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# The Path to Enhance the Identification of Socialist Core Values

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**Abstract:** With the advancement of economic globalization, the deepening of exchanges between different countries has grown, among which the trend of mutual influence, mutual agitation and even mutual competition among different countries and nations in the world have gradually become prominent. To adhere to the core values of the country in the complicated conflicts of values, to unite the social forces and guide the development of the country has become an important issue facing the countries in the world in the new century. In response to the impact and influence of extraterritorial ethos and values on China, China put forward Socialist Core Values in the report of the 18<sup>th</sup> National Congress of the Communist Party of China in 2012. Strengthening the identification of Socialist Core Values is the inherent requirement of building Chinese spirit, Chinese values, and Chinese power in the new era, and is also the critical step of enhancing cultural soft power and realizing the Chinese Dream of the great rejuvenation of the Chinese nation under the background of globalization. However, how to enhance the identification of Socialist Core Values is an urgent problem that needs to be solved. This paper attempts to propose six specific ways to enhance the identification of Socialist Core Values from a different perspective, namely, education guidance, public opinion propaganda, cultural edification, practice cultivation, system guarantee and international communication aiming at enhancing people's identification of Socialist Core Values and ultimately building firm self-confidence of Socialist Core Values.

**Keywords:** Socialist Core Values, Identification, Confidence, Path

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## 1. Introduction

With the advancement of economic globalization, the deepening of exchanges between different countries has grown, among which the trend of mutual influence, mutual agitation and even mutual competition among different countries and nations in the world have gradually become prominent. To adhere to the core values of the country in the complicated conflicts of values, to unite the social forces and guide the development of the country has become an important issue facing the countries in the world in the new century. In response to the impact and influence of extraterritorial ethos and values on China, China put forward to Socialist Core Values in the report of the 18<sup>th</sup> National Congress of the Communist Party of China in 2012. Strengthening the identification of Socialist Core Values is the inherent requirement of building Chinese spirit, Chinese

values, and Chinese power in the new era, and is also the critical step of enhancing cultural soft power and realizing the Chinese Dream of the great rejuvenation of the Chinese nation under the background of globalization. However, how to enhance the identification of Socialist Core Values is an urgent problem that needs to be solved. This paper attempts to propose six specific ways to enhance the identification of Socialist Core Values from a different perspective, namely, education guidance, public opinion propaganda, cultural edification, practice cultivation, system guarantee and international communication [1] aiming at enhancing people's identification of Socialist Core Values and ultimately building firm self-confidence of Socialist Core Values. The specific path are shown in Figure 1.



Figure 1. The Specific path to enhance the identification of Socialist Core Values.

## 2. The Specific Path to Enhance the Identification of Socialist Core Values

### 2.1. To Enhance the Identification of Values by Education Guidance

The fundamental way to enhance the identification of Socialist Core Values lies in education, including social education, school education, and family education. Firstly, People are socialized high-level animals with the characters of incompleteness, creativity, and strong plasticity, with the characters of incompleteness, creativity, and strong plasticity; Secondly, education, especially school education, is shouldering the public activities that take shaping values as their responsibility. It says the success or failure of the identification of Socialist Core Values depends to a large extent on the extent to which education guidance plays a role. Therefore, to truly implement the role of education and give full play to the effect of education and catalyze the improvement of people's sense of identification of Socialist Core Values, the following forces need to be coordinated.

#### 2.1.1. To Enhance the Identification by Social Education

Society is an important required field for the education of the identification of Socialist Core Values. First of all, the current challenges to the identification of Socialist Core Values mainly come from the impact of the exogenous social environmental factors such as the influence of the social environment, the negative impact of market economy and the impact of multiple values. Therefore, the overall optimization of the social environment is a critical path to realize the improvement of the identification of Socialist Core Values. The optimization of social environment depends on the state and the government to increase social investment, implement

the new development concept, and actively build modern economic system; improve the system which people are masters of the country and develop socialist democracy; improve and guarantee people's livelihood, strengthen and innovate social governance; strengthen the construction of socialist ecological civilization, gradually improve the relationship between man and nature, man and society, and man and themselves, create political, economic, natural, and humanistic ecological environment with harmony and justice, and build a positive and healthy social environment for the promotion of the identification of Socialist Core Values. Secondly, all party and government departments, urban communities, and rural grassroots organizations have an unshakable responsibility in promoting people's identification of Socialist Core Values. With the combination of their position duties, they should use various forms and means, to meet the demands of the people to the maximum, vigorously propagating basic concept, essential characteristics, main target, etc of Socialist Core Values with the methods delighted and favored by the people, and constantly improving people's identification of Socialist Core Values in the process of maintaining widely-known.

