

A Study on the Role of the United Front as a Magic Weapon in the Construction of Network Ideological Discourse Power

Zhiyong Dong¹ Yang Shen² Boya Zhou³

^{1,2} Dalian Vocational and Technical College, Dalian, Liaoning 116035, China

³ Sino-trans Northeast China Co., Ltd, Dalian, Liaoning 116001, China

ABSTRACT

With the changes of the times, network ideology has gradually entered people's vision, and the united front is a magic weapon that plays a fortress role. This topic studies the magical role of the united front in the construction of network ideological discourse power from five aspects: historical background, current situation analysis, value implications, countermeasures analysis, and prospects. Its main manifestation is that the united front can integrate various forces and form a joint force of alliances, strengthen the communication and promotion of core values, and improve the competition for discourse power in key areas in the network.

Keywords: *The united front, Network ideology, Magic weapon role.*

1. INTRODUCTION

The united front has played a magic weapon role in the construction of network ideology discourse power. The construction of the discourse power of network ideology is conducive to winning the struggle of network ideology. By integrating resources, gathering consensus, spreading core values, and competing for discourse power in key areas, the united front can play a greater role in online public opinion, gathering various forces into a powerful force to achieve common goals. [1]

2. CURRENT SITUATION ANALYSIS OF THE UNITED FRONT IN THE CONSTRUCTION OF NETWORK IDEOLOGICAL DISCOURSE POWER

The construction of network ideological discourse power is a hot topic of common concern among various sectors of society. From the strategic perspective of the overall development of the party and the country's cause in the new era and new journey, the academic community has conducted multidimensional explorations on the construction of the discourse power of network

ideology, with different opinions among the wise. [2] The overall situation of ideological discourse power construction in China is relatively stable, but due to the complex and diverse factors in China and overseas, as well as the shortcomings and shortcomings of Chinese discourse power construction, the united front faces multiple challenges and opportunities in the construction of network ideological discourse power, mainly reflected in: political leadership needs to be improved; Diversified participants need to be expanded; The competitive advantage of the platform needs to be enhanced [3]; The quality and authenticity of content need to be strengthened; Online public opinion expression needs improvement.

3. VALUE IMPLICATIONS OF THE UNITED FRONT IN THE CONSTRUCTION OF NETWORK IDEOLOGICAL DISCOURSE POWER

The united front has important value implications in the construction of network ideological discourse power. Its role in consolidating consensus, emphasizing

responsibilities and obligations, fully utilizing resources and cooperation advantages, shaping positive images and values, and promoting democratic participation and consultation cooperation [4] can make positive contributions to the harmony and stability of society and the realization of public interests. The united front provides support for the construction of ideological discourse power in the internet, lays a solid foundation for the construction of network ideological discourse power, offers intellectual support for the construction of network ideological discourse power, and provides political guarantees for consolidating consensus and stabilizing society.

4. AN ANALYSIS OF THE COUNTERMEASURES OF THE UNITED FRONT IN THE CONSTRUCTION OF NETWORK IDEOLOGICAL DISCOURSE POWER

The united front should strengthen the leadership and organizational coordination of the Party Committee in the construction of ideological discourse power on the Internet, improve the quality of online discourse power content, actively participate in online dialogue and interaction, enhance technical support and management capabilities, pay attention to international exchange and cooperation, and govern in accordance with the law and fair competition. [5] Through the implementation of these measures, the united front will be able to better participate in and guide the struggle for ideological discourse power on the internet, further promoting the healthy development of online public opinion.

4.1 Using the United Front as a Supply of Power and Strengthening the Subject of Network Ideological Discourse

Efforts should be made to politically absorb new economic organizations, new social organizations, individuals from new social classes, and online "opinion leaders" as a new group, build a broad network patriotic united front system, and expand the discourse subject of network ideology.

4.1.1 Strengthening the Leadership and Organizational Coordination of the Party Committee

Strengthening the leadership of the Party Committee is crucial in the construction of network ideological discourse power. The Party Committee should scientifically plan and guide the discourse power of network ideology, and formulate relevant policies. At the same time, the Party Committee should closely cooperate with all participating entities, strengthen organizational coordination, establish a sound united front work organization, clarify responsibilities and tasks, implement a work responsibility system, and strengthen communication and collaboration among all parties involved.

