

“One Belt, One Road” Initiative and the Path to Enhance Cultural Confidence

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Abstract

the “one belt, one road” initiative is the result of the profound transformation of economic development, the profound change of development pattern and the cultural exchange and interaction in different countries. From the perspective of “one belt, one road” to enhance the discourse dimension of cultural confidence, the historical context and the space-time pattern are the dimensions of the cultural confidence. The historical materialism and materialist dialectics are the philosophic dimensions of enhancing the cultural confidence under the “one belt and one road” initiative. It provides important opportunity for the economic, political and cultural development of the countries along the line, which is the value dimension of the “one belt and one road”. At present, “one belt, one road” initiative to enhance cultural confidence is faced with a realistic challenge in the ideological field, such as complex situation, weak cultural and external communication power, and difficulties in guiding public opinion in cyberspace. To solve these difficulties, first, we should consolidate the mainstream ideology of Marxism; second, we should strengthen the construction of foreign discourse system; third, we should pay attention to the construction of ideological and cultural positions on the Internet.

Keywords

“one belt, one road”, cultural self-confidence, challenge, route choice.

1. One Belt, One Road Initiative, The Discourse Dimension of Cultural Self-confidence

General secretary Xi Jinping, one of the “one belt, one road” initiative, is rich in the historical context and value dimension, based on the economic integration and development of various countries, the profound changes in the development pattern of various countries and the cultural exchange and interaction. The initiative is a major development plan with China as the initiator and connecting countries along the world. It aims to promote the close cooperation and development between China and the countries along the Silk Road to achieve mutual benefit and win-win results. “One belt, one road” initiative is not only important for economic cooperation and reciprocity among the countries along the line, but also has important value and realistic significance for promoting cultural exchanges and cultural references among various countries, enhancing China's cultural confidence, highlighting China's charm, China spirit and China's strength.

1.1. One Belt, One Road Initiative, to Enhance Cultural Confidence in Space and Time

One belt, one road, is the historical context and the space-time pattern. “Cultural self-confidence refers to the overall recognition and full affirmation of a certain cultural subject to its own cultural value, and a sense of pride and firm belief in its own cultural vitality.”[1] Nationality and culture are symbiotic and coexisting in a certain sense. The more confident a nation is in its own culture, the more confident it will be. The realization of the great rejuvenation of the

Chinese nation depends on the firm cultural confidence of the Chinese nation. Enhancing cultural self-confidence is the key to promote the prosperity of the nation. After five thousand years of baptism, the Chinese nation has accumulated cultural treasures of thousands of sacrifices. These excellent traditional culture of exile not only provides rich historical details for enhancing cultural confidence, but also releases powerful momentum for international exchanges and cooperation to show China's five thousand years cultural evolution, build Chinese cultural brand and display the style of ancient civilization. The "one belt, one road" initiative is the international planning initiative put forward by the CPC Central Committee in the context of profound changes and the realistic context of the times. It is based on the historical context of the formation, development and change of the ancient Silk Road, and is a scientific and developmental initiative which contains rich historical details and contemporary value.