#### 2.1.2. To Enhance the Identification by School Education

School is the central position of the identification education of Socialist Core Values and plays a pivotal role in the identification of Socialist Core Values. Specifically, the students' sense of identification to Socialist Core Values can enhance from four aspects: optimizing the school environment, innovating education content, enriching campus activities, and strengthening the construction of teachers' ethics. The key to optimizing the school environment is to optimize the "three spirits," namely, school spirits, teaching spirits, and learning spirits. Good school spirits, teaching spirits, and learning spirits are not only the prerequisite for the

healthy growth of students but also have guiding and motivating functions in the identification education of socialist core values. By establishing the theme of campus environmental construction in different periods, the creation of campus cultural environment and the enrichment of campus activities, the exclusive educational tradition and cultural characteristics of the school can be created to give full play to the implicit educational effect of campus culture in the identification of Socialist Core Values. The innovation of education content is to integrate the Socialist Core Values education into the school education and teaching activities so that it can penetrate in moral education curriculum and related various disciplines, especially in the process of curriculum construction, curriculum development and curriculum teaching, which can embody the relevant content of the Socialist Core Values into the teaching materials, into the classroom, into the mind, in this process to continuously enhance students' understanding of the core values and emotional identification. Enriching campus activities should be good at using festivals and anniversaries to organize students to visit revolutionary memorial halls, worship the martyrs' tombs and other practical activities, carry out traditional revolutionary education; organize students to participate in various social welfare activities, such as "charity donation", "learning Leifeng", etc. Activities to guide students to enhance their sense of social responsibility; give full play to the exemplary and guiding role of advanced models, and explore a number of typical examples of practicing socialist core values, such as model workers, moving figures, and model party members, using their lofty spiritual and moral forces infect students, catalyzing students' emotional recognition of Socialist Core Values in context. To strengthen the construction of teachers' ethics requires teachers to consciously strengthen their moral cultivation and enhance their sense of responsibility, mission, and honor. "Teachers are the engineers of the human soul, the inheritors of human civilization, bearing the responsibility of spreading knowledge, spreading ideas, spreading truth, shaping souls, shaping lives and shaping new people." [2] Only if the teachers become the followers of the Socialist Core Values, disseminator and practitioners, positive energy, can students be affected and "get close to the teacher" and "have faith in the teacher" through the noble personality charm and elegant demeanor of the teacher, opening the door of the identification of socialist core values for the student and gradually improving the recognition and the identification.

### ***2.1.3. To Enhance the Identification by Family Education***

Good family education is the starting point of the whole education stage and is the and background of children's growth. Family is the first school after the birth of children, is the cradle of individual growth. Children's cognition, emotion, and concept almost all come from their parents' words and deeds. If we want to give full play to the role of the family in college students' identification of Socialist Core Values, we must pay attention to family education and family tradition. As far as family education is concerned, "family

education involves many aspects, but the most important is moral education, which is how to behave like a man." [3] The "education of behaving like a man" here means the education of character, morality, and values. Parents bear the mission of laying stress on words and example, teaching knowledge and cultivate moral character, passing the high concept of morality to the children by actively spreading traditional virtue of Chinese people, basic idea of Socialist Core Values, such as the concepts of respecting the elders and taking care of the young, solidarity and friendship, honesty and trustworthiness, mutual help and so on, and guiding them to have a better identification of Socialist Core Values in daily life. As far as the family tradition is concerned, the family tradition is a kind of traditional fashion and virtue inheritance, which has been formed for a long time by the family, affecting the spirit, moral character and behavior of the family member. Family tradition is the soil of personal cultivation, a family that advocates etiquette cultivates polite gentleman; A family that advocates dedication cultivates a model of labor that contributes silently; a family that advocates culture cultivates a mind full of scholars..... Good family traditions have a profound influence on family members. They guide, regulate, and correct their thoughts and behaviors. Therefore, only by emphasizing family education and family tradition, can we better exert the edifying role of the family in the identification of socialist core values, to enhance the identification of family members to Socialist Core Values.

