

Research on the Logical Starting Point and Core Connotation of Network Discourse Power of Ideological and Political Education in Colleges and Universities from the Perspective of Cyber Power

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ABSTRACT

With the deep penetration and iterative development of Internet technology, cyberspace has evolved from a physical information interaction field into a new strategic position for ideological and political education (IPE) in colleges and universities. In the new era when the digital wave is sweeping the globe, how to effectively construct discourse power in cyberspace has become a crucial proposition for the breakthrough development of IPE in colleges and universities. Based on this, this paper, from the macro perspective of the Cyber Power Strategy, systematically deconstructs the logical starting point and core connotation of the network discourse power of IPE in colleges and universities, and analyzes it from three dimensions: network discourse dominance, network discourse guidance, and network discourse regulation, so as to promote the development of network discourse power of IPE in colleges and universities.

KEYWORDS

Cyber Power Strategy Thought; Ideological and Political Education in Colleges and Universities; Network Discourse Power

In 2022, China put forward the goals of "promoting Cyber Power" and "Digital China", which fully demonstrates that accelerating the construction of Cyber Power has become an important mission and a major issue of the times in the new era and new journey. As IPE in colleges and universities shoulders the sacred mission of cultivating Cyber Power talents and serves as the main front for learning and publicizing the Party's innovative theories and fostering the soul of education, enhancing its network discourse power can better play its political guiding function for college students, consolidate the guiding position of Marxist ideological theory in cyberspace, and strengthen the construction of network ideology. Therefore, under the guidance of the important thought of Cyber Power, the study on the logical starting point and core connotation of the network discourse power of IPE in colleges and universities is of great significance for further implementing the Cyber Power Strategy, ensuring network ideological security, and promoting the high-quality development of IPE in colleges and universities.

1 Logical Starting Point for Studying the Network Discourse Power of IPE in Colleges and Universities from the Perspective of Cyber Power

(1) Practical Requirement to Cope with the Changing Times

In the current era when the digital wave is sweeping the globe, cyberspace has become a new field for great power games, and the struggle in the ideological field presents a more complex pattern in the virtual space. On the one hand, Western hostile forces, by virtue of their network technological advantages, infiltrate Western values through social media, film and television culture, academic platforms and other channels, attempting to deconstruct the discourse power of China's mainstream ideology. This "soft confrontation" poses a potential impact on the value judgment of young college students. On the other hand, the iteration of network technology has given birth to the collision of diversified values. Emerging communication carriers such as short videos and self-media make information dissemination present the characteristics of "fragmentation" and "decentralization". Some unfiltered wrong trends of thought (such as historical nihilism and consumerism) are widely spread through algorithm recommendation, forming a tension with the mainstream value guidance of IPE in colleges and universities. As "digital natives", contemporary college students highly rely on the network environment for their cognitive modes and value construction. Without effective guidance of network discourse power, they are easy to fall into cognitive confusion in the torrent of information. Therefore, as the front position of ideological construction, colleges and universities must, under the framework of the Cyber Power Strategy, enhance the discourse power of IPE in cyberspace, strengthen the network influence, so as to improve the effect of IPE, cultivate talents for China's strengthening of socialist modernization and the development and construction of socialism with Chinese characteristics, and better cope with the challenges of the times.

(2) Inevitable Requirement to Implement the Cyber Power Strategy

"The changes brought about by the development of the Internet to the productive forces and production relations are

unprecedented, the profound adjustments brought to the world political and economic pattern are unprecedented, the impact brought to national sovereignty and national security is unprecedented, and the impact produced by the exchange, integration and confrontation of different cultures and values is also unprecedented." The Cyber Power Strategy requires China to achieve a leading position in network technology, network security, network governance and other aspects. A strong youth makes a strong country. As an important base for scientific and technological innovation and talent training, colleges and universities improving the network discourse power of IPE helps to cultivate more high-quality network talents and provide human and intellectual support for the implementation of the Cyber Power Strategy. Therefore, enhancing the network discourse power of IPE in colleges and universities is an important measure to implement the Cyber Power Strategy.

