

The Research of Cultural Nihilism and Governance Issues in the New Era of Ideology and Its Governance Under Ideology Security Vision

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Abstract

Under ideological security, the governance of cultural nihilism in the new era shows complexity and urgency. In the new era of cultural nihilism, through a variety of communication strategies and concealed penetration paths, it has an impact on social and cultural identity, family feelings, and value orientation. Therefore, governance needs to start from three key aspects: real-time identification and refutation, improving public cultural defense, and creating a healthy network culture and ecology. By deepening Marxist applications, strengthening positive cultural communication and comprehensive governance network space, a solid ideological security defense line is constructed.

Keywords

Ideological Security; New Era; Cultural Nihilism.

1. Under the security of ideology and security, the in-depth analysis of the difficulty of the treatment of cultural nihilism in the new era

1.1. Diverse communication strategies

1.1.1. The main body of the communication is decentralized

Traditionally, the propaganda of cultural nihilism in the new era mostly depends on a group of experts and intellectual elites with strong influential influence, such as "high-intellectuals" and "big V". However, with the advancement of digital technology and the popularization of network communication, traditional communication channels have been replaced by the "network" interaction of the Internet era. This emerging communication mode breaks the boundaries of information circulation, makes the boundaries between information publishers and receivers blur, and then prompts the communication subject to experience a transformation from a single to a wide range to dispersing. In this extensive and decentralized communication ecology, the concept of cultural nihilism can be spread through any individual, including both ordinary netizens and non-professional enthusiasts engaged in historical and cultural research person. Some scholars use social media and personal platforms to promote misleading views and judgments in the name of academic research. In fact, they have transformed into the spokesperson and defender of the trend. At the same time, the openness of network space provides unprecedented freedom for the discussion of the public's participation in culture and historical topics. Unfortunately, this degree of freedom also means that some people are more inclined to share and consume vulgar entertainment content, rather than actively participating in constructive cultural discussions, thereby unknowingly promoting the spread of cultural nihilism.

Therefore, the current communication characteristics of cultural nihilism are manifested as diversified subjects and decentralized communication networks. This change not only expands its scope of influence, but also makes the front of this trend more complicated. From

professional fields to daily life, from high -end academic lectures to social media dynamics, the views of cultural nihilism may be widely spread inadvertently.

1.1.2. The combination of dissemination content is fragmented and life

By deconstructing the traditional content system, cultural nihilisms split them into information fragments that are easy to consume, which not only masks the wrong concepts behind them, but also meets the needs of contemporary society for fast consumption information, thereby promoting its point of view. Hidden penetration and wide spread. The fragmentation strategies of these communication content cleverly hide the core viewpoint of cultural nihilism, making it difficult to directly identify on the surface. At the same time, the reading habits of people in the Internet era can be used through scattered information. Accept it. Cultural nihilism also uses the hotspots, so -called new discoveries or truth exposure of the times as a cover, select and compile network information fragments to build misleading narratives, interpret "Information needs, and then inadvertently affect the public's thoughts.

In addition, cultural nihilism will also choose to spread the theme of the public's life. By describing complex cultural content into a simplified and daily story and phenomenon description, this vulgar communication method not only enhances concealment, but also easier Causes the public's resonance and attention. Especially in entertainment programs and film and television works, cultural nihilism views subtly convey through the role of role dialogue, scene design and other elements, which not only distorted traditional culture, but also misleads the public's awareness of Western culture. Tell cultural stories, dwarf cultural celebrities and classics through lightly ways. These actions not only degrade the excellent culture of the nation, but also destroy the seriousness and depth of culture.

1.1.3. The combination of spreading the audience is popularization and targeted

In the current ideological field, the trend of cultural nihilism has adopted a dual -track parallel communication strategy, which not only achieves comprehensive coverage to the general public, but also implements precise blows for specific people. Essence The implementation of this strategy has benefited from the advancement of digital communication technology, especially the popularity of the Internet, so that information dissemination is no longer limited by geographical and time, which has greatly expanded the scope and depth of cultural nihilism views.

