

Research on the Construction of Local Public Culture and the Management of Pyramid Selling

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Abstracts: In recent years, pyramid selling cases have been repeatedly banned in the society. Although the state orders to kill and ban pyramid selling, the government, public security and other relevant departments have also made great efforts, but now the development momentum of pyramid selling is still there, and online pyramid selling has become a new means of pyramid selling. In order to better maintain social stability and the safety of people's property and curb the occurrence of pyramid selling crimes, this paper, from the perspective of local public culture construction, and discusses the harmfulness and its governance strategies.

Keywords: Local Public Culture; Pyramid Selling; Fraud; Social security

1. Introduction

Pyramid selling organizations do harm to many people. They often have a large number of victims and a huge amount of money involved. They have always been the key targets of the national public security departments. As early as 1998, China issued the notice on banning pyramid selling activities, which requires standardizing market direct selling activities and cracking down on pyramid selling crimes. However, with the development of social economy, pyramid marketing is still repeated and varied, which has become a cancer that endangers social security and affects people's life. Based on this, it fully shows the importance of the construction of regional public culture in the governance of pyramid selling. Only by doing a good job in the construction of public culture and improving people's cultural level, legal concept and moral consciousness in essence, can we better build a harmonious and peaceful society and put an end to the emergence of pyramid selling organizations and behaviors.

2. The harmfulness of pyramid selling

Some illegal pyramid selling activities emerge in endlessly in the society. The characteristics of large-scale pyramid selling activities are that they harm more people, spread quickly, and have a wide range and great influence. This is not only an economic governance problem in the society, but also has become an important political problem, which seriously threatens the social order and interferes with the social security management.

2.1 The increase of fake and inferior products infringes the legitimate rights and interests of consumers

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In pyramid selling organizations, there are still many illegal and criminal acts, such as tax evasion, smuggling, illegal trading, illegal fund-raising, false publicity and so on. This not only makes consumers fear the market and lack a sense of trust, but also seriously infringes on the legitimate tax interests of the country. At the same time, pyramid selling is very easy to cause the trust crisis of the whole society, make the market transaction cost increase or the economy stagnate, and endanger the establishment of social credit system, so as to affect the basic economy of society, and make the market economic order and social order chaotic.

2.2 It has a great impact on social ethics

Pyramid selling not only destroys the harmony of the society, but also disintegrates the most stable family relationship in the society. Once entering a pyramid selling organization, it is very easy for people to lose their sense of morality, integrity and public culture. After being brainwashed, the first thing many pyramid salesmen develop is their relatives and friends, which leads to the breakdown of family relations, relatives and friends, such as the conflict between husband and wife, the opposition between father and son, the separation of friends and so on. As a result, their families are broken, their wives and children are separated, and finally their family and friendship are in vain, causing serious economic loss and psychological injury to oneself, family members and friends; From another perspective of the rule of law, pyramid selling breaks through the bottom line of the legal and moral system, and shakes people's ideological beliefs and dislocates people's moral concepts.

2.3 It is easy to cause social instability

First of all, pyramid selling may lead to criminal cases. Most of the people who participate in pyramid selling are economically disadvantaged groups in the society. They often have poor self-awareness, low cultural accomplishment and weak awareness of the rule of law. After joining pyramid schemes, they will inevitably suffer economic losses and have a more difficult life. They are very likely to further deepen their hatred and injustice towards the society, and form the mentality of theft, crime and crime gambling and other social evils. At the same time, in order to become bigger and stronger and compete for the sphere of influence, many pyramid selling organizations use the violent means of underworld to take measures such as intimidation, beating, house arrest, or seek the protection of underworld forces, which seriously disturbs social order and affects social stability and unity. Furthermore, it may lead to some social and political problems, resulting in the collective petition of victims. Large scale pyramid selling cases often make the already weak social groups worse in life and more vulnerable in spirit. They are vulnerable to the instigation of people who want to do something, which leads to the dissatisfaction of the masses, even turns into some profit seeking groups with political demands, and finally colludes with the underworld, cult and terrorist organizations, being manipulated by greater power leads to more serious social problems.