"One belt, one road" China's China mutual exchange of needed products can be traced back to the Western Han Dynasty. During the two Western Envoy Zhang Qian, he deeply practiced the idea of "good neighborliness, friendship and mutual exchange". He opened up a friendly and friendly road between China and Western countries and Western countries, and provided a road for economic and cultural exchanges between Asia and Europe and Africa, and broke the spatial pattern for China and other countries in the world. It has laid a foundation for the exchange of civilizations between the East and the west through trade and trade exchanges, which has become a brilliant record in the history of human civilization development. For thousands of years, the silk road has crossed the space difference, the cultural difference and the historical difference. It has carried the various tourists, envoys and business travelers to and fro, promoted the friendly exchange and mutual development of various countries, and contained the intrinsic value of inclusiveness and reference, seeking common ground while reserving differences. One belt, one road initiative, is a valuable inspiration from China's ancient Silk Road. It is aimed at the common dream of peaceful pursuit of all peoples and a common development plan that is full of Oriental wisdom. China learn widely from others' strong points all rivers flow to the sea. One belt, one road to the sea, and the "very modest" concept are vividly presented in the silk road. They become the ideological cornerstones and cultural details of the "one belt and one road" initiative concept. It is an important part of China's current development of fine traditional culture and confidence. "[2]In every historical period, the Chinese nation has left countless immortal works. From the book of songs, Chu Ci, Han Fu, to Tang poetry, Song Ci, Yuan Qu, Ming and Qing novels, they have jointly created a splendid Star River of Chinese literature and art history. The literary and artistic creativity of the Chinese nation is so strong and its creative achievements are so brilliant. The Chinese nation has always had the bearing of cultural self-confidence[3]. We should be extremely proud of this, and we should also feel extremely confident about it. " In the five thousand years of historical change, the Chinese people have been forging ahead, and have been in the forefront of the long history. These indomitable, innovative and courageous spirits have been bred in the excellent traditional culture. They are the guide to action and the source of strength for the Chinese people.

1.2. The One Dimension "One Belt, One Road" Initiative to Enhance Cultural Confidence

The "one belt, one road" initiative is a realistic response to the call of the times. Enhancing cultural self-confidence under this initiative is based on historical materialism and materialist dialectics as the philosophical basis for accurate judgement of the times and the real situation. "One belt, one road" initiative to enhance cultural confidence is based on materialism, and it should reflect the profound changes in the environment at home and abroad to reflect the important driving force of culture in social development. It is based on dialectics to analyze the

specific connotation of enhancing cultural self-confidence, and explores the dilemma and the way of solving the problem of enhancing cultural self-trust. General secretary Xi Jinping one belt, one road, is based on the accurate grasp of the general trend of the international pattern and the domestic environment, and with the deep understanding of the vivid practice of international cooperation. With the advancement of globalization, international cooperation has become increasingly close, and the frequency of economic, political and cultural exchanges has gradually accelerated, which has become the mainstream of the current development of the international community. "One belt, one road" China's economic development has not only provided an important foundation for China's "going global" and "Introduction", but also created an important platform for China to actively participate in various international cooperation, enhance the overall strength of the international community, and display the image of the great power in the world stage. In the context of Marxism, the development of social economy can promote the transformation of the superstructure. At the same time, the changes of politics, culture and other superstructure have a positive or negative reaction to the development of social economy. The promotion of one belt, one road initiative has promoted the changes of the world economic structure, and promoted the corresponding changes in the world political and cultural pattern. In the process of promoting world economic cooperation, it also provided a platform for the spiritual culture of all nationalities to move towards the world and exchange with each other, and to go abroad for Chinese excellent traditional culture, revolutionary culture and advanced socialist culture. Door, to the world provides an important opportunity. With the help of international economic cooperation, the confidence of Chinese culture has been improved rapidly. At the same time, China's economic development has been boosted by a stronger voice in the new world.

The "one belt, one road" initiative is a philosophical basis for the improvement of cultural confidence based on Marx's basic analysis method, and is a scientific conclusion based on dialectic methodology. One belt, one road, and the other countries are all individuals. Each country can not get away from the unified organic whole of the Silk Road Economic Belt when it develops. The one belt, one road and the other, is also subject to the development trend of individual countries. The construction of one belt, one road is the planning and layout on the basis of overall and systematic nature. It has a scientific and logical mechanism within it, and the development of various countries in the system helps the development of the silk road. On the other hand, the cultures of different countries and nationalities will inevitably lead to cultural differences due to the diversity of customs and habits, values and contents. Each national culture is eager to show its own unique cultural charm and release cultural tension in the collision and blending. But the existence of cultural differences will inevitably lead to cultural contradictions. To develop the contradiction into a benign aspect, we need to be tolerant and open-minded to seek common ground while reserving differences, and to learn from each other and learn from each other. To enhance cultural self-confidence is not cultural conceit and cultural inferiority complex, it is not a total denial of foreign culture's self-reliance, nor is it a total denial of their own culture's blind worship of foreign culture. It is the deep understanding of Chinese excellent traditional culture and the rational examination under the analysis of dialectical thinking.