In terms of the coverage of the whole people, the extensive penetration of cultural nihilism through the network platform has achieved a comprehensive contact and influence of all ages and social classes, and the perspectives and information fragments of cultural nihilism have inadvertently penetrated into the public's daily life. It caused widespread spread of its wrong ideas. This strategy uses the characteristics of network society, such as the rapid circulation of information and the high degree of user participation, so that each network user may accidentally contact and spread information containing cultural nihilism content.

In terms of targeted strategies, cultural nihilisms have carried out targeted ideological infiltration for the two key groups of young people and party members and cadres through a fine analysis of the characteristics of the audience. The strategy for adolescents is to use its curiosity about novelty and natural rebellion of authority. Through the form of equal network dialogue, it spreads the concept of tradition and worship the West, so as to implant the seeds of cultural nihilism among young people groups. Essence For party members and cadres, by emphasizing the relative superiority of Western values, using their needs for professional knowledge and attention to realistic issues, to induce their ideological views that do not match the basic values of socialism, and then shake their Marxism and society The firmness of ideas and beliefs.

1.2. The penetration path is concealed

1.2.1. Cultural products parasitic in cultural consumerism

In the new era, cultural nihilisms have grasped the preferences of modern society in fast consumer culture, and transformed literary and artistic works that should have been deeply ideological and enlightened into low-level entertainment products that meet the real people's real-time meetings. This not only reduces the inherent value and sense of social responsibility of literature and art, but also provides potential communication ways for the value of nihilism. Through the lack of depth and focusing on surface stimuli, this strategy effectively blurred the value orientation of cultural products, so that the public gradually used to trying to taste the experience when spending these so-called "cultural fast food". And ignore the pursuit of deep culture and value. Especially when dealing with historical and cultural themes, by inserting ridiculous plots and exaggerated characters, these works have destroyed their respect and serious attitude towards history, and reduced important cultural traditions and historical events to simple entertainment consumer goods.

"Cultural consumerism" is not only manifested in the production of content, but also how cultural nihilism uses modern technology and communication methods to accelerate the popularization of this consumption model. Through the convenience of social media and online video platforms, these vulgar cultural products can spread quickly and reach a wider range of audiences, thus shaping a wrong cultural cognition and values. This concealed penetration method is essentially using the consumer psychology and media habits of modern people to implant the perspective of cultural nihilism into all aspects of the public's daily life, and quietly affect the ideological concept of the individual. This not only challenges the inheritance and development of traditional culture, but also pose a potential threat to the ideological security of society.

1.2.2. Cultural song solution hidden in video games

In the new era, cultural nihilisms are generally accepted and loved by video games, and they are embedded in the minds of players. By arbitrarily tampered with historical figures and cultural backgrounds, these games not only simplified or ignored their respect for history and in-depth interpretation of history, but also spread the contempt and negation of traditional culture in virtual. This penetration path is particularly reflected in the phenomenon of "magic reform" of some games for historical and culture. For example, by fiction and exaggeration of historical figures and stories, creating a virtual image contrary to historical facts, thereby destroying the public's regard to the public's towards Cognition and respect for historical truth. In addition, through excessive exposure or distorted character design, these games have diluted the function of cultural education, which has instead strengthened the pursuit of entertainment first and sensory stimuli. As a result, the game is no longer a platform for transmitting values and thinking. Tools for cultural nihilism.

The cultural song solution in video games is not only irresponsible to history and culture, but also a conscious ideological infiltration method. It aims to use the rewriting of history and fictional stories to dilute and eliminate the influence of traditional culture, so as to play in players A world view of cultural relativism and nihilism is implanted. This hidden penetration method is more hidden and effective because it is wrapped in the popular game medium, which is particularly far-reaching.

