

Study on the Evolutionary Path and Promotion Mechanism of Material and Spiritual Common Prosperity in Zhejiang Province

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Abstract: From the perspective of Chinese traditional culture and Marxist theory, this paper traces the theoretical source of material and spiritual common prosperity and analyzes the evolutionary path of the relationship between material and spiritual civilization in Zhejiang Province by dividing the 40 years of reform and opening up into three stages according to relevant research. Through the comparison of Engel coefficient and the proportion of cultural consumption and the analysis of the situation of material and spiritual affluence, it is concluded that in the government-promoted stage (1978-1991), the material affluence of rural residents has been greatly improved, but the increase in spiritual affluence of urban and rural residents is not rapid; in the government-market dual-promoted stage (1992-2012), the material and spiritual affluence of both urban and rural residents has been increased rapidly; in the multiple forces synergistically promoted stage (2013 to present), the material life of urban and rural residents has been further enriched, and the spiritual affluence of rural residents is further improved. However, the high cost of living of urban residents makes cultural consumption expenditure greatly reduced, leading to a decrease in the cultural consumption expenditure of urban residents. According to the development experience of foreign developed countries and the practical experience of Zhejiang Province, this paper proposes the promotion mechanism of spiritual civilization construction in terms of building a multi-agent synergy mechanism, strengthening cultural confidence, developing multi-dimensional education, and innovating propaganda and education.

Keywords: Common Prosperity; Material; Spiritual; Evolutionary Path; Promotion Mechanism

1. The theoretical resource of the material and spiritual common prosperity

1.1 Material and spiritual common prosperity, the ideological treasure of Chinese traditional culture

The Chinese traditional thought of enriching the people has a long history. Since the Confucianism of the pre-Qin Dynasty, there have been such views as "rich and then teach", "rich but good-mannered" and "rich but good morals", advocating to meet people's material and spiritual needs, but spiritual needs first. The Guan Zhong said, "The people will only have a higher level of pursuit, and know honor and disgrace if they have enough food and clothing". It means that material affluence is the basis of social progress and development, and the premise of spiritual pursuit; only after the basic survival needs of people are satisfied can spiritual needs be generated.

These ancient Chinese views on material and spiritual needs coincide with Maslow's Demand Theory. As an incentive theory in psychology, Maslow's Demand Theory includes a five-level model of human needs, often depicted as the hierarchy within a pyramid. From the bottom of the hierarchy up, the needs are: physiology (food and clothing), safety (job security), social interaction (friendship), respect, and self-actualization. Maslow believed that the lower the level of need, the greater the power and the potential. As the level of needs rises, the power of needs diminishes accordingly. Before higher-level needs can emerge, lower-level needs must be met.

1.2 Material and spiritual common prosperity, the noble pursuit of Marxism

Marx attached great importance to the needs of the spirit. In Marx's view, a good life includes not only material affluence, but also the affluence of spirit. The concept, "spiritual wealth", was put forward early by Marx. In *Economic and Philosophical Manuscripts of 1844*, he pointed out: "just as through the movement of wealth and poverty of private property, as well as material and spirit—the budding society finds at hand all the material needed for this development." This is the first time that the term "spiritual wealth" is explicitly mentioned in the Marxist classics.

With the Sinicization of Marxism, the Chinese Communists have made a long-term and unremitting exploration around how to achieve the common prosperity of the Chinese people in material and spiritual. In 1940, Mao Zedong proposed in his *On New Democracy* that "It is necessary to transform China, which was ruled by old culture and thus ignorant and backward, into a civilized and advanced one ruled by the new culture." After the founding of New China in 1949, Mao Zedong stated, "we should sweep away the poverty and ignorance left behind by old China, and gradually improve people's material life and cultural life." During the period of socialist construction, Mao Zedong put forward, "China will be built into a socialist country with modern industry, modern agriculture, and modern science and culture."