1.3. The One Dimension "One Belt, One Road" Initiative to Enhance Cultural Confidence

The proposal of "one belt, one road" initiative has provided important opportunities for economic development and political exchanges of all countries along the route, and has also broadened important channels for the integration and mutual learning of different countries and cultures. Based on the important one of "one belt, one road" initiative, "sharing and sharing", under the international background of great development and great changes and

prosperity, the urgency and necessity of enhancing Chinese culture self-confidence are particularly prominent. Cultural self-confidence reflects a country's recognition of its own cultural content, respect for its own customs and habits and belief in its own cultural value. A nation full of cultural self-confidence can maintain its own unique cultural charm and spiritual strength in the world cultural exchange and integration. It has a high degree of confidence in the historical choice and realistic characteristics of its own culture. It can actively support the inheritance of its national culture, and can effectively fight back against all kinds of statements that damage the national culture and pollute its cultural connotation. It is the fundamental key for a nation's culture to maintain its unique connotation and spiritual advantage in the long history. Enhancing cultural confidence is not only an important way to show China's strength, strengthen Marxist ideology and carry forward advanced socialist culture, but also the key to promote the formation of consensus, peaceful coexistence and the construction of a community of shared future for mankind. "Cultural self-confidence is more basic, more extensive and deeper self-confidence, and a more basic, deeper and more lasting force. Strengthening cultural self-confidence is related to the rise and fall of national prosperity, cultural security and the independence of national spirit." [4]

"One belt, one road" initiative has been widely recognized by various countries since its introduction. It has a wide coverage in the world, involving a large number of countries, and has a large population density along the line. The import and export trade system is huge, which has resonated in the whole country and even in the world. From the basic concept, this initiative has important economic value for promoting the expansion of foreign markets, promoting opening up and cooperation, forming a two-way interactive economic exchange circle, and realizing the healthy and orderly development of the world economic system. It is a stable, long-term and forward-looking planning pattern. From the perspective of extended thinking, this initiative breaks the spatial boundaries and has the characteristics of cross space and non-exclusiveness. It connects the unique local customs, customs, cultural relics, cultural feast and historical treasures of various regions along the line. Under the infiltration of the spirit of "peace and cooperation, openness, mutual learning, mutual benefit and win-win", this initiative has been reborn in line with the value of the times. The dialogue between ancient and modern civilizations has been realized in the process of passing down the torch, which has created a solid value foundation and humanistic feelings for economic cooperation. "One belt, one road" initiative has created a good international environment for enhancing China's cultural self-confidence, enhancing people's recognition of their national culture and enhancing their cultural consciousness. It is of great significance to show China's important value in trade transactions along the way, to highlight China's strength, to convey the Chinese spirit and to enhance Chinese cultural confidence.

2. The "One Belt, One Road" Initiative to Enhance Cultural Self-confidence in the Face of Challenges

One belt, one road initiative, thick and heavy in colours, is the achievement of all countries along the way. It is an important channel for Chinese culture to go abroad and to the world. Although one belt, one road initiative has achieved fruitful results in its implementation, there are still many challenges to enhance cultural confidence. The dilemma of "politicization", "stigmatization", Western hegemonism and weak external cultural dissemination need to be solved.