(3) Desirable Action to Promote the High-quality Development of IPE in Colleges and Universities

The rapid development of network technology has not only brought new opportunities to IPE in colleges and universities, but also made its discourse guidance in the virtual space face practical challenges. At present, the construction of discourse power of IPE in colleges and universities in the Internet field is in a critical stage of transformation and breakthrough. From the perspective of the discourse expression of educatees, the openness of the Internet has indeed activated the subject consciousness of college students - as the most active group in the network user group, they show a strong desire to express and innovative vitality in information interaction, which provides a natural soil for the younger transformation of IPE discourse. But it should also be noted that due to the difference in media literacy, some students may have irrational tendencies in discourse expression in the complex public opinion environment. If such content lacks timely guidance, it may affect the educational effect. From the perspective of the network discourse practice of educational subjects, IPE in colleges and universities is actively exploring a discourse system adapted to the network ecology: some colleges and universities expand the communication radius through new carriers such as short video platforms and interactive communities, and try to intervene in public opinion guidance with youth-oriented expression in hot issues, initially forming a discourse pattern of "online and offline coordination". However, there are still problems such as the radiation power of discourse carriers not fully matching the information reception habits of young people and the public opinion response mechanism needing to be optimized. At present, how to transform the expression vitality of college students into the internal driving force of discourse co-construction and how to improve the network penetration of mainstream discourse through technology empowerment and mechanism innovation have become the key to breaking through the development bottleneck. In this context, enhancing network discourse power has become a desirable action to promote the high-quality development of IPE in colleges and universities.

2 Core Connotation of the Network Discourse Power of IPE in Colleges and Universities from the Perspective of Cyber Power

Discourse is a way for people to express their ideas, convey their emotions and try to get some feedback to others through a certain way, and it is carried out in a certain context. Discourse power is the right to express and speak, and it is the power and right to express and speak. It is a means for a person to influence others through his own ideas, and it includes factors such as the speaker, the receiver, the text, the communication and the context. With the deepening of the understanding of the role and essence of discourse, people's understanding of discourse power is also deepening. The French thinker Foucault believes that discourse is inseparable from power, and this understanding is closer to the current mainstream understanding of the discourse power of IPE. Foucault believes: "Discourse is a power relationship, which means who has the right to speak and who does not."

The network discourse power of IPE in colleges and universities refers to the powerful social spiritual force that IPE workers in colleges and universities take the initiative to spread ideological concepts, political views and moral norms with a certain class attribute in the network space of colleges and universities by following certain language norms, rules and laws, describe, instill, spread and strengthen the mainstream ideas, and then regulate, edify and influence the educatees. The essence of the network space discourse power of IPE in colleges and universities is the dominance, guidance and regulation of network discourse.

(1) The Network Discourse Power of IPE in Colleges and Universities is Discourse Dominance

"The network discourse dominance of IPE in colleges and universities" refers to the ability or state of IPE workers in colleges and universities to transmit mainstream ideological and political information through network media and guide and influence students' values and behavior orientations in cyberspace. In cyberspace, although the main body of IPE in colleges and universities expresses many positive views, if the educatees turn a blind eye and do not achieve the goal of discourse communication, we cannot say that IPE in colleges and universities has completely grasped the discourse dominance. Whoever grasps the discourse dominance is equivalent to who can achieve the purpose of dialogue to a greater extent; Whoever grasps the discourse dominance is equivalent to who has mastered more expression

opportunities; Whoever grasps the discourse dominance means that whose words have greater influence and weight.

