

Establishing Scientific Mechanisms to Maintain Security of the Core Socialist Values

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Abstract

Since the public’s wide cognition and profound recognition of the core socialist values serve as the primary prerequisite for safeguarding the values system, it is quite necessary to explore the rules of cognition and recognition as well as establish sound and scientific mechanisms. The establishment of a scientific interpretation mechanism, a reasonable publicity mechanism, an effective education mechanism and an overall coordination mechanism forms the prerequisite and essence for and the guarantee of the public’s wide cognition and profound recognition of the core socialist values. In this way, the core socialist values can be translated from values objective, orientation and criterion to collective awareness, the guide and objective that the public voluntarily pursue, the firm belief and behavioral guideline within the public and in turn moral practice and conscious action.

Key words: Cognition and recognition mechanisms; The core socialist values; Security

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INTRODUCTION

Since the prerequisite for safeguarding the core socialist values lie in the public’s wide cognition and profound recognition, it is quite necessary to explore the rules of cognition and recognition as well as establish sound and scientific mechanisms so that the core socialist values can be integrated into people’s both beliefs and actions, thus forming a solid foundation for safeguarding the values system.

1. STRENGTHENING THE EFFORTS TO ESTABLISH SCIENTIFIC INTERPRETATION MECHANISM: THE PREREQUISITE FOR ACHIEVING THE COGNITION AND RECOGNITION OF THE CORE SOCIALIST VALUES

In order to make the core socialist values understood and recognized by the public, it should be, first of all, interpreted scientifically. A scientific interpretation mechanism should entail diversified objects, multidimensional viewpoints, scientific means and persuasive content.

1.1 Multidimensional Interpretation Viewpoints

In the interpretation of the core socialist values, diversified objects and multidimensional viewpoints are needed in order to increase the credibility of the theory. Firstly, the policies about the core socialist values should be interpreted by state authorities. This means that on the one hand the necessity, importance and theoretical requirements of practicing the core socialist values should be interpreted from the viewpoint of national development, and on the other hand the objects of policy interpretation should be identified. The authority of the interpretation of core socialist values can be increased by multiple means

including formulating interpretation programs, forming authoritative interpretation teams, compiling scientific interpretation textbooks, standardizing interpretation procedures, introducing related policies, providing professional interpretation and holding press conferences. Secondly, the academic interpretation of the core socialist values should be provided by theoretical researchers. This means that the theoretical meanings of the theory should be interpreted from the viewpoint of theoretical development. Such theoretical researchers as researchers in academic departments and universities should widen the meanings of the theory and study the theoretical foundation and practice basis of core values. They also need to express their theoretical insights by publishing theoretical articles, and make theoretical communications by holding or participating in various lectures, seminars and information sessions. All of the above efforts will promote the development of theories of the core socialist values. Thirdly, the media should also take their due responsibility for interpreting the core socialist values. With its information transmission function and its ability in collecting characteristic interpretations, the media is able to present different interpretations of the theory form all levels of society. Thus, the media plays an important role in perfecting and rectifying the interpretations of the theory by widely publicizing the core socialist values and collecting diversified interpretations. Fourthly, the public should join the undertaking of interpreting the core socialist values. Since the core socialist values are combined with people's daily life, the public's interpretation of it better expresses the opinions of the masses. Therefore, greater importance should be attached to collect the public's interpretations of the theory and timely giving the right guidance.

1.2 Scientific Means of Interpretation

The core socialist values must be interpreted in scientific means, not only attesting to the scientificness of the theory also powerfully responding to disputes and increasing the authority of the interpretation of the core socialist values. Firstly, the theoretical content of the core socialist values should be interpreted in an appropriate way. The interpretation of the theory should make the followings clear: the historical background to the emergence of the core socialist values, i.e. the circumstances under which the theory was put forward and the reasons why it was put forward under those circumstances; the significance of the core socialist values, i.e. the essential roles the theory plays in promoting China's economic, political and social development and enhancing China's international status; the relationship between the core socialist values and the core socialist values system, i.e. the reasons why the core socialist values was put forward after the core socialist values system and the advancement of the core socialist values; the internal relationship among the content of the core socialist values, i.e. how the contents in these three