2.1. The Situation in the Field of Ideology is Complex

As one belt, one road, along with the gradual deepening of cooperation, there will be confrontation between ideological culture and social harmony. The interweaving of various social ideological thoughts has posed severe challenges to Marx's mainstream ideology. With

the deepening of international cooperation, the continuous development of information technology, and the continuous promotion of digitization and globalization, great changes have taken place in the field of ideology. In the rapid social changes, people's ideas are also developing in the direction of diversity, variability and diversity, and a variety of voices and ideas burst out in competition. Under the changes of many factors, the ideological field is open and difficult to control, which also gives opportunities for all kinds of anti-Marxist and non-Marxist social thoughts to elevate themselves and belittle Marxism through various channels and in various forms, "in an attempt to challenge the guiding position of Marxism, attack and deny the leadership of the party, China's political system and development path, and strive for it Ideological discourse power." [5] In the collision with the weak culture, the strong culture tries its best to infiltrate the weak culture, squeezing the cultural boundary of the weak culture. Universal values, democratic socialism, new liberalism, historical nihilism and other erroneous ideas squeeze the living space of mainstream ideology, form a serious impact on the mainstream ideology of Marxism, and have a serious impact on people's cultural self-confidence and the establishment of correct values, especially the establishment of young people's values. At the same time, the development of socialist market economy not only improves people's material life, but also changes people's spiritual world. Under the influence of the profit-seeking characteristics of the market economy, money worship, hedonism and extreme individualism emerge in an endless stream, such as following the trend, Behavior Anomie, pursuing fame and wealth, which seriously squeeze the social morality and moral bottom line, and have a great negative effect and adverse impact on improving cultural confidence.

2.2. China's Cultural Communication Power is Relatively Weak

The "one belt, one road" initiative has created a new platform for strengthening our cultural influence, promoting external publicity and enhancing Chinese cultural confidence, and has opened up a long history and a bright new channel. But one belt, one road initiative, which is still a big space for promotion of foreign publicity, is still weak in external communication. There are great challenges in persuasive degree, attraction, publicity and creativity. As far as cultural products are concerned, film and television works and other literary and artistic works lack of in-depth excavation of connotation, and there is a phenomenon of emphasizing form over content. Some film and television works in the production process, often only pay attention to the macro shooting scene, a lot of time and energy focused on the visual impact, while ignoring the most important value of cultural products itself, resulting in the works of external beauty rather than internal beauty, only visual impact, and lack of spiritual shock. One belt, one road, is not able to convey the essence of Marx's theory, the wisdom of socialist core values and the essence of Chinese traditional culture, and convey it to the world along the line, displaying Chinese wisdom and enhancing China's cultural soft power. "One belt, one road" provides a convenient way to ride the Chinese culture and the culture of all countries along the road. "Riding is more likely to occur between countries belonging to the same civilization or cultural commonalities, rather than in countries lacking any cultural commonality." [6] Secondly, the Confucius Institute, a platform for the export of Chinese culture, is also facing challenges. With the increase of the number and coverage of Confucius Institutes in the world, it has become an important symbol of the soft power of Chinese culture. However, due to the single mode and the uneven quality of teachers, teachers often lack firm ideological and theoretical literacy in the face of the infiltration of various foreign ideologies. Some countries demand the closure of Confucius Institutes on the grounds of spreading ideology and violating academic freedom, which hinders the promotion of China's cultural confidence. Thirdly, the construction of foreign discourse system is not perfect. The system of foreign discourse mechanism lags behind, and there is a lack of form and content that can be easily understood and accepted by foreign audiences. When introducing Chinese culture, we should not only grasp

one point and one aspect, and fall into the misunderstanding of blind people feeling images. "It is necessary to introduce both ancient China and contemporary China; to introduce not only China's economic and social development, but also its people and culture." [7]

