On the Function of Patriotic Education Bases in Beijing
Against the Background of New Media

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Abstract. At first, the article introduces the basic situation of patriotic education bases in Beijing. Against the background of new media, this paper probes into the problems existing in the function of patriotic education base. The appeal and influence of the patriotic education bases needs to be enhanced. The use of new media is inadequate and modern science and technology innovation is insufficient in some patriotic education bases. Public good of patriotic education bases is inadequate. Finally, some suggestions are put forward to make full use of patriotic education bases against the background of new media, including realizing propaganda model network to publicize the bases, excavating thought connotations and enhancing the propaganda of the base of the network memorial, giving full play to the feature advantages of the bases and making pioneering with modern technology and new media, and increasing infrastructure investment to satisfy the demands of public cultural undertakings.

1. Introduction

We focus on the current situation of Beijing’s patriotism education bases, the challenge of the new media background to the function of the bases, and the attraction and influence we are facing to strengthen the bases. Then, we give some proposals for making full use of patriotic education bases from several aspects.

2. The Basic Situation of Patriotic Education Bases in Beijing

Patriotic education bases mainly refer to all kinds of arenas which have rich patriotic connotations and assume a mission of patriotic education. They include all types of museums, memorial halls, martyr tombs and cemeteries, main revolutionary campaigns and battle memorial facilities, historical and cultural sites under state protection, historical remains, scenic spots, and great projects and advanced units.

2.1 Excavating the resources of patriotic education bases

In order to push the patriotic education work, since 1997, China Propaganda Department has announced 353 national patriotic education bases four times and 18 ones in Beijing have been selected. There are 500 district patriotic education bases and 5000 school ones in Beijing. The resources of the bases have energetically excavated in order to not only protect historical relics but also exploit resources and educate the masses.

2.2 Expanding the propaganda channels of patriotic education bases

The patriotic education bases in Beijing promote themselves through traditional media such as television, newspapers and radio. Besides this, the bases are making use of network media to develop patriotic education. For example, in commemoration of the 80th anniversary of the Long March of Red Army, a series of propaganda had been carried out on the 2016 day, in which as a new media, webcast has attracted wide notice.
2.3 Diversifying the education forms of the patriotic education bases

The bases positively carry on all kinds of activities, including visits, exhibitions, lectures, essays, etc. For example, since 2002, the bases in Beijing have carried out a series of activities called “Loving Motherland, Loving Beijing, Watching the Capital, Sightseeing in outskirts, and Visiting patriotic education bases”.

3. The Existing Problems of the Function of the Patriotic Education Bases Against the Background of New Media

3.1 Enhancing propaganda of the patriotic education bases

Our patriotic education bases have not been given enough publicity so that many people don’t know what the patriotic education bases are. So far, some people don’t understand the function of the bases and seldom receive patriotic education information from the bases, which reflects that the bases don’t really play their education role. Therefore, propaganda of the patriotic education bases needs to be enhanced.

3.2 Enhancing the appeal and influence of the patriotic education bases

The bases have scarcely been recommended and publicized and the methods of propaganda are too simple and can’t keep up with the times, all of which make the masses poorly know of the contents and features and activities of the bases. Therefore, the appeal and influence of the patriotic education bases needs to be enhanced. The exhibition methods in many bases remain unchanged for several years and some haven’t even been updated for decades. Up to now, some bases still adopt the model of photo, exhibition shelf and historical relics and lack appeal. There is a downward trend in the audience number of some bases and that of the spontaneous audience is dropping off and that of the regular visitors is fewer. It is fewer in the number of the organized audience than in earlier years. The major reason is that in some bases hardware facilities are underdeveloped, and the contents aren’t rich enough to meet the needs of the masses, especially the teenagers. Therefore, some bases are faced with the challenge of changing from formerly simple patriotic themes to multiple bases and enhancing their own popularity to the maximum.