As the chief architect of reform and opening up, Deng Xiaoping stated at the Central Working Conference in 1980, "The socialist country we want to build should have a high degree of spiritual civilization as well as material civilization." In June 1981, the Sixth Plenary Session of the Eleventh CPC's Central Committee passed *the Resolution on Several CPC's Historical Issues Since the Founding of the People's Republic of China*, which proposed that "socialism must have a high degree of spiritual civilization". In September 1982, the Twelfth National Congress of CPC put forward the major proposition of "building socialism with Chinese characteristics". In this congress, the goal of economic construction was put forward along with the clear proposal that efforts should be made to build a high level of socialist spirit for the reason that socialist spiritual civilization is an important feature of socialist society and an important manifestation of the superiority of the socialist system. Therefore, the strategic policy of "doing two jobs at once and attaching equal importance to each" was determined. In March 1996, the Fourth Session of the Eighth National People's Congress included "spiritual civilization construction" in the overall plan of national economic and social development. In October 1996, the Sixth Plenary Session of the Fourteenth Central Committee of CPC passed *the Resolution of the CPC Central Committee on Several Major Issues Concerning the Strengthening of Socialist Spiritual Civilization*. The Sixteenth National Congress of CPC put forward the strategic task of cultural construction and cultural system reform. In October 2006, the Sixth Plenary Session of the 16th CPC Central Committee considered and adopted *the Resolution of the CPC Central Committee on Several Major Issues Concerning the Construction of a Socialist Harmonious Society*, which clearly proposed the strategic task of constructing Socialist Core Value System. In October 2007, the report of the Seventeenth Party Congress of CPC pointed out that the Socialist Core Value System is the essential embodiment of socialist ideology, and that the basic content of the Socialist Core Value System is constituted by the guiding thought of Marxism, the Common Ideal of Socialism with Chinese Characteristics, the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, as well as the Socialist Concept of Honor and Disgrace. In October 2011, the Sixth Plenary Session of the 17th CPC's Central Committee adopted *the Resolution of the CPC Central Committee on Several Major Issues Concerning Deepening the Reform of the Cultural System and Promoting Socialist Cultural Development Boom*, which pushed forward the construction of socialist culture with Chinese characteristics.

Since the Eighth National Congress of CPC, General Secretary Xi Jinping has proposed the concept "the Chinese Dream", which starts a new journey for Chinese people to continue struggling and achieve their great dream. General Secretary Xi Jinping attaches great importance to the coordinated development of material and spiritual civilizations, emphasizing the correct handling of the relationship between the two civilizations with a dialectical, comprehensive and balanced insight, and that the Socialist Core Values plays an important role in the construction of socialist spiritual civilization. In July 2016, General Secretary Xi Jinping pointed out that "we should carry forward the Socialist Core Values, the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, and constantly strengthen the spiritual power of the entire party and the people of all nationalities." The Fourth Plenary Session of the Nineteenth CPC Central Committee held in October 2019 emphasized the importance of insisting on leading the cultural construction with the Socialist Core Values, promoting the normalization and institutionalization of ideal and

belief education, and developing the national spirit and values of the times. In March 2021, the "fourteenth Five-Year Plan" proposed: 'strengthen socialist spiritual civilization, cultivate and practice the Socialist Core Values, and form ideology, spirit, civilization, and norms which fits well the demands of the new era.' This defines the direction of development for socialist spiritual civilization in the new era. In August 2021, *The Historical Mission and Action Values of the Communist Party of China* stated, "The Chinese people have become rich not only in material, but also in spirit." General Secretary Xi Jinping pointed out, "The common prosperity we are talking about is concerned with all the people, and is the prosperity in both the material and spirit." And he emphasized, "Promoting common prosperity and promoting individual all-round development are highly unified. It is necessary to strengthen the education of the Socialist Core Values, patriotism, collectivism, socialism, to develop public culture, to improve the public cultural service system, and to comprehensively meet people's diverse, multi-level, multi-faceted spiritual and cultural needs. We should strengthen the guidance of public opinion on common prosperity, clarify various ambiguous understandings, prevent impatience and fear of difficulties, and provide a good public environment for achieving common prosperity." In short, common prosperity is the prosperity in both material and spirit of people, for people. To achieve common prosperity not only to "rich pockets", but also to "rich thought".

