

# Research on the Dissemination Direction of Clean Government Culture in the Era of All Media

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**Abstract:** The formation and development of the all-media communication environment in the information society has unique cultural attributes. The change of the role and role of the main body of communication is a change of thinking in a deep sense. The value connotation of the socialist clean government culture with Chinese characteristics at different levels of politics, economy and spirit represents a rich social function. Under the all-media communication thinking, the improvement of the communication effect of a clean government culture depends on the innovation of the communication carrier and the reform of the cultivation method and communication paradigm. To a great extent, the realization of the value of an honest culture can further promote the benign development of communication culture in the era of all media.

## 1. Introduction

The communication of clean government culture is the process that the main body of the communication conveys the theory, system, behavior and social evaluation of clean government construction to the audience with the help of diversified communication symbols and media. It is an indispensable and important part of the process of clean government culture construction. Its purpose is to make the culture of clean government into the spiritual guidance and standard of conduct of the whole society through the education of clean government, internalize the idea of clean government from national consciousness to the ideology of party and government cadres and the masses of the people, and make the worship of cleanness the consensus and pursuit of the masses.

## 2. The Cultural Attribute of All Media

All media, as a collection of many communication media in a specific discourse system, contains both material media presented in the form of hardware and represents a brand-new upgrade of communication concepts and methods. In the current era of “information is king”, futurists shouted “Whoever controls the information and controls the network will have the entire world.” All media will naturally become the best practice for information dissemination and integration. At present, “all media” has not yet entered the mainstream academic discussion field. Although there are many definitions and expressions, they all have different standards. The author believes that no matter from the perspective of media concepts, forms, communication methods, information production, etc., the core of the unique characteristics of all media is “totality”. Examining the whole media, it is not to gather many isolated media statically, nor to treat it as a high-level information reservoir, but to integrate and organically integrate various media in the process of self-generation and development in an open state. Relying on traditional technology and information technology, it is a collection of symbols between political, economic, cultural and social elements, carrying various thoughts and ideas. If according to McLuhan's metaphor: “The medium is an extension of human beings”, then the whole media will exert this extension to the extreme, and break through the unidirectional linear extension of traditional media such as radio and television, and realize the vision and hearing based on the audience. Somatosensory and other full-sensory interactive experience of time-space interlaced network extension.

### **3. The Value Dimension of a Culture of Clean Government**

In the logical framework of historical materialism, Marx's research on production relations on the basis of material production went beyond pure spiritual and cultural determinism, thus examining the development process of social history and the development of people as social subjects. Although the concept of "culture" is not common in specific texts, and even the intention of staying away from the popular "history of culture" at that time, the cultural phenomenon has not disappeared from the perspective of Marx. On the contrary, the concept of "spiritual production" that was first used in the "Holy Family" has since appeared in the entire research approach, precisely reflecting the indispensability of spiritual production as a counterpart to material production. At the same time, the content of the objectification of spiritual production is constantly enriched. In the early days, it was equated with "morality, religion, metaphysics, and other ideologies." "Spiritual production" means art, philosophy and other spiritual activities that better reflect the characteristics of freedom. This view is very close to the narrow definition of "culture" today. It can be seen that the core of culture lies in "humanization", which is a creative objectified activity that takes real people and real production activities as the starting point. Not only that, Marx has a deeper touch on the exploration of the essence of culture. Just as Marx pointed out that "any true philosophy is the essence of the spirit of the times", culture is not only a subjective reflection of the material object and social existence understood in the traditional sense, but also the driving force of social development and the spiritual innerness of the times.

According to this view, the culture of clean government can be regarded as a unique cultural form in the category of "culture", which is a spiritual representation of institutions, concepts, habits, etc. related to the existence of a particular society and class interests. Specifically, the integrity culture includes integrity values, integrity systems and organizational systems, integrity activity carriers, and evaluation mechanisms. Different eras have different contents and expressions of the culture of clean government, and the fundamental difference lies in different value orientations. If "the universal concept of" value "arises from the relationship between people dealing with the external objects that meet their needs", then the value of an honest culture is that people who are the main body of social history are satisfying their own survival and development. The effect of a clean and honest culture in a perfect social activity.

