**The conception of red culture communication in the era of all-media**

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Core message: In the era of all-media, the dissemination of red culture should overcome problems such as "decentralization", "fragmentation" and "structuring", fully grasp the development opportunities of full-process media, holographic media, all-staff media and full-effect media, further enhance the leading power of mainstream media, the affinity of communication and expression, and the accuracy of audience delivery, etc., improve the dissemination effect of red culture and expand the mainstream ideological position.

[Abstract] In the era of omnimedia, the dissemination of red culture should overcome problems such as "decentralization", "fragmentation" and "structuring", fully grasp the development opportunities of full-process media, holographic media, all-staff media and full-effect media, further enhance the leading power of mainstream media, the affinity of communication expression and the accuracy of audience delivery, etc., improve the effect of red culture dissemination and expand the mainstream ideological position.

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In recent years, with the rise of information technology represented by AI, blockchain, cloud computing, big data and 5G, mass media has gradually moved towards full-process media, holographic media, full-staff media, and full-effect media, achieving deep integration across time and space, across subject identities, across communication effects, and breaking physical barriers, marking the arrival of the omnimedia era. Red culture is based on revolutionary culture, and has added construction culture, reform culture and other contents in historical development. It plays an irreplaceable role in the cohesion of political consensus, the recognition of party history and national history, and the boost of mental state. It has developed into an important part of the advanced culture of socialism with Chinese characteristics. In the new era, if we want to promote the spread of red culture more widely and further, we need to fully seize the development opportunities of the omnimedia era and promote the renewal of red cultural communication from concept to practice.

**Taking advantage of the situation: Objectively understand the problems of "decentralization", "fragmentation" and "structuring" in the dissemination of red culture**

The "decentralization" trend of communication media is prominent. As a concrete manifestation of mainstream ideology, the right to disseminate and manage red culture should be dominated by the government and relevant departments. However, under the trend of "decentralization", the media for disseminating red culture has changed. Although traditional media are still authoritative and accurate in reporting major issues, important events, and key figures in red culture, new media, driven by the "traffic economy", have also participated in the dissemination of red culture with their advantages of instant interaction, massive information, and precise push. It should be noted that the participation of new media also contains considerable risks. For example, the screening of information content is not strict, and the control of instant interaction is not enough.

The problem of "fragmentation" of communication content has intensified. Internet communication has intensified the trend of "fragmentation" of social communication, especially in the field of red cultural communication. For example, the fragmentation of communication subjects has led to the deconstruction of the discourse authority of the red cultural tradition. Some people have ridiculed heroes and made up historical events for reasons such as individual preferences and traffic acquisition. The fragmentation of communication content is closely related to the audience's distraction. The massive amount of information and rapid updates make it impossible for the audience to have a complete and comprehensive understanding of red culture. The fragmentation of communication space has linked red culture with commercial activities, games and entertainment, resulting in the content of communication tending to be vulgar.

The contradiction of "deconstruction" in communication methods is prominent. With the prevalence of deconstructionism, the communication of red culture is also facing new challenges: first, some people use Western theories such as humanism and universal values ​​to deconstruct red culture, intending to prove that red culture has come to the end of history and promote the so-called "end of history"; second, some people and organizations with ulterior motives, under the banner of revitalizing red culture, distort history, piece together history, and deconstruct history through literary works, film and television works, etc.; third, the anonymity and immediacy of the Internet provide conditions for deconstructing red culture, and some netizens are relatively lacking in information literacy and legal literacy, so they consciously or unconsciously become the communication source or communication node of deconstructing red culture.

**Responding to the trend: New opportunities for all-media to empower the dissemination of red culture**

Across time and space, create a "full-process media" for the dissemination of red culture. The so-called "full-process media" means reporting without time difference and seamless connection according to the development of the whole process of news events. It is good at tracking and continuous reporting. The significance of the construction of "full-process media" to the dissemination of red culture lies in: paying more attention to the top-level design of the dissemination of red culture, that is, to control and coordinate all links such as news planning, writing, editing, distribution and feedback, enhance the integrity, systematicness and continuity of the presentation of red culture, and ensure that the direction of news is not biased and the value is not reduced. At the same time, enhance the status of mainstream media in agenda setting, link control and other aspects, and enhance its leading and guiding role in the dissemination of red culture.

