

A Study on the Ideological Differences of People from All over the World about COVID-19 Pandemic under the Background of Globalization of Communication

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ABSTRACT. After entering the 21st century, the globalization of communication presents a new trend, that is, the integration trend of economy, politics and culture is further strengthened. Therefore, Said believes that in the process of globalization of communication, “culture has become a stage where various politics and ideologies confront each other.” Under the outbreak of pneumonia in COVID-19, some western media distorted public opinion and tried to make “prejudice” against China a “universal consensus”. In some areas, there were insults, discriminatory words and deeds, and even violent acts against Chinese students and overseas Chinese. Based on this, this paper attempts to analyze the ideological differences of people from all over the world about the COVID-19 pandemic, as well as the undesirable phenomena in the West, to judge the outstanding problems in the ideological field in the West, and to analyze their underlying causes, so as to obtain beneficial enlightenment for us.

KEYWORDS: Globalization of communication, COVID-19 pandemic, Ideological differences

1. Introduction

Communication globalization is an all-round interactive process including economy, politics and culture. Communication globalization itself is not only an objective historical process, but also a process of western economy and culture expanding to other parts of the world [1]. The prominence of ideological problems is the result of the comprehensive action of two opposite factors, international and domestic, in the process of communication globalization. The mutual agitation of various ideologies and cultures in the world has brought profound influence on people's spiritual life, and some erroneous thoughts and theories have also brought severe challenges and impacts to the mainstream ideology of our country [2]. There is no doubt that the COVID-19 pandemic is a crisis facing the whole world. At the beginning of the effective control of the epidemic in China and the full-scale outbreak of the world pandemic, the World Health Organization fully affirmed China's outstanding efforts in fighting against the epidemic, and called on all countries in the world to learn from China's experience and actively control the epidemic; With the spread and severity of COVID-19 pandemic all over the world, some western media and politicians' remarks that turn black and white upside down and have ulterior motives continue to ferment and become rampant. While discrediting China's image, they expose its strategic plot of “westernization” and “differentiation” [3]. To this, we must keep our eyes open, be vigilant, stand firm and calmly deal with it. This paper attempts to analyze the bad phenomena in the west during the COVID-19 pandemic, judge the outstanding problems in the western ideological field, and analyze their underlying causes, and draw beneficial enlightenment for us.

2. Outstanding Problems in Western Ideological Field under the Threat of Epidemic Situation

2.1 Western Media Generally Hold a “Double Standard” to Treat the Global COVID-19 Pandemic

Some western scholars believe that the rise of China is bound to plunge Sino-US relations into the Thucydides trap. Viruses are the common enemy of all mankind, and fighting against epidemics is the common interest of all mankind. The contest with COVID-19 pneumonia virus is a world war without smoke in the true sense. Only when all countries unite as one can we completely win this war against the “epidemic” which concerns the fate of all mankind. However, some western countries ignored this disaster and attempted to provoke another war without smoke in the ideological field. From the historical process of the development of human society, we can see that many problems in the world at present do not originate from the competition between countries under the background of the rise of the East, and can not be mistaken for the conflict between Eastern and Western civilizations.

According to economic determinism, strong economy will inevitably breed strong culture and strong literature; And the weak economy will inevitably produce the culture and literature corresponding to it. In this way, neoliberalism was finally ideologically, politicized and paradigmized by American authorities [4]. The development of economic and political activities in the world has benefited from the achievement of economic consensus and political consensus, as well as the respect and recognition of national traditions in areas where capital is located. In the face of the pneumonia epidemic in COVID-19, western media demanded an apology from China, but ignored the cases exported by China. Criticizing China's slow response and concealing the epidemic situation, but ignoring the naked slow response and concealing the epidemic situation of the United States. Western media's hostility to the success of China's pandemic prevention and anxiety about the spread of western epidemic eventually alienated into "calmness".