## ***2.2. To Enhance the Identification of Values by Public Opinion Propaganda***

Arnold Laver, an American political scientist, says that propaganda means that social managers control and influence people's thoughts, values or feelings to achieve specific goals with the help of certain communication media and language, symbols and other symbolic tools. Therefore, in order to better integrate Socialist Core Values into public life, implant them into the inner world, and improve people's recognition of them, it is necessary to make good use of and give full play to the propaganda and infiltration role of mainstream media and network communication carriers.

### ***2.2.1. To Enhance the Identification by Strengthening Mainstream Media Publicity***

As the product of the revolution and development of information technology in modern society, mass media has exerted a significant influence on people's production and life. It has changed people's previous relatively closed, lagging, localized life mode and become the main channel for the modern people to communicate with each other and obtain timely information. It is difficult for people to enhance their identification of Socialist Core Values by relying only on their rational consciousness, so they need to exert the guiding and educating functions of mass media and mainstream media propaganda. Nowadays, the mainstream media in China refers to the mass communication in which newspapers, television, and radio are used to release

information or provide education, entertainment, and other activities to the public under the leadership of the Communist Party of China. British sociologist and media research expert Thompson believes that the characteristics of mass media mainly have four aspects, “the institutionalized production and dissemination of symbolic goods; Separation of establishment between production and reception; The extension of time and space validity; And the public circulation of symbolic forms.” [4] Mass media has an obvious ideological tendency. It can decode ideology into a large number of languages and symbols and spread them through the media, to broaden the space and time of information dissemination and increase the potential audience groups. Of course, as far as communication itself is concerned, it has two central bodies, the transmitter, and the receiver. It should not only pay attention to whether the information itself can be reasonably transmitted and expressed, but also pay attention to the receiver’s needs and acceptable ways. Therefore, the managers must be good at combining the spirit of the core values with the reality of public demand in the process of socialist core values, innovating the content and means of mass media according to the needs of people and the acceptable ways, motivating the consciousness and potential of the public to identify the socialist core values with initiative and consciousness to the maximum through the guidance of propaganda. Therefore, it is necessary to strengthen the construction of the central position of mass media and promote people’s sense of identification to the Socialist Core Values in the process of enhancing the influence, appeal and inspiration of the media.

### ***2.2.2. To Enhance the Identification by Innovating Network Communication Carriers***

The 43<sup>rd</sup> Statistical Report on Internet Development in China from China Internet Network Information Center (CNNIC) [5] shows that until December 30th, 2018, the number of Internet users in China reached 829 million, with a penetration rate of 59.7%. Among them, the number of mobile Internet users has reached 788 million, with a rate of 98.6% accessing the Internet through mobile phones. It’s easy to see that the Internet has become a new force that profoundly affects people’s lifestyles and values. It has gradually become a new platform for the public to recognize the Socialist core Values. Therefore, network radiating carriers and platforms such as MicroBlog, BBS, QQ, W-Chat, Tik Tok, Kwai, and DOUYU should be established to spread socialist core values. MicroBlog is a broadcasting platform of social network based on user relationships to share intermittent real-time information. More and more people tend to get information from MicroBlog. BBS is an electronic bulletin board. It is a text-based interface that provides a space for Internet users to communicate with each other. QQ and W-Chat are the most commonly used communication software, which can break through the limitation of time and space and quickly contact and solve problems. Tik Tok, Kwai, and DOUYU are creative designed software that can take short videos to share life, music, feelings, etc., and is more and more popular among the

public. Therefore, some network radiation carriers and platforms such as MicroBlog, BBS, QQ, W-Chat, Tik Tok, Kwai and DOUYU, etc. spreading the concept of socialist core values and spirit, should be established under the premise of the “Three Close To” (Close to reality, Close to life and Close to the people) principle, and set up information section about the concept of the core values and release positive and healthy information, making efforts to achieve maximum unity of conveying the idea of core values and the inner demands of the public. At the same time, network managers should strictly follow the information release dynamics of relevant network radiation carriers, participate in online discussions interactively, and build a positive and healthy environment for the promotion of Socialist Core Values identification through timely follow-up or banned words. The network environment maximizes the hidden effects of the network environment.

