

Research on the Status Quo and Countermeasures of the Discourse Power of Cyberspace Ideology in the New Era

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Abstract—The ideology of discourse in the new era of cyberspace presents new features such as diversification of discourse subjects, diversification of discourse carriers, and complexity of discourse content. Among them, the cyberspace ideology discourse power is also facing the impact of Western culture penetration, multiculturalism, and the pressure of Western discourse power. To further construct cyberspace ideology discourse power in the new era, it is necessary to adhere to Marxism as the ideological guidance, strengthen the discourse subject, guide the ability to play, expand the discourse carrier, enhance the influence of discourse, innovate the discourse content, improve the quality of discourse, and then highlight the international voice of cyberspace.

Keywords—new era; cyberspace; ideological discourse power; challenge; countermeasure

I. INTRODUCTION

Since the 18th National Congress of the Communist Party of China, the new central leadership group of the party with Comrade Xi Jinping as the core has called for active strengthening of ideological construction and firmly grasping the ideological voice. [1] The party's nineteenth report marks the beginning of a new era of socialism with Chinese characteristics. The new era of cyberspace ideology has a new feature. It is necessary to make full use of cyberspace to promote the smooth development of ideology, vigorously enhance China's cultural soft power, carefully construct China's foreign discourse system, effectively expand China's international discourse power, carefully build a new platform for China's discourse, and spread the good voice of China, explain the new features of China.

II. THE NEW CHARACTERISTICS OF THE IDEOLOGICAL DISCOURSE POWER OF CYBERSPACE IN THE NEW ERA

A. Diversification of the Subject of Ideological Discourse

The report of the 19th National Congress of the Communist Party of China summed up the tremendous achievements China has made in various fields of economy and society. China is not as confident and proud as it is now. With the continuous improvement of Internet information technology in China, the network has entered thousands of

households. With the continuous increase in the number of Internet users in China, China has become a big Internet user in the new era, which provides a mass basis for consolidating China's socialist ideological voice. Under the continuous popularization of Internet technology, "Everyone gets on the Internet" has become a common phenomenon, which has brought convenience to firmly grasp the right to speak of socialist ideology. In the era dominated by traditional media, propaganda personnel need to go to the grassroots level to do the work of socialist ideology in China, to talk about practical matters, and to explain the problems with the masses, and not necessarily achieve the expected results. Nowadays, in the new era of Internet popularization, it is much easier to do propaganda and mobilization of socialist ideology. As long as they gently click on the keyboard, they can pass the party's thoughts, routes, guidelines, policies, etc. to the network users, and can spread all the time, without interruption, without dead ends. The new technology of the Internet will soon enable netizens to master new theories and new ideas, and to pass on new ideas and new information to other people in the daily life and communication, so that socialist ideological discourse can be widely spread among the masses.

B. Diversification of Ideological Discourse Carriers

The rapid development of Internet information technology in the new era has led to the continuous diversification of the types of cyberspace carriers, and the continuous innovation of Internet technologies, which have provided a wide channel for the dissemination of discourse power of socialist ideology. First of all, based on the Internet-based platform, cyberspace has spawned a series of social platforms or media. In addition to traditional user websites and social platforms, mobile media has also emerged. For example: blog, Weibo, QQ, WeChat, WeChat public number and other mobile media. Emerging media are also emerging. For example: digital broadcasting, digital newspapers, mobile TV, mobile games, desktop windows, digital media and other emerging carriers. TouTiao, Yidian, Sohu, Baidu, mobile reader and other self-media are also emerging. In the new era, various carriers that promote the ideology of ideological voices continue to emerge. Among them, the party and government organs fully utilize and use the role of these channels, take multiple measures to make the dissemination of socialist ideological discourses visible, the

degree of dissemination is promoted, and the mode of communication is increased, which in turn promotes the ideological voice.

C. The Complexity of Ideological Discourse Content

In the modern era, the fifth dimension that countries compete for is cyberspace. The occupation of cyberspace has a very important impact on the overall situation of a country. The openness and time-space of cyberspace have promoted the external communication of Chinese culture and enhanced the international influence and attractiveness of China's socialist ideology discourse power. The development of China's Internet has increasingly demonstrated the discourse of Chinese characteristics and Chinese style, which can be known by most countries. This provides a strong guarantee for the socialist ideological voice to display its theoretical charm in the world. However, there are some non-mainstream ideologies in mysterious cloaks. With the openness of the Internet, the mainstream ideology is often attacked, vilified, distorted, and embarrassed. This intuitive discourse power struggle and conflict of values is easy to discern. However, the contest of the discourse power in the seemingly hostile activities of daily interactions, exchanges, etc., should be focused on prevention. They are often concealed and confusing, imperceptibly instilling the public.

