

A Reflection on Culture from Marxism Social Form Theory

Wang Xuedong

Abstract: Culture, as an important component of society, has the function of modeling, guiding, reflecting and criticizing society. The developments of culture not only have close relationship with the developments of economics and politics, but also have the relative independence, which manifest in producing huge converse effects on the developments of economics and politics. In recent years, with the pace of the reform and opening up becomes faster and greater, China has achieved great progress in economics which attracts attention from the whole world. The 21th century is the critical period of reform and development of China. We must pay more attention to and stress the positive function of culture in the development of society, in order to ensure the stable and healthy developments of socialist cause in China. Currently, a microscopic study on the culture undertakings and culture industries becomes more and more prosperous; in contrast, macroscopic and historical study on culture appears weaker, which is necessary at any time indeed. Marxist theory on social form provides an important and wide perspective for our study on socialism culture.

Key words: cultural consciousness; cultural innovation; cultural form; cultural system

观点选萃

创新意识形态日常生活化的方法和途径

陆攀

安徽大学马克思主义研究院博士生、安徽体育运动职业技术学院思政部副教授陆攀在来稿中指出：

构建社会主义和谐社会是一个长期的过程。我们要积极适应和谐社会建设新要求，大力促进主流意识形态的日常生活化。在意识形态日常生活化的传播中，必须顺应和谐社会建设的新要求和时代发展的新变化，创新意识形态日常生活化的方法和途径。

首先，要坚持“显隐结合”的原则，在渗透中灌输，把主流意识形态内容有机地渗透到各种载体和形式中去，成为人们的集体无意识，使人民群众在无意识中践行主流价值观。要充分发挥媒体文化作为意识形态主要载体的作用，在坚持党管媒体和正确舆论导向的前提下，大力改进媒体文化的传播途径，强化渗透性，以润物细无声的方式达到意识形态和日常生活的有机融合。针对网络传播带来的复杂环境，我们要加强网络社会管理，改进网络内容，推出更多宣传马克思主义的红色网站和栏目，壮大主流思想舆论，唱响网上主旋律。

其次，要坚持意识形态话语创新，意识形态是通过语言表达出来的精神和观念，在新形势下，要特别加强主流意识形态的话语创新，努力建构贯穿马克思主义立场、观点、方法的大众话语体系；要坚持意识形态话语的人民性，增强感召力；要改变意识形态话语宣传方式，增强时代感，积极利用新媒体技术，借助手机短信、网络论坛、政府微博等各种形式，变单向度的灌输说教式为多向度的交流对话式，提高主流意识形态的参与力、吸引力和影响力。

再次，加强意识形态日常生活化的方法途径研究，如加强意识形态的传播方法，意识形态接受机制和方法，内化外化两个转化机理，宣传火候、突破口选择的艺术等的研究。

(周勤勤 摘编)