### ***2.3. To Enhance the Identification of Values by Relying on Cultural Edification***

Values not only belong to the culture but also depend on the culture for their survival. Values are the remarkable symbol and rational sublimation of the culture, and the culture is the carrier and externalized expression of values, which is embodied by cultural phenomena, cultural commodities, and cultural activities. Over the past 40 years of reform and opening up, with the rapid development of China’s economy, the overall national strength has reached a new level, and people’s living standards have improved continuously. On the one hand, while meeting people’s material needs, they have an increasingly strong demand for cultural life. On the other hand, the development of the economy has gradually shifted from simple dependence on materials to reliance on culture, which objectively requires the vigorous development of culture. Therefore, the improvement of people’s identification of Socialist Core Values depends on the guidance of advanced culture and the development of cultural carriers, and gradually improves people’s identification of Socialist Core Values under the influence of culture.

#### ***2.3.1. To Enhance Identification by the Guidance of Advanced Culture***

Culture itself has its advantages and disadvantages. As the carrier of the promotion of values identification, it should be an advanced culture. Advanced culture is a healthy and positive culture and a value concept that represents the future development direction, rather than a decadent culture. Advanced culture is the result of human civilization, which affects people’s souls and spirit and determines the rise and fall of countries, political parties, and nations. As the soul of the advanced socialist culture with Chinese characteristics, the socialist core values must now be guided by the advanced socialist culture of Chinese society to enhance people’s identification. According to the report of the 19<sup>th</sup> national congress, in the new period “the advanced culture of socialism with Chinese characteristics, which is guided by

the Marxism, adhering to the Chinese cultural position, based on the reality in contemporary China, combining with the conditions of The Times, is to develop a national, scientific and popular socialist culture that is oriented to modernization, the world and the future"[6]. This is the latest expression about cultural construction, and it is also the cultural representation of Socialist Core Values. Therefore, only by adhering to the guiding role of advanced socialist culture can we grasp the direction of the identification of socialist core values. At the same time, the connotation of culture should be enriched with the socialist core values, which makes the multiple and diversified culture reflect and embody orientation of the Socialist Core Values from the multi-level, multi-dimensional and comprehensive ground, and experience, touch and attract the main body of the values with vivid and direct value, satisfying the needs of the people's value, thereby contributing to the recognition and identification. In other words, the development and prosperity of culture should adhere to the principle of putting the people first and the "Three Close To" (Close to reality, Close to life and Close the people), so as to fully demonstrate the dominant role of the people in culture and ensure that cultural development is for the people, and the people share cultural achievements. All people-centered cultural construction is bound to catalyze and accelerate the identification of values.

### ***2.3.2. To Enhance Identification by the Use of Cultural Carriers***

Values are abstract, and cultural representations are concrete. Because of its diverse forms, culture is directly related to people's production and life. The promotion of the identification of socialist core values is not only dependent on the guidance of advanced socialist culture but also closely related to the communication carrier and activity mode of culture. According to its internal logical structure, the culture has four types, namely, material culture, mentality culture (spiritual culture), institutional culture, and behavior culture [7]. Therefore, the development and utilization of cultural carriers can be discussed from these four levels to enhance people's recognition of Socialist Core Values. The essential characteristics of physical culture are solidification, substantiation, and touchability. Historical relics, modern buildings, books, literature, art, music, and animation are the concrete forms of physical culture. They are both the product of human subjective will and bearing the weight of values, so the concept of Socialist Core Values are embedded into the physical culture, and the identification is enhanced through the processes that people watch, touch and enjoy the culture of physical culture. Mentality culture refers to the subjective consciousness such as value concept, aesthetic taste and thinking mode bred by human beings in social activities. The favorable mentality culture promotes the identification of Socialist Core Values. While some people have made achievements during the Reform and Opening-up and the development of the market economy in modern China, some inevitably are the weak and the poor. The gap is

easy to cause the imbalance of mentality, which requires public opinion guidance and psychological care, only in this way can we create a healthy psychological culture, improving the identification of the core values through the identification of the balanced interests differentiation. Institutional culture is all kinds of code of conduct formed by human beings in social practice, which is binding, authoritative, and stable. The content of Socialist Core Values is internalized in various macro (economic system, political system, the legal system, etc.) and micro (enterprise system, unit system, etc.) systems, and the external statute force influences people's value orientation and value identification. Behavioral culture refers to the culture formed by etiquette and custom, folk custom, and traditional custom in interpersonal communication. Behavior is both a kind of practice and culture. Behavioral culture has many manifestations, such as charity, charity, folk activities, volunteer service, etc. These actions are essential ways of value identification and value internalization. Both social individuals and young students can actively participate in similar activities and enhance their identification while practicing Socialist Core Values.

