

Research on the Publicity of Hunan's Anti-epidemic Stories from the Perspective of Group Moral Education

Lizhen Liu

*Foreign Language Department, Hunan Institute of Engineering, Xiangtan City, 411104, China
lily0603@126.com*

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Abstract: It is worthwhile to study the publicity of Hunan's anti-epidemic stories from the perspective of group education to find effective ways to tell the good stories in Hunan widely and to explore the Huxiang spirit, a kind of collectivist education, deeply in this anti-epidemic campaign. Three effective solutions are proposed. They are to strengthen group ideology for improving collectivism in group moral education, to set good examples for advocating collectivism in group moral education, and to use multi-media for spreading collectivism in group moral education at home and abroad. Through doing this, we are not only promoting the inheritance and innovation of the Huxiang spirit but also advocating a group moral education in building a community of shared future for all mankind.

1. Introduction

Group moral education refers to the process of teaching moral values and behaviors within a group setting, such as in a community, in a workplace, in a city, and even in a country. It is a kind of collectivist education, which advocates cooperation among all members of a group for the benefit of their collective interests. It is obvious that an individual's personal interests, from the perspective of group moral education, should be subordinated to the interests of the whole group. This is very vital to build a harmonious society, especially when there are severe epidemics taking place. We have been fighting against the COVID-19 epidemic for more than three years and have achieved great success with this kind of group moral education. It is high time to study the publicity of Hunan's anti-epidemic stories from the perspective of group education to find effective ways to tell the good stories in Hunan province widely and to explore the Huxiang spirit deeply to speed up our pursuit of building a community of shared future for all mankind.

2. Group Moral Education and the Huxiang Spirit from the Perspective of fighting against COVID-19

Group moral education is always combined with the development of a harmonious society in socialism. It is also a great component of our socialist core values cultivated by Marxist theory. In the report to the 19th National Congress of the Communist Party of China, it reads that "we should deepen our publicity and education on socialism with Chinese characteristics and the Chinese Dream. We should carry forward the national spirit and the spirit of The Times through

strengthening our education in patriotism, collectivism, and socialism.” [1] The spirit of collectivism has been fully demonstrated in the whole process of fighting against the COVID-19 epidemic. Even in the post-epidemic period, “we should recognize the significance of collectivism education ... and make continuous efforts in the object, content and method of education to improve the effect of collectivism education.” [2]

Group moral education prioritizes the needs of the group over those of the individual, which is an effective way of fighting against COVID-19 for the following reasons: firstly, shared responsibility: Collectivist societies tend to form a strong social relationship among all members of a harmonious society. Take public health during the epidemic, for example, all the members of the same group will be encouraged to shoulder the responsibility of wearing facemasks, keeping a social distance, getting vaccinated, and so on for the well-being of the community as a whole, even if they personally may not be at high risk of this severe illness. Secondly, Rapid response: Collectivist societies tend to have high levels of trust in authorities, such as government officials and professional doctors like Zhong Nanshan, who can help to give the public official and professional information about COVID-19. If all the group members can listen to such ideas and suggestions the first time, they will also respond rapidly to this public health crisis, for the needs of the group are prioritized over their individual concerns.

The Huxiang spirit, as a branch of excellent Chinese traditional culture, is highly valued in Hunan province for its group moral education with its concerns about our country and our people, such as a collectivist patriotism of Huxiang spirit (being the first one to worry about the troubles in this world while being the last one to enjoy the happiness of this world) and a leading spirit of Huxiang culture (Making steady efforts and dare to be the first). The spirit of Huxiang shoulders the mission of cultivating and observing China’s core social values, which play an important role in fighting against the COVID-19 epidemic for it focuses on a group moral education that guarantees all members join hand in hand to achieve success of our society as a whole through high political awareness and moral standards in this epidemic, which ultimately enhance our social etiquette and civility.

Group moral education and the Huxiang spirit worked together through the process of this great fight against COVID-19 because the interactions between group moral education and the Huxiang spirit play an important role in promoting community-wide cooperation and compliance with public health measures, which can ultimately help to control the spread of COVID-19 in Hunan province. There are a large number of great individuals and good stories emerging in Hunan province which are a great asset for us to learn from them by doing research on the publicity of Hunan’s anti-epidemic stories from the perspective of group education.

