

Exploration into the Spreading Mechanism of Cpc Creates Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

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Abstract: Based on the communication mechanism and theories of the subject, object, content, media, environment, and effects of the communication mechanism, this paper tried to explore the communication mechanism of CPC creates Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era (hereinafter referred to as new thought) among young people, proposing to the problems and countermeasures in the process of dissemination of new thought.

1. Introduction

Strengthening the study and propaganda of new thought among the youth in the new era is the need for the construction of China's social ideology and the realization of national rejuvenation. Combined with the new situation of the development of new media, this paper aimed to study the propagation mechanism and theory of new thought, explore the overall operation mechanism of the spread of new thought among young people, and solve the problems and countermeasures in the process of communication.

2. The Current Situation of the Spread of New Thought among the Youth

2.1 Common Recognition of New Thought Coexists with Other Values

The majority of the youth agree with the views that "China can only develop Marxism if it adheres to Marxism", "Only by adhering to the socialist political development path with Chinese characteristics, can all Chinese undertakings develop smoothly", "Arm yourself with Marxism and strengthen the belief in communism"; and take a positive attitude towards promoting new thought into the classrooms and teaching materials into the brain. The vast majority agree with the democratic system of western capitalism, freedom and equality of human rights, and fraternity. The existence of these phenomena shows that majority of the young people have a high degree of recognition of new thought, but there are also misconceptions such as universal values.

2.2 Coexistence of Theoretical Demand Diversity and Simplicity of Supply Channels

Regarding the youth, on the question that how to look at the way of publicity and education of new thought, the vast majority think that there are some problems in the way of publicity and education; the order of the way to understand new thought is the Internet, books and newspapers, schools, relatives, friends and colleagues; the order of the most acceptable carrier for understanding new thought is literature and art, culture, and practice; the order of the role of moral education is social practice, parent-teacher teaching and personal education and public welfare activities, while the influence of the moral model selection, military training is limited. These show that theoretical education cannot meet the needs of the youth for the diversity of theoretical learning and highlight the attention of youth group to new media. The function, role and development space of the new media in spreading new thought are huge.

2.3 Differences among Adolescent Groups Coexist with the Phenomenon of Similarity within the Group

There is a gap in the acceptance of the new thought among the youth according to their age and the different industries they are engaged in. The order of importance of the new thought for social

and personal development is young students, young people in government departments and institutions, young entrepreneurs, young enterprise, and young farmers. Therefore, the recognition of new thought differs among different the youth, but their views on new thought are very close.

3. Analysis of the Problems in the Spread of New Thought

According to the acceptance theory of ideological and political education ^[1], the acceptance mechanism includes basic elements such as the teams, core socialist value system, acceptance intermediary, acceptance environment, etc. Among these, acceptance intermediary refers to educators, mass media, and educational activities, etc.^[2] According to the theory of communication^[3], the elements of communication theory include five elements: the communicator, the dissemination of information and information, the media communication channel, the receiver, and the effect. According to the above theoretical views, the study and research of the propagation mechanism of new thought among young people must be comprehensively investigated in terms of the subject, object, content, method, environment and effects of the communication, which is the basis for analyzing the existing problems in the process of spreading new thought.

3.1 The Main Body of the Communication is Unitary

According to the communication theory, the main body of communication is the educator, who mainly teach the youth new thought. The main body of dissemination of new thought in the youth is mainly school ideological and political workers, teachers of ideological and political theory courses, and party and government organs, so schools are the main channel for disseminating new thought for young people, and the implementation of ideological and political theory courses reflects the feature of unity of the main communication body.

3.2 The Object of Communication is Fuzziness

According to the communication theory, the object of communication is the group of young people who accept new thought. In the process of communication, the relationship between communication objects is realized through the relationship between communication subjectivity and communication linkage. To be practical, we attach great importance to the dissemination of new thought and systematic advancement methods for the college student community, and neglect the systematic promotion methods of new ideas for migrant workers, rural youth and primary and secondary school students. The Communist Youth League must give guidance to all kinds of youth in different categories, with obvious results, which is conducive to promoting the spread of new thought.