Break the physical barriers and create a "holographic media" for the dissemination of red culture. The so-called "holographic media" is a three-dimensional presentation of text, pictures, sounds, and images, which fully expands and extends people's visual, auditory, and tactile functions. At present, new technologies represented by AI, blockchain, cloud computing, big data, and 5G have achieved scene regeneration, three-dimensional dissemination, concrete content, and restorable information, which can arouse the audience's physical interaction and emotional resonance. The foundation of red culture is revolutionary culture, that is, the revolutionary historical culture that has already occurred. Therefore, the key to attracting the audience's attention and emotional identification is to introduce them into specific historical scenes, reproduce vivid historical stories, and let the audience have a certain sense of participation and experience, which requires the technical support of "holographic media".

Establish subject connection and create "all-staff media" for the dissemination of red culture. The so-called "all-staff media" means that all individuals consciously become nodes or starting points of dissemination, and all media become organizers or participants of dissemination. At present, the innovation of red cultural dissemination is of great significance. First, my country already has the ability to deeply integrate media and make overall adjustments. Therefore, it is quite feasible to promote the integration of traditional media and new media; second, it can give full play to the leading role of mainstream media in cultural dissemination; third, it can fully mobilize the enthusiasm of individuals and organizations to participate, take the initiative to care for vulnerable groups and marginal groups that are easily neglected, and completely eliminate the problems of being obscured, selected, and misinterpreted in previous dissemination.

Gather functions and work together to create "full-effect media" for the dissemination of red culture. The so-called "full-effect media" includes two meanings: "efficiency" and "effectiveness", which is to achieve the goal of "1+1>2" by exploring and integrating the unique functions of different media. Creating "full-effect media" can enhance the dissemination effect. First, it can promote the integration of traditional media and new media, and give full play to the unique advantages of different media in the dissemination of red culture; second, it can rely on big data, cloud computing, etc. to achieve accurate push and personalized distribution, improve the accuracy and timeliness of information production, dissemination, and delivery, and further optimize the dissemination effect.

**Going with the flow: New strategies for spreading red culture in the omni-media era**

Consolidate the mainstream position and enhance the guiding power of mainstream media. In the era of all-media, we must let the main theme rise high and overflow with positive energy, so that red culture will no longer be "speechless", "out of position" and "voiceless" in the field of public opinion. On the one hand, to tell the red culture well, we must innovate the propaganda methods, spread the party's propositions, reflect the party's will, and better play the leading role of mainstream media in the dissemination of mainstream ideology; on the other hand, we must clearly expose and criticize the acts of slandering and attacking red culture, abandon "high-level black" and "low-level red", and not allow history to be rewritten and heroes to be discredited.

Develop red resources and enhance the completeness of content narrative. The key to the dissemination of red culture in the omnimedia era lies in the integrity and comprehensiveness of the content. Therefore, red cultural resources must be deeply developed. On the one hand, we must correctly and comprehensively view the history of the development of red culture. We should neither completely deny red culture because of certain twists and turns, nor turn a blind eye to existing problems because of the great achievements we have made. On the other hand, we should systematically and deeply organize red cultural resources and connect history with reality.

Carry forward red culture and enhance the affinity of communication and expression. Omnimedia technology has not only enhanced the density, frequency, and intensity of communication, but also made communication more warm and attitudinal, but it has also put forward higher requirements for the expression of red culture: on the one hand, we must thoroughly understand, accurately summarize, and organize the red tradition, combine the good traditions such as the mass line, seeking truth from facts, criticism and self-criticism with the reality of contemporary China, and run through the entire process of red cultural communication; on the other hand, we must constantly improve communication strategies and spread red culture in a form that the masses like to hear and see.

Cultivate new people of the era and enhance the accuracy of audience delivery. Individuals in the omnimedia era have the channels and conditions to express their personality and show their demands. Therefore, how to connect the red culture dissemination with the personalized needs of the audience has become the key. In the omnimedia era, we must classify and implement policies based on the characteristics of the audience, such as education level, urban-rural distribution, generational gap, economic level, religious beliefs, etc. For example, in remote mountainous areas and backward areas, people's understanding of red culture depends on traditional media, so the role of traditional media should be vigorously played.

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