

The Dissemination and Significance of Animation Publishing for Mainstream Ideology

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Abstract—Animation publishing has become an important carrier of mainstream ideology communication, which enhances the communication power of mainstream ideology. It is embodied in the fact that animation publishing extends the main body of mainstream ideology, popularizes the mainstream ideology dissemination content, and opens up the mainstream ideology media. It has expanded the mainstream ideology dissemination population and enhanced the mainstream ideology communication effect; animation publishing is of great significance for the construction of mainstream ideology, which provides new carriers, new forms and new territories for the construction of mainstream ideology.

Keywords—animation publishing; mainstream ideology; communication; meaning

I. INTRODUCTION

Mainstream ideology refers to the dominant ideology in a certain historical period. It is a theoretical system generally accepted and widely recognized by the public. It conforms to the national conditions of China and adapts to the economic foundation and superstructure of China. There is a dialectical relationship between animation publishing and mainstream ideology. Animation publishing is the material carrier of mainstream ideology. In turn, mainstream ideology influences and restricts the development of animation publishing. As a popular cultural product, animation publishing plays an increasingly important role in the construction of mainstream ideology.

II. ANIMATION PUBLISHING HAS BECOME AN IMPORTANT CARRIER OF THE DISSEMINATION OF MAINSTREAM IDEOLOGY

As a conceptual existence, mainstream ideology does not have a physical entity directly corresponding to it in the objective world, but it is attached to the physical entity of the objective world in a hidden way, presenting a variety of forms. Animation publishing is an important carrier of mainstream ideology. First of all, animation publications themselves have ideological attributes. "From the national and national level, publications and most other cultural products have distinct ideological attributes, which to a large extent affect the formation of human thought, national cohesion, and even the shaping of spiritual nation." [1] As a cultural product, animation publications have dual attributes

of economy and society. Economic attributes determine that animation publications meet the needs of entertainment consumption, while pursuing maximum profits as the fundamental purpose of publishing. Social attributes determine that animation publications should assume the educational function of society, and its production and dissemination should follow the mainstream ideology, and take the initiative to assume the responsibility of disseminating the mainstream ideology, which plays a positive role in the ideological construction. Secondly, animation publishing has become an important way of ideological communication. "Since the 1990s, the struggle in the ideological field has tended to moderate on the surface, but in essence it has become more ideological behind the moderation. Instead of abandoning the export of ideology, some Western powers have taken advantage of their economic and technological advantages, monopolistic operation of various global media and networks to strengthen their penetration of developing countries including China in a stronger and more subtle way. [2] This passage shows that in the course of historical development, the ideological struggle between eastern and western countries has not weakened, disappeared or even ended because of the drastic changes in the Soviet Union and the fall of the Berlin Wall. On the contrary, in the new historical environment, ideology has revitalized and penetrated into all aspects of national, collective and individual life with a new form and a more vigorous attitude.

III. ANIMATION PUBLISHING ENHANCES THE DISSEMINATION OF MAINSTREAM IDEOLOGY

The famous communication theorist Harold Lasswell summarized the structure and process of human social communication activities into a 5W model in his masterpiece *Structure and Function of Social Communication*, namely — Who — Says What — In Which Channel — To Whom — With What Effect; [3] 5W is also the key element of human communication activities. As the carrier of the mainstream ideology, animation publishing has played a positive role in shaping this communication behavior and greatly enhanced the dissemination power of the mainstream ideology.

