

The Realistic Dilemma and Path Construction of Youth Political Identity Education under the Perspective of Network “Pan-Entertainment”

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Abstract: Political identity, as the main embodiment of youth’s political values and behaviors, is related to the ideological security of the country, affects the stable operation of the social and political system, and is the action guide to lead the youth to establish the correct worldview, outlook on life, and values, and to promote the comprehensive development of the youth. With the rapid transmission of the network and social rendering, in the spirit of demand and herd mentality, the proliferation of entertainment trends, driven by bottomless capital interests, youth political identity is also subject to the impact of the trend of “pan-entertainment”, which has weakened the youth’s political cognition, eroded the youth’s political sentiment, and reduced the youth’s political participation. In this regard, to avoid the negative impact of network “pan-entertainment” phenomenon on youth political identity, we need to explore the path of constructing youth political identity education under the view of network “pan-entertainment” from three aspects: improving youth political cognition, cultivating youth political emotion, and improving youth political participation. We need to explore the path of constructing youth political identity education in the view of network “pan-entertainment” from three aspects.

Keywords: Internet “pan-entertainment”; Youth psychology; Political identity

1. Introduction

During his visit to Guangdong, General Secretary Xi Jinping emphasized the need to strengthen ideals and beliefs, enhance a high degree of political identification with the Party’s values and direction, and put in place a good worldview, outlook on life and values as the “general switch”^[1], which provides an important guideline and a firm foundation for the political identification of young people. Political identity refers to the emotional recognition and value conversion of young people to the political system and political power, including political cognition, political emotion, political participation, political attitude and political belief. Education on youth political identity plays an important role in unifying thought, building consensus and enhancing power, and is of great significance to the identification of youth groups with the mainstream values of the State and society and to their overall personal development, as well as to the consolidation of national ideological security and the maintenance of the country’s political stability.

The so-called “pan-entertainment” means that entertainment penetrates from its own context to other fields, expressing things that originally do not have entertainment qualities in an entertaining discourse, attempting to magnify the social function of entertainment, and turning things into a “burlesque” that loses its rationality, so as to satisfy the superficial entertainment needs of some members of the public. In order to satisfy the superficial entertainment needs of some people. ^[2]The core driving force behind network “pan-entertainment” is the technological progress of the Internet and the change of user behavior. With the popularization and development of the Internet, the phenomenon of extensive penetration and integration of entertainment in the network with modern network media as the carrier and a large number of vulgar, vulgar and kitschy language segments, pictures and videos, and programs and information as entertainment. It represents an increase in the

comprehensiveness and diversity of people's access to entertainment content and participation in entertainment activities through the Internet. Driven by capital, online media, for the purpose of traffic introduction and capital accumulation, content production and dissemination are all aimed at entertainment, and deliberately vulgarize the content of online communication, purely pursuing sensory enjoyment to meet the demand for entertainment. At the same time, the popularity of social media and the increase of interactivity have also contributed to the "pan-entertainment" of the Internet. Users can share their own entertainment experiences, comments and recommendations through social media platforms, and interact and discuss with other users, and this sharing of user-generated content and social interaction strengthens the community and participation in entertainment, forming a huge entertainment social network.

2. Internet "Pan-entertainment" Obscures the Pluralistic Manifestations of Youth Political Identity

2.1. The "Generalized Entertainment" of the Internet has Weakened Young People's Political Awareness.

Changes in the media environment are one of the major reasons for the weakening of youth political awareness. With the rise of the Internet and the popularity of social media, young people are more inclined to obtain information through social platforms, short videos and entertainment content, which makes it easier for them to fall into a state of entertainment overflow, while paying less attention to and gaining a deeper understanding of political topics, resulting in a weakening of political cognition. Secondly, cognitive habits have also influenced the phenomenon of online 'pan-entertainment'. The fast-paced, fragmented and graphic nature of the Internet and entertainment content has cultivated people's cognitive habits of shallow thinking and instant gratification. Young people are accustomed to browsing short videos, reading fast-consumption news and watching entertainment programmes, and are less inclined to spend time and energy on in-depth discussions of complex political issues. The cultivation of such cognitive habits has led to a decline in their accumulation of political knowledge and initiative in political participation, further exacerbating the weakening of political cognition.

2.2. Internet "pan-entertainment" erodes youth political sentiment

Virtual social networking is one of the most important factors in the erosion of youth political sentiments through the phenomenon of online 'pan-entertainment'. Virtual social networking often emphasises personal life and entertainment consumption, and political participation and discussion rarely become the focus of attention, with young people paying more attention to the circle of friends, celebrity gossip and entertainment anecdotes on social media, while discussions on political topics tend to be less mentioned. The characteristics of virtual socialising have led to the erosion of political sentiment, making youth's actual connection to politics weaker and their willingness to participate in politics weaker. Second, consumerist culture has also eroded youth political emotions. In today's society, the pursuit of personal enjoyment and material satisfaction has become the goal of youth. Entertainment content and advertising and marketing of consumer goods are immersed in the Internet and social media, guiding the attention and consumption behaviour of youth. However, this culture of excessive consumerism has weakened concerns and emotions about political and social issues. Youth are more concerned with individual rights and personal pleasures and lack emotional engagement with collective and social issues.