2.3. Difficulties in Guiding Public Opinion in Cyberspace

"At present, there are some comments at home and abroad, online and offline, which belittle the Chinese culture, deny the historical contribution of the Chinese nation, deny the struggle history of the Chinese people since modern times, distort the history of the Communist Party of China, the history of the people's Republic of China, and the history of reform and opening up." [8] Due to the changes of communication channels and media, the boundaries between domestic and foreign countries, online and offline are increasingly blurred, and the construction and management of ideological field in western countries are becoming more and more difficult. The characteristics of openness, equality and sharing endow each netizen with a "microphone". The ideological subject is no longer limited to the passive acceptance of uploading and releasing, but becomes the public opinion subject that can actively voice. Ideological exchange is no longer limited to top-down propaganda and preaching, and many to many communication and collision has become the main form of expression. The ideological subject includes not only speakers who embody the governance concepts of the party and the state, but also ordinary netizens representing different social elements and social groups representing different economic interests and ideological positions. Based on this, the form of ideological confrontation has also changed. The main body of the position has the right to speak directly and can express public opinions and ideas directly through the virtual society of the network. The group scope of the disseminators and receivers of ideological culture shows the trend of expansion and diversification. The individual netizens and groups reflecting the interest tendency spread the remarks harmful to the party and the state. The improvement of self-confidence in Chinese culture has a serious impact. At present, the ideological and cultural "black zone" mainly lives in cyberspace. This anti-China force has been trying to use the Internet to "bring down China". The Internet has become the "biggest variable" we are facing. "Cyberspace is a global public sphere without national boundaries". However, some developed countries, taking advantage of their network information technology advantages, have stepped up ideological infiltration of other countries, and even directly engaged in activities such as eavesdropping, monitoring and hacking, which seriously violates the principle of sovereign equality of virtual network society. This is a manifestation one provocative "one belt, one road, no interference in other countries' internal affairs, no interference, connivance or support for the network activities that endanger the security of other countries". This has seriously damaged the main principles and the initial construction of the "one belt and one road". At the same time, there are some malicious negative voices in the network ideological and cultural space, such as "singing Down" China's arguments, distorting the truth of reports, exaggerating the rumors of problems, and resisting social emotions. What's more, there is a phenomenon that people agree with others and give up their own people. They think that the moon in foreign countries is better than that in China, which is all the confusion and coercion of the people by those with ulterior motives. The conspiracy means of meaning and inducing cognition. The improvement of self-confidence in Chinese culture is not only reflected in the improvement of Chinese cultural confidence in reality, but also in the virtual network society. Netizens are extremely confident in their own culture, which is an important performance to enhance the international discourse power.

3. One Belt, One Road Initiative to Enhance Cultural Confidence

3.1. Consolidating the Mainstream Ideology of Marxism

Focusing on the ideological essence of Marxist ideological theory of classical writers, the economic foundation and superstructure interact with each other, and the contradictory movement between them promotes the social development. "The mode of production of material life restricts the whole process of social life, political life and spiritual life. It is not people's consciousness that determines people's existence, on the contrary, it is people's social existence that determines people's consciousness." [9] However, people's consciousness as superstructure is not only in a weak state of being conscious and determined. On the contrary, social consciousness has an active reaction to social existence, which can be a positive role in promoting social development and economic growth, or a negative role in hindering social development. In the process of one belt, one road construction and economic development, we should also pay attention to the development of ideological culture, keep the mainstream position of Marx doctrine and enhance the confidence of Chinese culture. "We should have a profound understanding of the decisive role of the economic foundation on the superstructure and the reaction of the superstructure to the economic foundation. We should have both hard power and soft power. We should not neglect ideological work because of the central work, nor should we dissociate ideological work from the central work." [10] "One belt, one road" should serve ideological work in the central task of economic construction, and at the same time, we must grasp the dialectical relationship principle of the two party, avoid ideological ideologies, and avoid universal ideology. Based on the realistic context and relying on the background of the times, facing the social situation of accelerating globalization, deepening reform, and complicated ideological consciousness, general secretary Xi Jinping highlighted the value implication of ideological work from the theoretical height, the width of historical process and the breadth of reality. To do a good job in the construction of ideological position is a matter of great importance to national unity, national rejuvenation and social harmony. As the guiding ideology of our country, the truth and scientificity of Marxism is an important quality presented through the baptism of historical years and an important theoretical cornerstone of our party's governance of the country. In the different stages of social and historical development, our party adheres to the combination of Marxism with China's specific national conditions, tackles difficulties and solves theoretical and practical problems in China's development process. One belt, one road to China, is to strengthen the ideological position and consolidate the line of defense of Marx thought. It is an important means to effectively counter all kinds of politically incorrect misrepresentations in the "one belt and one road" construction, such as the "China Threat Theory" and "China collapse theory". It is to strengthen the party spirit of the leading cadres, rekindle enthusiasm for the classic works of Marxism Leninist, enhance their ideological level and avoid ideal and belief. At the same time, it is of great significance for people to purify their thoughts, condense their souls, and promote national unity and social development.

