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Under the Background of Social Informatization to Strengthen the Construction of Public Network Moral Study

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Abstract: With the rapid development of Internet technology, the construction of public morality in the new era is facing new challenges and demands. Therefore, it is particularly important to strengthen the construction of public morality on the Internet. The eighteen of the communist party of China since the people with a special focus on network course of moral construction, comrade xi's thought of "network public route" era value, political value and social value, the organic combination of the Internet and the party member cadre work, improve more efficient and fast service for the people in the people is very necessary. Therefore, under the background of information how to strengthen the construction of public network morality is the urgent question of the times.

Keywords: Informatization; Public network morality; The construction

1. Introduction

With the rapid development of Internet technology, social economy and people's production and life have undergone revolutionary changes. By the end of 2018, the number of Internet users in China had reached 829 million, accounting for three fifths of the population. Apart from a few talented elites, more of them are "grassroots" and the so-called "watermelon eaters". Network has gradually become the demands of the people's public expression platform, here, brings together the people of all ranks and classes can give air to her comments on hot issues. In April 2016, the general secretary of the work in the network security and information seminar xi general secretary said: "the party and government organs and leading cadres at all levels to learn to go public route through the network, often surf the Internet, chat, comment and understand people thinks, good advice to collect good ideas, positive response netizens concerns and questions." In today's highly developed information network, every citizen can easily express his views and tell his own experience to the public on the Internet. This convenience has greatly stimulated the enthusiasm of citizens to participate in public affairs and improved their sense of social responsibility. The convenience of the Internet also makes citizens more courageous to express their opinions and Suggestions. Especially when the individual rights of citizens are violated by the main body of public power, such as administrative organs, they have

more courage to protest, but the resulting false statements cannot be underestimated the trouble caused to the society. Therefore, the construction of network public morality concerns the hearts and minds of the people, which is the requirement of The Times for party members and cadres, and the foundation for comprehensively governing the party with strict discipline.

2. Update the Concept and Strengthen the Public Network Moral Thinking

Firstly, in the context of the development of new Internet media, only by fulfilling the internal requirement of close contact between the party and the people can we take the new road of "network people line". Released by China Internet network information center of the China Internet network development state statistic report shows that as of the end of 2018, China's Internet users scale up to 829 million, a 3.8% higher in 2017, the Chinese government services online users 394 million, nearly half of the overall number of netizens, this shows that China's "Internet + e-government service" system also with the development of the Internet continues to progress, constantly seeks the benefit for the people, do good, this is also an important way of strengthening network public line. But we should also see the obstacles behind the Internet boom, such as good and evil people mixed up the network environment, levels not neat netizen quality and so on, these butch network voice is misleading the public

thought, this is also in the practice of Internet public route of the biggest problems encountered at work, which requires each Internet users start from the self, develop their ability to distinguish right from wrong, for the public practice of network course contribute an own strength. Secondly, party members and cadres at all levels should also strengthen people's network moral thinking and change the traditional wrong idea that "network = entertainment". The Internet benefits every aspect of people's life. With the continuous development of new media technology, it is more convenient for government services such as online reporting and online petition. Party members and cadres at all levels should also changing the concept of work, improve the right from wrong network literacy, promote network ruling consciousness and ability, to each netizen network on the basis of equality and concealment, purify the Internet environment, grasp in the Internet, on the basis of immediacy and the characteristics of invasive consciously take the initiative to understand the network environment, familiar with the broad masses of the people's public of difficulties and problems, with a tolerant attitude to listen to on the Internet all kinds of sound, and strengthen the consciousness of bear and use the Internet to learn about public opinion, to carry out the work, positive transfer of the party and the government. We should patiently correct and channel negative comments on the Internet, keep an eye on netizens' voices, and fundamentally strengthen the construction of public network morality[1].

3. Strengthen Communication and Build A Network Publicity Service Platform

Although the Internet technology is very developed, but in terms of government work online and Internet services people still needs to be promoted, people want to strengthen the party and the people, party members and cadres at all levels of the party and the government must pay close attention to the voice of the users on the network, understand netizens people's interests and needs, keep up with the pace of The Times, to extend the public route to the Internet, set up efficient e-government network platform, people use the Internet to organize and guide the public, service people, let people's people sitting at home can enjoy the party and government services, give full play to the advantage of the Internet.

First of all, build the Internet advertising platform, give full play to the convenience of the Internet, strong interactivity, the advantage of large amount of information, the organic combination of "Internet + party things", to strengthen the construction of new media e-government platform website and innovation, the public platform construction and make full use of good media, post authority information quickly and timely, will these new media platform for government Internet publicity fronts, propaganda and elaborate design, increase the appeal to

users, to attract people's public awareness of the party and government things.

Second, build a network platform, make full use of the Internet's interactive features, the party and government departments and the people's public, Internet users can people on dialogue platform for social hot events of recent published their own views, can also directly to the related department to show its corresponding demands, ensure the people sitting at home can be a direct dialogue with government departments; In addition, the relevant leading cadres dialogue platform can also be related to people's demands, better public services for the people, at the same time can also released on Internet dialogue platform some government policies, to Internet users concerned about the hot issues of interpretation and reduce the distance of the two, make the network more quickly toward the direction of advanced public route.

