The Key to Reconstruction of Internet Discourse Power with Socialist Core Values

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Abstract—**Cyberspace has already become the field of contention and reshaping. It is imperative to build a network of discourse power that is dedicated to exploring the spread of socialist core values. Based on the analysis of the logical structure of the social discourse's core values of network discourse, optimizing the discourse environment for disseminating socialism's core values, expanding the discourse carrier, and enriching the discourse expression are the only ways to enhance and reshape the socialist core values in the network environment.**

Keywords—*core values of socialism; internet discourse power; discourse logic*

I. INTRODUCTION

The change in production relations brought about by the digital revolution is obvious. From the mode of production to the way of life to the realm of thinking, everything is constantly coupled with the network, and human social relations centered on human interaction are symbolized. In this cyberspace that combines reality and reality, a scramble for speech has long quietly begun. The geographical division of traditional society and the social structure constructed by blood are crushed by informatization. Different stakeholders and emerging profiteers are stepping up their struggles for cyberspace and competing for commanding heights. This process accelerated the renewal and iteration of cyberspace, and accelerated the formation of the world history predicted by Marx. The battle for the right to speak is the key to this contest. The spread of socialist core values in cyberspace is an important way to shape China's and Chinese nation's online discourse power, and it is also the spiritual driving force of China's cyber health exhibition.

II. BASIC ELEMENTS OF THE INTERNET DISCOURSE POWER WITH SOCIALIST CORE VALUES

The "right to speak" is the sum of the power to express, spread, dominate and to control discourse. The internet discourse power with socialist core values refers to the collection of power and rights with socialist core values as the main content with the rapid improvement of network information technology, that gradually constructed by the subject of network discourse in the network discourse environment by using the network discourse carrier and other methods. In the network discourse environment, its communication elements mainly include "who is spreading", "what is spread", "how to spread", and "in which context".

A. Subject of Internet Discourse

People play the most important factor in all social practices. Without the human condition, any practical activity can only become a fantasy, such as cloud-castle. From this point of view, the subject of Internet discourse is the first element to construct the right of network discourse of socialist core values. It mainly reflects the relationship between the subject and object of the dissemination of socialist core values in cyberspace. In cyberspace, it is necessary for the subject of Internet discourse to predetermine the value orientation that meets social requirements, and have the ability to use computer hardware in terms of ideology, skills use, and behavioral performance, to practice the mainstream values well, and to shoulder the heavy responsibility of the subject of Internet discourse.

B. Internet Discourse Theme

The theme of Internet discourse is the main component of the right of network discourse of socialist core values. It mainly refers to how to explain the deep connotation of its discourse theme in the virtual complex cyberspace, and why it is necessary to explain this internet discourse. The report of the 19th National Congress of the Communist Party of China states that "the core values of socialism are the concentrated reflection of the contemporary Chinese spirit, condensing the common value pursuit of all people." [2]It can be seen that with its correct value orientation, profound theoretical connotation, and great spiritual power, this Internet discourse theme guides, internalizes, and inspires people, bringing people of all nationalities together and souls interdependent.

C. The Carrier of the Internet Discourse

The internet discourse carrier is another major component of this issue, which affects the depth and distance of discourse topics. "In general, the more reasonable the choice of the dissemination and expression of ideological discourse, the greater the amount of 'power' possessed by ideological discourse. [3]" Therefore, how to select the media expression of the discourse theme scientifically and efficiently, and present the profound connotation and discourse charm of the discourse theme to the maximum, is an important task undertaken by the network discourse carrier.

D. The Context of the Internet Discourse

The network discourse environment is a loop element of this issue. In the complex virtual network discourse environment, the real identity of the subject of the network discourse is hidden, the authenticity of the information of the network discourse theme needs to be identified, and the media effectiveness of the network discourse carrier needs to be verified. This affects the effective dissemination of Internet discourse topics to a certain extent. It can be seen that if a clear Internet discourse environment will be created, it is necessary to take certain rigid measures to manage the subject of Internet discourse, supervise the topic of Internet discourse, and control the carrier of Internet discourse.

III.   LOGICAL STRUCTURE OF INTERNET DISCOURSE POWER WITH SOCIALIST CORE VALUES

Logical structure of internet discourse power with socialist core values mainly discusses the basic elements and the interrelationship among the basic elements in terms of the combination of discourse power and discourse rights. In terms of logical structure, it includes the right to guide discourse value, the right to create a discourse system, the right to set agendas, and the right to manage and supervise control. It inherently regulates the exercise and effect of the right to speak online.

