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Research on the Correlation and Guidance of Integrated Publishing Media Development and New Era Youth Thought Postprint

Authors: Li Jianing

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Abstract

[Purpose] To effectively conduct ideological and propaganda work among youth in the new era within the context of integrated publishing and media development, and to cultivate the contemporary force for achieving national rejuvenation. **[Methods]** This article employs methods including literature review and synthesis, and comprehensive analysis. **[Results]** It elaborates on the historical significance and contemporary context of publishing and media in guiding youth ideological advancement, analyzes the intrinsic relationship between publishing media and youth, systematically examines the ideological characteristics of contemporary youth, and proposes pathways for leading youth ideology through integrated publishing development. **[Conclusion]** Combining the contemporary context, it is concluded that youth ideological and propaganda work must consistently uphold the correct direction, integrate complementary advantages, adopt categorized and tailored approaches, grasp development trends in cutting-edge technologies and emerging fields, help youth button up the first button of their lives, address their practical concerns, construct a development pattern conducive to the growth of new-era individuals, guide youth toward steady and far-reaching progress, integrate the small self into the greater self, and inspire active participation in the great undertaking of building a modern socialist strong country.

Full Text

Preamble

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Abstract

[Objective] In the context of integrated publishing media development, this study aims to strengthen ideological publicity work among youth in the new era and cultivate the generational force for national rejuvenation. **[Methods]** The article employs literature review, interpretation, and comprehensive analysis. **[Results]** It elaborates on the historical significance and contemporary context of publishing media guiding youth ideological progress, analyzes the correlation between publishing media and youth, outlines the ideological characteristics of new era youth, and proposes pathways for integrated development to guide youth ideology. **[Conclusion]** Grounded in the contemporary context, the study concludes that youth ideological publicity work must consistently uphold the correct direction of publicity, leverage complementary advantages through integration, adopt tailored approaches based on categories and individual aptitude, grasp the developmental dynamics of cutting-edge technologies and emerging fields, help youth establish proper foundational values, address their practical concerns, construct a developmental framework conducive to the growth of new era talents, guide youth toward steady and far-reaching progress, integrate individual aspirations into the collective cause, and actively engage in the great endeavor of building a modern socialist powerhouse.

Keywords: publishing media; integration; youth ideology; digital publishing; complementary advantages

Youth represent the hope of the nation and the future of the ethnicity, with youth ideology being the very soul of that hope and future. Since the New Culture Movement, the destiny of publishing media has been inextricably linked with Chinese youth, becoming a principal force driving national progress. In the context of media convergence, effectively conducting ideological publicity work among new era youth through publishing media holds significant importance for cultivating the generational force for national rejuvenation.

1.1 Publishing Media Guiding Youth Ideology to Drive National Progress

Throughout the magnificent history of struggle, publishing media, as an integral component of the Party's ideological publicity work, has consistently guided youth. [1]

1.2 The Contemporary Context of Strengthening Youth Ideological Publicity Work

A century ago, the Chinese nation faced catastrophe and turmoil. In 1915, the *New Youth* magazine was founded, issuing pioneering calls such as "To the Youth" and "Youth," emphasizing the transformation of youth ideology and calling upon young people to step to the forefront of the times. This galvanized youth to rise up and struggle fearlessly, advancing the historical process of China's cultural modernization and serving as a vanguard of social transformation. During

the New Democratic Revolution period, shortly after its founding, the Chinese Communist Party established the People's Publishing House and published works by Marx and Lenin, including *The Communist Manifesto* (translated by Chen Wangdao) and *The Construction of Workers' and Peasants' Assemblies* (translated by Li Li), sowing the seeds of Marxism across Chinese soil and in the hearts of Chinese youth, thereby strengthening their commitment to the revolutionary path and dedication to the Party's cause. Under the Party's leadership, Chinese youth, armed with Marxist ideology, fought valiantly and unyieldingly, overthrowing the "three big mountains" alongside armed struggle. During the socialist revolution and construction period, the Communist Youth League established the China Youth Publishing House and *China Youth Daily* to oversee ideological publicity work among New China's youth, encouraging them to actively contribute to socialist construction with the heroic spirit of "daring to make the sun and moon shine in a new sky." In the new period of reform, opening-up, and socialist modernization, the Party consistently upheld the correct direction of reform, comprehensively deepening systemic and mechanism reforms based on new practices and contemporary characteristics, continuously optimizing resource allocation, gradually standardizing the industry market, adjusting the publishing media landscape, and actively deploying in the internet domain to defend the red publicity front, consolidate youth ideology, and guide youth toward bold exploration and enterprising progress. [1]

