

A Study on the Challenge and Adjustment Strategies of the Weakening of Mainstream Ideology in Cyberspace to Political Identity

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Academic Research Journal of GuangDong Social Sciences Association, Guangzhou, Guangdong, China

Abstract: *In the development of China's political identity, we should attach importance to the work of mainstream ideology in cyberspace, guide and lead the harmonious development of diverse social thoughts with mainstream ideology in cyberspace, improve the integration ability of mainstream ideology in cyberspace to complex social interests, enhance the communication ability of mainstream ideology in cyberspace in new media, and strengthen the explanatory and inclusive power of Marxism itself, innovate the discourse expression of Marxism, enhance the attraction and cohesion of Marxism from the perspective of daily life, strengthen the people's recognition of socialism with Chinese characteristics, and consolidate the discourse power of mainstream ideology in cyberspace.*

Keywords: *Eyberspace; Weakening of Mainstream Ideology; Political Identity; Challenge; Adjustment Strategies*

1. Introduction

Contemporary China is in a period of comprehensive social transformation, which is manifested in the overall transformation from a traditional society to a modern society, from an agricultural society to an industrial society and an information society, and from a closed society to an open society. In the of globalization, the transformation of Chinese society is more complex. In the process of great changes have taken place in China's economic structure, political model, cultural values, science and technology, which to a certain extent have led to class differentiation, interest differentiation, diversification of social thoughts, information networking and other issues, posing challenges to recognition. This paper attempts to clarify the challenges of weakening mainstream ideology in cyberspace to political identity, and proposes corresponding adjustment strategies, with a view to providing reference for maintaining the security of mainstream ideology in cyberspace in China.

2. The Weakening of Mainstream Ideology in Cyberspace

2.1 Diversification of Interests Challenges the Integration of Socialist Ideology

Social existence determines social consciousness, which is the reflection of social existence in people's minds. Over the past 40 years of reform and opening up, the pattern of interests has undergone major adjustments, social stratification has become increasingly evident, and people's ideas have increasingly diverse. If the legitimate political interest demands and ideological confusion of netizens not met and answered in time, it will seriously damage the recognition of socialist ideology in this interest group, and then affect the ability of socialist ideology to control this group.

2.2 The Penetration of Western Ideology and Network Threatens the Socialist Ideology

Exclusiveness is the characteristic of ideology. In socialist China, the leading force of socialist ideology naturally contains resistance and prevention against the infiltration of western ideology. Network penetration is the main penetration mode adopted by capitalist countries led by the United States. It is precisely by virtue of advanced Internet technology that the western "universal values", the cloak of "freedom" and "democracy", spread and spread in China's internet field in a premeditated way through a large number of internet marketing. At the same time, some internet "big V", public

opinion leaders and other public opinion leaders in China are "agents" cultivated by the west in China. They use their own public opinion influence to infiltrate western values and ideology into Chinese internet users, or maliciously guide public opinion to incite people's irrational emotions, or deliberately create and disseminate online rumors. In addition, it is also a common way for western capitalist countries to use information power to besiege network ideological discourse. Under the penetrating attack of the fierce hostile ideology, the defensive ability of China's mainstream ideology has encountered great challenges.

2.3 The Separation of Network Discourse System Weakens the Appeal of Socialist Ideology

Any ideology must be expressed by means of specific discourse, and has its own discourse system. The ideological discourse system, which first represents and reflects the theories and thoughts of specific class interests, is a set of political discourse; but in addition to the political attribute, if an ideology wants to achieve the emotional and rational identification of all members of society, it must be rationalized through academic discourse and popularized through life discourse. In the era of "Internet+", the fragmentation, entertainment, life and other communication characteristics decompose the systematic and logical nature of the academic discourse of socialist ideology. In the face of the field constructed by Internet technology, there is a certain degree of disconnection between the political discourse of socialist ideology and academic discourse, and there is also a certain gap with the life discourse. The separation of this discourse system will inevitably weaken the appeal of socialist ideology in this field.

2.4 Bad Internet Communication Ecology Weakens the Guiding Power of Socialist Ideology

At present, the main field of ideological communication has shifted from the traditional reality field to the virtual network field. The great change of Internet communication ecology has brought many new opportunities for the guiding force of network news public opinion of socialist ideology, but it also brings great challenges. First, multiple communication subjects have increased the difficulty of controlling the source of information. Second, new communication tools have made it more difficult to regulate the timeliness of information. Third, the global communication field has increased the difficulty of appropriate information expression.