2. Evolutionary path of material and spiritual common Prosperity in Zhejiang Province

According to related research, the relationship between material and spiritual civilization since China's reform and opening up can be divided into three stages according to time points: the government-promoted stage (1978-1991), the government-market dual-promoted stage (1992-2012), and the multiple forces synergistically promoted stage (2013-present). This chat analyzes the evolutionary path of material and spiritual common prosperity in Zhejiang Province in the three stages with relevant data.

2.1 Government-promoted stage (1978-1991)

Over the past 40 years of reform and opening up, Zhejiang Province has been at the forefront of the reform and plays an important role in the development of China. In 1994, the total economic output of Zhejiang Province surpassed that of Liaoning Province, whose ranking in China rose from 12th in 1978 to 4th, becoming one of the provinces with the fast and most dynamic economic growth. Since the reform and opening up, Zhejiang Province seized many opportunities and innovated boldly, producing the first individual businessman, becoming the first peasant city, establishing the first professional farmers' cooperative and the first joint-stock cooperative enterprise registered by the industry and commerce. Zhejiang Province has been successful in economic and social development and becomes one of the provinces with the most flexible institutional mechanism, the highest degree of openness, the fastest economic development speed and the highest level of per capita income in China. At this stage, society focused more on economic, which made economic development become the focus of social activities, and that the development of spiritual civilization mainly relied on government promotion.

Engel's coefficient is the ratio of total food expenditure to total personal consumption expenditure, which is an important indicator of a country's national wealth. Although the Engel coefficient has been questioned in recent years in measuring the level of wealth of nationals of a country due to factors such as the extravagance of food consumption and different food prices in each country, the longitudinal data of a certain region show that the Engel coefficient can reflect the change of material wealth of residents of a place to a certain extent. From the Engel coefficient of Zhejiang Province in this stage, the economic construction in rural areas has made greater achievements. The Engel coefficient of rural residents dropped from 59.1% in 1978 to 50.5% in 1991; the cultural consumption expenditure (cultural and entertainment supplies, books, newspapers and magazines) rose from 1.5% of the annual expenditure in 1985 to 1.7% in 1991. The Engel coefficient of urban residents changed did not change significantly, only from 55.1% in 1981 to 55% in 1991, and cultural consumption expenditure (cultural and entertainment supplies, books, newspapers and magazines) decreased from 5.8% of annual expenditure in 1983 to 5.71%.

Therefore, from the above data, the economic and social development in this period has mainly achieved the improvement of material conditions in rural areas, and the increase of the cultural consumption expenditure in urban and rural areas, but the proportion in total consumption expenditure has not changed very obviously.

2.2 Government-market dual-promoted stage (1992-2012)

At this stage, as the economic foundation established by the socialist market economy continues to advance material civilization, the market begins to play a role in the construction of spiritual civilization, leading to the rapid development of material civilization and spiritual civilization, with the features of being promoted by both government and market. The report of the Fourteenth National Congress of CPC has a more profound understanding of the connotation of socialist modernization, formally incorporating socialist spiritual civilization into the Socialist Theory with Chinese Characteristics and putting forward the two requirements of socialist material civilization and spiritual civilization.