Since the 18th Party Congress, socialism with Chinese characteristics has entered a new era. The Party Central Committee with Comrade Xi Jinping at its core has delivered a series of important discourses on youth work, demonstrating concern for youth issues and placing high hopes on new era youth. [2] Upholding the Party's leadership over youth, publishing, and media, publishing media and youth in the new era represent crucial forces in the Party's leadership of the Chinese nation toward national rejuvenation. The Party has issued a new call to youth and sounded a new rallying bugle for publishing media. With the vigorous development of internet, mobile internet, big data, artificial intelligence, AR/VR, blockchain, 5G, and other technologies, mutual penetration and intersection across industries have become increasingly evident, and the publishing media sector is undergoing a major and profound transformation, making integrated development imperative. Since 2015, the Party Central Committee and the State Council have repeatedly issued guiding opinions on publishing and media convergence, reflecting the Party and state's high regard for publishing media work in the new era, providing fundamental guidance for integrated development, and demonstrating that the rapidly changing times pose new demands for strengthening youth ideological publicity work. [3] A century ago, the young generation achieved great success by wielding the weapon of ideological publicity; a century later, ideological publicity work must guide new era youth toward new victories.

2. The Correlation Between Publishing Media and Youth

2.1 The Interactive Relationship Between Emerging Publishing Media and Contemporary Youth Spiritual Needs By collecting and analyzing data from the annual *Statistical Report on China's Internet Development*, the author found that since 1996, at the initial stage of China's internet development, over 88% of netizens were under 40 years old. Young people's primary purposes for "surfing the internet" were information acquisition and leisure entertainment, which together accounted for over 75% of all online activities. This demonstrates that contemporary youth's demand for content through this new medium had already emerged, while the publishing media industry, as a traditional content provider, had not yet entered the online domain. The main sources of online information content were even youth themselves, and the evolving space of youth spiritual needs gradually gave rise to new forms of publishing media. [4] After 2005, internet content such as online music, online literature, and live streaming flourished like spring bamboo shoots after rain, with policies, legal regulations, standards, funding, copyright protection, content creation, and format innovation gradually maturing into a complete ecosystem. It can be said that in the process of recognizing and resolving the contradiction between early youth spiritual needs and the scarcity of internet content, the industry was propelled toward digital transformation. Relying on its own content resources and creative capabilities, the publishing media industry gradually shifted from passive following to active transformation, deepening systemic reforms, upgrading technical skills, optimizing content quality, and innovating content presentation forms to enhance user experience, thereby shifting youth spiritual life from offline to online and further exerting its guiding influence on youth ideology. [5] The *2021 China Online Media Development Report* shows that among the comprehensive performance rankings of online media, central media outlets such as People's Daily Online and Xinhua Net ranked first and second, with central media and commercial media each occupying five of the top ten positions. Central media have demonstrated mainstream authoritative advantages, leading the continuous innovation of social values in online media. Furthermore, recent trends such as the script murder craze and metaverse craze that have first emerged in youth "friend circles" have also attracted high attention from the publishing media industry, with related research projects and corporate deployments already appearing. Once again, youth demand has emerged as a driving force for industry integration. This demonstrates that changes in youth spiritual needs are the driving force behind integration and innovation, and after the industry matures, it in turn guides youth ideology—an intrinsic relationship of mutual promotion.