aspects—country, society and individual are formulated, the emphasis of the three aspects and their relationship. Secondly, disputes over the core socialist values should be powerfully responded to. The scientific interpretation of the theory entails facing up to “different voices” and communicating with dissidents. Also, the followings should be made a clear explanation of: the relationship between “Three Advocacies” and the core socialist values, i.e. whether the latter can be summarized by the former; the ultimate difference between the core socialist values and western values, i.e. the difference between “liberty and democracy” in “Three Advocacies” and that in western values; the relationship between the core socialist values and diverse social ideological trends, i.e. how the core socialist values cope with the impact of diverse social ideological trends and guide them to serve the “China Dream”.

2. STRENGTHENING THE EFFORTS TO ESTABLISH REASONABLE PUBLICITY MECHANISM: THE KEY TO REALIZE THE COGNITION AND RECOGNITION OF CORE SOCIALIST VALUES

Reasonable publicity is the key point of people's correct cognition and recognition of core socialist values and the essence of publicity mechanism is to be for the masses, integrating core socialist values into daily life, making the whole layout of society publicity well, realizing the transformation of core socialist values from scientific and rigorous “basic principle” to understandable and acceptable “truths in life” for people.

2.1 To Optimize Publicity Strategy

With regard to the publicity of core socialist values, overall plans and layout should be made well and relevant strategies should be optimized. The first one is to adhere to the publicity principle, to make clear the direction and policy and to pinpoint the foothold. We should adhere to the policy of solidarity, stability and positive publicity; we should follow the correct orientation of publicity, vigorously promote

all the mind and spirits, which are beneficial to consolidate common ideal and to gather strength, to promote scientific development and harmony of society, to achieve national prosperity and to enhance people's well-being and to build moderately prosperous society and realize Chinese dream of the great rejuvenation of the Chinese nation, making them playing the role of encouraging and stimulating people. (Propaganda Department of the CPC Central Committee, 2014, p.97)

The second one is to be on the targets of publicity, making clear the spiritual needs of them and pinpointing the resonance of people's minds. The publicity of core socialist values has its feature of facing the masses.

Public's real needs, especially their spiritual needs should be paid attention to; their habits of living and cognition should be learned about; the publicity of values should be combined with public needs, the guide of values should be related to daily life; the resonance between core socialist values and people's minds and conjunction of core socialist values and public's interest should be pinpointed. All these are based on satisfying the basic spiritual needs and are aimed at improving the quality of it, realizing "publicity derives from public's needs and the public endorses it for their needs". The third is to be based on the publicity subjects, making clear the status of varied publicity organs and pinpointing the advantages and characteristics of varied publicity genres. For the difference of nature, publicity organs take different responsibilities: party newspapers and magazines work mainly for positive publicity, grasp the universality and pertinence of it and use important pages and period; metropolis and industrial media should be based on their features, using flexible ways to segment publicity, attaching the importance to the particularity and level of it. The advantages of traditional media, like newspaper and books, should be exploited continuously and those of modern media like the internet and cell phones should be taken.

2.2 To Create New Ways of Publicity

With regard to the publicity of core socialist values, we should be good at creating varied ways, strengthening the flexibility and the attraction of it. The first one is to make use of rich cultural products to propagandize core socialist values and make them play their educational role, enhancing its permeability. The ideological and economical attribute of cultural products should be used and their ideology and artistic tastes should be taken into consideration to develop multiple cultural industries and patterns, to enrich cultural products and improve the quality of them, to enrich the spiritual needs of people from different walks and to make cultural products of different styles vivid bodies of promoting mainstream social values and the best form of publicizing core socialist values. The second one is to publicize core socialist values; improve people's stature and the recognition of the values in varied practical activities. Publicizing core socialist values in practical activities requires "using ways in which masses would like to see and hear to build the platform which make them feel comfortable to participate in those activities and to open the channel which make them feel pleased to do so" (The General Office of the CPC Central Committee, 2013), making the masses involved; it requires making the masses experience the "beauty of art" of core socialist values in varied cultural exhibition, performances and so on; it requires making them experience the "beauty of tradition" of it in festivities and anniversaries; it requires making them experience the "beauty of reality" in moral