III. THE NEW CHALLENGES FACING THE IDEOLOGICAL DISCOURSE POWER OF CYBERSPACE IN THE NEW ERA

A. Western Culture's Penetration of Ideological Voice

In the era of the global Internet, the western developed countries led by the United States have a strong network voice because they have the most advanced information technology. At the same time, with the help of the Internet platform, Western developed countries have hidden penetration of China's network ideology by means of information release and communication. [2] The Internet as a new online platform, netizens can freely express their own views and express their own opinions. The Western countries are seized the opportunity to vigorously promote the Western values of "freedom, democracy, equality" and other values, and to ideological penetration of netizens in China. And in international diplomacy, they also make unreasonable accusations and open interference in our country. Western developed countries have even blindly criticized China's new network policy on the Internet, using the new network carrier to create various anti-China paradoxes, conducting wrong value guidance, and making every effort to compete with mainstream ideas for network voice.

B. Multiculturalism Influences the Ideological Voice of Mainstream Ideology

Cyberspace is a virtual world. With the emergence of virtual space in the network, people's ideology is diversified, social practices are diversified, and values are increasingly diversified. Among them, it is more challenging to use the mainstream ideology to lead the netizens and use the socialist core value system to guide social thoughts. The fragmentation of the network and the quantification of the sea have created an

uneasy and unstable network public opinion space, which affects the mainstream of the mainstream ideological concept, misinterprets the netizens' perception of the socialist core values, reduced the netizens' sense of identity of socialist ideology, impacted the construction of the mainstream ideological voice. [3] There have been some irrational expressions of online public opinion since the media age. Even some netizens with ulterior motives, in the guise of restoring the truth of history, speculating in the wild history, are constantly fabricating historical facts and distorting history. Even some ulterior motives use the micro-video to speculate on historical facts, and then deny the Marxist dialectical materialism historical view, proclaiming that the emperor saved history, heroic heroes had controlled history, feudal Taoist had drove history, and religious gods created history. The only thing is not to recognize the people's history and promote history. In short, it is to deny the ideological guidance of Marxism.

C. The Suppression of the Discourse Hegemony of the West

As the world's Internet powerhouse, the United States has skillfully utilized the advantages of cyberspace and has waged an ideological smoke-free war on socialism with the Internet. It has never wasted a pawn. Their approach is confusing, deceptive, and invisible, using the Internet to spread their ideology of discourse hegemony. And by virtue of its Internet information technology advantages, the use of discourse hegemony to suppress the word power of China's ideology. On the one hand, the Western hostile countries attempted to use their technological superiority and, with the help of the Internet, to smear and attack China's socialist system and values in a more subtle, deeper and more flexible way, and to promote "peaceful evolution." Through cultural exchanges, entertainment videos, art and religion, they spare no effort to instill in our country the social system, values, and way of life of the bourgeoisie, and to pass on universal values and democratic socialism. On the other hand, they attach great importance to the struggle for word power of ideology between capitalist countries and socialist countries. Through the control of international word power, they deliberately blur the boundaries between capitalism and socialism in non-mainstream new media such as online social media. While bad-mouthing and questioning China's development, while creating China's threat theory, using the invisible wall of online public opinion to suppress the discourse space of Marxist ideology, it will hinder China's progress from a big country to a strong country.

IV. THE COUNTERMEASURES FOR CONSTRUCTING THE DISCOURSE POWER OF CYBERSPACE IN THE NEW ERA

A. Adhering to the Ideological Guidance of Marxism

To construct a new era of cyberspace ideology and discourse power, people must always adhere to the guidance of Marxism, strengthen the propaganda of mainstream ideology and promote the core values of socialism, and control the direction of public opinion in the new era of the development of the Internet, with the correct Public opinion leads people. Especially in the era of increasingly diversified ideas, people

must deal with the relationship between the unity of Marxism and the diversification of social and cultural thoughts. People continue to arm the whole party with Chinese Marxist theory, persistently carry out education on ideals and beliefs, constantly overcome and resist the impact and influence of wrong thinking, and establish a new socialist trend oriented by socialist core values. The people must strike their flags in a clear-cut manner against those false views that reject Marxism. They will never compromise on the issue of big or bad. The leadership and discourse power of ideology must be under the leadership of the party and be controlled by real Marxists. At the same time, it is necessary to make full use of the new technology media, strengthen the construction of Marxist network communication positions, occupy the main positions of the network, enhance the ideological attraction, and grasp the right to fight the discourse. In the struggling for ideological voice, people must dare to fight and resolutely resist the hegemonic discourse of the West.

B. Strengthening the Subject of Discourse and Guiding the Performance of Ability

To construct a new era of cyberspace ideology and discourse power, the public must first grasp the discourse subject to solve the primary problem. As one of the main subjects of discourse, the mass netizens play an important role in the dissemination of ideology discourse in cyberspace. The occurrence of online public opinion is often caused by the public netizens following the trend. Secondly, the public should pay attention to the discourse guidance of the leaders of the party and government organs, and the party and government organs as the vane of the ideological voice of the ideology must not go astray. Mainstream ideology should play a leading role. For the dissemination of cyberspace information, it is necessary to track in time, distinguish the true and false of network information, and teach netizens to socialize online and be responsible netizens. In addition, celebrities in cyberspace, because of their influence status, determine their ability to speak and speak, and they need to be guided and managed. Finally, as the core of strengthening the construction of cyberspace ideology, website administrators and operators must talk about party spirit. They are required to treat online communication and new media communication like traditional media. Party spirit and people's nature are the basic attributes of China's socialist news media, and they are also the basic requirements of the new era of governance network.