2.2 The Contemporary Commonalities Between Integrated Development and Modern Youth Emerging publishing media exhibit distinct contemporary characteristics. First, rapid dissemination: accompanied by technological innovation, the production and dissemination cycles of emerging publishing media have been significantly shortened compared to traditional media,

relying on high-speed digital transmission to enter an era of instant information acquisition and instantaneous message propagation. Second, broad reach: the popularization of mobile internet and terminals has expanded traditional paper books, radio, and television carriers to e-books, online radio, and online video, enabling users to access information through terminal devices and breaking through the limitations of traditional communication carriers. Consequently, people of all ages and professions have broken free from the constraints of traditional “social circles” and “word-of-mouth” communication, making cross-temporal and cross-domain communication a reality. Third, insufficient standardization: issues exist such as uneven content quality, deviant values, low cost of online infringement and piracy, and inadequate digital copyright protection. [6]

The ideological characteristics of new era youth are discussed separately for adolescents and young adults. Adolescents, defined in this article as youth aged 14 to 18, are in puberty with ideologies still being formed. Their information primarily comes from emerging media, and they possess strong curiosity but lack the ability to distinguish between knowledge and information, often failing to differentiate good from bad and being susceptible to misleading information that causes ideological and behavioral deviations. Ideological deficiencies include rebellious psychology, simplistic understanding of issues, vulnerability to negative value orientations, and the development of negative social personalities. Young adults, defined as youth aged 18 to 40, have broad perspectives and active thinking, pursuing higher levels of spiritual fulfillment. Both traditional and emerging media serve as their information sources, and their values are pluralistic rather than singularly oriented, demonstrating richness and variability. They possess strong pride, identification, and responsibility toward the nation, ethnicity, and society, caring about China’s developmental achievements while also focusing on practical issues such as survival, employment, marriage, income, and career security. [7] However, without proper guidance, a small minority may attribute dissatisfaction with their personal circumstances to dissatisfaction with the state and society, leading to extreme behaviors.

“Young people’s destiny has always been closely connected with their times.” In comparison, integrated publishing media development and new era youth share contemporary commonalities. Both are “newcomers” to current society, standing at the forefront of developmental trends, while also being highly malleable yet unstable, susceptible to various cultural trends. Their close combination and interaction can easily trigger chemical reactions, becoming the greatest variable in contemporary society and urgently requiring correct guidance and regulation. In the new journey, publishing media, as an important component of ideological and cultural publicity work, shares with modern youth the era’s mission of building a socialist cultural powerhouse and realizing the great rejuvenation of the Chinese nation. This determines the practical significance of publishing media integrated development guiding youth ideology. [8]

3. Pathways for Integrated Publishing Media Development to Guide Youth Ideology

3.1 Consistently Upholding the Correct Direction of Publicity Youth are at a critical period of ideological formation. Compared to the relatively mature review mechanisms of traditional publishing media, emerging publishing media, due to their characteristics of rapid dissemination and broad reach, must more vigilantly uphold the correct direction of publicity. They must consistently adhere to the Party' s principles and leadership over ideological publicity work, maintaining clear positions and orientations. Whether Party media or commercial media, regardless of integration status, methods, or extent, they must keep the publicity front in the Party' s hands, prioritizing the enhancement of youth understanding and support for the Party, confidence and determination in developing socialism with Chinese characteristics, and responsibility and commitment to national rejuvenation as the direction for guiding new era youth ideology. [9] They must uphold Marxist guidance, fully utilize emerging media' s dissemination advantages, and extensively conduct Marxist ideological education among youth, encouraging them to apply theory to guide practice in daily study and work, comprehend theory through practice, and improve their ability to explore Marxist solutions to new era problems. They must maintain correct public opinion orientation, especially in emerging publishing and media more frequently used by youth, insisting on guiding public opinion with correct positions, viewpoints, and attitudes to help youth develop rational thinking free from erroneous guidance and incitement. They must promote socialist core values, master the discourse power of value concepts, guide youth in distinguishing right from wrong, good from bad, virtue from vice, and beauty from ugliness, and establish consciousness in actively practicing social ethics, professional ethics, and family virtues. Chinese civilization has a long history, and Chinese culture has been refined over five thousand years, representing the nation' s “root” and “soul.” They must promote excellent traditional Chinese culture, value its intrinsic worth, uphold Chinese cultural positions, discard the dross while retaining the essence, enable youth to genuinely admire the splendid Chinese civilization, identify with it from the depths of their spirit, and more consciously inherit Chinese cultural genes to solidify the foundation of youth cultural confidence.