### ***2.4. To Enhance the Identification of Values by Practice Cultivation***

In the process of improving the identification of the Socialist Core Values, the abstract, empty, intangible value concept can be expressed by social practice through real, concrete and tangible social practice activities, which makes the core factor of socialist core values and spiritual purpose truly become the leading support and spirit in real social practice for the public. Therefore, if it is required to realize the organic integration of Socialist Core Values and mass life, striving to achieve the effect of daily use without paying attention to by the public through practice and cultivation, it is necessary to make socialist core values become daily, life-like and specific [8].

#### ***2.4.1. To Enhance Identification in the Daily Routine***

Daily routine means to realize the normalization, routinization, and long-term effect of Socialist Core Values. A daily routine can interpret from two aspects, namely, time orientation and space orientation. In terms of time direction, the daily routine means the continuity of time. It is not a temporary and short political propaganda slogan, but it is required to persevere. In terms of the spatial orientation, the daily routine means that the identification of Socialist Core Values is not aimed at people in a specific region, an inevitable part of a certain scope, but covering the whole country and even the world, and it is required in all aspects with no dead angle. The daily routine of socialist core values requires to convert the value concept into the rules and regulations, management norms, value rules. For example, the concept of socialist core values can convert to social convention, government regulations, business rules, such as student code of conduct, affirming those conforming to the values of the behavior, and punishing those against the values

of behavior. The initiative and self-consciousness that people fulfill the core values should strengthen by this statute force of the external system. People's ability and habits to practice the socialist core values should cultivate in the code execution system. People's behaviors of practicing core values are more appropriate, and more active driven by such abilities and habits, to improve their identification continuously.

#### **2.4.2. To Enhance Identification in the Daily Life**

Chairman Xi said, "to be truly effective, a value must be integrated into social life so that people can perceive and understand it in practice. We must closely link what we advocate with people's daily life, and work hard to make sure that what we advocate is properly implemented." [9] Therefore, if the socialist core values are required to play a real role, it is necessary to realize the living character of the Socialist Core Values. Specifically, it is to organically integrate the Socialist Core Values with the public's demand for living, life experience, life attitude and life practice, psychological consciousness, converting the abstract, empty and untouchable value concept into the sensible, knowable, touchable and feasible forms that the public are delighted to hear and see, making the people feel that the core value concept is "full of flavor", "sentient beings with righteousness", "having edges and corners" and it should be morality, great virtue and little virtue with the methods of "down to earth" and "down to heart", rather than become distant, boring political terms, so as to take root in their psychology, blossom and bear fruit. Driven by such psychological consciousness, it can become the value norms and living standards that people adhere to in daily life, and unconsciously lay the foundation for the identification of values. As Lenin said, only when the advanced ideas and values are genuine "penetration into the consciousness of the masses, penetrating their habits, penetrating their routine life" [10], can they achieve the effect of daily use without knowing, and recognizing without noticing, and only in this way can they be genuinely inserted in the public mind, catalyzing the promotion of Socialist Core Values.

#### **2.4.3. To Enhance Identification in the Concretization**

Concretization emphasizes the method to realize the identification of Socialist Core Values, which requires us to analyze specific problems in a specific way, treat work in a hierarchical and differentiated way, and remember to commit the "one-size-fits-all" thought. Otherwise, it is difficult to achieve the expected and ideal effect. The identification of Socialist Core Values is embodied in the following two aspects. First, in terms of lateral, the identification of Socialist Core Values involved in different areas, different industries, different professionals, means that the public have different regional characteristics, different mode of thinking, different industrial habits, different professional style, which is required to conceive and design the paths and methods pertinently, combining the similarities and differences between these characteristics in the process of the value identification. Secondly, from the perspective of vertical, it is mainly the embodiment of the identification object.

Identification of Socialist Core Values is universal, including people of different ages, both infants, children, and young college students, the elderly, but the thinking mode, value idea, psychological characteristic, cognitive mode, and life experience of different ages are quite different. For example, the kid's imitative and plasticity is solid, identifying the values quickly by guiding, and the elderly are not easy to identify with other values because of their established concepts. Therefore, it is necessary to conduct guidance in combination with the inherent characteristics of identification objects. All in all, only it is given full consideration to the different characteristics of the horizontal and vertical, following the principle in different occasions, will the work in the cultivation of identification of core values be specific and layered, only in this way can the people better practice under the guidance of the specific work of Socialist Core Values concept, so as to continue to fulfill the core value concept in practice and eventually reach the point of practicing consciously and actively in the unconscious state, which means the reinforcement and improvement of identification.