As the core foundation of the network discourse power of IPE in colleges and universities, the construction of discourse dominance has distinct historical necessity. At present, when cyberspace deeply affects social cognition, actively occupying the Internet position of colleges and universities is not only an important measure to implement the Cyber Power Strategy, but also an inevitable requirement to promote the high-quality development of IPE in colleges and universities in the new era. The current information communication pattern in cyberspace is complex, and various non-mainstream values may penetrate through multiple channels. If IPE in colleges and universities fails to establish discourse dominance in the network field, it will be difficult to effectively respond to the influence of various wrong information on young college students. Therefore, in the important field of ideology, that is, the network, we must strengthen the discourse expression effectiveness of IPE in colleges and universities, effectively build a network communication position for mainstream values, so as to better guide young students to form correct value cognition.

(2) The Network Space Discourse Power of IPE in Colleges and Universities is Discourse Guidance

The network space discourse guidance power of IPE in colleges and universities is the right and power of IPE workers in colleges and universities to effectively guide the educatees in the process of network public opinion communication in cyberspace. The discourse guidance in cyberspace pays more attention to how IPE workers in colleges and universities guide the ideological behavior of young students on the Internet, so that they can move from passive acceptance to active maintenance, enhance the understanding of young college students on their own subjectivity in the network public opinion environment, make young college students produce a "resonance effect" psychologically, and guide them to produce interactive behaviors.

Young college students, as the new force for the development of the Party and the country, are the important bearers of the nation's future. As mentioned, "Without the continuous struggle of the broad masses of the people, especially generations of young people, there would be no today's New Era of Socialism with Chinese Characteristics, and even less a tomorrow for the realization of the great rejuvenation of the Chinese nation." While cyberspace provides a broad learning and communication platform for young people, it is also accompanied by a complex information communication environment. Since the college student group is mostly in the critical stage of value formation, and their mental maturity and information discrimination ability are still in the development process, when facing diversified network information, their world outlook, outlook on life and values are easy to be affected by bad content. In this context, IPE in colleges and universities needs to actively respond to the growth needs of young people and take the initiative to build discourse guidance advantages in cyberspace. This is not only helpful to enhance the sense of responsibility and mission of young college students, but also can guide them to take the initiative to practice the Cyber Power Strategy and become the firm maintainers of mainstream values and the active builders of cyberspace. By strengthening the effectiveness of discourse guidance, we can better help young people establish correct value coordinates in the complex network environment and effectively integrate their personal growth into the overall situation of national development.

(3) The Network Discourse Power of IPE in Colleges and Universities is Discourse Regulation

The network discourse regulation power of IPE in colleges and universities refers to the regulatory role played by the IPE discourse of colleges and universities in cyberspace, avoiding the formation of wrong public opinion guidance in the face of network public opinion and relevant social information, and regulating the public opinion situation and the ideological state of educatees, so that IPE in colleges and universities is not only the presence of discourse power but also the presence of discourse effect in cyberspace.

In the open environment where everyone can become a "self-media", the Internet has broken the identity barrier of traditional discourse expression, enabling individuals to obtain a freer expression space and breaking through the discourse differences caused by professional knowledge and economic level, but it has also formed a new challenge to the discourse order of the real society. The decentralized feature of information dissemination promotes individuals to transform from discourse receivers to independent expressers.

The strengthening of this subject consciousness has activated the expression vitality, but due to anonymity, it has also led to some speeches being divorced from social rule constraints, appearing phenomena such as emotional catharsis and casual expression, thus triggering fierce collisions of multiple views in the network public opinion space, and even falling into a communication deadlock. In this context, IPE in colleges and universities needs to actively pay attention to the trend of network discourse and build the guidance coordinate of college network public opinion under the framework of Cyber Power construction.

By establishing a scientific discourse regulation mechanism, timely adjusting the direction of network discourse and effectively exercising the discourse regulation power in cyberspace, it is not only a key measure to improve the effectiveness of IPE, but also an inevitable requirement to promote the high-quality development of IPE in colleges and universities. By strengthening the effectiveness of discourse regulation, we can better guide young students to maintain rational cognition in the complex network environment, transform individual expression vitality into positive construction power of cyberspace, and effectively build a network communication position for mainstream values.

About the Author

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