4.1.2 Strengthening Ideological Guidance and Enhancing Political Identity

It is necessary to integrate work, life, and learning closely with the ideological power of Marxism, explain various confusions and difficulties encountered, and help to distinguish right from wrong, clarify ambiguity, promote their deep integration into social life, and enhance their political stance and pursuit. It is also necessary to lead the united front work objects to provide suggestions and suggestions on several practical problems encountered in the process of economic and social development, participate in specific work practices, and enhance the "participation" and "sense of gain" of the united front work objects. There is a must to attach great importance to screening and identifying outstanding models and exemplary figures in various industries, set an example for this industry, and promote its development and progress.

4.1.3 Establishing a Large-scale Networked and Socialized United Front Platform

There is a necessity to realize seamless connection between online and offline, build a three-dimensional platform carrier, rely on online platforms, build a united front propaganda battlefield, leverage the advantages of new media, and enhance the level of united front capabilities, as well as create a networked ideological education platform to guide social public opinion in the correct direction of development. There is also a necessity to clarify the key targets and groups of united front work, classify and implement them,

enhance the scientific and targeted nature of united front work, build diversified channels for information exchange, innovate ways for united front cadres to communicate with united front work targets, and enhance the effectiveness of united front work.

4.2 Using the United Front as a Material Resource to Enrich the Content of Network Ideological Discourse

The construction of the content of network ideological discourse requires drawing nourishment from practice. For the "raw materials" that can be referenced and transformed from multiple discourse resources, it is inclusive and innovative to promote theoretical innovation and thematic creation based on reality.

4.2.1 The Theoretical Innovation Spring That Draws on the Discourse Content of the United Front

The value stance in the ideological discourse system not only needs to be judged based on history, but more importantly, it should also be considered based on current practice. When constructing the discourse power of network ideology, it is necessary to pay attention to the rational authority of discourse content theory, which is the logical basis for winning the online battlefield and broad rational recognition. Only in this way can the scientific, effective, and targeted nature of ideological work be enhanced. In order to integrate ideology into society, its connotation must be in line with the evolution of the times, not only focusing on answering the problems of the times, but also leading the development of the times.

4.2.2 Exploring Thematic Creative Materials for the Discourse Content of the United Front

The objects of united front work cover a wide range of people, and their demands are also diverse. When constructing the content of online ideological discourse, it is necessary to pay attention to the shaping of universal value norms. The discourse form of network ideology should be good at capturing the emotional expressions of social members, striving to make it a friendly and attractive communication carrier, in order to effectively unite people's hearts. When exploring the content themes of online ideological discourse, attention should be paid to their actual needs, and

the raw materials for content production should be deeply explored in practical activities related to the united front, in order to create content themes with derivative value and consolidate the common ideological and political foundation. Efforts should be made to provide diverse channels of discourse expression for different social classes and groups, so that they can freely express their opinions and better participate in national governance. There is a necessity to be good at exploring the discourse content resources of united front practice. People can condense some vivid paragraphs from the prominent, clearly oriented, and profound discourse content, endowing these paragraphs with the scientific connotation of the new era united front network consciousness discourse.

4.3 Innovating the Discourse Mode of Network Ideology Guided by the Direction of the United Front

As one of the ways of expression, discourse reflects people's thinking patterns, value judgments, and choices. In the era of the Internet, ideological discourse expression is required to constantly innovate.

4.3.1 Promoting the Modernization of Network Ideology

People in the internet age are more eager to speak up, showcase themselves, and seek equality. The way of thinking of the public, when expressing network ideology in discourse, must fully consider the influence of these era factors, comprehensively consider the thinking patterns and language habits of different types of people in different eras, especially the younger generation, express information with network language and symbols with a sense of the times, express inner emotions with vivid images, and present personalization with humorous and witty short words, transforming authoritative discourse into emphasizing equal dialogue and communication, enhancing its expressive power.