3.3 The Content of the Communication is Theoretical

According to the communication theory, the content of communication in the new era is to spread new thought. The content of the new era theory communication is close to the young people's inner desire for the urgent requirements of the new era thought. The differences among the youth reflect the differences between the content and the form of theoretical communication. The new thought has clear abstract and theoretical characteristics for teenagers who have not received higher education. At present, the new thought remain on the basis of practice, core essence, main content, spiritual essence, basic strategy, and historical status, and there is still a lack of carriers that young people can easily accept. How to accept the content of theoretical propaganda in an image and easy-to-understand format involves how to realize the popularization, popularization and popularization of new thought, which requires our own efforts.

3.4 The Mode of Transmission is Simplified

According to the communication theory, the means of communication refers to the comprehensive use of communication media, activities and methods including mass media and educational activities. The weakening of Marxist theory is the simplification of propaganda and education. Therefore, the main channel for disseminating new thought is the school. Schools have a

great responsibility to promote new thought into the classroom, into textbooks, and into the brain. However, the traditional classroom is based on the passive learning of students and the single mode of communication; its effect of theoretical indoctrination is poor, which is criticized by society. Therefore, it is necessary to dig into the depth, breadth and importance of the practical teaching in schools. Theoretical indoctrination means that young people hate learning and even dislike learning and disseminating content, which is not conducive to the spread of new thought.

3.5 The Communication Environment is Complicated

According to the communication theory, the communication environment of the new era refers to the grand era background of the main body and object of the communication in the process of communication, and the complex international and domestic environment of the 41 years of reform and opening up. On the question of why there is a crisis about the ideals and beliefs of communism, the vast majority of the youth think that it is because of the lack of beliefs of leading cadres and educators who do not believe in Marxism-Lenin but believe in ghosts and the corruption of cadres. With the deepening of reform and opening up, social contradictions have become prominent, individualism, hedonism, and money worship have taken the opportunity, and the internal environment in which social thoughts have surged has become increasingly complex. This complex domestic and international environment has brought difficulties to the spread of new thought to some extent.

3.6 The Effect of Communication is Neglected

The communication effect is the acceptance effect of the communication object on the communication content. The evaluation of the quality of the communication process will inevitably involve the evaluation of the communication effect. Evaluation of the communication effect of new thought is reflected in the feedback of the communication results. In reality, the evaluation of communication effect is neglected, which makes it impossible to grasp the reality of young people accepting the spread of new thought in a timely manner. The misjudgment of the communication behavior of the main body of the communication by the communication subject cannot be evaluated and continuously improved.

4. Exploring Countermeasures for the Spread of New Thought

4.1 To Establish a Grand Ideological and Political Work Team System

In view of the problems existing in public opinion research and judgment, network propaganda research, political work team training, incentive mechanism and policy mechanism of ideological work team, joint management and promotion of work mechanism, personnel allocation and other aspects in Colleges and universities, we should strengthen the construction of college propaganda and ideological work teams, which is the cadre foundation for ensuring the spread of new thought; adhere to the problem-oriented, educators of the ideological work team must strengthen learning and systematically grasp new thought, which is a prerequisite for solving problems in the process of communication; to propose innovative measures and measures to make the young people accept the spread of new thought.

4.2 To Do Good Job of Classified Guidance Based on the Characteristics of the Youth

In the new era, schools and league organizations at all levels and types have made remarkable achievements in carrying out classified guidance work. In order to study and publicize new thought, we must expand the classification guidance according to different characteristics of young people, build complete education structure, write learning outline or publicity manual which are suitable for the primary and secondary school students, and moral belief education is the main aspect of moral education. For college students, the comprehensive guidance method of learning and propagating the new ideas is mainly theoretical education, supplemented by moral education.

4.3 To Propose Innovative Interpretation Ways to Spread New Thought

In the process of spreading and learning new ideas, it is necessary to adapt to the interpretation of the youth so as to facilitate their better acceptance.

Firstly, we can interpret it on the basis of Marxism and Chinese excellent traditional culture. The new thought inherits the main views of Marxism and the traditional Chinese culture, and radiates the light of truth and civilization in the new era, which is the unique charm and advantage of the new thought.