3. The Influence of Weakening Mainstream Ideology in Cyberspace on Political Identity

3.1 The Influence of Weakening the Integration Ability of Mainstream Ideology in Cyberspace on Political Identity

First of all, from the perspective of the subject of political identity, the subject of political identity is mainly the broad masses of the people. Political identity is the voluntary obedience and recognition of the people to the existing political system, political ideology, and political practice. The formation of such recognition depends on whether the interests and needs of the people are met. However, during the transition period, the interests of all classes were divided and reorganized, the interest demands could not be met in a timely manner, the social contradictions were highlighted, the stable structure formed in the traditional society was constantly disintegrated, and the political community on which the people relied for existence and trust was facing challenges in many aspects. Secondly, from the perspective of the object of political identity, the object of political identity includes the current political organization, political system, political thought, political process, etc. The realization of political identity requires the subject of political identity to produce a sense of emotional and psychological belonging to the object of political identity in political practice.

3.2 The Influence of Weakening the Communication Ability of Mainstream Ideology in Cyberspace on Political Identity

First of all, from the perspective of the subject of political identity, the subject of political identity is the broad masses of the people. The ultimate purpose of political identity is to realize the sense of belonging, recognition and support of the people for political power. In the process of realizing political identity, the mainstream ideology plays an important role. If the mainstream ideology in cyberspace wants to play its political role, it must use the means of political communication. In the process of communication, the mainstream ideology in cyberspace realizes its functions of leading,

persuading, shaping and mobilizing, and internalizes the mainstream ideology in cyberspace into the ideological consensus of the people. The rapid development of cyberspace makes people no longer blind and passive when receiving information. They have more choices, which also requires their ability to identify information. Some people may be confused in the complex information flow, even abandon the mainstream and scientific ideology advocated by the official, weaken the discourse power of the mainstream ideology, and reduce the level of political identity. Secondly, from the perspective of the object of political identity, the object of political identity is the "political world". There are multiple dimensions in the "political world", such as the dimension of political concept, political system and political efficiency. The dimension of political concept mainly refers to the recognition of mainstream values, the dimension of political system mainly refers to the recognition of political parties, governments, political groups and other political organizations, and the dimension of political efficiency mainly refers to political performance, That is, the ratio between the cost invested in the operation of the political system and the results achieved^[1]. The weakening of the communication ability of the mainstream ideology in cyberspace makes the political concepts that people face complicated and diversified, and the space of choice expands, which makes the personal identity orientation vary greatly, and makes it more difficult to achieve a unified political identity. At the same time, the weakening of the ideological communication ability makes it difficult to explain and promote the political ideas of the ruling party and the government in the society. The decline of the policy implementation ability reduces the governance performance of the party and the government. Therefore, it is difficult to obtain the understanding and support of the public in the society and affect the realization of political identity.

3.3 The Influence of Weakening Leading Force of Mainstream Ideology in Cyberspace on Political Identity

On the one hand, from the perspective of the main body of political identity, in the face of the impact of diverse social trends of thought, especially erroneous trends of thought, on the mainstream ideology of cyberspace, the broad masses of the people are vulnerable to some exaggerated public opinion when they choose to accept some ideology and values, and the forest land is misled. This blindness increases the difficulty of social governance and increases the risk of political identity. From the perspective of the object of political identity, the object of political identity includes a complete political system including the ruling party, the government, and social organizations. The diversified social trend of thought is actually a special form of ideological expression, which reflects the special interest demands of some groups in different strata and different interest relationships. Therefore, in the period of social transformation and the changing interest pattern, different groups will seek ideological support in order to meet their own interest demands, resulting in the diversification of social trend of thought. Only by attaching importance to the satisfaction of the interests of the subject of political identity can the ruling party gather consensus on ideas. If the interests of the subject of political identity cannot be reasonably satisfied, diversified trends of thought will only intensify, reducing the political legitimacy of the ruling party, which is not conducive to the realization of political identity.

