the information disseminated The extraction of key points, always pay attention to the attention of the information and the different evaluations and responses of the members to the published information,

promptly guide and communicate, use the scientific concept to control the correctness of the information, and also guide the public's response.

As the medium of information dissemination, the network has been far more efficient and convenient than traditional paper media such as newspapers and books. It is precisely due to its high efficiency that when information is filtered and released, it is necessary to pay attention to the effectiveness of information. Due to the slow development of information occlusion in various ethnic areas, it is necessary to keep the timeliness of information at all times, maintain the network publicity environment, and better promote the development of network culture soft power in the modern era.

V. CONCLUSION

In the new era, information has developed rapidly, and cultural soft power of ethnic areas has gradually occupied a major position in the competition. As an important part of the development of cultural soft power, network culture plays an important role in promoting the forgiving power of culture. However, network culture is not an independent and single structure. It is necessary to fully recognize the integration and penetration of the overall artistic concept, in order to make better use of network culture and enhance cultural soft power while strengthening the cultural soft power in the development of the new era.

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