A. The Right to Guide Discourse Value

The right of discourse value guidance of socialist core values mainly refers to the power given to the subject of network discourse by the socialist core values of network discourse to distinguish the right and wrong of society and guide the value orientation, providing direction guarantee for the promotion and dissemination of mainstream ideology. General Secretary Xi Jinping once emphasized that "the core values carry the value pursuit of a nation and a country and reflect the value standards of a society's judgment of right and wrong. [4]" In the complex virtual network discourse environment, massive symbolic information weakens the ability of netizens to distinguish between true and false, and they are more likely to be influenced by other social trends. The socialist core values stand firmly clarify the mainstream value orientation advocated by the society, and provide direction guarantee for improving the value recognition, identification and practice of netizens.

B. Right to Create a Discourse System

The right to create the discourse system of socialist core values mainly refers to the power and right to create discourse content that meets the needs of netizens, based on the current status of the discourse theme of the Internet. The power of discourse system creation mainly refers to the power of the Internet discourse subject to continuously generate new discourse texts in order to maintain the right of all netizens to enjoy the right to express and speak socialist core values. The right to create a discourse system mainly refers to the qualification of a discourse system creation where the subject of network discourse constantly makes suggestions on the discourse system of the existing socialist core values. From this perspective, the socialist core values network discourse

system creation right is the unity of discourse power and discourse right, so that this discourse system can keep pace with the times and last forever.

C. Dominance of Agenda Setting

The dominance of the agenda setting of socialist core values mainly refers to the power and right of the subject of Internet discourse to purposefully and systematically present the topic of Internet discourse within the eyes of netizens in a network discourse environment. The dominant power of agenda setting mainly refers to the power of Internet discourse subjects to carefully set the theme of Internet discourse with the help of a certain network discourse carrier, so that netizens can focus on the theme of Internet discourse and think and act in accordance with a specific theme framework. The dominant right of agenda setting means that the main body of Internet discourses has the qualifications to make suggestions and suggestions on the agenda setting, implementation, and feedback within the scope of the theme of the agenda setting. From this perspective, the dominant setting of the socialist core values agenda is the unity of discourse power and discourse right, which can enhance the charm, persuasiveness and affinity of the theme of online discourse.

D. Management and Supervision Control

The right of management and supervision of socialist core values refers to the power and right to manage the subject of Internet discourse, monitor the topic of Internet discourse, and control the carrier of Internet discourse in order to purify the environment of network discourse. The power of management, supervision and control mainly refers to the power of cultivating mainstream Internet opinion leaders, identifying the topic of Internet discourse, and using the carrier of Internet discourse in order to guide the positive development of Internet public opinion in a complex virtual network discourse environment. The right of management supervision and control mainly means that the subject of Internet discourse has the qualifications to become a mainstream Internet opinion leader, disseminate the theme of Internet discourse, and properly use the carrier of Internet discourse according to its own value orientation. It can be seen that the socialist core value management supervision and control right is a unity of discourse power and discourse right, which can provide a clean and upright network discourse environment for the construction of the socialist core value network discourse right.

IV.   CONSTRUCTION PATH OF INTERNET DISCOURSE POWER WITH SOCIALIST CORE VALUES

Construction path of internet discourse power with socialist core values is closely related to its internal basic elements and external logical structure. Therefore, starting from the four basic elements of the subject of Internet discourse, the topic of Internet discourse, the carrier of Internet discourse, and the environment of Internet discourse, devoting to exploring the actual path of this issue is quite reasonable.

A. Strengthening the Construction of the Plural Forces of the Subject of Discourse

First, it is necessary to consolidate the subject position of the Communist Party of China as the right of network discourse for building socialist core values. That is, the Communist Party of China has planned the overall plan for constructing the social discourse power of the core values of the Internet. As a pioneer of the Communist Party of China, party members of the Communist Party of China must follow the law of network communication, make good use of the network media to dynamically grasp the needs of the people, answer real-time Internet hot events for the people, and lead the trend of online public opinion.

Second, it is necessary to give play to the role of colleges and universities as a base for the dissemination of socialist core values. That is, a combination of classroom theory teaching and after-class practical activities should be adopted to enable students to actively participate in community practical activities based on mainstream value education, and then to solve practical confusions such as lack of faith and moral decline in specific practical activities, ensuring that students develop the right values.