In 1993, Zhejiang Province formulated and implemented *the Outline of Socialist Spiritual Civilization Construction in Zhejiang Province* (1993-2000) for the first time summarized and refined the spirit of Zhejiang, widely carried out mass spiritual civilization construction and re-education in the spirit of the 14th Party Congress and other activities, and strengthened the management and construction of the cultural market. In 2000, Zhejiang refined the spirit of Zhejiang: "self-improvement, perseverance, innovation, pragmatic". In 2003, Xi Jinping based on Zhejiang, standing in the overall situation of the Party and the national cause, to accelerate the construction of a large cultural province as the implementation of the "eight strategy" "This reflects the high consciousness of exploring and practicing the development of advanced culture. *The decision of the CPC Zhejiang Provincial Committee on accelerating the construction of a large cultural province*, introduced in 2005, systematically expounded the background, strategic significance, guiding ideology, overall objectives, major tasks and safeguards for accelerating the construction of a large cultural province, which became a grand blueprint and top-level design for guiding Zhejiang from accelerating the construction of a large cultural province and a strong cultural province to building a cultural Zhejiang. At the same time, to keep pace with the times to cultivate and promote the "truthfulness and pragmatism, integrity and harmony, openness and strength" of the spirit of Zhejiang, to inspire the people to "work in the real, in the forefront". In June 2008, the provincial party committee work conference adopted the *Zhejiang Province to promote the development and prosperity of culture program* (2008-2012), in a new starting point for the cultural construction of the deployment. In November 2011, the twelfth plenary session of the provincial party committee adopted *the Decision on Implementing the Spirit of the Sixth Plenary Session of the Seventeenth Central Committee to Promote the Construction of a Strong Cultural Province*, to make a new plan and layout for accelerating the promotion of a large cultural province to a strong cultural province. Promoting the construction of a strong cultural province, is the provincial party committee of the "eight strategies" in "accelerate the construction of a large cultural province" in the top-level design of further specific docking. On May 28, 2012, Zhejiang Province issued *the Code of Ethics for Citizens of Zhejiang Province*, implemented the civilization quality project, vigorously promoted and enhanced the spirit of Zhejiang with entrepreneurship and innovation as the core, carried out in-depth and lasting mass patriotism education and spiritual civilization creation activities, continuously improved and strengthened the ideological and moral construction of minors, carried out a series of moral theme education and practical activities, guided and encouraged enterprises, groups, organizations, individuals and other social private forces to actively participate in the moral construction of citizens through various means, and attracted more private funds to invest in the moral construction of citizens.

In this stage, the material life of Zhejiang residents has been greatly improved. their Engel coefficient has rapidly decreased while the proportion of household cultural consumption has increased significantly. The Engel coefficient of rural residents dropped from 50.5% in 1991 to 37.5% in 2012; cultural consumption expenditure (cultural and entertainment supplies, books, newspapers and magazines) rose from 1.7% of annual expenditure in 1991 to 8.6% in 2012 (entertainment, education and culture). The Engel coefficient of urban residents dropped from 55% in 1991 to 35.1% in 2012; cultural consumption expenditure (cultural and entertainment supplies, books, newspapers and magazines) rose from 5.8% of annual expenditure in 1983 to 13.9% in 2012.

The data of this stage show that both material and spiritual life of urban and rural residents have been improved. The Engel coefficients of urban and rural residents decreased simultaneously and they changed from the state of dressing warmly and eat one's fill to the state of relative prosperity.

2.3 Multiple forces synergistically promoted stage (2013-present)

Since the Eighteenth National Congress, Xi Jinping promoted the deepening of the construction of socialist spiritual civilization

in theory and practice from the perspective of "Four Comprehensives" strategic layout. To realize the Chinese Dream of the great rejuvenation of the Chinese nation, both material and spiritual prosperity must be greatly enriched, and socialist spiritual civilization should be constructed consistently. The development of the relationship between material civilization and spiritual civilization at this stage shows new features of the new era. The practical development of material civilization and spiritual civilization mainly relies on the promotion and civilizational consciousness of the government, market and society, and pays more attention to the development of mass and popular spiritual civilization activities to promote the overall progress of social civilization and human civilization quality.