2.2 Western People Generally Stick to Extreme Individualism and Extreme Liberalism

Ideology, as a soft national strength of culture, plays an important role in comprehensive national strength, and the globalization of communication is based on worldwide competition. Every era and society need an ideology and values that can be universally recognized by the vast majority of members of society, and use it as a guide for people's actions to coordinate their behaviors and promote the steady development of society [5]. The decisions made by people who make "consensus" naturally have a great influence on the global order. Some analysts stand firm on this. Some western media claimed that the error rate of a batch of rapid detection kits purchased by Czech Republic from China was as high as 80%. Subsequently, the Czech government clarified that the situation was caused by improper use of Czech personnel. In the global anti-epidemic process, some western countries, led by the United States, rejected Chinese medical supplies on the grounds of "substandard quality", and used media and social networking sites to slander China's export of inferior products. Western people believe that individual rights are above all else, and individuals are obsessed with personal freedom, speech freedom and even gun freedom. This kind of extreme and fundamentalist individualism makes western people tend to resist the decision of the authorities to restrict travel or personal behavior when facing the epidemic.

2.3 Under the Influence of "the Final Conclusion of History", the West is Not Enterprising

Fukuyama's "final conclusion of history" has been extremely lethal to developing countries, but it has been proved that there is no successful example of mechanically copying the western system [6]. The color revolution made Central and Southeast Europe a mess, and Africa became more turbulent and poor because of the strong intervention of Europe and America. With the rapid growth of China's economy and the gradual enhancement of its comprehensive national strength, China has actively and reasonably participated in international affairs, and has played or is actively playing its due role in the fields of politics, security, economy, education and health. French newspaper Le Monde, le figaro and other media have reported that European leaders and governments should be alert to China's aid actions in helping European countries to fight the epidemic, and should not be poisoned by China's large-scale propaganda of aid description. Some western media even described China's aid to foreign medical supplies as "mask diplomacy", saying that it was taking advantage of people's crisis to compete for geopolitical influence.

Although ideology is abstract, invisible and unquantifiable, its function is to unify the will and gather strength, so that the comprehensive national strength can be manifested and expressed on the level of resultant force, and the national centripetal force can be obtained. Maintain reasonable tension between multiple values, and restrain tension between various value propositions, so as to unify people's thoughts and maintain social stability and development. In Fukuyama's view, since western freedom and democracy are the final stage and form of human development, socialism and communism will no longer be the highest social form of human social development. Therefore, the so-called globalization of communication will inevitably come at the cost of the destruction and subversion of the economy, politics and culture of the assimilated party. This is the main reason why ideology still exists.

2.4 Deep-Rooted Communist Phobia Leads to Prejudice Against China

The struggle for the right to speak in the international public opinion field shows the fierce ideological confrontation between the East and the West, and the reason behind it is the wrestling between the two systems. Although the Soviet Union has disintegrated, China has risen rapidly in the tide of globalization of communication, which makes western society suspicious. While China seeks a position commensurate with its own strength and historical role, the western interest groups headed by the United States are also planning their own so-called "reconstruction" of the international order [7]. Obviously, the purpose of this so-called "reconstruction", which is based on the early stage, is not to stop participating in these international affairs, but to think that it is unprofitable to adhere to the existing order. The struggle and contest between socialism and capitalism in the ideological field in the world is long-term and complex, sometimes even very sharp; We must keep a high degree of vigilance and keep the alarm bells ringing. Since it is integration, due

to the unbalanced economic development of various countries and ethnic groups, there will inevitably be two kinds of economies: a strong economy and a weak economy, which will inevitably lead to the domination and annexation of the weak economy by the strong economy.

In the view of western hostile forces, China is the only big socialist country in the world and one of the developing countries with the fastest economic development in the world. As long as China is developing, at least one fifth of the world's population is insisting on socialism. In the face of the influence and challenge of western ideology, culture, values and lifestyle under the condition of globalization of communication, we should stick to and strengthen the dominant position of mainstream ideology with a clear-cut stand, so as to promote social stability, economic development, cultural prosperity and improvement of people's living standards.