3.4 Impact of Insufficient Innovation of Mainstream Ideology in Cyberspace on Political Identity

When Marxism was dealing with the conflict of multiculturalism and the invasion of western culture, there appeared the problems of weak cultural discourse power and lack of innovation^[2]. On the one hand, under the impact of multiculturalism, there appeared Marxist theories such as "outdated theory", "useless theory", "failure theory" and "bankruptcy theory" in China, such blatant denigration and attack on Marxism have seriously weakened people's belief in Marxism and communism, which is not conducive to the formation of people's identification with socialism with Chinese characteristics. At the same time, the western countries have spared no effort to promote and peddle the values representing capitalist ideology, and have concealed their nature of ideological expansion through "the theory of civilization conflict", "the theory of the end of history" and other arguments, which ultimately led to the monopoly of the international discourse power by the western countries. This trend has been further consolidated in the popularity of the internet and the globalization of English, and in the fierce struggle for a variety of values, socialist values are in a relatively weak position. The values in western culture gradually permeate people's daily life, and change the public's value identity by subtle and hidden means, distorting the outlook on life and the world of the young generation. The ultimate result is that Marxism lacks the ability to explain China's practical problems and its weak discourse in international competition, which affects the identification and development of socialism with Chinese characteristics.

4. Ways to Strengthen the Construction of Mainstream Ideology in Cyberspace and Enhance Political Identity

4.1 Adhere to the Leading Position of Marxism in the Ideological Field

Marxist ideological identity is the original foundation of contemporary Chinese political identity. The crisis of Marxist ideological identity is the realistic inducement for the weakening of contemporary Chinese political identity. Strengthening the construction of Marxist ideology is an important way to promote contemporary Chinese political identity.

4.1.1 Fully Understand the Importance of Unified Guiding Ideology

Adherence to the unitary dominant position of Marxism in China's ideological field is determined by the scientific and truth of Marxism itself and the logic and reality of China's history and culture^[3]. From the perspective of Marxist theory itself, Marxism is a theory that criticizes and reflects on capitalism after human society has entered the capitalist society. It has a lofty human ideal, that is, to realize the free and comprehensive development of all mankind and achieve communism. At the same time, Marxism is critical. It is developed on the basis of the critical inheritance of previous ideas. Moreover, this criticism is not only carried out in theory, but also a revolutionary representation under the guidance of theory. Only revolution can build a new world. It is such a scientific theory that keeps pace with the times, advocates truth, and emphasizes practice that can certainly serve as the guiding ideology guiding the Chinese revolution and the world socialist movement. From the perspective of China's historical development logic, Marxism was spread and developed after all roads in Chinese society were impassable, and after thousands of people's hard practice, it was proved to be correct and in line with the law of China's social development. The inherent fit between Marxism and Chinese traditional culture, and the consistency with the needs of China's social development, all determine that China must adhere to the unitary leading position of Marxism.

4.1.2 Developing Marxist Theory in the Organic Unity of Inheritance and Innovation

On the one hand, we should promote theoretical innovation and enhance the vitality of Marxism. Theoretical inheritance is the premise and basis of theoretical innovation. As Engels pointed out, "Our theory is not a dogma, but an illustration of the development process that contains a series of interconnected stages." The innovation of theory should be consistent with the practice, and make corresponding adjustments according to the changes of practice, so as to constantly improve their adaptability. The formation and development of Marxism embodies the innovation of theory. On the other hand, theoretical innovation is not a complete abandonment of the original theory, it is a further development based on the inheritance of the original theory. China's ideological construction must adhere to the basic principles and methods of Marxism, and the old ancestors cannot be lost. Only in the dialectical unity of inheritance and innovation can China highlight the vitality and explanatory power of Marxist ideology, and then seize the communication highland of China's socialist ideology discourse.

4.1.3 Adhere to the Unified Leadership of the CPC over Ideological Work

Firstly, we should firmly grasp the leadership, management and discourse power of ideological work. Emphasize that the key to the leadership of ideological work lies in whether the overall business quality of the personnel engaged in propaganda and ideological work is excellent, and whether the leadership team is competent. The management of ideology refers to strengthening the management of the main positions of ideological communication, such as traditional newspapers, books, radio, television, as well as the emerging internet and mobile digital clients; The right of ideological discourse refers to whether the mainstream ideology can make a clear voice in the complex social trend of thought and public opinion and master the highland of discourse. The second is to improve the ability of the Party's leading cadres to lead ideological work, which is one of the essential qualities of the Party's leading cadres. This leadership ability includes the ability to identify ideology, that is, the ability to judge whether a problem belongs to an ideological problem, and the ability to deeply insight into the substantive problems hidden behind the complex appearances; the ability to think about ideology, that is, the ability to observe problems with Marxist positions and methods, and constantly think and analyze problems in depth according to the development and changes of practice; The innovation ability of ideology includes theoretical innovation, content innovation and discourse innovation of ideology. Thirdly, strengthen the Party's construction to ensure that the Party can better undertake the task of leading ideological work. In the process of Party building, we should focus on taking the political construction of the Party as the leading role, strengthen the "Four Consciousness",

and vigorously promote the new great project of Party building.