3.3 Inadequate use of new media and insufficient innovation of modern science and technology in some patriotic education bases

Everything varies with the times. As a result, reform and innovation are the keys to the function of patriotic education bases, which displays the features of the bases. In the field of combination of modern scientific and technological means and exhibition design, some bases fall behind. In many bases, the exhibition contents are simple and lack epochal sensation. Some patriotic education bases are obviously short of the spirit of reform and innovation, a few bases remain unchangeable in propaganda of patriotic culture, and the publicized patriotic spirit isn’t compatible with real life in a certain sense, all of which can’t attract more people to visit the bases.

3.4 Inadequate public good of the patriotic education bases

China’s Outline of Implementing Patriotic Education, the Central Committee of the CPC Suggestions of Minors Moral Cultivation, etc, pointed out that patriotic education bases should try their best to provide free admission and that local state governments should supply more funds to the patriotic education bases. So far, even if admission to certain bases is free, they are unable to draw the masses to go sightseeing, because of the obsolete contents, the backward exhibition methods and the dilapidated facilities. On the contrary, those bases that have all the right conditions are often chargeable and moreover entrance tickets are expensive. All of those limit the operation rate of the bases and affect their education function. After the above suggestions were put into effect, 33 bases in Beijing undertake to be free for minors’ group visits of all kinds, 10 of which are free for anyone, but it is not enough for Beijing.
4. Proposals for Making Full Use of Patriotic Education Bases Against the Background of New Media

4.1 Realizing propaganda model networking to publicize the bases

To begin with, the patriotic education bases in Beijing should fully utilize network to propagate themselves like People’s Net, Xinhua net and CCTV Net, etc. Secondly, they may build network education platforms for communication with the aid of new media, which means positively utilizing network to create web page or website and uploading relevant information and pictures of the bases in order to build online exhibition halls for netizens surfing the internet, thus expanding space position of patriotic education. Then, the bases may create their own public wechat platforms which may introduce the software and hardware facilities of the bases and release such news and information as the time, place and contents of relevant activities of the bases and answer questions of all kinds from netizens. Finally, the bases should also take advantage of traditional media to recommend rich revolutionary historical resources and publicize the relevant activities, obtaining scale effect.

4.2 Excavating thought connotations and enhancing publicity of the bases through network memorial halls

Network patriotic memorial halls may be developed and exploited which are public network space and display exhibits through electronic pictures, videos, and words on line. Network memorial halls consist of network exhibition, pictures provided by web friends, and interaction between web friends. The halls must keep up with the times development, add and enrich historical data, renew video data of epoch sensation, diversify website theme contents, and design interactive communication. Only by constantly enriching the contents of the collection and enhancing the cultural connotation and ideological content can the masses be attracted to go sightseeing.

4.3 Giving full play into the feature advantages of the bases and making pioneering efforts with the aid of modern science and technology and new media

On the one hand, we shall innovate the exhibition method, and make clear the historical value of historical resources on the basis of cultural relics protection. On the other hand, we shall exploit new media to construct major platforms for publicizing patriotic education, dominate the new media position, and fight for the pioneer of new media. For example, wechat may be used to provide a new idea for reform and innovation of the bases. In consideration of the powerful effect of wechat platform, we can utilize it to carry on patriotic education by uploading pictures, information and videos, which means innovation of education vehicles.

4.4 Increasing input into the bases to satisfy the demands of public cultural undertakings

As an important vehicle of patriotic education, the bases should put social effect in the first place and satisfy the spiritual demand of the people and thus become a public cultural undertaking serving the people, all of which require free admission for the masses. Such bases as museums and memorial halls should be free opening to group visits of primary and middle school students, half fare to individual visit of those students. Local governments should supply the patriotic education bases with enough funds. Besides this, the bases should make the most of resources to augment income to reduce financial pressure of local governments. Of course, it’s necessary for the bases to gain more social support.

References