Since Eighteenth National Congress, the provincial party committee has led the people of Zhejiang province to raise a new climax of cultural construction. Zhejiang Province have attached importance to the construction of spiritual civilization and strengthened the cultural foundation of the countryside, building more than 1,300 cultural halls in 2013. In 2016, during the G20 Hangzhou Summit, General Secretary Xi Jinping put forward a new requirement for Zhejiang, "to uphold the spirit of Zhejiang": "work down-to-earth and walk in the forefront," In June 2017, the fourteenth Congress of the Provincial Party Committee of Zhejiang focused on the new direction of Zhejiang's development. In June 2017, the Seventh Plenary Session of the Fourteenth Congress of the Provincial Party Committee put forward the new goal of "further and faster enhancing the soft power of culture and striving to build a cultural Zhejiang" with a view to the new development of Zhejiang. "In June 2020, the Seventh Plenary Session of the Provincial Party Committee put forward the new goal of "striving to build an important window to showcase the core socialist value system, Chinese traditional culture, revolutionary culture and advanced socialist culture". In June 2020, the seventh plenary session of the provincial party committee put forward the new goal of "striving to build an important window to display the adherence to the core socialist value system, promote the excellent Chinese traditional culture and revolutionary culture, advanced socialist culture". In November 2020, the Provincial Party Committee's Fourteenth Plenary Session further proposed to build a new era of culture, to form a new cultural pattern of Zhejiang Province with international influence, Chinese style, ancient and modern reflections, and poetry and painting blend. Successive provincial committees have led the people of the Zhejiang Province to continuously promote cultural prosperity, enriching the cultural life of the people and providing strong cultural support for faithfully practicing the "Eight Strategies", striving to build an "important window" and becoming a socialist modernization pioneer province.

In this stage, the Engel coefficient of urban and rural residents continued to decline, but influenced by factors such as rising estate prices, the proportion of urban residents' housing expenditure to consumption expenditure increased significantly (from 7.2% in 2012 to 29.5% in 2020), and cultural consumption decreased relatively; the Engel coefficient of urban residents decreased from 35.1% in 2012 to 27.1% (a slight increase of 27.4% in 2020 due to the epidemic); urban residents' cultural consumption expenditure (cultural and entertainment supplies, books, newspapers and magazines) decreased from 13.9% in 2012 to 11.6% in 2019 (down to 9.5% in 2020 due to the epidemic); residential expenditure increased from 7.2% in 2012 to 29.5% in 2020. The proportion of rural residents' housing expenditure to total consumption expenditure increased slightly, and cultural consumption also maintained a small increase. By 2020, the Engel coefficient of rural residents decreases from 37.5% in 2012 to 30.6% in 2019 (a slight increase of 32.3% in 2020 due to the impact of the epidemic); rural residents' cultural consumption expenditure (cultural and recreational supplies, books, newspapers and magazines) increases from 8.6% in 2012 (entertainment and education, culture) to 10.4% in 2019 (2020 (down to 8.2% in 2020 due to the impact of the epidemic); residential spending rose from 17.3% in 2012 to 26.5% in 2020.

It can be seen that the material life of urban and rural residents in Zhejiang Province was further enriched in this stage, and the Engel coefficient of rural residents reached the dividing line of affluence, and cultural consumption was further enhanced. The Engel coefficient of urban residents has reached the level of affluence, but urban residents are affected by factors such as rising housing prices and high housing costs, which makes cultural consumption expenditure decreased, resulting in a decrease in cultural consumption expenditure of urban residents.

3. Evolutionary trend of material and spiritual common prosperity in Zhejiang Province

The above three stages of the relationship between material and spiritual civilizations are almost consistent with the three stages of consumer upgrading that China has experienced. The first stage was the early time of reform and opening up, when the main goal of

Chinese people was to have enough food and clothes. In the second stage, Chinese people began to buy cars and houses, entering the process of upgrading consumption. And after 2012, Chinese people entered the third stage of consumption upgrade and began to hope to meet the need for a better life.

