**New changes in the ideological field under new technological conditions**

Source: China Social Sciences Network - China Social Sciences Daily

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Editor: Shao Xianman (newspaper) Saiyin (Internet)

2024-05-16

<https://www.cssn.cn/skgz/bwyc/202405/t20240516_5751405.shtml>

Since the 18th CPC National Congress, the CPC Central Committee with Comrade Xi Jinping as the core has rectified the source of ideological construction, established rules and regulations, and raised the flag and pointed the sword, promoting an overall and fundamental change in the situation in the field of ideology. The ideals and beliefs of the whole party have become more firm, and the positive energy of the whole society has become more abundant. The atmosphere of the whole country working together to promote the construction of a strong country and national rejuvenation has become increasingly strong. However, ideological work is to build, support positive energy, and drive away evil in the fields of ideology, culture, and public opinion cognition. It is a work that is always new. The report of the 20th CPC National Congress pointed out clearly that "there are many challenges in the field of ideology" in the new era and new journey. This requires us to face new situations, new problems, and new challenges on the basis of summing up the existing achievements and experience in ideological construction. A key point that should be paid attention to at present and in the future is to focus on studying the new manifestations and new characteristics of problems in the field of ideology under new technological conditions, grasp the new requirements and new paths of ideological work, so as to enhance the pertinence, initiative, and effectiveness of ideological work.

**The communication pattern of ideology in the omnimedia era has undergone major changes**

　　Although mainstream media are committed to continuously expanding into the new media field to maintain and expand their dominant influence, the rise of self-media and the intervention of capital forces have squeezed the status and influence of traditional mainstream media in the omnimedia era. Various thoughts and opinions are stirring each other in the Internet field, and the production, distribution, dissemination and acceptance of various information and opinions are diffused. The challenges facing ideological construction are unprecedented. In this case, mainstream thoughts and opinions do not necessarily occupy a dominant position in the Internet public opinion field. If they cannot form a large enough influence and cannot provide leading opinions, it is difficult to guarantee their dominant position. The mainstream is obtained rather than complacent. It is obtained by expanding influence, not by occupying a certain position. This constitutes the hard-core logic that must be clearly seen in consolidating and strengthening mainstream thoughts and opinions.

　　This change in logic will inevitably require a change in the evaluation criteria for the work performance of mainstream media and mainstream ideological and public opinion institutions. It is not mainly about what has been done, but what has been achieved; it is not mainly about whether their work responsibilities have been fulfilled, but whether their work functions have been realized. Furthermore, it can be said that which media and institutions can continue to successfully play the role of consolidating and strengthening mainstream ideological and public opinion, these media and institutions can be assisted or identified as "mainstream". This requires us to have a more open and inclusive attitude towards ideological work in the era of all-media, and to do this work well with the attitude of "heroes do not ask where they come from" and "the opponent of the opponent is a helper". This is also a concrete manifestation of the concept of "the whole party takes action" in the field of network ideology.

**In the era of cognitive warfare, the struggle in the ideological field takes on a new form**

　　After the strong rectification since the 18th CPC National Congress, all kinds of views and speeches that obviously and directly attack the mainstream ideology in the field of public opinion have basically disappeared. However, the risks will not disappear, but have shifted, and the new risks are more challenging. The competition between various non-mainstream ideologies and mainstream ideologies for the dominance and discourse power of public opinion has generally shifted from "disputes over doctrines" to "disputes over issues", from "arguing over reason" to "entangled in things", and from "targeted attacks" to "effect impacts", especially in specific cases and events, with innuendos and exaggerations, with the intention of tearing apart public opinion and disturbing correct cognition, and accumulating energy and momentum with the strategies of "pushing pawns" and "loosening the soil", thus causing "dam-breaking effect", "avalanche effect" and "dripping effect" on the mainstream ideology. This is a cognitive warfare method upgraded from the past information warfare, propaganda warfare and public opinion warfare under new technological conditions.

　　In the era of cognitive warfare, the transformation of tactics to consolidate and strengthen mainstream ideology requires profound and systematic requirements: what tactics to adopt on what issues is not determined by us, but by the way the issues are presented; we do not fight what we are good at, but fight in whatever way is effective. This requires all of our media and institutions that should play an ideological role to be good at upgrading "dynamic perception" and grasping and understanding various ideological and public opinion phenomena and their essence from a theoretical and political perspective, and to be good at reducing dimensions and "precision strikes" to break through the risk points of online public opinion by responding to and taking the initiative.

**Maintaining ideological security in the post-truth era is more difficult and complex**

　　In the post-truth era, what is more important than the truth is the narrative about the truth. The same fact can have multiple narratives, and whoever dominates the narrative dominates the discourse. Traffic means influence, profit income and discourse power, so various forces and promoters use various methods to point the spearhead at various social phenomena and problems, frequently intervene and hype up social public opinion hotspots to achieve the purpose of "snatching traffic", which objectively dissolves and weakens the influence and dissemination of mainstream discourse. At the same time, the more serious consequences are: non-ideological issues are attached with ideological content, and non-ideological issues evolve into ideological issues. It has become a common phenomenon. The boundary between ideological and non-ideological issues is becoming increasingly blurred. Ideological risks are often accumulated due to risks in other aspects, and ideological problems are often induced by problems in other aspects. It is much more difficult for people to identify phenomena and problems in the field of ideology.

　　Faced with this complex, mixed, and intertwined ideological field, traditional methods such as blocking and deletion are increasingly losing their effectiveness, and may even produce counterproductive effects. Therefore, improving the ideological ability and ideological literacy of the majority of party members and cadres has become an inevitable strategic response option. This is because, when it is difficult to change this complex situation, it is necessary to form effective countermeasures and measures based on objective reality. In addition to taking necessary technical, legal and other means, another important strategic measure is to improve the ideological ability and literacy of the audience. In other words, by enabling more party members and cadres to continuously enhance their ability to understand, think and judge relevant ideological phenomena and problems, wrong ideological and public opinion will become "rats crossing the street" and "the target of public criticism", thereby losing their influence.

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