#### **2.5. To Enhance the Identification of Values by System Guarantee**

Values identification is not the product of pure subjective thinking, but from the appeal of interests, influenced and determined by interests. Similarly, people's identification of socialist core values is, in essence, the identification of interests. The identification of interests needs the guarantee of the system, and only when the system maximizes the most concerned, direct and realistic fundamental interests of people and satisfies their interest demands, can it obtain the sense of identification from the people. Of course, there are pros and cons to the system itself. As Xiaoping Deng said, "a good system can make it impossible for bad people to run amok. A bad system can make it impossible for good people to do enough good things and even lead them in the opposite direction." [11] Therefore, a sound system is the guarantee to promote the identification of socialist core values. Without a scientific system guarantee, the identification of Socialist Core Values will lose a reliable and stable barrier. Therefore, only by establishing and perfecting a variety of sound social security systems can the promotion of Socialist Core Values be given reliable support.

##### **2.5.1. To Enhance Identification by Improving the Economic System**

The economic system is the basis of the political system, the legal system, and the ideology. Engels once said, "People consciously or unconsciously gain their ethical values from the actual relationship on which their class status is based—from the economic relations in which they produce and exchange." [12] Marx also once said, "once the thought leaves the interest, it will certainly make a fool of itself" [13]. It can seem that their economic relations and economic benefits determine people's recognition of ethical concepts. As a noble concept proposed by our party in the construction of socialism with Chinese characteristics in the new era, the

socialist core values are bound to be closely related to the people's recognition of them and their vital interests. Therefore, the key to the improvement of people's identification with the Socialist Core Values in the new era is to vigorously develop the productive forces, build a reasonable interest adjustment mechanism, and eliminate the public's skepticism towards the socialist core values due to the unbalanced distribution of interests. The key of interest adjustment mechanism is to realize the fairness of delivery under the market economy, which requires the country, the government's macroeconomic regulation and control, through the formulation and improvement of reasonable economic system, and take active measures to protect lawful income, confiscate illegal income, rectify the unreasonable profit, regulate excessively high rents and so on, rationalize and balance the income gap, prevent polarization, guarantee reasonable distribution of benefit resources in various regions, nationalities, all classes, multiple industries, etc., gradually improve the weaken identification of socialist core values induced by all sorts of unequal, unreasonable and unfair phenomenon inevitably caused by the gap between the rich and poor, between regions, between the north and the south, between social classes, between urban and rural areas, between industries, sectors, opportunities and education due to the variety of modes of distribution under the market economy over the years. Thus, it can win and improve people's recognition of the Socialist Core Values such as "prosperity, equality and justice" advocated by the party and the government.

### ***2.5.2. To Enhance Identification by Improving the Political System***

The promotion of the identification of Socialist Core Values needs not only the guarantee of the economic system but also the guarantee of the political order. In the political system with Chinese characteristics, China's fundamental political system is the people's democratic dictatorship and the people's congress system. The primary political system is the multi-party cooperation and political consultation system under the leadership of the Communist Party of China, the system of regional ethnic autonomy, and the system of grassroots self-government. The people's democratic dictatorship is a combination of dictatorship and democracy. It not only emphasizes dictatorship but also ensures full justice. The National People's Congress, the system of political consultation and community-level self-governance draw the opinions and wisdom of the broad masses to the maximum, and thus enjoys a broad mass base. These "democracies are the broadest, truest, and most effective forms of democracy that safeguard the fundamental interests of the people." [14] It provides common conditions for the promotion of the identification of socialist core values. To improve the democratic political system is to gradually improve the party's leadership style and ruling style under the premise of upholding the party's leadership, improve the party's ruling and governance capabilities, strengthen the people's ownership system, improve the democratic and

negotiated political system, and deepen institutions. And reform of the administrative system, etc., thereby expanding citizens' orderly participation in politics and ensuring their full exercise of the right to vote, to be elected, to know, to participate, to express, to supervise, etc., which must fully reflect the will of the people, protect the rights of the people, and stimulate people's creativity. In the process of ensuring the people's position as masters of the country through institutional systems, people's recognition of socialist core values such as "democracy, equality, and justice" is continuously enhanced.

