Original Research Article

Innovative patterns, realistic dilemmas and response paths of mainstream ideology communication in the age of smart media

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Abstract: The development of media intelligence has reconfigured the pattern of mainstream ideological communication. With the rapid development and popularization of digital information technology and intelligent media platforms, mainstream ideological communication has shown a series of innovative patterns of "interactivity", "integration" and "experience". The mainstream ideological communication has shown a series of "interactive", "convergent" and "experiential" innovations. However, at the same time, there are problems such as "fragmentation" of communication methods, "decentralization" of communication subjects, and "homogenization" of communication information, which tend to make the cohesion, authority and leading power of mainstream ideology fall into the predicament of being deconstructed. It is easy to make the cohesion, authority and leading power of mainstream ideology fall into the predicament of being deconstructed. In this regard, based on the era of smart media, we can enhance the communication effectiveness of mainstream ideology by strengthening supervision and guidance, optimizing discourse expression, and making clever use of technological strategies.

Keywords: Intellectual media era; Mainstream ideology; Propagate

1. Introduction

With the iterative updating of media technology, mankind has gradually stepped into the age of smart media. The smart media era is characterized by embodiment, pan-media and scenario, reshaping the real field and practice pattern of mainstream ideological communication, profoundly changing the form and pattern of mainstream ideological communication, and at the same time posing real risks. In this regard, focusing on the innovative patterns, practical dilemmas and response paths of mainstream ideological communication in the era of smart media is of practical significance for the construction of a socialist ideology with strong leading power and cohesion.

2. Innovative models of mainstream ideology communication in the age of smart media

2.1. Communication patterns are "interactive", which is conducive to increasing the influence of mainstream ideology

In the era of smart media, the dissemination of mainstream ideology is gradually shifting from the traditional one-way transmission mode to "interactive" dissemination, which greatly enhances the influence of mainstream ideology. The close connection between mobile terminals and users provides more time and space for mainstream ideology, enabling it to connect with the public at anytime and anywhere, and enhancing the effect of information dissemination through instant interaction. For example, users can review and reprint platform content at any time, or interact in real-time live broadcasts. It can be seen that smart media platforms give audiences unprecedented rights of participation and feedback. They can provide instant feedback on the content through

comments, likes, pop-ups and other forms, and even participate in the re-creation of the content. This kind of interaction is not only conducive to enhancing the user's sense of participation and belonging, but also makes the dissemination of mainstream ideology more vivid and interesting, which can better meet the needs of different audiences and thus improve the effect of dissemination.

2.2. The "convergence" of communication patterns is conducive to the enhancement of the radiation power of mainstream ideology

In the age of smart media, the dissemination of mainstream ideology has demonstrated a new trend of mass participation and multi-platform integration, significantly expanding its scope of influence and field of existence. On the one hand, thanks to advances in digital technology and the popularization of social media platforms, the dissemination of information is no longer monopolized by official or professional institutions, but has entered a new phase of "broad subjectivization". Ordinary people are now able to participate in the dissemination of mainstream ideology by utilizing convenient technological tools and self-media platforms. From online opinion leaders to ordinary netizens, everyone can interpret and convey mainstream values, forming a new pattern of joint voices and coordinated communication between the official and private sectors. On the other hand, with the continuous innovation of digital technology, the boundaries between various media platforms and technical means are increasingly blurred, and in-depth integration and upgrading have been realized. This has not only promoted cooperation among official media, self-published media, institutional media and platform media, but has also strengthened the integration and complementarity of data resources among different technologies and platforms, enhancing the effectiveness and coverage of information dissemination, which is conducive to strengthening the radiation power of mainstream ideological communication.

2.3. Communication patterns tend to be "experiential", which is conducive to strengthening the indoctrination capacity of mainstream ideology

Mainstream ideological communication tends to be "experiential", which mainly refers to the fact that with the help of the development of intelligent media technology, the invisible theoretical concepts, historical events, red culture, etc. can be transformed into visualized virtual scenes through virtual simulation, role substitution, scene reproduction and other technologies, so that the recipients of the narration can obtain a personal experience, which can significantly enhance the corrective ability of mainstream ideology. significantly enhance the indoctrination ability of mainstream ideology."Virtual reality technology is a simulation of bodily sensibility, the spiritual significance of the human environment, and the sensibility of the mind"[1],This "immersive" experience can shorten the distance between mainstream ideology and the public, so that people can naturally accept these concepts through emotional resonance and ideological resonance, and thus reshape their own spiritual world.

3. The realistic dilemma of mainstream ideology communication in the age of smart media

3.1. "Fragmentation" of forms of communication, weakening the cohesion of mainstream ideology

In the age of smart media, the dissemination of mainstream ideology has broken through the traditional boundaries of time and space, and fragmented dissemination has become a key feature of this media form. Nowadays, the fast pace of life divides people's daily time into many fragments, prompting the public to make use of these fragments to obtain information, which inadvertently makes information consumption take on a

layer of "entertainment" and "leisure" colors. Fragmented content is often presented in short and powerful forms, and complex concepts are crystallized through vivid narratives and easy-to-understand language. Nowadays, individuals have become accustomed to sifting through massive amounts of information to find the content that matches their interests, and random clicks, quick reads, and short interactions have become the main modes of information exchange for users. However, this trend has also led to a weakening of the coherence of the dissemination of mainstream ideological content, making it difficult to ensure authenticity and accuracy, and even making comments without a full understanding of the situation, which has had a negative impact on the public opinion environment and is very likely to weaken the cohesion of mainstream ideology.

