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To cite this article: Wang Han *et al* 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **295** 012011

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Analysis of the Situation Faced by the Construction of Central Enterprise Ideology

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Abstract. In recent years, with the rapid development of new media technologies, the media landscape and the ecology of public opinion have undergone profound changes. Relying on the new media platform of big data, cloud computing, internet of things, mobile internet, artificial intelligence, it has strong openness and interactivity. The anonymization of public speech, the flattening of information entry barriers, and the fragmentation of the spread of issues have ensured the user's right to learn and express, while also releasing the voice of the people. The public opinion environment tends to be complex and changeable, and the difficulty of ideology guiding work is increasing. The central enterprise is the basis of the Communist Party's ruling, an important force for maintaining political stability, and an important cornerstone for the party and the people to rely on. It is inevitable to follow the requirements of the Party Central Committee, strengthen the party's propaganda and propaganda, and firmly grasp the initiative of the leadership of ideological work.

1. New era and new mission to point out new directions for ideological construction

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has placed propaganda and ideological work at an important position in the overall work. "The main theme is more loud, the positive energy is more powerful", "the guiding position of Marxism in the field of ideology is more distinct", and "the unity and unity of the whole party and the whole society is more consolidated", in the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping used the "four more" to clarify the great achievements made in the propaganda and ideological work of the party since the 18th National Congress. At the same time, General Secretary Xi Jinping also pointed out that the struggle in the ideological field is still complicated, and our work still faces many difficulties and challenges.

At the National Publicity and Ideological Work Conference in 2018, General Secretary Xi Jinping put ideological work as an important proposition for the new era to uphold and develop socialism with Chinese characteristics, and placed it in an important position in propaganda and ideological work. He pointed out that building a socialist ideology with strong cohesiveness and leading power is a strategic task that the entire party, especially the propaganda and ideological front, must shoulder. It is necessary to firmly adhere to the "four self-confidences" as the key to building socialist ideology. The guiding position of Marxism in the field of philosophy and social sciences in China, grasping the correct direction of public opinion, improving the communication, guidance, influence, and credibility of news and public opinion, and consolidating and strengthening the mainstream ideological paradox. This has set a clear direction for us to firmly grasp the leadership of ideological work in the new era and provide a fundamental follow-up. In 2019, the National Propaganda Ministers' Meeting re-emphasized that it is necessary to strengthen the party's overall leadership in propaganda and



ideological work and firmly grasp the leadership of ideological work. In 2019, the Central Enterprise Propaganda and Ideological Work Conference required that the central government's propaganda and ideological work should be done well, and that the ideological work responsibility system should be implemented, and efforts should be made to strengthen press propaganda and public opinion guidance, and provide strong ideas and strong guarantees for the reform and development of the central enterprises and party building.

Since 2017, a number of laws and regulations on the construction of network ideology have been intensively introduced. The Party Central Committee successively promulgated the "Detailed Rules for the Implementation of the Party Committee (Party Group) Network Ideology Work Responsibility System" and "Implementation Rules for the Implementation of the Eighth Provisions of the Central Committee by the Political Bureau of the CPC Central Committee". The documents have laid out and put forward requirements for ideology construction and news public opinion work from the aspects of institutional setting, content supervision, personnel qualification, information security, propaganda and other aspects, and laid a foundation for further strengthening ideological construction and ensuring the implementation of responsibilities. In 2018, the National Network Office and the relevant departments made a series of attacks, and launched a series of special governance activities for the network short video industry and the webcast industry. It has handled a number of illegal video short video platforms and their accounts, such as "Connotation Welfare Society" and "Rage Comics", and conducted irregular interviews with relevant responsible persons to urge all major short video platforms to fulfill their corporate responsibilities. In January 2019, the supervision of the short video industry was upgraded again. The China Network Audiovisual Program Service Association has issued 100 "Network Short Video Platform Management Specifications" and "Network Short Video Content Review Standard Rules", which are aimed at standardizing the shortcomings and weak links in the short video field, from platform management and content review. The short video industry has a more stringent and clear red line. The frequent promulgation of laws and regulations, the frequent efforts of competent authorities, the increase of governance actions, and the continuous improvement of normal supervision have all indicated that the current central government's goal of ideological construction is clearer, and more stringent.