### **4. Opportunities for the Development of a Culture of Clean Government in the All-Media Era**

Diversified information channels enrich the basic materials for the spread of clean government culture. With the development of the Internet, human society has entered the era of all-media. Compared with traditional media, all-media is not just a professional, large-scale communication agency, but a pan-media concept composed of many new media. In this era of "Internet of Everything", the new media is profoundly affecting all aspects of society. The main body, channels, means, methods, environment, etc. of the spread of clean government culture are also undergoing tremendous changes. Rich information Resources have brought new opportunities for the spread of a culture of clean government. The value of information on the Internet is directly proportional to the frequency of interaction with the audience, and the Internet audience has a strong creative and innovative ability. Using the wisdom of the public to create and spread the diversity of the culture of clean government will do more with less.

The interactive communication method unblocks the communication mechanism for the spread of clean government culture. Compared with traditional media, the new media has stronger interaction between the communicator and the audience, and has a certain degree of concealment. This communication method is very suitable for the spread of the culture of clean government. Because the interactive advantages of the new media can create an atmosphere of public opinion, and after a subtle influence, it will have a "cultivating" effect over time. The traditional culture of clean government can not know the attitude of the audience in time, nor can it form a strong public opinion field; and the diversified communication channels of the new media have broken the time and space restrictions of the communicator and the audience. The resulting public opinion value

enables the audience to perceive changes in the social environment in a timely manner and adjust their own cognition and behavior to adapt to the changing social environment.

Personalized push promotes the pertinence of the spread of clean government culture. Personalized push is to send relevant information to users in a timely and active manner according to the needs of the audience. In the era of all-media, it is very easy to know the needs of users. As long as the audience is online, all traces left on the Internet will become big data after collection and analysis, and their hobbies and media usage habits can be easily known. It can be seen that the main body of the communication can accurately grasp the needs of the audience, and choose the most suitable communication method and content according to different audiences, different regions, and different periods, to achieve targeted communication and creation, so that the spread of the culture of clean government is closer to reality, Stay close to life and the masses.

## **5. The Path of the Spread of Clean Government Culture in the Era of All Media**

Government agencies: One-way missions to digital platform government agencies, especially discipline inspection and supervision agencies, are the central role in the process of dissemination of clean government culture. They have a leading position in anti-corruption and advocacy work. The one-way linear communication model demonstrates the authority of government agencies. However, with the continuous development of new media, the main body of the communication of clean government has become diversified, which has put forward higher requirements for the innovation of the communication mode of the government. From the anti-corruption climax of the party since the 18th National Congress of the Communist Party of China, to the use of big data and other advanced technologies to carry out anti-corruption and advocacy work, change the one-way communication model of mission, and create digital government affairs. The “two micro-ends” are used by government departments at all levels across the country, and government affairs WeChat platforms and government affairs microblogs have become important channels for information release and communication with the public. Government units and departments set up a clean government supervision platform for digital management. For example, the Guangzhou Commission for Discipline Inspection and Supervision Commission dynamically updated the municipal management cadres and backup cadres archive database, and established a centralized unified management mechanism for problem clues. Shenzhen Energy Storage Power Generation Company has become a useful exploration of the company's system integrity risk prevention and control system by establishing an integrity risk database. At the same time as the construction of the platform database, the information flow channels, the data generated by the social activities of the public, public organizations and other subjects are also dredged to provide information for the work of clean government. The construction of a digital platform for government affairs presents the progress of anti-corruption work and policies and systems intuitively, expanding the space for publicity, education, supervision and reporting, so that the public can not only obtain information through the platform, but also have a path to express their own claims. The people use the government platform to provide feedback and communicate with the background, and play a major role in the spread of clean government and anti-corruption. On this basis, the government agency platform uses the unique function of public opinion collection to understand the people's emotional attitudes to a certain extent during the spread of the culture of clean government, and forms a preliminary grasp of the public opinion environment, thus providing a direction reference for the further spread of the culture of clean government.