2.3. Internet “Generalized Entertainment” Reduces Youth Political Participation

The phenomenon of Internet “pan-entertainment” has had a certain negative impact on the political participation of young people, leading to a decrease in their participation in the political sphere. First, the phenomenon of Internet “general entertainment” has led to information overload. Information overload makes it difficult for young people to sift and process information in their daily lives, and they tend to choose light and pleasant entertainment content, while paying less attention to and participating in political issues. Second, the phenomenon of online “generalized entertainment” has led to the distraction of youth. Social media and entertainment platforms often gain more users and clicks by attracting people’s attention. They employ a variety of designs and algorithms to stimulate people’s curiosity and interest, leading them into endless scrolling and clicking. This distraction makes it more difficult for young people to focus on political issues, and instead they pursue fragmented content for instant gratification and entertainment, diminishing their willingness and ability to engage in political participation. In addition, the phenomenon of “generalized entertainment” on the Internet may also trigger negative emotions and reduce the motivation of young people to participate in politics. Social media is often a venue for the dissemination of information and the collision of views, and political topics often trigger heated controversies and emotional discussions.

3. The construction of Youth Political Identity Education in the Context of Network “Pan-entertainment”

3.1. Enhance the Level of Political Cognition of Young People and Sensitivity to Safeguarding National Ideological Security

Youth political cognition is the political subject’s knowledge, judgment and evaluation of political events, political figures, political activities and their laws, i.e., the youth’s knowledge and understanding of various political phenomena. Improving the level of youth political cognition requires the joint efforts of the government, schools, society and families. Through education, practice, media channels and interdisciplinary education, young people should be guided to pay attention to politics, think about issues and participate in political activities in order to cultivate their political awareness and participation ability and contribute to the development of society and the country. First, schools should increase the strength and depth of political education. Political education should run through all stages of schooling and impart political knowledge and ideas in a lively and interesting way. Teachers should take responsibility for guiding students to think, discuss and analyze political issues. Young people’s interest in politics should be aroused and their understanding of political operations and decision-making enhanced through political courses, debate activities and mock elections. Secondly, political participation and practical activities should be carried out extensively. The Government and social organizations can provide young people with more opportunities for political participation, such as visits to government agencies, participation in civic deliberations and volunteer services. These activities allow young people to experience the political process first-hand, enhance their awareness of political participation and deepen their understanding of political issues. Third, use a variety of media channels to disseminate political knowledge. As young people are more familiar with the use of new media and social media, the government and educational institutions can make use of these platforms to provide information on political knowledge and current political news. By producing short videos, pushing political news and opening political discussion communities, they can attract the attention of young people and raise their level of interest in and awareness of politics.

3.2. Cultivate the Political Sentiments of Young People and Enhance Their Self-awareness in Safeguarding the Country's Ideological Security

Political emotion is people's inner feelings about political life, and it is the internal motivation for people to make political behavior. Education is the key to consolidating college students' political emotions. Schools not only teach political knowledge, but also cultivate young people's emotional connection to politics. Political education should emphasize the country's history, culture and social development so that young people can feel their connection and responsibility to the country. By teaching about the national system, civil rights and social values, it stimulates young people's emotional identification with the country and society. Second, new media and social media platforms are actively utilized to spread political emotions. Young people use new media and social media extensively, and governments and educational institutions can use these platforms to convey positive political messages and values. Through the production of interesting and interactive political content, such as short videos, blogs, and social media campaigns, young people can be attracted to pay attention to and participate in order to cultivate their political sentiments and willingness to participate. Thirdly, focusing on family education, parents should share with their children the importance of political events and guide their emotional connection to society and the country. Social organizations can organize political and cultural events, symposiums and exchanges to provide young people with opportunities to display their emotions and express their views.

3.3. Enhance the Political Participation Capacity of Youth and Increase the Initiative to Proactively Safeguard the Ideological Security of the State

The ability to participate in politics refers to the specific performance of the ability to participate in the political life of society, based on a certain level of knowledge of political events in the life of society among college students. One way to improve young people's ability to participate in politics is to cultivate civic awareness and values. Schools and families should work together to cultivate young people's civic awareness and values, so that they understand and respect such values as democratic principles, human rights, the rule of law and social justice. Through education and guidance, young people can develop an active sense of citizenship, a concern for social problems and a willingness to speak out and take action to address them. Second, training and guidance on political participation should be strengthened. Governments and organizations can organize training and guidance activities on political participation to help young people understand the skills and strategies of political participation. This includes training in leadership development, communication skills, public speaking and consultation skills. Through training and guidance, young people can enhance their political participation skills and participate more effectively in political affairs. Third, provide opportunities and platforms for political participation. The government and social organizations should provide young people with various opportunities for political participation, such as participation in student parliaments, youth groups or community organizations, and participation in civic consultation and decision-making processes. These opportunities allow young people to experience the process of political participation first-hand, to hone their leadership, teamwork and problem-solving skills, and to enhance their capacity for political participation.

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