Third, it is necessary to actively cultivate online opinion leaders. That is to say, people should not only focus on cultivating the ideological and political qualities of online opinion leaders with a sense of social responsibility and justice, but also focus on developing their network media skills so that they have the ability to interact with the Internet, set the ability to set agendas, and respond quickly, achieving the purpose of cultivating online opinion leaders that meet the educational requirements of socialist core values and meet the needs of netizens.

B. Creating a Systematic Discourse System

First, the form of discourse changes from textuality to symbolization. That is to say, not only must people have the consciousness to change from textuality to symbolization, and integrate the perceptual symbolic languages such as pictures, audio, and video into the process of spreading values. Models and deeds that promote the main theme and promote core values are embedded in expression packs, film and television dramas, and cartoon works to enhance the charm and attractiveness of the theme of online discourse.

Second, the discourse expression changes from abstract to concrete. This requires not only grasping the relationship between the three levels of the state, society, and individuals from a macro perspective, understanding the internal relationships at each level, and realizing the logical relationship of socialist core values, but also taking advantage of the vividness, image, and perceptibility of new media to form a thematic and systematic promotion of each group of words on each level of the topic of online discourse. Thus it reifies the core values of socialism from the abstract twenty-four words to each group of words, and realizes the concrete dissemination of the topic of network discourse.

Third, the content of discourse changes from official discourse to everyday discourse. That is, the official mainstream media must not only integrate into the netizens in a low-profile manner, but also settle their problems and solve their problems. It is also necessary to try to use everyday words and Internet buzzwords familiar to the Internet community to explain and enrich the profound connotation of the core values of socialism.

C. Expanding the Multi-modal Discourse Carrier

First, efforts need to be made to grasp the dominance of the "Agenda Setting". That is to say, it is not only necessary to efficiently filter and filter the information content, eliminate negative information, and create a positive public issue space for netizens. It is also necessary to plan and purposefully place prominently the news reports, advanced deeds, and positive energy stories related to the core values of socialism, making socialist core values the topic of choice for netizens.

Second, it is required to actively promote media integration and dissemination. That is to fully integrate the characteristics of online media dissemination, such as immediacy, sharing, and mass, with the traditional media's authority, trust, experience, and team specialization, forming a rectangular propagation matrix of traditional media and online media that play a synergistic effect, resonance at the same frequency.

Third, it is necessary to strengthen the construction of Internet discourse power. That is to say, it not only needs to strengthen the construction of thematic network positions, design the layout and typography clearly, and present the specific content in a visual and popular way, and complete the interactive communication frequently and actively. People also need to focus on promoting APPs that learn, update, and share socialist core values in real time, so that netizens can efficiently use their leisure and fragmented time to grasp the relevant dynamics of socialist core values in real time, and ensure that this online discourse theme remains active and active.

D. Strengthening the Governance and Protection of the Discourse Environment

First, it is required to establish and improve a network public opinion monitoring mechanism. This not only requires the establishment of an all-weather, three-dimensional public opinion monitoring system, real-time monitoring of the direction of network issues, instant clarification of network rumors, and the use of socialist core values to lead the direction of online public opinion. It is also necessary to scientifically judge the users of the network discourse carrier, grasp the operating status of the network discourse carrier in real time, and control the network discourse carrier.

Second, it is necessary to speed up the creation of a network management system. That is to say, people must not only continuously improve the network industry guidelines in accordance with targeted hotspot events, so that network workers can work closely around the industry guidelines and regulate the order of cyberspace. It is also necessary to establish and improve a network management and incentive system, commend the individual or collective of network discourses that carry forward the main theme and spread the core values of socialism, and arouse the majority of netizens to

see what they are thinking and strive to be the communicator and practitioner of the main theme.

Third, it is necessary to continuously advance the network legislation. This must not only be based on the current illegal and disorderly situation in the network environment, but also improve the network governance laws and regulations with Chinese characteristics in a targeted and forward-looking manner. It is also necessary to strictly enforce laws in accordance with laws and regulations, and to severely punish speeches and actions such as spreading Internet rumors, obstructing Internet order, and threatening national security, making network governance laws and regulations come into effect, and create a clean and upright Internet discourse environment for the construction of socialist core values of network discourse power.

V. CONCLUSION

The remodeling of internet discourse power with socialist core values follows the unification of the truth scale and value scale, and is the result of the transformation and optimization of actively adapting to network productivity. However, the true truth needs to be accepted and understood by the people. In the following research on the right to speak of the spread of socialist core values, it is necessary to continue to work hard to make the socialist core values more popular, contemporary, and popular, and truly make it a kind of productivity.

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