3.2. Strengthening the Construction of Foreign Discourse System

"One belt, one road" provides a platform for the world to learn from excellent cultural exchanges. This is an important turning point in the history of human civilization development, which transcends "civilization conflict theory", connecting dialogue with different cultures of ethnic groups, deepening friendship among different nationalities, reconstructing the new order of world civilization, and promoting the development and progress of human culture. It is the only way to enhance China's cultural soft power and cultural self-confidence to enhance China's international communication and influence, and to strengthen the discourse and expression of Chinese culture. Cultural discourse power and expressive power represent the influence of culture, which is the ability to interpret one's own ideas through discourse carriers,

so as to make others accept, recognize and influence their behaviors. The power of cultural discourse and the strength of discourse system determine the trend of public opinion, and also have the function of influencing the direction of social development, which is an important symbol of the soft power of Chinese culture. We will strengthen the construction of a foreign discourse system, First, it is necessary to establish self-confidence in the expression of foreign propaganda discourse, "discourse can carry different ideological connotations, even be imprinted with ideology, and become the carrier and symbol to express the interests, requirements and values of a certain class." [11]To establish discourse confidence, we should take the initiative to participate in the ideological battlefield. Through the expression of self-confidence, we should confront with various anti-Marxist values, find out the reasons and ways of criticizing the socialist core values, and give a positive response. We should take the initiative to have a dialogue with the multi value system, convey the profound connotation of socialist values in the self-confident discourse expression, enhance the guiding and centripetal force of core values in the multi value system, guide people to establish a correct world outlook, outlook on life and values, so as to get out of the negative value system of greedy interests and luxury and return to the correct development Path. Second, we should innovate the way of thinking and culture. The innovation of traditional ideological and cultural voice way is mainly reflected in the innovation of expression language and expression form. From the innovation of expression language, the network language has the characteristics of visualization, innovation, vividness and clear expression. It pursues the fast-paced renewal speed and the expression mode with strong sense of presence, which provides space for the arbitrary expression of network language, and the phrases or sentences formed are full of contradictions with traditional grammar. With the advent of the era of big data network, people's language expression and way of thinking are deeply influenced by network language. Combined with the expression characteristics of network language, the expression mode of values is also closer to life, reality and the masses. According to the education level, age change and understanding ability of different audiences, the traditional way is changed to be simple and easy to understand relaxed and lively. With the characteristics of network writing style change. Third, we should enrich the content of socialist core values. The content of expression is the core element, which determines the value bias and ideological carrier of the expression subject. "People's ideas, views and concepts, in a word, people's consciousness, change with the changes in people's living conditions, their social relations and their social existence." [12]As Marx said, people's objective life has changed, and the corresponding thinking concept will also change. The social ideological trend of pluralistic value orientation impacts on the status of the mainstream core value system. The expression content of socialist core values should also be adjusted according to the characteristics of the network era to meet the changes of the objective environment and the needs of the network subject. Enriching the content expression of socialist core values is based on the comprehensive understanding of the two environments at home and abroad. The expression content of core values is integrated with people's daily life and behavior activities by traditional theoretical preaching and knowledge structure. Representative, special and influential hot issues are selected as an important part of the expression content, and people are selected They learn, entertainment, health care, travel and other aspects of life experience and life tips closely related to the content of the expression. In one belt, one road is to balance the innovation of values, form a dynamic balance, give full play to the leading role of socialist core values, and actively respond to challenges of enhancing cultural confidence and enhance the soft power of Chinese culture under the "one belt and one road" initiative.