3. The governance strategy of pyramid selling based on the construction of local public culture

3.1 We should strengthen the construction of local public culture and focus on combating pyramid selling

The construction of local public culture is directly related to the harmonious and stable development of society. The reason for this is that the construction of public culture can further enhance people's ideological and cognitive ability, so that people can guide their behavior with correct ideas; Secondly, through the construction of public culture, we can eliminate some disharmonious factors in the masses' thoughts, purify the social air, and improve the harmony and stability of social development. In addition, the construction of public culture can also enhance people's spiritual cultivation, moral culture, public awareness, improve the ability of communication and cooperation between people, and help the harmonious development of socialist society. Therefore, in order to strengthen the construction of public culture, the local government should first implement the construction of public culture team, so as to improve the quality and effect of public culture construction. Local government units can invite people with high cultural literacy from the society to enter local basic cultural stations, such as social service institutions, sub district offices, etc. At the same time, efforts should also be made to cultivate internal personnel, improve their cultural literacy, and form a team to crack down on pyramid selling, in order to let them frequently walk among the masses to carry out anti pyramid selling lectures, issue publicity posters, etc., and timely grasp the dynamics of the masses within the jurisdiction. Once suspicious pyramid selling organizations or behaviors are found, they should be killed in the cradle decisively.

Secondly, the local Ministry of Finance should pay attention to the capital investment in this aspect, and establish special funds to support the maintenance and management of the hardware foundation of public cultural construction, so

as to ensure the normal, efficient and orderly development of various public cultural construction activities. Only by improving the spiritual civilization of the masses can we further drive the development of social economy. When the corresponding economic development is stable and people's material living conditions are better, we naturally will not speculate and go to the wrong side to do some illegal things and embark on the wrong road of so-called pyramid selling to get rich quickly. Therefore, it is very important to develop local public cultural construction and economy. At present, many pyramid selling personnel are from rural areas.

3.2 The government must strengthen the social comprehensive management work of cracking down on pyramid schemes

According to the CPC Central Committee's work strategy of "unified management throughout the country, responsibility of local governments, guidance and coordination of departments, linkage of all forces" and the guiding principle of "treating both the symptoms and the root causes", local public cultural construction departments should, under the leadership of the government, link with the industrial and commercial, administrative, financial, public security, banking and telecommunications departments.

Secondly, it is necessary to enhance the information search of pyramid selling. It is not enough to rely on the strength of the highly aware masses, community neighborhood committees, community property and public security management organizations alone. It is also necessary to take the local police station as the leading force to investigate the rental houses in the region, register and master the tenant's dynamic in detail, check the organization dens and suspicious persons involved in pyramid selling, and cooperate with the owners property management strengthens the management of rental housing, forcing pyramid selling personnel to have nowhere to hide, and stifling the formation of pyramid selling organization at the source.

Thirdly, we should further strengthen the propaganda and education of pyramid selling among college students and improve their legal awareness. By revealing the harmfulness of pyramid selling, college students and unemployed youth can recognize the illegal behavior and nature of pyramid selling as soon as possible. In view of the erosion of some bad ideas in society, we should focus on cultivating their legal concept, moral concept and self-discipline ability. Colleges and universities should also strengthen legal publicity and ideological and cultural education, so as to improve their personal values, strengthen their spiritual defense, and consciously resist the temptation of pyramid schemes.

Finally, it is necessary to actively establish the direct selling industry association to enhance the self-discipline of the industry. By restraining some direct selling organizations in the market, they are required to strictly abide by the "measures for the administration of direct selling" and "regulations on the prohibition of pyramid selling", implement the national contract law, market product quality law, anti unfair competition law, price law, tax law and other legal systems, and standardize their operation; At the same time, we should make use of the power of public culture and morality to enhance social justice in the legal blank, so that it can be supervised by the government, industry, society and consumers; As a direct selling unit, it should strengthen its internal management system and code of conduct, and not try to play the legal edge.

4. Conclusion

In short, the rapid development of society and the widening gap between the rich and the poor in some places will inevitably lead to social contradictions. In order to further enhance people's sense of happiness, it is necessary to build people's spiritual culture and material culture at the same time, and further improve people's overall cultural quality and moral quality by speeding up the construction of local economy and public culture. Only when people's spiritual and material qualities are improved at the same time can we effectively reduce and avoid the occurrence of illegal pyramid schemes.

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