3. The Main Countermeasures of Doing a Good Job in Current Ideological Work

3.1 Maintain Strategic Strength and Firmly Occupy the Main Position in the Ideological Field

Compared with the west, when China faced the epidemic, the whole society showed great cohesion and resilience, the government showed strong ability of resource integration and national mobilization, the people showed strong attitude of policy recognition and difficulty tolerance, and the economy showed strong sense of social responsibility and industrial adjustment. With the in-depth development of multi-polarization of the world and globalization of economic communication, historical and realistic, foreign and native, progressive and backward, active and decadent thoughts and cultures are increasingly stirring each other, including absorption and rejection, integration and struggle, penetration and resistance, which makes the struggle in the ideological field more complex, sharp and fierce. Whether we observe, think or deal with international or domestic problems, we must maintain the strategic strength of ideology. In the process of historical development, even in the era of “chaos in the world” and “the collapse of rites and music”, the basic moral spirit and concept of maintaining human survival and development have never been lost; no matter what the motivation, disaster relief to the victim country will more or less reduce the suffering of the people of the affected country, which is conducive to the alleviation of social contradictions. Ideology dominates hard national power and has social function; The exertion of the social value of hard national power has gained the motive factor of strengthening itself.

3.2 Enrich the Content of Chinese Discourse System and Expand Its Influence

After the “final conclusion of history”, Chinese scholars have been exploring the “Chinese discourse” in the ideological field. Professor Zhang Weiwei's “China Trilogy” denies the democratic system exported from the West in practice, and explores the advantages of China's development from the aspects of traditional culture, civil service system, elite thinking, national character, etc., which is a beneficial filling for Chinese discourse. China is the only Asian country in the UN Security Council and the largest developing country in the world, which should be allowed to play its due role in international affairs. Achieving all-round and high-quality development is the prerequisite for better playing its role in international affairs. On the one hand, improve hard power. We must firmly publicize the Party's theory, line, principles and policies, the major work arrangements of the Party Central Committee, and the major analysis and judgment of the Party Central Committee on the situation. Reform is a major trend in today's international society. Reform inevitably deconstructs the original social order and forms new interest patterns and interest groups. What kind of system should be adopted to consolidate and manifest this interest pattern? In the construction of socialism with Chinese characteristics, in the new period of reform and opening up and the development of socialist market economy, especially in the context of globalization of communication, the mainstream ideology is facing many new problems and undergoing many new tests.

3.3 Strengthen Ideological Arming and Firmly Consolidate the Theoretical Foundation of Ideological Work

Since the 18th National Congress of the Communist Party of China, ideological work has been firmly grasped, firmly grasped, accurately grasped and firmly grasped, with the main theme louder and positive energy stronger. We should also see that the domestic and international environment facing ideological work is becoming more complicated, and hostile forces abroad are intensifying infiltration and westernization, and some organizations and individuals try their best to create ideological confusion. If the media are allowed to follow the trend driven by commercial interests, the ideological field will inevitably become disorderly, affecting social order and public opinion. We must strengthen management, clarify the wind direction, adhere to the centralized and unified leadership of the Party and the people-oriented media under the guidance of socialist core values.

To build a community of human destiny is to build a unified and coordinated communication globalization at all levels, which can effectively coordinate the problems caused by different convergence speeds at all levels and avoid

unnecessary economic losses caused by “anti-communication globalization” caused by disharmony. In this sense, science and technology is the soul of the productive forces and the “first productive force”. The visualization of the transformation of science and technology into productivity and economic benefits highlights the value of science and technology. Therefore, the mainstream ideology should regard the colorful, magnificent and ever-changing life practice as an inexhaustible source. At present, to do ideological work well, we must unwaveringly arm our minds with Xi Jinping's new era of socialism with Chinese characteristics, the latest achievement of Marxism in China, especially General Secretary Xi Jinping's important exposition on ideological work.

4. Conclusion

Based on multiculturalism, adhere to mainstream ideology. Adapting to the reform of China's basic economic system, there are multiple cultures in our society based on the diversification of social and economic components, organizational forms, employment methods, interest relations and distribution methods; Under the background of globalization of communication, we must enhance our awareness of openness, learn from others, be eclectic and enrich the mainstream ideology. Exploring the advantages of China's development from the aspects of traditional culture, civil service system, elite thinking and national character is a beneficial filling for Chinese discourse. This kind of discourse based on practice is very persuasive, can effectively refute western lies, and can more effectively introduce Chinese wisdom to the world. Facing the COVID-19 pandemic, only by letting go of “arrogance and prejudice”, abandoning confrontation and conflict, and constantly expanding the mode of cooperation and global governance among countries in the world under the framework of the community of human destiny, can it be more in line with the common interests of people of all countries.

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