Analysis on Strengthening the Network Cultural United Front Work under New Circumstances

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Abstract— **With the development of information era, the network has become a mainstream, and it affects our lives in almost every aspect. The network culture, which is induced from the network, is gradually changing people's outlook on world, life and values. The paper tries to analyze the value of network culture to network cultural united front work from the perspective of the internet era. Meanwhile, the paper puts forward a viewpoint that we should strengthen the network cultural united front work by taking full advantage of the characteristics of network culture.**

Keywords—new circumstances; network culture; cultural united front;solidarity

I. INTRODUCTION

Since entering the new century, the world changes rapidly, Chinese society also presents a diversified pattern of interests. Just like the other fields, the united front work of CCP faces new chances and challenges. As a new thought of strengthening the united front work, the cultural united front is an effective way to improve the artistry of united front work, arouse the enthusiasm of members of the united front and promote the consolidation and expansion of the united front. So, to explore new connotation of cultural united front work, to expand new area of cultural united front work, and to form the new thought of united front work should be the main contents of our current work.

Today, the network, especially the internet, has become a significant tool that influences our lives in almost aspect. Then, the network culture, which it is induced from the network, is gradually changing people's outlook on world, life and values. The first part explains what the network culture is and what advantage it has in promoting cultural united front work. The second part discusses the significance and important value of the network culture on promoting cultural united front work under the new situation. How to strengthen the network cultural united front work taking advantages of the characteristics of the network culture is discussed in the last part.

II. THE CONNOTATION OF NETWORK CULTURE AND ITS ADVANTAGE IN CULTURAL UNITED FRONT WORK

A. What is Network Culture

Culture is the important support of one country's development and is also the blood and soul of the people. In a broad sense, the network culture is the culture of human beings in network era, which is the extension and diversification of the traditional culture. In a narrow sense, the network culture is the spiritual creativity and the achievement on the internet. It is a generic term of the way, the value and social mentality for people to work, study, exchange, communicate, relax and entertain in the special world of internet. It consist of peoples' Mental status, mode of thinking, knowledge structure, ethics, values, aesthetic taste and the style of behavior, etc.[1] For convenience, the network culture in this article means the later one.

B. The Characteristics and Advantages of Network Culture in Strengthening the Network Cultural United front Work

Each step, from language, characters, newspaper, books to broadcasting, TV and network, has great effects on the development of human beings' society. According to the 30th Statistical report on Internet development in China issued by China Internet Network Information Center in 2012, there are 538 million internet users in China, and 21.6% of them have college degree or above. In the survey of the internet use status, the instant communication occupied the first place, with the absolute superiority of 82.8% , while the blog, personal space occupied 65.7%, and the micro-blog occupied 50.9%.[2] We can believe that more and more people will touch and use internet in the future. In this situation, the network has some characteristics and advantages on strengthening cultural united front work.

- The network cultural has the characteristics and advantages as convenience, shortcut and easy to convey information. Nowadays the technology of internet and information get rapid development, it's convenient to use and have strong timeliness, and people can get information as much as possible at the first time. We should make full use of this kind of characteristics and advantages of network to make sure the information can transmit quickly when we strengthen the cultural united front work.

- The network cultural has the characteristics and advantages as free communication environment, and it's convenient to communicate with each other. In traditional face to face communication, the communicators and audience play the role of giver and recipients clearly. The distinction between them is so ingrained that it's bad for people to break the psychological barrier to communicate freely. But on the network, people need not to be face to face, so it

can remove the barriers in a degree and is good for the expression of real feeling.

- The network cultural has the characteristics and advantages as strong openness, and it's good for people to know each other. In the field of journalism and communication, there is a word "We Media", which means that ordinary people can hold a newspaper or TV station by himself with the help of digital technology. People can express their own thoughts without any block, and they can talk about something just happened or show their talent by internet and spread it all over the globe. The blogs, personal spaces, micro-blogs, etc. are different ways of We Media.