practices and activities and award ceremonies. All these make varied practical activities not only the "living" carriers for publicizing core socialist values but also the best approaches for people to take them into practice. The third is to be good at using varied publicity environment and events, having the flexibility of publicity forms and increasing the coverage of core socialist values. Properly using publicity environment to increase the flexibility requires combining the education of core socialist values with the development of national politics, economy, culture, society and ecology; it requires combining the publicity of core socialist values with current affairs and policies and hot issues; it requires skillfully integrating the publicity of core socialist values into varied publicity of terrain, achievements, subjects and models. In addition, the sustainability, degree and quantity of publicity should be held, making it balanced and continuously orderly and the core socialist values everywhere.

3. STRENGTHENING EFFORTS TO ESTABLISH EFFECTIVE EDUCATION MECHANISM: THE KEY TO REALIZE THE COGNITION AND IDENTITY OF CORE SOCIALIST VALUES.

Effective education is the key to people's correct cognition and profound recognition of core socialist values. The focus of education mechanism is not only distinguishing the levels, carrying out targeted education in terms of different objects of it and different content of core socialist values, but also attaching importance to its systematic feature, scientifically planning the object, content, ways and approach to the education of core socialist values to realize the effectiveness.

3.1 To Realize the Levels of Education

The levels of education refer to the point that during the education of core socialist values, we should set different goals, use different ways, arrange different contents and highlight different emphasis according to different characteristics and levels of objects. The first is to realize the levels of education objects and contents. It requires that we should make clear different aims and apply different strategies in terms of the difference of objects' interests and needs, capability of understanding, degree of acceptance and status to enable educatees with different characteristics or in different levels to receive applicable education; it also requires that we should implement multi-level education in terms of the contents in three levels of core socialist values. Though core socialist values are the greatest common divisor of people's values, it ought to be recognized by all the people. But we should carry out education with preference on "Three Advocacies" which aim at three levels: Country, society

and people; we may consider that which groups should be educated and what forms should be taken for this reason, respectively taking the content of education in three levels into practice. Second, it is a must to highlight the groups who are the major concern of the education. To begin with, great importance should be attached to the inculcation of core socialist values in undergraduates. They, the essential force in the future of the country, are in the key stage where their outlooks on the world as well as the philosophy of life and values are improving. Therefore, it is imperative to educate them in accordance with their life experience and ideological features by means of such multiple platforms as class-instruction, social activities and campus culture, thus making them not only the practitioners but also the theoretical innovators of core socialist values. Furthermore, much attention is supposed to be paid to enhancing the education for the leading cadre whose position and responsibility require them to consciously receive it and put it into practice in specific work where they serve as models and receive recognition from the public while enhancing the identification of core socialist values among the public. Last but not least, the public figures as stars are also the targets. Possessing a certain power of discourse, appeal and influence, the public figures are very likely to generate a sensation through their words and deeds, and the public is more ready to recognize and copy their good qualities. It will achieve maximal benefits to educate the public figures who in turn become an excellent carrier of education, enabling more audience receives the education voluntarily.

3.2 To Grasp Systematization of Education

Systematization of education mainly refers to the overall planning, gradual implementation and comprehensive coverage of the whole education system in which core socialist values are cultivated and put into practice, thus reflecting the integrity, consistency and coordination of core socialist values. To achieve this goal, the first and foremost step is to make an outline in which the objective, contents, methods and routes of core socialist values are scientifically formulated. From the overall perspective of systematization, it is of great significance to plan the education system, arrange teaching contents and improve the teaching methods based on the general and phased plans so that the systematization of core socialist values is guaranteed. Moreover, gradual implementation in stages is supposed to be highlighted in the process of integrating core socialist values into the education in primary schools, junior and senior high schools as well as universities. It is necessary to employ different ways to educate students from the elementary level to the profound level in accordance with the features of educational objectives or the educated in various stages, hence core socialist values throughout every education stage. Furthermore, emphasis should be put on the comprehensive coverage

or the implementation of core socialist values in every educational field, step and subject. From the perspective of integrity and coordination, core socialist values ought to be penetrated into such fields as school education including elementary education, higher education, vocational and technical education as well as adult education, family education and social education, to be put into practice in such stages as teaching and managing and to cover all schools, educators and the educated.