3.2 Complementary Advantages Between Emerging and Traditional Media The core essence of integrated development lies in complementary advantages—deeply integrating the dissemination strengths of emerging publishing media with the content strengths of traditional publishing media. Weibo hot searches and online literature are fields with high youth concentration. Using emerging media as carriers and keeping pace with contemporary hotspots, mainstream values should be publicized wherever youth ideology trends. On the other hand, they should leverage the traffic advantages of emerging communication platforms to proactively create more content masterpieces highlighting ideological guidance, demonstrating mainstream values, rich in cultural conno-

tation, and generating broad influence, thereby enriching youth spiritual needs. Simultaneously, they should utilize the content resources and gatekeeping advantages of traditional publishing media units to strengthen the construction of original, high-quality content. Content editing should adopt a cross-media perspective, addressing what youth care about, focus on, and are concerned with. They should produce content that integrates excellent traditional culture with contemporary times, making excellent traditional culture “trendy” and “alive” in new era youth circles. The new generation of youth is imbued with patriotism, and content creation should diligently and emotionally launch masterpieces that can inspire youth’s sense of mission and responsibility and unite youth power, vividly describing the inseparable, life-and-death bond between youth and the Party, nation, ethnicity, and the masses. Topic selection should both promote correct ideology and emphasize narrative approaches, identifying entry points and focal points to transform grand narrative’s “highbrow” into accessible “down-to-earth” storytelling, using small stories to convey big principles. They should innovate content presentation forms, center on youth, employ discourse and methods favored by youth, and endow content with thought, warmth, and sentiment, allowing mainstream ideology to enter minds and core values to penetrate hearts. [10] They must possess the ability to transmit mainstream ideological values to both online and offline spaces, real and virtual, and the ability to permeate leisure and entertainment fields, improving the reach, readership, and influence of high-quality content among youth groups.

3.3 Tailored Approaches by Category and Aptitude Digital publishing and emerging media have multiple types, with youth as the primary user group. They should fully leverage the unique advantages of different publication and media types to compensate for shortcomings and contribute to youth ideological guidance. First, digital books and journals, which primarily digitize traditional paper books and journals, have guaranteed content quality due to publishers’ strict three-review and three-proofreading systems and annual inspection systems. On this basis, they should increase the digital selection and quantity of youth books to positively, continuously, and deeply guide youth ideology. Second, online literature, which has many grassroots authors and focuses on “realistic” and “fantasy” themes. However, “realistic” works do not completely conform to actual life situations, often creating vulgar and kitsch content to cater to readers’ “voyeuristic” psychology. Coupled with lax platform content review, this can negatively impact youth ideology. Therefore, they should strengthen management of online literature authors, conduct exchange activities between mainstream literary masters and online writers, regularly train platforms and online authors to improve work quality and contribute to cultural prosperity. Third, online music, where works and platforms should focus on guiding youth to enhance aesthetic literacy, relieve stress, and dissolve negative emotions through music, promote mainstream culture, prevent the spread of “doomer culture,” and protect youth mental health. Fourth, games and animation, which should actively integrate entertainment attributes with mainstream

values, combining education with entertainment, and research more scientific content rating systems based on age stages. Particularly for adolescents, they should avoid sexual, violent, and criminal inducements and strictly control entertainment time. Fifth, online news, which should leverage its role as an information dissemination link and public opinion guide, comprehensively improving user experience from visual, auditory, and sensory perspectives, respecting journalistic rigor, and avoiding “clickbait” titles. Sixth, online videos, which should eliminate exaggeration and showmanship, such as the “big-eater mukbang” phenomenon representing poor value orientation [11], strengthen social responsibility consciousness, improve personal media literacy, actively undertake self-purification and self-discipline responsibilities, optimize intelligent system review technology, supervise and ban non-compliant operations, encourage mainstream publicity institutions to enter short video platforms, and encourage video platforms to create effective educational content masterpieces for youth.