### ***2.5.3. To Enhance Identification by Improving the Law System***

The most distinctive feature of the rule of law in China is the mutual recognition of virtue and law. Value is the soul of the rule of law, while the rule of law is the guarantee of value. Socialist Core Values are the soul of the socialist rule of law. Laws and regulations have distinct value orientation, which directly guides and prescribes the public's recognition and practice of socialist core values. The socialist core values should be integrated into the legal norms and run through the practice of the rule of law so that the behaviors in line with the core values are encouraged and the behaviors against the core values are restrained. In this way, the law can fulfill the moral will of the public and indeed be obeyed and believed by the people. Since the 18th national congress of the Communist Party of China (CPC), the party has attached great importance to the integration of legislation and socialist core values and promotes its incorporation into laws and regulations, which has achieved positive results. In May 2018, the central committee of the communist party of China issued a notice on The Legislative Revision Plan For Integrating Socialist Core Values Into The Rule Of Law (Abbreviation of The Plan below), urging all regions and departments to implement the plan in light of their actual conditions conscientiously. The Plan specifies six areas of special legislation, namely, economic, democratic politics, culture, people's livelihood, ecological civilization, and prominent moral issues. While accelerating the integration of socialist core values into the legal system, the revision of the law "The Plan" also highlights that laws and regulations can better reflect the value objectives and value orientations of the country, society and people at different levels, which provides a reliable legal guarantee for people to identify with Socialist Core Values. Although it is an arduous and onerous task to promote the incorporation of socialist core values into laws and regulations, with the gradual improvement of the legal system, people will inevitably have a better identification of Socialist Core Values such as "justice and the rule of law."

### ***2.6. To Enhance the Identification of Values by Seizing the International Communication***

Chairman Xi said, "We need to build our capacity for international communication, tell China's story well, present a true, three-dimensional and comprehensive China, and enhance our cultural soft power." [15] As the soul of the soft

power of socialist culture with Chinese characteristics, the promotion of people's sense of identification of the Socialist Core Values depends on the promotion of international communication capacity. Therefore, it is required to be good at innovating external publicity methods, constructing an external discourse expression system, and telling Chinese stories well.

### ***2.6.1. To Enhance the Identification by Innovating External Publicity Methods***

It is required to be good at innovating external publicity during the promotion of the identification of Socialist Core Values. From the perspective of the world, the current evolution and development trend of media communication, especially news communication, presents three characteristics of "global, national and whole media". Globalization means that news communication has broken through the traditional limitations of taking regions or countries as borders, and the whole world presents integration. The entire nation implies that more and more audiences take the initiative to participate in news communication through new media and other platforms, gradually replacing the traditional picture dominated by the state, the government and professional media. All media means that with the rapid development of Internet technology, new media and tradition will jointly become the media of news communication, which changes the previous phenomenon dominated by traditional media. Therefore, the external communication of the socialist core values must conform to the communication trend, change the thinking of work, and innovate the external publicity mode. The basic premise of innovative external publicity is to change the thinking of work, which is to change the characteristics of the former news communication, such as government-oriented, politicized, official-oriented and ideological-oriented, so as to fit the psychological demands and expectations of the international public to the maximum extent, and thus carry out the external communication of values. The innovation of external publicity means it is not only to change the media and means of external communication but also to build an external publicity pattern, the innovation of publicity mechanism, integration of social resources and other aspects. For example, we need to make full use of foreign affairs and diplomacy, high-end think tank exchanges, and international academic activities make good use of traditional Chinese holidays, overseas cultural fronts, such as Confucius institutes, and make good use of Chinese overseas enterprises and overseas Chinese personnel to spread our core values. For example, only by formulating different propaganda plans and paths for groups in different countries and carrying out international communication in a targeted and purposeful way can the ideal identification effect be achieved. For another example, young people are not only the primary users of new media but also the critical groups for the dissemination of values. They can fully understand the connotation, characteristics, and development trend of new media and skillfully integrate with the Socialist Core Values, to achieve the effect of getting twice the result with half the

effort. Therefore, on the basis of expanding the coverage of the awareness of socialist core values, the international community's recognition and identification of China's Socialist core values should be continuously improved, and the local people's belief and strength in the identification of socialist core values should be gradually enhanced in the process of constant identification by others.