Media function: Under the environment of traditional media, newspapers, radio and television, and media, the spread of clean government culture mainly spreads to the audience through newspapers, radio, and television. As the party's important ideological and public opinion position, the party newspapers and periodicals assume important social responsibilities. The traditional culture of honest government culture has strong authority and vertical characteristics. However, based on the background of the development of new media, the target audience of the culture of honest government culture is not only government workers. We should pay attention to the role of the public as the main body of communication, promote a clean and upright social atmosphere,

adopt a variety of communication methods, establish an all-media thinking, comprehensively use all channels of media communication, and promote the communication between the government and the people more effectively. New media has become the primary medium for spreading a culture of anti-corruption and advocating a clean government. In terms of the immediacy of news and the presentation form of reports, it has advantages that traditional media cannot match. The process of spreading the culture of clean government should also conform to the trend of media integration and integrate information from various media platforms. Through the new media to spread the culture of clean government, it can comprehensively use a variety of terminals and platforms, with rich graphics, audio and video as the carrier, and it is more convincing in visual presentation. While giving full play to the authority of traditional media in the dissemination of information, the rich information and diversified dissemination methods of new media are used to spread the message of clean government to the audience more widely. For example, in the practice of disseminating the culture of clean government, Chengdu chose the “Corrupt Chengdu” website and traditional media for the first authoritative propaganda, and then carried out the second dissemination by WeChat, Weibo and mobile clients. Through the new media platform, a number of interactive and universal anti-corruption activities can be carried out, such as the collection of anti-corruption cultural works, the selection of integrity models, etc., to provide a more convenient platform for people to participate.

The role of the public: The openness and interactivity of the Internet from the receiver to the participant has broken the inherent missionary model of the spread of the culture of clean government, from a one-way state of top-down control to a two-way communication based on the rationality of the audience. The people have a relatively broad platform for opinions, and in the public domain of new media and the Internet, they have sought new ways to participate in the construction of a clean government. On the one hand, the people have a certain understanding of the integrity policies and anti-corruption achievements of the government agencies, and they are influenced by the spirit and values of the integrity; Effectively stimulate individual value. In addition, the highly decentralized communication model has stimulated people's self-expression on issues. Through discussion on Internet social platforms, they can find like-minded partners and expand the influence of issues through social relationships. From the perspective of the enterprise, the company subconsciously influences employees with the concept of “deep foundation, solid morality and integrity”, encourages them to spontaneously create cultural works of integrity, and organizes activities such as photo walls to promote integrity and cleanliness. An important part of. The role of the people in the process of spreading the culture of clean government has changed from the recipient to the participant. Information release, dissemination and input have gained a wide range of channels. The people can selectively follow, participate in the event development process, and launch many-to-many propagation. In recent years, the usage rate of mobile devices has gradually increased, and mobile media has expanded the space for propaganda work, becoming an extension of anti-corruption activities on the mobile end. As a participant, the public has the right to make independent choices about the content of the dissemination of clean government. Their differentiated perceptions, attitudes, and behaviors provide a basis for analyzing the effectiveness of the dissemination of clean government policies. Based on the social relationship network brought by the popular discourse and the new media, the public as participants can realize the significance of clean government to the national society. Orderly supervision and prosecution are based on rational knowledge. The demand for control of the public opinion environment by the spread of clean government culture has also increased accordingly, not only to provide the public with a voice channel, but also to prevent the spread of rumors in a timely manner and to ensure the orderly participation of the public in the construction of clean government culture.

## **6. Conclusion**

The socialist clean government culture with Chinese characteristics contains not only the moral requirements and political norms of clean self-discipline, integrity, love for the people and virtue in traditional culture, but also the core values and scientific connotation of socialist people-oriented,

harmonious development and democratic equality. The realization of the functions of cultural integrity, moral restraint, thought cohesion, goal motivation, prevention and warning, and social supervision will undoubtedly greatly promote the generation of citizens' active and active political participation awareness and supervision awareness, laying a solid foundation for the cultivation of good citizenship. Cultural foundation. The general improvement of citizens' media literacy within the whole society will endow the current communication environment with new cultural characteristics, and the state of prosperity, health, and orderliness of all-media communication can also be regarded as the realization of the value of a culture of clean government.

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