Over 40 years of reform and opening up, Zhejiang Province has made great achievements in the construction of both material and spiritual civilization. The Engel coefficient of urban residents has reached the level of affluence, and the Engel coefficient of rural residents is also close to the level of affluence, and the gap between them is being smaller lower than that of Beijing, Shanghai and Guangdong, fully reflecting the good foundation for building a model area of common prosperity. The high cost of living in recent years has squeezed urban residents' spending on cultural consumption. However, with the regulation of housing prices, urban property prices have remained stable and partially declined in recent years. It is foreseeable that in the coming years when housing prices are stable and the epidemic dissipates, urban residents' cultural consumption expenditure will go up to a certain extent.

However, only in terms of Engel coefficient, there is still a certain distance between Zhejiang province and developed countries, the average Engel coefficient of Japan in 1990s is 24.12%, and the average Engel coefficient of the United States in 1980s is 16.45%. The experience of developed countries shows that the modernization process following the industrial revolution is bound to form a society with a significant proportion of the poor. The urban poverty is also an important feature of the modernization process in the United States. A large number of farmers abandoned their original rural lives and flocked to the cities, where many people lived in poverty under different lifestyles. Slums and ghettos are formed in cities, and the emergence of these areas creates the poverty aggregation effect or generates more poor people internally. Therefore, with the construction of the common prosperity demonstration zone in Zhejiang Province, it is believed that the residents will further realize both material and spiritual prosperity in the future. But at the same time, we should also beware of the problems such as the squeeze on the cultural consumption expenditure of urban residents due to the rising cost of living and the influx of foreign population, the increase of the poor population, the decrease of cultural consumption.

4. Accelerate the construction of spiritual civilization and promote the material and spiritual common prosperity mechanism

In the current construction process of common prosperity demonstration area, compared with material prosperity, there is still a large space for the development of spiritual prosperity, which needs to be reasonably designed to enhance the mechanism, accelerate the construction of spiritual civilization, and speed up the realization of material and spiritual common prosperity.

4.1 Promote multi-faceted cooperation and improve the synergistic mechanism of multiple subjects in the construction of spiritual civilization

From the past 40 years of experience in the construction of spiritual civilization in Zhejiang Province, the unilateral guidance of government is not significant, which needs to cooperate with the market. And from the experience of developed countries and the practice of some regions in Zhejiang Province, charities, commonweal organizations and other non-market-oriented organizations are also an indispensable force in the process of promoting cultural construction to achieve spiritual prosperity. For example, in the exploration of Fengqiao experience, commonweal organizations and charitable organizations have played an indispensable role in promoting grassroots social governance and improving the satisfaction of residents, so a synergistic mechanism of multiple subjects must be established in the process of further constructing spiritual civilization.

In building a synergistic mechanism of multiple subjects for cultural construction, the first thing is to establish a work coordination mechanism. The establishment of the coordination mechanism, information communication and sharing mechanism, credit information disclosure mechanism and emergency handling mechanism is led by related departments, with the active participation of various subjects, to form a strong synergy led by party and government, with departmental cooperation and extensive participation of social forces. Second, improve the development and cultivation mechanism. Accelerate the cultivation and development of different types of "professional" spiritual civilization construction organizations and charitable organizations, to form a development pattern with multi-discipline coverage and reasonable layout. Encourage the development of professional service

providers, national industry organizations and professional alliances, regional hubs, information and data platforms and other service organizations, to enhance spiritual civilization. Make full use of the government to purchase services and investment public welfare to provide financial support and capacity building services for the construction of spiritual civilization. Third, strengthen the propaganda of incentive mechanism. Referring to the internationally 4C (Potential, Capacity, Relationship, Credibility) assessment framework of social value of public welfare organizations, develop a systematic evaluation system to publicly evaluate and publicize the social value of public welfare organizations. Strengthen the Spiritual Civilization Day and other thematic publicity activities to explore the establishment of a spiritual civilization behavior record and incentive mechanism. To incorporate the fulfillment of corporate social responsibility into the comprehensive evaluation of enterprises, set up local spiritual civilization awards, and increase the recognition and publicity of exemplary institutions, enterprises and individual models of spiritual civilization. Fourth, reasonable control of the cost of living. From the three stages of development of the relationship between material civilization and spiritual civilization in Zhejiang Province, the high cost of living has squeezed the expenditure on cultural consumption, leading to low cultural consumption. From the development experience of developed countries, high housing prices on the one hand will lead to the expansion of economic bubbles, hiding huge financial risks, such as the bursting of the Japanese property bubble led to economic recession, on the other hand, it will also lead to the high cost of production of enterprises and living of residents, squeezing the ability to pay for cultural consumption. Therefore, at this stage, the cost of living of residents should be minimized on the basis of maintaining social stability and displacing the payment space for cultural consumption in order to enable residents to have more energy and payment capacity to pursue spiritual wealth.