For different age groups of youth, tailored approaches should also be applied. For adolescent groups, they should strictly control editorial review, and under the trend of early internet access, leverage new media and mobile intelligent terminals’ educational role during extracurricular time, innovate content presentation forms, increase the 趣味性 of knowledge, and enable students to receive value guidance and cultural nourishment subtly. Simultaneously, they should strengthen ideological education for teachers, enabling them to establish correct “talent perspectives,” achieve the dialectical unity of teaching and educating, be adept at being friends with youth, and serve as proper guides during the critical stage of youth ideological value system formation. For young adults, they should publicize the major achievements of the Chinese Communist Party’ s century-long struggle and the outstanding contributions of the Chinese nation in the international community and human civilization history, enhancing youth belief in the Party, responsibility toward the nation, and mission toward the ethnicity. They should seize opportunities to strengthen public opinion guidance, pay attention to the dissemination patterns and development trends of online public opinion, promptly and forcefully voice the truth to prevent youth from being disturbed by erroneous trends and negative information, and help youth improve cultural discrimination and value judgment abilities. They should adhere to problem-oriented approaches, addressing issues such as policy interpretation, hot topics, and stage pressures, and pragmatically provide knowledge services, public opinion guidance, and problem-solving support. They should focus on producing integrated masterpieces with political height, contemporary relevance, humanistic warmth, ideological depth, and knowledge breadth, utilizing major holidays and other implicit publicity resources to create a mainstream cultural value atmosphere throughout society.

3.4 Mastering the Initiative in Cutting-Edge Technologies and Emerging Fields “Science and technology are primary productive forces.” Integrated development must continuously integrate with technology, deepening on the foundation of current achievements. They should strengthen the application of

big data, artificial intelligence, and cloud computing technologies to improve online public opinion analysis and guidance capabilities, seize opportunities to expand mainstream ideological public opinion positions, dispel youth negative emotions, and detect and extinguish distorted ideological “sparks” at the first moment. They should fully leverage AR/VR technology’s strong immersion and interactivity to materialize ideology and continuously explore application scenarios serving youth. [12] Mobile internet has now become the primary information dissemination channel for youth groups. Using 5G technology, they should further enhance content quality and dissemination speed in mobile internet, further innovate dissemination forms, and further construct a new dissemination ecology, making mobile terminals the “spark” of ideological publicity. The gestation of emerging things is often triggered by technological innovation. As analyzed above, youth are more sensitive to new things, dare to try them, and have high concentration levels. They should grasp new things’ dynamic trends as early as possible, research their characteristics as early as possible, and guide ideological public opinion as early as possible. In emerging fields such as the metaverse and ChatGPT, multiple industry institutions have already entered, such as the Metaverse Publishing and Reading Laboratory of the China Academy of Press and Publication. However, phenomena such as spreading rumors to smear national image and disseminating pornographic and violent speech and behavior still exist. The key for emerging fields is to seize the commanding heights of public opinion, summarize experiences, and form systematic methods, making emerging fields new frontiers for youth ideological education rather than breeding grounds for unhealthy ideologies.

They should utilize emerging technologies such as blockchain, digital watermarking, and media fingerprinting to strengthen copyright protection, standardize copyright management, optimize the creative environment without hesitation, steadfastly fortify the “dam” of intellectual property protection, and crack down on infringement and piracy without mercy. They should curb impetuous trends, avoid ostentatious utilitarianism, eliminate the production and dissemination of vulgar, kitsch content catering to low tastes and bad habits, strictly investigate illegal institutions that produce and disseminate content corroding youth ideology for profit, stimulate youth creative enthusiasm, and create a clean cultural exchange space for youth.

“Winning over youth means winning the future; shaping youth means shaping the future.” Based on the new development stage, the publishing media industry should hold high the banner of socialism with Chinese characteristics, deeply recognize the extreme importance of ideological publicity work, implement the new concept of integrated development, focus on “for whom to cultivate, what to cultivate, and how to cultivate,” consistently uphold the correct direction of publicity, integrate and leverage complementary advantages, adopt tailored approaches by category and aptitude, proactively grasp the developmental dynamics of cutting-edge technologies and emerging fields, help youth establish proper foundational values, address their practical concerns, construct a developmental framework conducive to the growth of new era talents, guide youth

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Author Biography: Li Jianing (1993-), male, from Yuncheng, Shanxi, Engineer and Editor at the Engineering R&D Center (Information Center), China Academy of Press and Publication. Research direction: media convergence.

(Responsible Editor: Li Yansong)

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