- The network cultural has the characteristics and advantages as high usage, and it's good to give publicity. The network cultural united front is a new trend of developing united front work under the new circumstance. The reason is that the united front workers have realized the advantage of making use of network to give publicity of united front. The internet has the base and condition of developing the publicity of united front. Meanwhile it can spread information very wildly and save the information for a long time. It's convenient for people to seek the information at any time. So if we can upload the basic knowledge, policy, theory and dynamic publicity of the united front to internet, the best public result can be gotten with   lest human resource consumption.

III.   THE SIGNIFICANCE AND IMPORTANT VALUE OF THE NETWORK CULTURE ON PROMOTING CULTURAL UNITED FRONT WORK UNDER THE NEW SITUATION

Under the period of that the national economy and society is undergoing a big transition. Multiple cultures and values coexist, while diversity information interweaves and collides, and they all put important effects on people. With the development of network culture, the traditional united front should also keep up with the times. The network cultural united front is a new way to further strengthen and perfect the party's lead to the united front, and it is the need for the development and creativity of united front under the new circumstance. The suggestion on the consolidation and expansion of the United Front in the new century issued by the Central Committee of the CCP points out that we should make use of the network as the media, pay attention to use the modern technology way to grasp the situation, public the polices and do the work.[3] So, making full use of network to strengthen the cultural united front work under the new circumstance has important significance and value for the development and consolidation of multi-party cooperation, for uniting and educating people and enhancing the continuous movement of socialist construction.

A.   To Strengthen the Network Cultrue Constrcton is Good to the Dissemination of Socialistic Core Values

The report of CCP'S 18th national congress points out, that we should "promote prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, promote patriotism, dedication, honesty, kindness, and cultivate the core values of socialism actively". [4]Core Value is not only the core idea which plays a dominant role in a society, but also the basic value standard which a society should abide by in a long time. Socialistic core value means the dominant and guiding value in socialistic value system. As the rapid development of network culture meets the cultural needs of all kind of social class, it can spread the socialistic core value better.

The distinctive characteristics of digital and multimedia network culture bring a new virtual space for the spread of socialistic core value. In this space, the boundaries of time and space are eliminated, so that any relevant information of socialistic core value can be propagated and searched very quickly. It can be showed in different ways of characters, pictures, cartoons, voices, etc., and it can also give the publics a richer experience and feeling of socialistic core value.

The network culture strengthens the persuasion of socialistic core value, and is easy for the public to accept. In the virtual space of network, people could get rid of the limitation of time and space temporarily, getting together from different countries and races to pay more attention to the problems related to human being's live and develop, thus a united outlook of world and a outlook of value which is good for human being's live and develop will be formed naturally to deepen the understanding of dialectical materialism, historical materialism, and the Marxism.

The openness of network culture will change the explicit propagation of the socialistic core value to implicit one, achieving the result of moistening things silently. Making full use of the network culture, we can solve the major contradictions easier in the propagation of the socialistic core value, try to create new educational methods, make the propagation full of the characteristics of times and easier to accept by people.

The main task of the CCP's united front work under new situation is basically to form the maximum social consensus for the establishment of the core value which abides by all the society, and to do the work of making people solidarity and vigor and supplying people with the spring of culture and the motivation of spirit for the social harmony. So it is the need of network cultural united front to strengthen the construction of network culture under the guidance of the socialistic core value, use the common idea of Chinese characteristic socialist to be solidarity and use the national spirit with the core of patriotism and the times spirit with the core of reform and innovation to boost morale.

B.   To Strengthen the Network Cultrue Constrcton is Good to Strenthen Chinese People's Ethnic Identity

People accept information on the network selectively. [5] If the united front work is limited in the ordinary policy propaganda and the cult of history, it can't play the role it should have. So, it's important that how to obtain the maximum effects of cultural united front in network era under the new situation.