4.3.2 Strengthening International Exchanges and Cooperation

The struggle for the discourse power of network ideology is not only a problem that needs to be faced domestically, but also exists internationally. The united front should strengthen international exchanges and cooperation, learn from the experiences and practices of other countries,

especially those with outstanding performance in the discourse power of network ideology. It is necessary to strengthen international exchanges and cooperation, promote the establishment of international consensus, and form a new model of internet governance. It is a must to handle international relations with the concept of united front thinking, improve communication and mutual learning between Chinese and foreign cultures and civilizations, and create the widest international cooperation circle, partnership circle, and friend circle. There is also a necessity to comprehensively understand the discourse habits and styles of foreign audiences, deeply grasp the acceptance level and expectations of various ethnic groups, follow the development trend of the international communication field, use expression methods that are easy for foreign audiences to understand and accept, disseminate innovative achievements of Marxism and its sinicization, disseminate the ideological concepts of socialism with Chinese characteristics, and enhance the power of network ideological discourse in international communication.

4.3.3 Strengthening the Promotion and Education of Core Values

Core values are the common basic values of society and have a significant impact on building a harmonious online public opinion environment. The united front should strengthen the promotion and education of core values, and integrate them into the entire process of building the discourse power of network ideology. It will be of great significance to organize special training and promotional activities to enhance the awareness of core values among cadres and participating entities, and guide them to express positive and rational voices in online public opinion, as well as actively participate in online conversations and interactions, and engage in sincere and peaceful exchanges with netizens. There will also be a must to actively respond to public concerns through online listening to public opinion, answering questions, and responding to concerns, promptly eliminate misunderstandings and doubts, and remember the interests of the masses in interaction, listen to public opinion, and enhance persuasiveness and credibility.

4.4 Focusing on the United Front and Optimizing the Carrier of Network Ideological Discourse

4.4.1 Constructing a Three-dimensional Communication Matrix

By means of platform optimization and process reengineering, it is necessary to fully leverage the advantages of united front work, effectively integrate various media resources and production factors, and create a new pattern of three-dimensional and diverse information dissemination. The central media has played a guiding role, while commercial media has entered different tracks and combined their characteristics to extend towards omnipotence and integration. Real-time news and mainstream views are pushed through portal websites, community forums, Weibo, WeChat, and mobile apps. Especially, short video and live streaming platforms, which use video as a carrier for content production and dissemination, are innovating the form of media dissemination and becoming a new field of resource aggregation today. United front work should be widely and deeply carried out on short video and live streaming platforms, finding influential video accounts or live streaming rooms for promotion, and using short video and live streaming platforms to create new forms of discourse communication for network ideology. Through deep integration of resources, different types and forms of media platforms can integrate and share resources with each other, thereby enabling the ideological information they carry to jointly accumulate and release positive energy for enhancing online ideological discourse, and enhancing communication effectiveness.

4.4.2 Building a Collaborative Work Mechanism

It is a must to establish a linkage mechanism between the united front work departments and public security, civil affairs, online information, propaganda, etc., rely on industry associations to guide internet enterprises, we-media practitioners, and other online spiritual content production entities, grasp the relationship between ideological and industrial attributes, comprehensively consider economic and social benefits, and actively participate in creating a harmonious, orderly, and benign development of the online ecosystem.

4.4.3 *Expanding Legal Publicity Platforms and Channels*

Expanding legitimate propaganda platforms and channels is crucial in the construction of network ideological discourse power. The united front should strengthen its leadership and supervision over traditional and emerging media, and promote them to play a positive guiding role. At the same time, it is necessary to explore and innovate online promotion methods and techniques, actively utilize new media tools such as social media and short videos, and increase the breadth and depth of promotion.

4.4.4 *Strengthening Technical Support and Management Capabilities*

The development of network technology has provided more possibilities for the struggle for discourse power, but it has also brought challenges. The united front needs to strengthen its learning and understanding of network technology, continuously improve its technical support and management capabilities. It will be a necessity to build a powerful network information system and database, achieve big data analysis and public opinion monitoring, and provide scientific basis and decision-making support for the construction of network ideological discourse power.

5. CONCLUSION

The united front has broad prospects in the construction of network ideological discourse power. By promoting the promotion and dissemination of core values, building a harmonious and stable public opinion environment, emphasizing the balanced development of diverse voices, actively participating in global internet governance, and strengthening technological support and innovation, the united front will be able to play a greater role in the struggle for network ideological discourse power, achieving the healthy development of democratic politics and social stability.

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