4. OVERALL COORDINATION MECHANISM: THE GUARANTEE OF CORE SOCIALIST VALUES RECOGNITION

Interpretation, publicity and education mechanisms of the recognition and identification of core socialist values are related to one another with dynamic operation instead of operating statically and separately. A chain is required to coordinate the three mechanisms as to ensure their healthy operation, which is the reliable and essential guarantee of transforming core socialist values from its values objective, orientation and criterion to the public's moral practice and conscious action.

4.1 To Pinpoint Subjects of Overall Coordination

It is the responsibility of the whole society to make overall coordination of recognition and identification mechanism of core socialist values. It is necessary to insist on the participation of the whole society under the leadership of the Party. The departments of the Party and the government as well as such social groups as trade unions, the Communist Youth League and the women's federation must coordinate with one another under the leadership of party committees, thus promoting the cultivation and practice of core socialist values. From the longitudinal perspective, regional departments in different units must work together under the leadership of the central government. From the horizontal perspective, full play should be given to non-governmental organizations and social groups under the unified leadership of the Party and the government. Harmonious coordination and clear labor division between subjects are required and each subject should make clear their responsibilities and the coordination of each mechanism and consciously perform their own tasks based on the objectives, thus facilitating the smooth operation of mechanisms.

4.2 To Develop the Rules and Regulations of Overall Coordination

The rules and regulations are required to guarantee the overall coordination of core socialist values recognition and identification mechanism in that it ensures the systematization, standardization and sustainability of the recognition on the basis of the integration of core socialist values into the public's beliefs and actions. To begin with, it is of great necessity to allow core socialist

values to permeate various rules and regulations so that the construction of these rules will be reasonable and scientific, up to the fundamental requirement of core socialist values. Furthermore, various rules and regulations should be developed to promote the cognition and recognition of core socialist values. Good deeds are supposed to be praised through incentive and awarding mechanisms so that a positive effect that good men will be rewarded comes into being. Last but not least, effective operation of every mechanism will be guaranteed by the support of relevant rules and regulations, which further ensure the standardization and smoothness of the mechanism operation, hence guarantee the standardization, systematization and routinization of core socialist values recognition and identification mechanism.

4.3 To Enhance Functions of the Overall Coordination

The overall coordination of the cognition and recognition mechanism of core socialist values lies in the full play of the orientation, standardization, supervision and evaluation functions of the whole recognition mechanism. First, the whole mechanism ought to be operated under the guidance of certain objectives, thus ensuring the direction of the recognition mechanism of core socialist values. Second, every mechanism and every subject is supposed to be standardized while the procedure and the requirement of the operation as well as the responsibility and limit of the subject should be made clear to guarantee the stability of the cognition and recognition mechanism of core socialist values. Third, the errors in the operation must be corrected without delay so that every mechanism will run smoothly on the right track, thus guaranteeing the validity of recognition and identification of core socialist values. Fourth, it is necessary to evaluate and assess the effectiveness of every mechanism in accordance with certain targets to get the whole picture of the status quo of core socialist values recognition, and to offer reference opinions in light of the adjustment and optimization of mechanisms.

CONCLUSION

It is of great significance to achieve the recognition of core socialist values and to put much effort on establishing the interpretation, publicity, education and coordination mechanism of the recognition of core socialist values which, in turn, are understood, accepted and recognized among the public, thus becoming the social collective consciousness. In other words, it is necessary to make core socialist values the guide and objective the public voluntarily pursues as well as the firm belief and behavioral guideline within the public. Only by starting from the public and cognition and recognition can core socialist values be truly safeguarded.

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