Finally, build a network service platform, the public route of fundamental purpose is to serve people, build the Internet service platform, to enhance people's sense of public networks, public service mechanism, network structures, online service platform, the organic combination of government and the Internet platform together, according to 43 times the China Internet network development state statistic report, according to a 2018 government entities at all levels in our country use Internet big data technology will work to further deepen the "Internet + e-government service", strive for in the next few years do e-government service integration process, further improve service processes, To enhance the effectiveness of the work of the Internet people[2].

4. Innovative Thinking, Explore the Network Moral Construction Path

As a brings together a variety of social ideological trend, social information platform, the Internet will social practice rapid transition from the real world to the state of coexistence of real and virtual, but Internet is complicated environment is given to the government regulation and the leading cadre management brings certain difficulty, various properties of the network group events have brought the government management and leading cadres must be the pressure and challenges, therefore, the relevant government departments and party members and cadres should also according to the situation to change government public organization and working mechanism of the route to the network, improve network ruling ability of the government, strengthen the contact with people of flesh and blood. On the other hand, in the process of strengthening the connection with the public, we should also innovate the working thinking of the Internet, strengthen the moral construction of netizens, speak in a civilized way, surf the Internet in a civilized way, create a clear network environment, innovate the working mode

of the network public line, and establish and improve the working mechanism of the network public line.

First of all, the specification language expression, the network society is the combination of social reality and virtual, netizen's comments point to a certain extent, can reflect problems in the process of social development, in the process of party members and cadres practice network public route, in addition to the transformation of thinking mode at the same time, also should pay attention to regulate people's comments on the Internet. Differs from the real society, the network virtual property to the chance of a netizen speak freely, so various forms of language expression is also presented, such as hot before the "body", "taobao" new humorous language expression way, such as party members and cadres in the process of communication with the Internet using these new type of language expression, on the one hand, can reduce the distance with people, and contributes to an understanding of the broad masses of the people; On the other hand, in the process of using the Internet to communicate with the public, people are constantly reminded to regulate their language, and language art is used to improve the affinity and appeal of government cadres by example. In the process of exploring the route and channels of the Internet public, people's network morality is constantly strengthened.

Second, the study of social psychology related knowledge, based on related social psychology, familiar with getting to know people's psychological activity, people follow the rules of its activities, put yourself in the standing in the people's public stance to consider the problems of development, sincerely communicate with network people, respect the netizen, truly to understand the needs of the people's people, listen to the voice of the people's public, take the advice of the people's public right, with a tolerant, liberal attitude to treat voices in the Internet environment, respect various differences that exist in the Internet, to carry out targeted online, the relevant work of the route.

Finally, the construction of the party and the new media matrix, get online, routes, should pay attention to ability of the new media, in the Internet age, the role of new media is more and more prominent, rising in influence, so in the new media era, we must grasp the influence of new media, the content of the work in the new media processing, propaganda way and speed innovation, from the more level to attract the people to pay attention to the new media network, promote the spread of the Internet platform and information and efficient docking. , on the other hand, the government can fully the characteristics of the application of new media to spread information quickly and successfully, the various departments at all levels of management with new media, such as opening on the official website of the government, government agencies, weibo, WeChat public, the headline Numbers,

multi-level and comprehensive to build the party and the new media matrix, a move that not only can strengthen regional governments at all levels and departments at all levels of party and government management, also can carry on the unified voice to the change of network public opinion, to exert the advantage of network public opinion guide, widen the channel of the network public route, strengthen people network moral construction[3].

5. To Strengthen the Construction of the Rule of Law, Legal Power Network Construction of Public Morality

The first step must be to strengthen and improve the corresponding rule of law system. The emergence of laws is lagging behind, especially in the context of rapid development and innovation in contemporary society. Therefore, it is urgent for relevant laws and regulations to guide and regulate. Where the Internet is not illegal, the legislature must formulate relevant laws and regulations for the public's online speech, so as to ensure that the supervision of Internet public opinion is in a state of law abiding and law abiding, so as to make Internet activities more orderly and promote the healthy and stable development of the Internet.

The second step is to strengthen Internet regulation. The Internet itself has a very strong particularity. Internet technology has a very strong ability to store, process and push information, which makes it extremely easy to become a breeding ground for illegal and criminal behaviors. Once the corresponding laws and regulations are not strong enough, or the corresponding guidance is not in place, a large number of false information will be rampant in the network, seriously endangering the security of the network world and even the real world. The corresponding regulatory authorities must firmly control the network high-voltage line, once there are illegal activities touch the high-voltage line must be severely punished, fundamentally put an end to the criminals' fluke mentality. However, at the same time, Internet regulation must be kept to a certain degree, which can not affect normal citizens' expression through the Internet, and cannot harm the enthusiasm and enthusiasm of ordinary citizens to participate in the discussion of social and public affairs. Under the environment of Internet security and harmony, Internet users should also be provided with a relaxed and free Internet environment and encouraged to speak freely. Only in this way can the public network moral construction play a role in serving the people[4].

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