3. Research on the Publicity of Hunan’s Anti-epidemic Stories from the Perspective of Group Moral Education

In fighting against the COVID-19 epidemic, we should dwell on group moral education to raise our cultural-ethical standards for the well-being of the group. For example, COVID-19 is a kind of acute infectious disease of the respiratory system. When it first occurs in Wuhan, Hubei province in November 2019, because of COVID-19’s high mortality as well as heavy damage to public health, Wuhan city imposed a high level of lockdown to avoid the spread of this plague to other regions. Because of our group moral education, we carried out our national traditional virtue which is “when disaster strikes anyone of us, help comes from all sides in our group.” All other provinces in China organized volunteers and relief materials to help. Hunan province was of no exception. If anything, Hunan province acted the fastest. In January 2020, there were hundreds of doctors and nurses from Xiangya Hospital, one of the top hospitals in Hunan province went to Wuhan bravely. Huan

province sent thousands of doctors and nurses to help Hubei province and three months later, much of the epidemic was under control, and most of these volunteers were sent back in March 2020.

In March 2023, when the prevention and control of COVID-19 have deregulated in China for 3 months, Wuhan sent invitations to all the volunteers who helped her during the epidemic to enjoy the views of Sakura in Wuhan University for free. This story is not only about taking responsibility but also about thanksgiving. In this COVID-19 karma, all Chinese people share our national destiny. As the saying goes: “As you sow, so you reap.” The spiritual principle of cause and effect in this Hunan’s anti-epidemic story taught us that good wills and good deeds contribute to good karma and future happiness, while bad wills and bad deeds contribute to bad karma and future suffering. Such good stories with great educational significance are abundant in Hunan’s anti-epidemic period, then how to make these good stories get publicity attracts more and more research.

In this research on the publicity of Hunan’s anti-epidemic stories from the perspective of group education, we will explore this problem in three effective solutions: to strengthen group ideology for improving collectivism in group moral education, to set good examples for advocating collectivism in group moral education and to use multi-media for spreading collectivism in group moral education home and abroad.

3.1. Strengthen Group Ideology to Improve Collectivism in Group Moral Education

COVID-19 is a communicable disease with a high infection. Its viruses mutate all the time, and some variants can make this virus more contagious. For example, the delta variant of COVID-19, first identified in India in October 2020, was thought to be “the most contagious variant we’ve seen so far” [3] in 2021 by Ashish Jha, the dean of Brown University’s school of public health. Because the delta variant of COVID-19 appears to be more and more transmissible and to motivate more and more serious illness, it is wise to require all members to wear face masks in public and invite more people to have inoculations to gather group support for anti-pandemic measures. Through uniting and leading the masses to fight against this epidemic in Hunan’s anti-epidemic stories, the theories of Marxism were tested in the practices of epidemic prevention and control under the leadership of the Communist Party of China. The spirit of collectivism was enforced again in the stories of our combating COVID-19 with ideas of group moral education, such as people’s benefit is supreme, and we should help each other wholeheartedly for a harmonious society.

It is significant to communicate the message in Hunan’s anti-epidemic stories that every group member’s contribution counts in fighting against COVID-19. It is also key to emphasize that an individual’s actions can affect the health and safety of the entire group. As the Chinese saying goes “The potential is endless if countless individuals come together for one cause.” Many hands make light work. Hunan culture has a long history with abundant group moral ideology. Combining the Hunan spirit with group moral education in Hunan’s anti-epidemic stories can heighten our confidence in our nation and guarantee our success in the prevention and control of COVID-19.

3.2. Set Good Examples to Advocate Collectivism in Group Moral Education

Based on the Hunan spirit, we should dig out our shared future in Hunan’s anti-epidemic stories and convey the idea of building a community of shared future for all mankind. In the fight against COVID-19, we should realize that we should not only protect the public health of all Chinese people but also contribute to our global public health security. First, we should find good examples of Hunan’s combating COVID-19. Then, we tell such anti-epidemic stories with good examples to increase understanding and appreciation. We also need to provide some context for the audiences to deepen their impression and emotions.

Setting good examples in Hunan’s anti-epidemic stories contains two meanings in advocating

collectivism in group moral education: to learn from their spirits and to learn from their actions.