A. Animation Publishing Extends the Main Body of Dissemination of the Mainstream Ideology

The main body of communication is an indispensable element in communication activities. It undertakes the main functions of collecting, screening, editing, processing and publishing information. Communicators can be social groups or individuals, playing a leading role in the process of communication, as well as gatekeepers of communication content and decision makers of communication behaviors. The main body of mainstream ideology has long been dominated by the mainstream media of the country or other news and publishing institutions, and the main body of communication is relatively simple. The animation publishing makes the main body of the mainstream ideology more diversified, and mainly manifestation is that individuals or non-governmental collective organizations have spontaneously spread mainstream ideology and becoming the communication force that cannot be ignored in the mainstream ideology. The reason is mainly related to the dissemination of the Internet and the animation itself. On the one hand, the popularity of the Internet has broken through the traditional publishing path, providing a new publishing platform for individuals or non-governmental collective creators; on the other hand, as a popular cultural product, animation is easy to cause widespread dissemination, indirectly promoting the dissemination of mainstream ideology.

B. Animation Publishing Has Popularized Mainstream Ideological Dissemination Content

Communication content is a specific content that contains certain thoughts, feelings, attitudes and other factors to convey to the audience. It reflects the subjective will of the communicator and serves as a bridge between the communication subject and the communication object. The presentation of content directly affects the communication effect. As a theoretical system and ideological concept, mainstream ideology has its own abstraction and high generalization. As the main expression symbol of mainstream ideology, characters are generally arranged linearly and belong to interpretative discourse expression. The understanding of characters requires logical thinking, and often has the color of indoctrination and authoritarianism, which gives people a sense of distance. Animation publishing adopts the combination of image and character symbols. Through specific animation images, vivid story plots and rich color elements, the abstract and generalized mainstream ideology becomes intuitive, visualized and popular, which makes it easier for the audience to accept and understand, and closes the distance between the mainstream ideology and the audience.

C. Animation Publishing Has Opened up the Mainstream Ideological Media

The media is a key link in the communication activities, which directly affects whether the content of communication can be effectively delivered to the audience. If mainstream ideology is to be effectively delivered to the audience, it can only be achieved by a certain medium of communication.

According to the characteristics of the medium, McLuhan divides the medium into cold medium and heat medium. The so-called heat medium is a kind of medium with high-definition expansion of a certain sensory organ (such as photos, phonetic characters, prints, radios, movies). Cold media is a type of medium that has a low-definition repression of a sensory organ (such as cartoons, hieroglyphics, manuscripts, telephones, television, and spoken language). McLuhan further pointed out that in cultural and recreational activities, only the cold media with humor, plain and relaxation can liberate the spirit of the people and "create a violent political shaking effect." [4] As a cold medium, animation publishing has made new progress in the new media environment, and online animation has injected new vitality into the mainstream ideological communication.

D. Animation Publishing Has Expanded the Population of Mainstream Ideology

In order to achieve the maximum communication effect, communicators should make clear the object of communication, especially the media usage habits of users. As a popular cultural product, animation publishing has a large group of audiences with high cohesion, mainly focusing on youth group, and animation has become their main way of entertainment and leisure. It is estimated that there are nearly 300 million animation audiences in China, who are known as the two-dimensional group, and even formed a unique two-dimensional cultural phenomenon. Youth group is an important audience group for the dissemination of mainstream ideology. They are related to the future development of a country. They are the backbone of national development and an important group for the construction of mainstream ideology. They have practical significance for the construction of mainstream ideology.

E. Animation Publishing Has Enhanced the Mainstream Ideology Dissemination Effect

The dissemination effect refers to whether the expected effect is achieved and the degree to which the goal is achieved after the dissemination of information. Animation publishing enhances the dissemination effect of mainstream ideology, which is mainly reflected in the fact that animation publishing enhances the legitimacy of mainstream ideology. Max Weber said: "Any rule attempts to evoke and maintain a belief in its legitimacy." [5] The legitimacy here refers to "the ability and attribute that the political subject can make the object think its political behavior is legitimate and moral, and consequently voluntarily submit to or recognize it". [6] In recent years, the relevant departments of the state have adopted animation to interpret the state policy and the idea of governing the country for the public, which has been widely accepted and recognized by the public, and it has achieved good communication effect. Especially, the appearance of national leaders in cartoon images has narrowed the distance between the masses and politics, and it has objectively consolidated the legitimacy of the mainstream ideology of the state. The dissemination of mainstream ideology is an imperceptible process, and the audience groups are influenced by various objective and subjective factors in the

process of acceptance. In order to achieve the desired communication effect, it is necessary to carefully set up all links in the process of communication, select appropriate communication content and channels, and overcome all kinds of interference factors in the process of communication, so as to ensure the realization of the established communication effect.