3.3. Enhance the Construction of Ideological and Cultural Front on the Internet

The construction of online ideological front is an important way to enhance the cultural confidence of socialism with Chinese characteristics. With the advent of the era of big data and

Internet, cyberspace has increasingly become the second space coexisting with people's real life and a new field of people's life and production. Network culture is the extension of social culture in cyberspace. Network culture not only has the characteristics of standardization, cognition and utensil of traditional culture, but also has its own unique characteristics because of its virtuality and technicality. With the continuous expansion of the number of Internet users, cyberspace is becoming more and more a new space for people to study, work and live, and a new platform to obtain public services. New business forms and new models of digital lifestyle such as online shopping, electronic payment and online reading are booming. The development of big data era informatization has created a new driving force and leading force for many production fields. It has become an important place for people to carry out cultural life and cultural exchange. "The rapid development of the Internet has profoundly changed the way public opinion is generated and transmitted, and has brought unprecedented influence to the exchange and exchange of different cultures and values." [13] In the Internet age, we can use the Internet to make Chinese voice and show the charm of China. With the popularization of Internet technology, more and more people begin to join cyberspace. The audience of network culture has gradually expanded from urban netizens, middle-aged and young netizens to rural netizens and middle-aged and elderly netizens. The number and scope of network culture are increasing, and it has become one of the most influential cultural forms. We should build an ideological and cultural front on the Internet, instill the broad and profound excellent traditional culture, the unique and vigorous revolutionary culture, and the advanced socialist culture that inherits the past and ushers in the future into the cyberspace. With the help of the fast and convenient network platform that transcends the differences in time and space, the seeds of socialist culture with Chinese characteristics are sown to all parts of the country and all over the world. With the charm and vitality of socialism with Chinese characteristics, we should use the socialist culture with Chinese characteristics to resist the vulgar network culture, build a powerful network culture country, and effectively improve China's cultural confidence. Under the initiative of one belt, one road, we should enhance cultural confidence and give full play to the important force of the Internet. We should establish a management mechanism for building an ideological and cultural position on the Internet. One is to speed up the establishment of sound network management rules and regulations, so that the network virtual society is in the legal track of healthy operation. According to the existing problems in cyberspace, legislators should formulate effective system norms, strengthen the management and supervision of the content of Internet information dissemination, protect key information and punish harmful information, and ensure that the development of network virtual society management work has a basis to follow and a reasonable basis to build a legal network ideological position. The second is to enhance the party and state leaders' awareness of network ideological security and mission, and build a modern network management team. The leading cadres of the party and the state should timely update the management methods, improve the management level, and learn to use big data to serve the management work. Build a standardized and integrated information supervision platform. The three is to carry out the important mission. We must strengthen the ideological guidance and the role of public opinion guided by the party media and the mainstream media. The general secretary Xi Jinping pointed out that we should give play to the role of network ethics, network ethics and network civilization, and purify the cyberspace ecological environment through cultural nourishment, education and guidance. Party media and mainstream media should keep up with the development and changes of new media in a timely manner, adapt to the requirements of the times and audience groups in terms of work concept and working methods, innovate expression methods, enrich communication content, and use advanced communication technology to give full play to the leading and leading role of party media. It is necessary to strengthen the construction of organizational mechanism, standardize the work scope and

responsibilities of relevant institutions, and form a comprehensive management mechanism from system to technology, from technology to content, from daily management to cracking down on network crimes, so as to ensure the healthy operation and safe development of the network society.

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