First, we should learn from their spirits, such as duty and responsibility, love and sacrifice, and so on. For example, in Octo. 14th, 2022, the Hunan government called on all people in Hunan to learn from Hongfa Yang, a doctor who devoted all his life to public health in Hunan.[4] It is the sacrifice of doctors and nurses, such as Doctor Yang, that helped us pass through so many difficulties in this epidemic. Thus, it is necessary to dig deep into the real stories of such civilian heroes to set up our moral models to build a beautiful era of new Hunan.

Second, we should learn from their actions. Group members tend to act cooperatively when they feel that they are also a part of this community. In telling Hunan's anti-epidemic stories, we need also to focus on the audiences by making them more engaging and relevant to the same actions as the good examples did. We need precisely to detail the steps of actions of the good examples to teach our audience the clear and effective ways to prevent and control the epidemic in Hunan's anti-epidemic stories and encourage all the group members to follow these guidelines, such as clear your room frequently, open your window to let fresh air in regularly and maintain physical distances if necessary. All in all, typical education has always been the fine tradition and effective means of our collectivist ideological training.

3.3. Use Multi-media to Spread Collectivism in Group Moral Education

The media, as a witness of our collective efforts and a carrier of our collective memories, played an important role in the process of our fight against COVID-19. China's mainstream media, such as China Daily, CCTV, and so on, are holding the key discourse power in interpreting group morals while other media, such as folk bloggers' works, are recording daily routines with supplementary information in the process of this epidemic. All these media work tirelessly to realize our Chinese Dream to secure decisive success in the prevention and control of COVID-19. [5] With this advent of technology, we cherish this kind of collectivism in this disaster and probe into the innovation path of improving our group moral education with multi-media, such as TV, magazines, newspapers, and so on to strengthen our community consciousness of resisting disaster as a whole and to record good stories in it to enhance our national spirit of unity and persistence from the perspective of group moral education. It is no doubt that the great anti-epidemic spirit is an important spiritual force in the new era and an important resource for ideological and political education in colleges and universities. [6]

Using multi-media to spread collectivism in group moral education makes it easier for us to connect with people in forming a harmonious society. A sense of community in a group is essential for every member to shoulder responsibility bravely and firmly in emergency situations such as COVID-19. Even though group members never meet each other in person, they can be familiar with each other through stories told via multimedia. Thus, we also should find effective ways to storytelling about Hunan's anti-epidemic stories, which involves how to tell good stories through multimedia tools and multiple channels to increase audiences' understanding and appreciation of Huxiang spirits in the publicity of Hunan's anti-epidemic stories.

4. Individuals' Reasonable Rights are Important Components of Group Moral Education

We advocate group moral education which doesn't mean that individualism is not important. Collectivism and individualism are two aspects of mutual opposition and mutual complement. Individuals' reasonable rights refer to those rights that are essential to an individual's personal well-being and are recognized by the whole society. For Instance, the right to be educated, the right to be equally treated, and the right to keep privacy. Group moral education should strive to protect and promote individuals' reasonable rights. Through doing this, group moral education can foster a

sense of responsibility and empathy towards other group members. Individuals who understand the complementary relationship between collectivism and individualism are more likely to act pragmatically, flexibly, and effectively.

While we are doing research on the publicity of Hunan's anti-epidemic stories, we should also consider the interests of individuals and pay great respects to those who have sacrificed their own interests for our group while fighting against COVID-19. In the post-epidemic period, we should compensate these heroes in some way, which is also a vital part of enforcing group moral education in pursuing our Chinese Dream as a whole.

5. Conclusions

As a set of cultural and moral values originated in the Hunan province in China, the Huxiang spirit advocates not only the importance of diligence and self-reliance, but also the values of mutual respect and cooperation, which are consistent with the promotion of hard work, integrity, love, and responsibility in group moral education. The combination of the Huxiang spirit and group moral education can promote the development and prosperity of socialist collectivism in the publicity of Hunan's anti-epidemic stories. We should also realize that individuals' reasonable rights should be protected to form a harmonious society. In the publicity of Hunan's anti-epidemic stories, we should stress the importance of education, diligence, and perseverance in achieving personal and collective goals, and we should learn how to balance personal interests with the needs of the group with wit and courage. By promoting the values and principles of the Huxiang spirit in the publicity of Hunan's anti-epidemic stories, individuals can develop a strong sense of belonging, responsibility, empathy, and understanding in a harmonious group environment.

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