According to Chinese traditional culture, the strong of a county, the success of a family, the improvement of one's performance all need harmony, and all consist of the spirit of concordance. That is to say, in the universal value of Chinese civilization, the harmony is unchangeable forever, which is the spiritual home of all the children of the Yellow Emperor at

home or abroad. The openness and diversity of network culture make the cultures of different countries and races to be compared, agitated, impacted, fused, deconstructed and reconstructed to find out the advantage and disadvantage of these cultures. From that, Chinese people know the uneasiness of Chinese characteristic socialist way, the importance of reform and open-up, and this knowing plays an important role on firming common ideal, enhancing national self-confidence and pride, and strengthening national identity. With the help of network culture, network cultural united front could maximatily carry forward traditional Chinese culture, excite the national spirit with the core of patriotism, enhance the sense of national identity of the Chinese people at home and abroad, and embody the essence of Chinese "root" culture. Even if different benefit and belief exists, Chinese people who agree with one country policy at home or abroad will still in a common endeavor to accomplish the grand cause of national reunification and the great rejuvenation of the Chinese nation.

C. To Strengthen the Network Culture Constrcton is Good to Promote the Soft Power of Chinese Culture

The concept of "soft power" was first proposed by Professor Joseph Nye, the famous American political scientist, Dean of Kennedy School of government at Harvard University in late 1980's. According to his concept, the soft power means the ability to achieve one's aim by attracting others, not forcing them. The soft power includes the attraction of political system, the charisma of values, the appealing of culture, the persuasiveness of diplomat as well as the charming and affinity of leaders and national image.[6] From the above, the soft power is the power of influencing, the ability to influence other's choices. It is the culture, value, social belief, moral norm, system and develop mode, etc. which can't be visible but are more attractive, powerful and effective.

The cultural united front work is a kind of important work which can guide and educate people to remember the history, know the past, stand nowadays and look forward to the future. It is a huge driving force of carrying forward the party's good tradition and style, inheriting and carrying forward the great spirit of the party, and promoting the development of united front work. To strengthen the network cultural united front work under new circumstances is to show its strong appeal and influence in the united front practice of seeking common ground while reserving differences, understanding and tolerant, winning popular support, condensing force, rounding the center, serving the overall situation by the special advantage and social function of culture.

China is an old civilization country which has a long history. Chinese excellent traditional culture has a strong vitality by now, which has great effect on lots of neighbor countries. Under the network circumstances, it can promote the soft power of Chinese culture effectively, establish a good national image and gain more understanding and chances by promoting united front with culture, continuing to expand cultural exchanges with the outside world, spread and influence of Chinese culture in the world, to show the unique charm of the ancient oriental civilization, publicity, the achievements in economic, political, cultural and social development since the founding of new China, especially the 30 years since the reform and opening up, spread the noble idea of constructing a harmonious world with the main line of the broad and profound Chinese excellent traditional culture.

IV. HOW TO STRENGTHEN THE NETWORK UNITED FRONT WORK BY MAKING USE OF THE CHARACTERISTICS OF NETWORK CULTURE UNDER NEW CIRCUMSTANCES

The rapid development of network is a great progress of society, but it is also a double-edged sword, which not only brings human being and society great convenience, but also some bad effects. So, under new circumstances we should make full use of the good things of network, overcome its negative effects, create a healthy network culture, let the network culture serve for the united front to fully play the positive role of the united front in the politics, economy, culture, society, and realize the purpose of Cultural United Front. Specifically speaking, we can do the following.

D. Making Use of the Convinient Characteristics, Playing the Leading Role of Network Cultural United Front

The internet makes the world a globe village, and the digital revolutionary is deeply changing people's style of studying, living and thinking by an unprecedented shocking way. Network culture effects people's outlook of world, life and value. People can not only read, search and get information conveniently and quickly through the browser, but also communicate and contact directly through micro blog, micro message, blog, podcast, QQ, video, etc. Under new circumstances, we should use the convenience and quickness of network culture and make the network culture fully playing the leading role of network cultural united front.

- We could carry forward Chinese excellent traditional culture through the network, highlight the flexibility and promote the cohesion of cultural united front. With the powerful function, fast transmission and quick updating speed, the related characters, pictures, cartoons, voices and videos can be integrated together and sent to all users around the world.

- Using the Internet as the carrier, we could innovate the ways of cultural united front, and strengthen the consciousness of the network cultural united front.

- We could make existing cultural resources digital to enrich the network culture, let these resources to guide the people, inspire people, infect people, promote the dissemination of socialistic core values, and promote the development of network culture. We should make full use of the high efficiency and convenience of the spreading of internet information, spread the party's thought, idea, intention and knowledge of united front widely and effectively, and expand its influence, so as to form the most extensive patriotic united front in the world scope.