4.2 Improve the Ability to Integrate Social Interests of Mainstream Ideology in Cyberspace

The construction of mainstream ideology in cyberspace is a long-term process. Starting from the triple main body of the party and the state, society and individuals, it requires the concerted progress and unremitting efforts of all the main bodies.

4.2.1 Strengthen the Integration of Multiple Main Forces in the Construction of Mainstream Ideology in Cyberspace

First of all, the Party and the state, as the core force of the mainstream ideology construction in cyberspace, should be brave to assume their responsibilities and play a leading role. Secondly, we should give play to the synergy of social subjects. Thirdly, we should fully mobilize the effective participation of individual subjects.

4.2.2 Implement United Front Work in Cyberspace

The CPC has always attached great importance to the work of the united front. With the joint efforts of the party, the state and the whole society, the construction of the ruling departments has been strengthened, and a general united front pattern has basically formed. In the network era, we should also strengthen the work of the network united front with the times, effectively gather strength and create an atmosphere for the construction of mainstream ideology in cyberspace. To be specific, to implement the united front work in cyberspace, firstly, we need to define the united front object in cyberspace, secondly, we need to implement the united front mode of double line operation, and thirdly, we need to create the public opinion atmosphere of the united front in cyberspace.

4.2.3 Cohesion of Multiple Consensus through Consultation and Dialogue Mechanism

The cohesion of multi value consensus depends on the use of the consultation and dialogue mechanism. On the one hand, it is necessary to condense network pluralistic ideology through consultation and dialogue; On the other hand, it is necessary to coordinate national ideology, social ideology and personal values through consultation and dialogue to form a value consensus.

4.3 Optimize Communication Strategies to Improve the Communication Power of Network Ideology

The contradiction between the certainty of communication and the uncertainty of audience acceptance requires that the strategy optimization of network mainstream ideology communication should be carried out around the resolution of this contradiction in general, that is, to meet the demand for acceptance of uncertainty with regular and diversified communication supply, and to actively guide the uncertainty of acceptance. However, the communication of mainstream ideology as the leading aspect of the contradiction between the two sides of the contradiction should be the focus of the optimization of the communication strategy of network mainstream ideology, which is specifically reflected in improving the flexibility of agenda setting, focusing on the richness of communication forms, grasping the pertinence of communication process, promoting the life of communication discourse, and promoting the diversification of communication subjects.

4.4 Improve the Leading Ability of Mainstream Ideology in Cyberspace to Social Trends of Thought

Language is the carrier of thought, and any ideology needs to be expressed by means of a specific discourse system. Ideological discourse "is the linguistic basis and symbolic expression of ideology, and the premise for people to recognize and understand the core concepts of ideology"^[4]. To improve the leading force of socialist ideology in the network field, we must strengthen the network discourse of socialist ideology. Specifically: Firstly, we should innovate the theoretical system and optimize the content of network discourse; Secondly, we should adjust discourse thinking and improve the way of network discourse; The third is to break through the circle boundaries and build a new network discourse platform.

4.5 Promote the Modernization of National Governance and Consolidate Political Identity with Ideological Governance

In China's 40 year history of reform and opening up, the Party has led the people to continuously deepen reform, eliminate the shortcomings of the system and mechanism, and promote economic

development and the progress of social civilization. There is a high positive correlation between the modernization of national governance and political identity. Promoting the modernization of national governance is a comprehensive means to achieve political identity. At the same time, the political identity of the people is a key factor for the smooth progress of the reform, which provides a source of strength for promoting the modernization of the national governance system. Ideology is an important part of national governance, and the mainstream ideology should actively adapt to the changes in the national governance system in order to maintain its progressiveness development^[5].

5. Conclusion

Under the condition that socialism with Chinese characteristics has entered a new era, the international and domestic development and changes have given birth to new internal and external patterns, but this does not mean that China's development will once and for all enter the high-quality "fast track". New challenges and spearheads brought about by the new era and new stage still exist. Strengthening China's political identity is still a systematic project with a long way to go. From the perspective of mainstream ideology, to enhance China's political identity, we should always adhere to and consolidate the unitary dominant position of Marxism in the ideological field, vigorously enhance the leading ability of mainstream ideology to social trends of thought, vigorously enhance the communication ability of mainstream ideology in the era of cyberspace, strengthen the construction of the Party's Marxist ideological discourse, and promote the modernization of the national governance system, consolidate political identity through ideological governance.

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