1.2.3. Life's nihilism rendering

Life-oriented nihilism uses the popular culture and consumer culture in modern society, and implants misleading values in the hearts of the public. By creating an environment that is full of various cultural consumer goods, this cultural phenomenon not only meets the public's demand for instant satisfaction and sensory enjoyment, but also virtually promote the flood of surface culture and the spread of consumerist ideology, thereby being in the influence of

consumerist ideology, thereby Inconsciously influencing people's value orientation and life choices in the inconspicuous daily interaction. The core of this concealed path is that it accurately grasps modern people's preference for fast and simple entertainment methods, as well as an increasing attitude towards life and cultural precipitation. By packaging nihilism into a form of easy acceptance, such as popular film and television works and popular cultural elements, cultural nihilism quietly rewrite the society's "normal" values and behavioral models in the name of "freedom" and "entertainment". Cognition. This strategy not only blurred the value -oriented behind cultural products, but also made the cultural content that originally stimulated reflection and value awakening was drowned in a consumption -oriented cultural landscape.

2. Under the security of ideology and security, the characteristics and harm of cultural nihilism in the new era

2.1. Negotiation of Chinese excellent traditional culture and weakening cultural identity

The excellent traditional Chinese culture has been formed and developed in the historical process of thousands of years. It not only contains rich material and cultural achievements, but also includes profound spiritual and cultural value. This culture inherits the moral norms, philosophical ideas, and aesthetic principles of the Chinese nation. It is the symbol of the national spirit and the cornerstone of national cultural self -confidence. It emphasizes the values of "benevolent love, emphasis on the people, keeping integrity, respecting justice, respecting righteousness, still harmony, and seeking Datong". Moral guidance.

In the new era of cultural nihilism, the trend of nihilism of nihilism has denied the excellent traditional culture of China through three levels. First, the negation of the past, believes that the lack of progress in the excellent traditional culture of China is the remaining leftover of the feudal society, ignoring its positive contribution to social development and national unity in history. The second is to deny the present, treat this culture as the old residue of the development of modern society, deny its value and influence in the current society, and ignore the adaptation and innovation ability of traditional culture in modernization. Third, the negation of the future believes that traditional culture has lost its development and cannot provide spiritual support and moral guidance for the development of future society. This view ignores the dynamic change of culture and the adaptability in the progress of the times.

The new era of cultural nihilism in the new era has comprehensive negation of the excellent traditional culture of China, which has led to the weakening of the culture of the people. Cultural identity is an important factor in maintaining a national community and social cohesion. Once weakened, there are three points of consequences. The first is that social values are chaotic, lack of stable cultural identity and values guidelines. Social members are easy to lose their directions, have chaotic values, and affect the harmony and stability of society. The second is the loss of spiritual homeland. The weakening of cultural identity is equivalent to losing the spiritual homeland, making people lack necessary psychological defense lines and cultural self -confidence when facing the impact of globalization and diversified cultural diversification. Finally, threatening national security risks. Culture is an important part of the country's soft power. The weakening of cultural identity may lead to threats to national ideological security and affect the long -term stability and development of the country.

2.2. Negotiation of revolutionary culture and eliminating family conditions

The revolutionary culture is a culture developed and developed through the long -term revolutionary struggle, especially in the struggle of the "three big mountains" (that is, the imperialist, feudalism, and bureaucratic capitalism). It takes Marxism as the theoretical

guidance and the spiritual foundation of the excellent traditional culture of China, reflects the spiritual characteristics of the Chinese people's self-improvement and bravery. The core of the revolutionary culture is the spirit of the revolution, including sacrificing dedication, firm beliefs, seeking truth, pragmatism, and innovation, etc. These are important spiritual motivations to promote the development of Chinese society.

However, in the new era of cultural nihilism, the fundamental negation attitude of this is fundamental. It not only emphasizes the bleeding sacrifice in the revolutionary process, simply and rudely dividing the revolution and violence. The "history of violence". This trend completely ignores the great revolutionary spirit and positive value contained in the revolutionary culture and even.