Socialism with Chinese characteristics has entered a new era, which is a new historical orientation for China's development. The ideological construction work in the new era must firmly adhere to the fundamental goal of "building a socialist ideology with strong cohesiveness and leading power". We must regard unity and cohesion as the central link of propaganda and ideological work, and must consciously assume missions and tasks to raise flags, gather people's hearts, educate new people, develop culture, and display images. Whether or not we can do ideological work well is related to the future and destiny of the party. It is related to the long-term stability of the country and the national cohesion and centripetal force. The central enterprises shoulder the important force of becoming the most reliable relying force of the party and the state, carrying out the important decision-making and deployment of the party Central Committee, and our party winning the great struggle victory with many new historical features. Deepening the construction of ideology as an important aspect of consolidating and strengthening the party's leadership in the new era is also an important duty and mission that the central enterprise should assume. This requires that central enterprises must conscientiously fulfill their work responsibilities for strengthening ideological construction, enhance the enthusiasm, initiative, and creativity of ideology work, and improve their ability to do socialist ideology work in the new era, starting from the overall situation, unifying thoughts, uniting strength, and doing a good new age of ideological work.

2. Multi-value orientation has a new impact on ideology construction

In today's society, with the acceleration of China's reform and opening up and the rapid advancement of "the Belt and Road" construction, coupled with the rapid development of information and communication technology, the speed of information dissemination and the depth of cultural exchange have been enhanced. People's values are increasingly diversified, and various social trends are

competing, and folk public opinion is vocal. Historical nihilism, neoliberalism, nationalism, new left, universal values, neo-Confucianism, ecologicalism, extremism and other social trends have appeared. China is currently in a period of social transformation, and the economic system and social structure have undergone fundamental changes. The pattern of social interests has changed, the interests of the subjects have become more diversified, and the forms of interest expression have become more diversified. People's lifestyles, behaviors and values are also different from the past, and the conflicts between various interest groups are more complicated and intense. Due to the profit-seeking needs of different interest groups, the resulting diversified value orientation will inevitably have some concepts that are inconsistent with or even contrary to the mainstream ideology of China, such as money worship, utilitarianism, individualism and so on. Some interest groups also pursue group or personal interests too much. When their own interests are difficult to be met, they will question the mainstream ideology subjectively.

The changes in the economic development environment at home and abroad have had a tremendous impact on the lives of the people. The relatively severe economic situation is likely to shake the ideals and beliefs. The current world economic growth momentum is still not strong, and China's economy faces the slowdown in economic growth, making difficult structural adjustments, and absorbing the effects of previous economic stimulus policies. The impact of the Sino-US trade war has intensified, China's economic development is still facing greater pressure, various challenges and risks are increasing, and people's living standards have also been affected. In this situation, people's emotions are more susceptible to confusion or provocation. A very small number of people use the public's uneasiness and arbitrage to deliberately amplify the contradictions and problems encountered in the development of the country, misinterpret the normal fluctuations in economic and social development as the drawbacks of the socialist development path, and advocate the advantages of the western capitalist development model. They attempted to create a pessimistic mood for the development of the country through a one-sided and even fictional economic development blueprint, to induce them to doubt the prospects of the socialist road and to shake the ideals and beliefs of the people.

In addition, the Western hostile forces have never relaxed the cultural penetration of China's ideology, and there is a growing trend in the near future. In recent years, China's comprehensive national strength and international influence have been continuously enhanced, and the superiority of socialism has also been highlighted. Some Western countries with ulterior motives regard China as a potential enemy, attempting to undermine the image of China in the international community by promoting the "China threat theory" and "the theory of national power must be hegemony" and creating a public opinion environment that is not conducive to China's peaceful development. They use various academic activities and literary and artistic works to spread false statements, spread Western values, use religious cloaks, use religious forces to promote extreme ideas, and even bravely cultivate opinion leaders and anti-government forces, which has caused ideological security in China. Serious negative effects. As early as 2001, the US Central Intelligence Agency's "10 Commands", which specifically targeted China's subversion, had been disclosed. Although its authenticity has always been controversial, its formulation is surprisingly consistent with the US's usual methods of diplomatic activities, and its sinister intentions are obvious. The essence of these Western countries' practices is to use the way of ideological infiltration to promote so-called "democracy" and "freedom" in socialist countries and to safeguard the so-called "human rights". They attempted to repeat the drastic changes in the Soviet Union and Eastern Europe in order to achieve the goal of "peaceful evolution" and to integrate the socialist countries into the western track.

As an important pillar of the national economy, central enterprises are likely to cause widespread public concern, speculation and discussion, and are also important targets for foreign reactionary forces to fight and counter. Under the multi-value orientation, the outside world has more doubts about the central enterprises, and the pressure of public opinion they face is greater than ever. In the public opinion field, they often face the "Taxi trap" and are in a dilemma. In general, the negative public opinion faced by companies mainly comes from the following sources: first, due to damage to themselves or the public interest, venting dissatisfaction, requesting compensation, etc.; the second is

to express their own opinions and comments on an event, or out of misunderstanding or stereotype of the company; The third is the group with ulterior motives, deliberately discrediting and vilifying the image of state-owned enterprises, using the above two sources of negative public opinion, deliberately inspiring the dissatisfaction of the interests-damaged groups, drilling the public's ignorance of the truth of the central enterprises, and taking the opportunity to trigger the negative emotions of the public to achieve its goal of suppressing the development of central enterprises. The pressures faced by central enterprises in the ideological construction work are constantly increasing and the challenges are increasing. We need to continuously improve our brand building capabilities, enhance the brand reputation, and constantly strive for the initiative in the public opinion field.