C. Expanding the Discourse Carrier and Enhancing the Influence of Discourse

The final result of the struggle for ideological discourse is the expression of the influence of discourse and the recognition of discourse in the masses. Unilateral discourse communication will seriously affect the audience's breadth, and the use of cyberspace diversification carriers can greatly amplify the amount of speech and enhance the influence and coverage of discourse rights. The first is to inherit the traditional media and innovate the new media platform for the network. Propaganda personnel should also adapt to the development of the new era, constantly update their concepts, keep up with the pace of the times, and solve new news hotspots and difficult issues with new ideas and new ideas.

The public can comprehensively use Weibo, WeChat and other communication platforms to publish effective information accurately and actively respond to relevant questions quickly. In the context of new media diversification and noisy voices in the new media era, propaganda personnel should also be prepared for danger in the first place, starting with propaganda work, starting from the grassroots level, innovating grassroots work, innovating information dissemination methods, and disseminating in a timely manner. The second is to consolidate and reconstruct the mainstream position of the new media. Consolidating existing positions, establishing new positions, expanding marginal positions, competing for intermediate positions, and infiltrating enemy positions are the only way to realize the ideology of cyberspace. The Internet is an important tool for information dissemination and communication, and an important means of ideological communication. The Internet can be used to educate and guide core values. Nowadays, various erroneous thoughts and foreign cultures are rushing to China's mainstream ideology by virtue of the openness and extensiveness of the Internet. The complicated network of words makes people's thoughts confusing and even wrong. Therefore, it is necessary to enrich and improve the content and form of mainstream websites such as government portal websites and red websites, strengthen supervision and management of news websites and commercial entertainment websites, and promote positive energy, to ensure the socialist ideology occupy the cyberspace, which needs to radically reform, while focusing on grooming and management, creating a good cyberspace.

D. Innovating Discourse Content and Improving the Quality of Discourse

There is no discourse power without discourse. First, the public needs innovative discourse content. After the cyberspace ideology discourse form is determined, the content is king, there is no innovative content, and even the best form and platform can't seize the commanding heights of ideological voice. To maintain and realize the right to speak in socialist ideology, it's necessary to fully demonstrate the scientific and advanced nature of its discourse. The second is to improve the quality of the discourse. Under the current situation, socialist ideology faces the impact of various domestic and foreign thoughts, sometimes showing the state of speechlessness and aphasia. The main reason lies in the lack of accuracy, fresh activity and scientific of the creation of discourse issues. Therefore, it is imperative to realize the era, popularization and scientific of the setting of Marxist ideological discourse. To this end, it is necessary to uphold the new development concept, adhere to the guidance of Marxism, use Xi Jinping's new era of socialism with Chinese characteristics to examine the changes in today's society, resolutely resist the attack of Western discourse hegemony, establish the great courage to seize the opportunity of discourse, and practice a keen eye that leads the trend. All of this comes from the promotion of the discourse power of socialist ideology and the scientific grasp of the law and essence of construction.

E. Enhancing the International Voice of the Internet

In the era of increasing Internet, in the face of the international discourse power situation of "West is strong and the East is weak", China should make full use of the Internet platform to actively optimize the external propaganda methods and enhance China's international discourse in cyberspace, create an international public opinion environment conducive to China's development. It is needed to to broaden the international horizons and expand the cyberspace. [4] In a global perspective, it is necessary to continuously enhance the international recognition of the discourse power of mainstream ideology and promote the transformation of China from a network power to a network power. The Internet must be well used as a variable to expand the spread of online discourse, tell the story of China, let more people in the world know China, understand China, establish a good international image, and safeguard national interests. It is also necessary to optimize external strategy, seek broad cooperation, and transform a single propaganda model into a diversified, proactive, and friendly dialogue model for equal dialogue and exchange. In addition, China should attach great importance to the network diplomacy platform, establish a good image of network diplomacy, build a network of discourse systems with Chinese characteristics, innovate online diplomatic discourse expressions, conduct proactive foreign exchanges, and promote Chinese online discourse "going out". It is necessary to grasp the new trends in the development of the world's networks, accelerate the research on information technology innovation, enhance the international influence, safeguard China's ideology security, strive for more rules-making powers that match China's international status, and propose a Chinese plan for global Internet governance with Chinese characteristics.

V. CONCLUSION

At present, socialism with Chinese characteristics has entered a new era and has been continuously recognized, praised and welcomed by all countries in the world. This is enough to illustrate the strong attraction and influence of socialism with Chinese characteristics! It is enough to explain that it is appropriate to promote the ideological voice of socialist ideology with Chinese characteristics! It is enough to show that the socialist discourse power with Chinese characteristics in the new era is more influential, persuasive and appealing than any period in history!

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