E. Making Use of the Easy-to-Communicate Characteristics, Constructing the Community of Network Cultural United Front

Internet community is benefit for the development of network cultural united front, and can supply the united front work with new platforms and thoughts. So, under new circumstances we should make

full use of the easy-to-communicate characteristics of network, advocate and construct actively the community of network cultural united front. The construction of the community of network cultural united front is a systematic engineering which consists of rich components and items, and is related to the selection of the manager, the guidance of opinion leaders, the system of the community management, the construction of community culture value and other aspects of the problem. We should pay attention to that it's easy to create a community of network cultural united front, but not easy to manage and use it.

- On the internet, everyone has his or her own culture consensus and choices, which are highly free and open. We should pay more attention to it when we develop network cultural united front. We should establish all kinds of network cultural united front communities and develop cultural united front work efficiently by the cohesion and appeal of these communities.

- The organization of network cultural communities is different from the community organizations in reality, so that they need to be run and managed by new ways and methods.

F. Making Use of the Openess Characteristics, Trying to Constuct a New Style of Network Cultural United Front

Network cultural united front is a new field of cultural united front. So, under new circumstances a new task to do network united front work better is to make use of the characteristics of strong openness, trying to construct a new style of network united front work which is fit for the social development nowadays. And the new style is the inheritance and innovation of the real cultural united front mode based on the network transmission.

The inheritance means to uphold and carry forward the core value of the cultural united Front. The network has the resources and advantages of politics, human resources, culture and communication. We should further strengthen the consciousness of the United Front, insist on correct guidance of public opinions, strive to create the atmosphere of cultural united front, perfect the mechanism of network cultural united front, continue to play the role of platform of network cultural united front, actively push and promote the "great united front" work with the theme of "great unity" in the new era.

The innovation means to innovate the contest and style of cultural united front on the base of knowing the characteristics of network in the process of constructing new style of network cultural united front. The innovation of contest needs the cultural united front to be fit for the characteristics of globalization, continuing to deepen and expand the connotation and extension of cultural united front, and making the united front work to maximize the cohesion of the people and gathering forces.

The innovation of styles requires us to try to overcome the disorder of current network, and strive to master the discourse right in the process of constructing a new mode of network cultural united front, and actively explore and establish a set of standard and strict network management system.

G. Making Use of the Characteristics of High Usage, Actively Developing the Network Cultural United Front Work of Publicity

The network can effectively expand the social effects of united front and enhance cohesion to strengthen the publicity

of cultural united front. We should make full use of the usage characteristics of network cultural united front to develop the publicity work.

- Make full use of modern communicating technology to connect the network with film, TV and broadcasting. The internet short video and internet broadcasting can be used to publicize and enhance cohesion of cultural united front. Specifically speaking, we can hold some activities such as related network views, lectures, knowledge contests, interactions, and a series of activities such as reading and making friends.

- Make full use of and develop internet's advantages of fast updating, high efficiency, plenty content, strong interactivity and wide audience, publicity, implementing the party's united front policy, making the united front work win support of the people. Use network communication and network culture as the united front work mode guiding and inspiring power, fully play the role of cultural united front, serve for the construction of socialism with Chinese characteristics, and for the realization of the peaceful reunification of the motherland.

- Strengthen the publicity of united front information by internet, and reflect the new process and achievements of cultural united front in time. Make full use of platforms such as BBS, micro-blog and micro-message, etc. to publicize the history, policies and knowledge of cultural united front. At the same time, we should build cultural programs carefully, excavate cultural resources deeply, publicize various types of advanced deeds and typical persons in united front area, and let the audience know, understand and support the party's united front work in the era of network culture.

In a word, the development of network culture brings new chances and challenge for cultural united front under new circumstances. As long as we face to change that the network culture has brought and will bring, making full use of these advantages and characteristics of network culture, network culture united front work will be better, so as to promoting the development of network culture, and promoting the development of united front work in the maximum limit with the development of network culture.

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