2.3. Negotiation of advanced socialist culture, distorted value orientation

Socialist advanced culture represents the fundamental nature and direction of contemporary Chinese culture development. It is the inheritance and development of Chinese excellent traditional culture and revolutionary culture under the background and practical conditions of the new era. At the same time, it is closely linked to the socialist culture with Chinese characteristics, incorporating the Chinese spirit and Chinese value shown in the process of socialist construction and reform and opening up with Chinese characteristics. As a modern culture, the world, and the future-oriented culture, it has both ethnic, scientific, public, and under the guidance of Marxism, reflecting the people-oriented collectivist spirit and socialist core values. The significance of advanced socialist culture is that it not only promotes the development of socialist ideology, but also strengthens the cultural self-confidence of the people. It is an important force to promote the continuous progress and improvement of socialist society.

However, in the new era of cultural nihilism, the trend of cultural nihilism is questioned by denying the socialist attributes of socialist advanced culture, which is essentially a fundamental denial of socialist culture. This trend of thinking misinterprets the collectivist spirit in advanced socialist culture as the depression of personality development, which will consider the opposition to decaying values as a restriction on creative freedom. For socialist literary works that reflect the practice of people's life and the spirit of collectivism, cultural nihilism not only denies its artistic and advanced nature, but also praises the individualism, self-interest and liberal values in Western culture as "art" and "art" and "art" and "art. Advanced "culture. This negation is not only a negation of the advanced socialist culture itself, but the deeper is the negation of the core values of socialism behind the socialist and socialist ideology. Values shake the foundation of socialist ideology with capitalist ideology.

The direct harm caused by such denials is the distortion of value orientation. Value orientation is the standard of guidance and value evaluation of people's behavior, and is an extremely important part of socialist advanced culture. However, under the influence of cultural nihilism, people's value orientation has gradually been distorted from lofty collectivism, patriotism, and idealism into gold, hedonism, and extreme individualism. This distortion not only leads to excessive importance to material interests, ignores spiritual pursuits and moral construction, but also prompts social value to be chaotic. People become slaves to cultural nihilism in unconsciousness, losing their pursuit and belief in lofty value. In the long run, the cohesion and centripetal force of society will greatly weaken, which will affect the stability and development of socialist society.

3. Under the security of ideology and security, the governance of cultural nihilism in the new era

3.1. Grasp the key time and refute the real -time identification and refutation of cultural nihilism

At the moment of maintaining ideology and security, we must implement dynamic identification and targeted refutation mechanisms to fight against the trend of cultural nihilism in the new era. , Construct a system that is both sensitive and comprehensive and meticulous.

3.1.1. Theoretical armed: deepen the application of Marxist perspective

Strengthen the deepening learning and application of Marxist theory, and use it as the primary tool for analysis and criticism of cultural nihilism. Through the perspective of Marxism, we can help us identify the nature of cultural nihilism behind various phenomena, including their hidden political purpose and value orientation. At the same time, integrate multi -disciplinary knowledge, use theoretical and methods of political science, sociology, psychology and other fields to improve the ability to identify cultural nihilism osmile methods, and to achieve a comprehensive analysis of its strategy.

3.1.2. Construct a diversified batch frontier

The power of mobilizing the whole society is involved in the criticism of cultural nihilism. Using the resources in various fields such as the media, education, and art, especially the influence of theoretical workers and literary workers, actively intervene in public cultural space, and strongly refute the manifestation of cultural nihilism. Through public lectures, media reviews, online forums and other forms, the banner clearly exposes the harm of cultural nihilism, and guides the public to establish a correct view of history, cultural concept, and values.

3.1.3. Optimize mainstream ideological communication

Strengthen the dominant position of mainstream ideology in cultural communication, optimize the communication strategy of mainstream culture, and ensure that the cultural content of positive energy can occupy more communication resources and space. Increasing the amount of information and influence of mainstream ideology in the "Information Pool" must not only improve the quality and attractiveness of the content, but also use new media technology to expand communication channels and methods to ensure that positive information can effectively reach the target audience.