IV. THE DISSEMINATION SIGNIFICANCE OF ANIMATION PUBLISHING TO MAINSTREAM IDEOLOGY

According to the development and changes of animation publishing and mainstream ideological construction in different periods, combined with the needs of social and historical development, timely summary of experience and lessons, make full use of strengths and avoid weaknesses, it provides useful inspiration for mainstream ideological construction. Under the new historical conditions, animation publishing has played a positive and practical significance for the mainstream ideology communication, which is embodied in the following aspects:

A. Animation Publishing Provides a New Carrier for the Mainstream Ideological Construction

Although comics were a powerful weapon for ideological communication in the revolutionary era, they were mainly used as the media by traditional newspapers at that time, which were limited by the time, space and region of traditional media, with limited propagation speed and scope, so that the dissemination effect was weak. Nowadays, when entering the Internet era, webcomics have opened up new space for ideological construction. Webcomics have natural advantages, which transcend the limitations of time, space and region. The production process and content acquisition are very convenient. At the same time, comics have the characteristics of humor, vividness and vitality. It has obvious contrast with the seriousness, abstractness and theory of ideology itself, so that the spread of mainstream ideology becomes vivid and interesting, greatly enhancing the communication and influence of ideology. Therefore, the construction of contemporary mainstream ideology in China should actively utilize comics as a mass media and pay close attention to the discussion of mainstream ideology in the dissemination of comics.

B. Animation Publishing Has Opened a New Form for the Mainstream Ideological Construction

Internet penetration in all aspects of life has greatly changed the way of human life, but also changed the mode of communication of human society. With the emergence of new media, information transmission has become more diversified and complex. The new media environment is both a challenge and an opportunity for the construction of Chinese mainstream ideology. How to maintain the dominant position of Chinese mainstream ideology in the new media environment is an urgent problem for the CPC in the new media era. The media environment, mode and process of ideological communication have all changed. The CPC needs to constantly explore and sum up experience in practice. The adoption of webcomics as a form of ideological

communication in the new era not only conforms to the current trend of the times, but also finds effective ways of communicating with the masses, especially the youth, which is an innovation in the dissemination of mainstream ideology in China. It has epoch-making significance for ideological communication.

C. Animation Publishing Has Opened a New Territory for the Struggle of Mainstream Ideology

Instead of appear as the "end of history" predicted by so many scholars, the ideological struggle has returned in a more subtle and violent way. The importation of cultural products from developed countries into developing countries can not only achieve certain economic benefits, but also transmit their own values, lifestyles and thinking habits to other countries. Under the influence of cultural products, ideology has penetrated into other countries imperceptibly. Animation publishing has become the representative of the new territory of ideological struggle in the era of cultural industry.

V. CONCLUSION

In the context of the background of economic globalization and Internet revolution, cultural industry has become the main driving force to promote world economic growth and an important platform for world multiple ideological contests. As an important part of the cultural industry, animation publishing has become a new game point among the ideologies of various countries. Under the influence of animation publications, the mainstream ideology has penetrated into other countries imperceptibly. On the one hand, it strengthens the dissemination of the mainstream ideology; on the other hand, it also brings about the ideological security problems for some countries. Therefore, how to exert the positive influence of animation publishing on ideological communication and avoid the negative impact of animation publishing ideology is an important issue in front of us. At present, it is necessary for us to continue to pay attention to and study the ideological attributes of animation publishing, so as to make it have a positive practical significance for the mainstream ideological construction.

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