3.2. The "decentralization" of the main body of communication, weakening the authority of mainstream ideology

With the equalization of media platforms and the widespread popularization of mobile terminals, the sovereignty of communication is no longer in the hands of the authoritative media, but is gradually being decentralized, so that every member of society has the ability and power to produce and disseminate information. This situation of "everyone has a microphone" has changed the traditional "group portrait" of the subject of information dissemination. In such a diversified and open Internet environment, the interpretation of the same values by different subjects may present very different versions, leading to the anonymity and symbolization of information production and dissemination, and thus exposing the mainstream ideological communication to the risk of "unprofessionalization" or even "falsification". and thus exposing mainstream ideological communication to the risk of "deprofessionalization" and even "falsification". Due to the wide range of information sources and the difficulty of verification, it has become more and more difficult to check the "authenticity" and "professionalism" of mainstream ideology. This not only disrupts the field of mainstream ideological communication, but may also lead to confusion in the public's perception of mainstream values, thereby weakening the authority of mainstream ideological communication.

3.3. "Homogenization" of information dissemination, weakening the leading power of mainstream ideology

In the age of smart media, algorithmic recommendation profoundly affects the distribution of information in cyberspace. First, algorithmic recommendation tends to provide homogenized information that matches users' existing interests. This leads to users gradually falling into the "information cocoon" built by algorithms. [2]In this closed information environment, they are exposed to more and more homogenized content, and heterogeneous views and important but unpopular information are filtered or blocked. As a result, although users can access a large amount of entertaining or light-hearted content that meets their personal preferences, the mainstream ideology, which requires wide dissemination and in-depth understanding, has been greatly compressed in its path of dissemination. Secondly, algorithmic recommendation is mainly based on "technical logic" rather than "value logic" to determine the order and scope of content display. This means that even some non-mainstream or even marginalized information can quickly reach the audience as long as it can attract users' attention. On the contrary, mainstream ideological content that carries the core values of the state and society is often difficult to effectively reach the target group because it fails to fully consider user experience and attractiveness. In the long run, audiences may become alienated from mainstream ideology, believing that such content is too official and serious and lacks affinity, and thus are unwilling to take the initiative to contact and learn from it. Under such

circumstances, the values and concepts advocated by mainstream ideology are difficult to penetrate deeply into people's hearts and minds, and its leading power will also be weakened.

4. Response path to mainstream ideology communication dilemma in the age of smart media

4.1. Strengthening guidance and regulation to create a favorable communication environment

On the one hand, it is necessary to strengthen the value guidance of algorithmic technology designers and information push platform "gatekeepers" to ensure that the value positioning of the content push is accurate, strictly control the content supply, and timely cut off all kinds of information dissemination that only aims to catch people's attention and disregards the truth, so as to avoid the major mainstream platforms from becoming the hotbeds for the growth of non-mainstream ideology. On the other hand, improving the legal protection system, strengthening legal education, and using the power of the law to restrain the dissemination of undesirable trends is crucial to maintaining the order of network communication.

4.2. Optimize discourse expression and enhance the infectious power of mainstream ideological expression

Optimizing discourse expression is conducive to improving the affinity and infectiousness of mainstream ideological communication. On the one hand, in the dimension of issue setting, it can reflect realistic concerns and respond to complex real-life problems, focus on the daily fragments that the grand narrative fails to take into account, strive to closely match with the audience's life experience, and vividly present the mainstream values and ethical norms by means of the behavioral performance of specific characters. It can better reflect people's concerns, social needs and trends of the times. On the other hand, the discourse narrative should use some rhetorical techniques to make the mainstream ideology more interesting. For example, vivid visual symbols have the rhetorical functions of metaphor and symbolization.[3]By reasonably selecting and organizing visual symbols, mainstream values and culture can be integrated into visual symbols in image film and television, animation design, etc., so as to transform complicated theoretical knowledge into simple and intuitive visual presentations, which can be better adapted to people's perceptual life, and thus enhance the infectious force of mainstream ideological expression.

4.3. Utilizing technological strategies to accurately disseminate mainstream ideological content

In the era of smart media, the influence of algorithmic recommendation systems on information dissemination has been increasing, and at the same time poses a challenge to the dissemination channels of mainstream ideology. To cope with this challenge, we need to actively explore and integrate information algorithmic resources, actively produce and promote works that are in line with mainstream values and have broad appeal, and timely push mainstream ideological content to the public through smart media platforms, so as to enhance the influence and penetration of its dissemination. At the same time, we utilize big data, artificial intelligence and other technologies to conduct detailed "accurate profiling" of the audience, and combine them with intelligent algorithmic distribution rules to achieve more effective information dissemination. This strategy can not only help us break through the homogenization problem of information dissemination and break the information cocoon phenomenon in the audience group, but also realize the "precise drip irrigation" to the audience, so as to enhance the dissemination effect of mainstream ideological content.

5. Conclusion

Looking ahead, with the continuous advancement of smart media technology and social and cultural changes, mainstream ideological communication will face more new variables. Keeping an eye on the latest developments, conducting in-depth research and making timely adjustments to communication strategies are crucial to building an open and inclusive public opinion ecosystem full of positive energy. Further exploration in this area is still needed to make full use of smart media tools to promote the innovative development of ideological communication.

References

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