3.2. Grasp the key group and enhance the public's cultural defense

In the process of responding to ideological security challenges and competing for cultural nihilism in the new era, the key is to comprehensively enhance the public's cultural defense, especially the cultural literacy and living habits of key groups. To achieve this goal, the "three -pronged approach" strategy needs to be adopted.

3.2.1. Strengthen the cultivation of cultural critical consciousness

Strengthening the recognition and critical ability of the people has become the first line of defense to block cultural nihilism. Through educational guidance, the concealed method of cultural nihilism and the misleading value behind them help the public to identify the wrong cultural orientation that is not easy to detect in life. Organized a series of public lectures and seminars, in -depth ways to explain the rich connotation of mainstream values and the potential risks of cultural nihilism to stimulate the public's alertness and resistance.

3.2.2. The path of innovative ideology and culture education

The innovation and development of ideological and cultural education is essential for cultivating the public's positive cultural habits and values. Using modern cultural facilities and technical means, such as digital libraries and online education platforms, provide a variety of

cultural and educational content, from the inheritance of traditional culture to the understanding of modern civilization, so that cultural education activities are both deep and attractive. At the same time, using modern information technologies such as big data and social media, personalized push has positive value -oriented cultural content, improves the targeted and interactive nature of cultural education, and makes it more in line with the needs of the public and the rhythm of life.

3.2.3. Strengthen the spread of positive culture

By strengthening the spread and experience of positive culture, the public's sense of recognition and belonging to high -quality cultural content. Hold various cultural exhibitions, art performances and cultural festivals to allow the public to feel the charm of traditional culture and the vitality of modern culture in the participation and experience, which naturally rejects vulgar and nothing cultural erosion.

3.3. Grasp the key areas and create a healthy network culture ecology

Cultural nihilisms generally use the Internet to spread bad information, so it is necessary to shape a sound and positive cultural ecosystem in digital space. Cleaning unhealthy cultural content and enriching the positive cultural supply, thereby cultivating the atmosphere that is beneficial to the public's mental health and cultural growth in the network environment.

3.3.1. Comprehensive governance: purifying cultural space

Implement comprehensive governance measures to eliminate bad information in the network environment, especially those content that distort history, degrade traditions, and promote negative values. By strengthening the formulation and implementation of laws and regulations, improve the discovery and processing efficiency of illegal content, and ensure the clearness of the network culture and ecology. At the same time, it advocates that the network platform should take the responsibility of social responsibility, actively review and filter the content of the communication, and jointly create a healthy and orderly network cultural environment.

3.3.2. Cultural innovation: stimulate creative vitality

Encourage and support literary creators to dig and inherit the deep heritage of national culture, and use modern scientific and technological means, such as digitalization and Internet, to carry out cultural innovation, and spread the core value of traditional culture in novel forms and means. Promote the integration and development of culture and technology, and develop cultural products with high attractiveness and educational significance, such as interactive historical education games, virtual reality (VR) cultural experience, etc., so that traditional culture will be rejuvenated in the digital age.

3.3.3. Boutique orientation: enrich the supply of cultural products

Guided by the core values of socialism, it inspires literary and art workers to create more outstanding cultural works that reflect the spirit of the times, show people's lives, and educational significance. Emphasize the quality and depth of the work, advocate "boutique consciousness", strict content audit mechanisms, ensure that each cultural work can convey positive energy and meet the people's needs for high -quality cultural life. By providing rich and diverse and high -quality cultural products, guide the public to establish the correct concept of cultural consumption and enhance n the face of the impact of cultural nihilism in the new era, it has become the key to adhering to Marxist guidance, improving the cultural literacy of the public, and purifying the netwthe cultural taste and aesthetic ability of the entire society.

4. Conclusion

ork cultural environment. Through the joint efforts of the whole society, it can effectively defend and counterattack the penetration of cultural nihilism, ensure ideological security, and promote the healthy development of socialist culture.

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