### ***2.6.2. To Enhance the Identification by Constructing Overseas Discourse Expression***

The must also innovate the discourse expression system, which is directly related to the effect of expression. Different factors such as country, civilization and history, tradition, thought, psychology, habits, etc. should be fully taken into consideration during the construction of discourse expression system for the overseas spread of the promotion of the identification of socialist core values, making good use of common concepts and expressions between China and other countries, unifying "what I want to say" with "what the audience wants to hear", "affection" with "reasoning", and "metaphor" with "photo". For example, during the first China international Import EXPO held on November 5<sup>th</sup>, 2018, Chairman Xi put forward the "Theory of the Sea" as a metaphor for China's economy that is as big, stable and open as the sea, aiming to express China's political measures to open up to the outside world. The APEC CEO summit held on November 17<sup>th</sup>, 2018, began with the "Big Ship Theory," which aims to emphasize that the world economy should be open, developed, inclusive, innovative and rule-oriented. Besides, he also put forward "Chorus," "Flashlight" and other punch lines, which are easy to understand and emit affinity, natural to guide overseas audiences to understand our story and voice, to consciously recognize and identify with our values. Therefore, it is required to carefully design the external discourse expression system, combine the domestic and foreign communication and expression terms, and spread our values around the world in a way that people in the world can hear, understand and understand, guides them to thoroughly understand our proposition and value concept, eliminate errors and the fuzzy cognition, make China speak more and more clearly, continues to win international recognition and understanding in the process of gradually strengthening the identification of socialist core values and confidence.

### ***2.6.3. To Enhance the Identification by Telling Good Stories About China***

To enhance the identification of Socialist Core Values, it is also required to tell the Chinese story well, and take the initiative to explain and spread our ideas, so that the international community can understand a real, three-dimensional and comprehensive China. It is required to tell the story of socialism with Chinese characteristics well, which has been proved by practice that the path, theory, and system have been successful. It is the "China plan" that the CPC has worked out through the twists and turns over the past 97 years, which not only suits China's national conditions but also best serves the people's well-being. It is required to tell



the story of the Chinese dream well, which is the most profound pursuit of every Chinese people. It is required to be good at interpreting it in terms of philosophy, history, reality, and the whole world so that the Chinese dream will become a vivid carrier for spreading socialist core values. It is required to tell the story of the Chinese people well, who have gone through numerous mountains and rivers, difficulties, and obstacles. With their diligence, wisdom, and courage, they have created a strong and prosperous China, a prosperous economy, a prosperous life, modern politics, a splendid culture, and a harmonious society, which contains the most distinctive spiritual characteristics of contemporary China. It is required to tell the story about the outstanding Chinese culture well. The Chinese nation has not only a history of the uninterrupted civilization of more than 5000 years, but also a revolutionary culture brought together in the course of the revolution, construction and reform, and an advanced socialist culture that leads the development, which highlights China's unique spiritual identity and lofty values. It is required to tell the story of China's peaceful development well, which is a strategic choice China has made based on its national conditions, social system, and cultural traditions. It conforms to the trend of the Times and serves the interests of China, its neighbors, and the rest of the world, which is the highest expression of contemporary Chinese values at the diplomatic level. Thus, in order to make the international community understand us, it is necessary to spread the right sound actively, not only make clear of the "grand narrative," but also speak clearly about the "microscopic narrative." In telling China's story with great eloquence, the international community gradually dispels all kinds of misreading and strange talk about China, such as the high-profile brand of "China threat theory", "China collapse theory", "Chinese hegemony", etc., making full use of problems that are misunderstood or prejudiced against us by foreign countries, which will be divided and conquered, explaining China's practice with the theory of China, sublimating China's theory with China's practice, clearly displaying of "China's solutions" and "China's wisdom". The internal charm of socialist core values is highlighted continuously to attract the international community to identify with China's socialist core values. It is in the identification of others that Chinese people's awareness and emotion of identifying with the Socialist Core Values advocated by the party and the government are promoted continuously, to improve their recognition of them.

### 3. Conclusion

The path to realizing the promotion of people's identification of Socialist Core Values are diverse. Only when multiple paths are effectively coordinated and adequately linked can the Socialist Core Values be integrated into the original value system of the masses, implanted in their minds, and infiltrated into their lives, habits and practices through active identification or passive acceptance, which will unconsciously be transferred into a value pursuit of rational

consciousness, and gradually sublimated into a When every individual citizen truly sets up the firm faith and belief in Socialist Core Values in the heart and turns it into the mission of each individual, it can be gathered into a robust ideological force for the rise of the Chinese nation, which will provide ideological assurance and spiritual support for carrying forward the spirit of the socialist value, building a solid "Four Confidence", and better promoting the realization of the Chinese Dream of the great rejuvenation of the Chinese nation as soon as possible.

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