3. Media communication pattern brings new challenges to ideology construction

The advent of the new media era has once again escalated the struggle in the ideological field, and the main battlefield has also shifted from the traditional media to the new media platform. Different from traditional media, new media communication has the characteristics of instant implication, massive information, subject diversity, platform interaction, etc., which provides an effective way for people to obtain external information and free expression of expression, *but also made* the government's guiding force for information dissemination be weakened and the public opinion pattern be changed.

The great release of the people's right to speak, the rapid and convenient transmission of information, and the diversification of the subject of communication have stimulated the rapid rise of the folk opinion field. In this era of "everyone is self-media", people can express their ideas, present their opinions, and even vent their dissatisfaction at any time and in any way on various new media platforms. Any opinion or event that originally involved only a very small number of people, through the widespread dissemination of new media platforms and the extensive discussion of netizens, may have caused a great uproar. Some lawless elements and people with ulterior motives are taking advantage of this characteristic of new media communication and wearing a mask of "justice messenger" for themselves. They are eloquently claiming to seek justice for the so-called "victims", arbitrarily exaggerating contradictions and fictional facts, causing the reconciliation and pursuit of the masses who do not know the truth, so that the people can misunderstand and misjudge the truth, in order to intensify social contradictions. Initiating the negative emotions of the masses, causing social cognition and confusion, and confusing the mainstream values. The dissemination of information on the new media platform is fast and wide-ranging, which has brought great difficulties to the relevant authorities in controlling and guiding public opinion, which has hindered the construction of ideological work.

In this era of information explosion, almost everyone gets hundreds of messages from various sources every day. In a limited time, most people have to be forced to improve their reading efficiency and cannot think deeply about information. Therefore, the new media platform seems to give the public an equal and free communication space. However, due to the huge amount of information and the messy information content, the general masses do not have the ability to identify the authenticity of information, and it is often difficult to accurately distinguish it from massive information. Real and effective information, even tempted by false information. In addition, various new media platforms are constantly striving to meet the needs of the information age, compressing readers' reading time, *which* puts very high demands on the general refinement ability of the information publisher. However, in fact, due to insufficient information editing time and uneven publishers' ability, many opinions are not complete and biased, which may lead to unnecessary misunderstandings. Some information is rapidly fermented on the network after a lot of forwarding, which affects the overall trend of public opinion.

In the new media environment, the social influence of opinion leaders has further expanded, and the ability to influence mainstream ideology has also increased. In addition, the threshold for entry of opinion leaders has also decreased. In addition to the traditional opinion leaders who have rich knowledge and experience and special expertise in a certain professional field, the charisma of stars and Internet celebrity are also increasing on the Internet. Their attitudes and opinions on public events are often sought after by high-volume fans, and they are also seen as online opinion leaders. In general,

the opinions and behaviors of online opinion leaders will have a positive impact on followers and increase positive energy for fans. But there are still some people who rely on their strong influence, or spontaneously or arrogantly, to post misleading information that does not meet mainstream values, which attempt to create pressure on public opinion to achieve their ulterior motives, and make an extremely bad influence on the values of the audience, especially the juvenile groups with weak judgment and discernment.

Central enterprises are important players in the new media platform. They should pay attention to their branding ability and brand value communication on the new media platform, and also have the important responsibility to cooperate with the official new media matrix to disseminate positive energy, monitor and resist the spread of bad information. Today, as the development of new media continues to accelerate, the main body of the new media platform, besides the central enterprises themselves, every employee in the central enterprise is also an important participant in the new media. Therefore, central enterprises must continuously strengthen the ideological and educational work of employees and enhance their discernment and judgment on information. It is necessary to prevent employees from being affected by the bad value orientation, and to avoid being used by the people who are interested without knowing it, and to become an information promoter that does not conform to the mainstream value orientation.

4. Conclusion

In recent years, with the rapid development of new media technologies, the media landscape and the ecology of public opinion have undergone profound changes. Central enterprises are the basis of the Communist Party's ruling, and an important force for maintaining political stability. It is inevitable to follow the requirements of the Party Central Committee, strengthen the party's propaganda and propaganda, and firmly grasp the initiative of the leadership of ideological work. We must strengthen ideological construction and guidance, ensure that the company is united and dedicated, and that it is responsible for the implementation of central decision-making and contributes to the company's reform and development.

Acknowledgments

This paper is funded by the project "Research on the Ideology Work System in the New Era".

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