4.2 Strengthen cultural confidence and increase the inner power of spiritual civilization construction

The "three major cultures", namely the excellent Chinese traditional culture, revolutionary culture and advanced socialist culture, together constitute the content system of socialist culture with Chinese characteristics. At present, there is a general lack of understanding of the "three major cultures", especially traditional and revolutionary culture. To strengthen the people's identification with the achievements of social development and national governance made over the 70 years since the founding of New China, especially over 40 years of reform and opening up, collect targeted cases and materials, design thematic contents and conduct thematic education to strengthen institutional identification and enhance institutional self-confidence. Strengthen the education and dissemination of the "three cultures" to the people, occupy the high ground of cultural production and dissemination, speak with facts, tell good Chinese stories, continuously enhance the public's identification with Chinese culture, and strengthen cultural confidence.

4.3 Carry out multi-dimensional education and enrich the content of spiritual civilization construction

First, strengthen school education. Making spiritual civilization a compulsory course in universities, select and assemble a professional teaching staff, and strengthen teacher training. Construct a coherent and institutionalized curriculum system, increase the research and development of teaching materials, absorb popular elements and language, improve the presentation of teaching materials, and increase their attractiveness. Second, strengthen social education. Strengthen the construction of publicity platforms, increase positive publicity reports, close to the people's public demand characteristics of the selection of vivid cases, improve publicity techniques, through public opinion to influence the people's perception. Third, strengthen cultural education. Extract the core of traditional Chinese culture, such as self-improvement, virtue, sacrificing life for righteousness, and actively promote excellent traditional culture; strengthen the promotion of the spirit of Zhejiang in the new era, such as the spirit of the Red Boat and the Fengqiao experience, and promote the formation of a healthy mentality in society. Fourth, strengthening practical education. Such as Russia's "I am a Russian citizen", involving youth in nation-building and Memorial Day parades to enhance the sense of honor of the motherland. In Singapore, a community service program has been set up to involve students in social practice activities such as neighborhood activities, charity sales, and helping the disabled and orphans. We can learn from the models and experiences of Russia and Singapore, carry out "I am a Chinese citizen" and "community service programs" to help the public to strengthen their sense of

belonging to the country.

4.4 Innovate means of publicity and education, enhance the penetration of spiritual civilization construction

First, innovate the publicity of film and television programs. It is necessary to innovate film and television programs and combine the construction of spiritual civilization with the current eye economy and flow economy in the context of the Internet to create a number of popular spiritual civilization film and television programs. Second, innovate self-media publicity. The 70th anniversary of the founding of New China, the campaign to sing My Country and I was launched across the country on self-media platforms, which has caused a huge response. To seize the hot spots to vigorously plan similar self-media platform activities, to convey the spirit of civilization in the majority of people groups. Third, innovate exchange and experiential propaganda. Organize visits to patriotic education bases for young people, encourage schools in different areas to form "sister schools", and support cross-regional exchanges and interactions among college students to promote cultural understanding among young people. Fourth, innovate social organization activities publicity. Encourage social organizations to carry out patriotic culture, sports, science and technology activities to cultivate positive and healthy moral sentiments of people and to establish a correct world view, outlook on life and values.

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