Secondly, the interpretation should be based on the characteristics of the youth. The primary school students' needs are satisfied in the form of stories and fables; the college students' theoretical needs are satisfied in the form of rich literary atmosphere; the government youth meet their theoretical needs in the form of high theory; and the migrant workers meet their needs in the form of simple and clear theory. Only in this way can we give full play to the ability of the audience to accept the theory.

Thirdly, we should correctly deal with the relationship between big and small in the network theory communication^[4]. In the theoretical communication, big refers to the direction, pattern and service, while small refers to the simplified information dissemination. Accurately handling the dialectical relationship between big and small in the spread of theory is to accurately grasp the big principles and control the small principles. Both serve the overall situation of the spread of new thought.

Fourthly, the goal of theoretical communication is the combination of hardness and softness. Hardness is the main theme of theoretical communication, establishing four kinds of consciousness and four self-confidence, transforming innovative theory into the conscious action of the masses. Softness is the unity of the relationship between hardness and softness which should be realized by paying attention to artistry, in the form of new grounding, close to the masses, close to the reality and close to life. The effect of sneaking into the night with the wind, moistening the things silently finally unifies the teenager's thoughts to serve the overall situation.

Fifthly, the elegance and vulgarity of theoretical communication. Mao Zedong's philosophical proposition of the spring snow and highbrow art and literature essentially is the relationship between elegance and vulgarity in theoretical communication. Elegance is profound content and elegant style of theoretical communication while vulgarity is easy to understand content and form of theoretical communication which uses the language of the masses to spread new thought, so as to achieve the unity of the content of elegance and the form of vulgarity in theoretical communication, and to achieve the goal of three closeness.

4.4 To Take Advantages of New Media Communication

Firstly, the new media plays an advantageous role in theoretical publicity. In view of the diversity and fragmentation of the audience of new media, it provides diversified opportunities for young people to disseminate innovative theories. Schools and league organizations should control the influence of new media and educate young people, and mobilize the enthusiasm for theoretical study.

Secondly, we should realize the unity of theory and practice. The great practice of youth groups in the new era, personally feel the charm of new thought. Society and schools must take advantage of the opportunities of youth group social practice to help young people better understand new thought and strengthen theoretical guidance in practice.

Thirdly, we should realize the combination of active and passive education, so as to achieve the transformation of young people's acceptance of new ideological education from passive to active and to maximize the effectiveness of active education. Active education guides teenagers to think in a problem-based way and forms a good habit of thinking in learning and thinking in learning.

Fourthly, we should innovate the diversification of theoretical propaganda styles, promote the new ideas of speech, drama, recitation, opera and so on, so as to enhance the attraction of teenagers' theoretical study.

4.5 To Strive to Create Good Theoretical Publicity Environment

On one hand, we should create good social environment. First, to establish a social network management system; second, to improve the social service function of the community; third, to purify the social environment for the growth of young people; fourth, family education is an indispensable part. In order to grasp the new thought accurately, it is necessary to work together to create an all-round education environment for the society, the school and the family.

On the other hand, we should create good cultural environment. The external environment of our country is facing the spread of cultural values and lifestyles of Western countries, which damages our traditional culture and affects young people whose minds are not yet fully mature. To this end, we must develop a craze for learning new thought among the youth, and occupy the cultural high ground in the combination of theory and practice.

4.6 To Establish and Improve the Feedback Mechanism for the Evaluation of Communication Effects

Firstly, to establish evaluation institution. Follow the principles of fairness and objectivity, realize the objective and fair evaluation results, and achieve the pertinence and effective evaluation results.

Secondly, to establish evaluation criteria. Classify and guide the work target of the youth, and grasp the accurate assessment of the theoretical communication effect of the youth.

Third, to formulate evaluation criteria. It is the key to achieve the effect of theoretical communication that the evaluation standard should be based on whether it is conducive to the spread of new

Fourth, to determine the evaluation method. Field visits and questionnaire surveys; establish an online observer system, collect online public opinion, observe the youth's ideological dynamics, and guide them in a targeted manner.

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