The Situation, Characteristics and Countermeasures of Cultural Nihilism Network Communication

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Abstract: The development and application of the network have provided technical support and carrier support for the spread and penetration of cultural nihilism. Driven by the Internet, cultural nihilism has been able to appear insidiously, infiltrate in the form of confluence, reproduce genes, and expand in lightning, and present the characteristics of fragmentation of communication content, entertainment of narrative discourse, visualization of content, and diversification of communication means. As a result, the status of the mainstream ideology on the Internet has been shaken, the cultural ecological environment of cyberspace has been polluted, erroneous cultural values have been widely disseminated, and netizens' cultural self-confidence and pride have been weakened. To this end, it is necessary to occupy the "main position", play the "first move", fight the "active battle", and make a good "combination punch" to curb the spread of cultural nihilism on the Internet.

Keywords: Cultural Nihilism; Network Propagation; Peculiarity; Cope.

1. Introduction

In the Internet era, many new situations and new problems in the ideological field are often born, increased, and frenzied because of the Internet. Cultural nihilism and other negative social trends of thought are wantonly generated, fermented, and disseminated through the Internet, stirring up waves and growing savagely on the fertile soil of the Internet, and cyberspace has increasingly become the "main battlefield" for the spread and infiltration of cultural nihilism. Undoubtedly, this has brought a heavy burden to China's network ideological security governance. Therefore, on the basis of in-depth grasp of the situation, characteristics and harms of cultural nihilism network transmission, this paper proposes highly targeted, highly enforceable and timely containment measures to maintain China's network ideological security.

2. The Dynamics of the Spread of Cultural Nihilism on the Internet

The development of the network provides a very ideal "habitat" for cultural nihilism, which enables cultural nihilism to appear insidiously, infiltrate in a confluent manner, reproduce genes, and expand in a lightning way, and presents a communication trend of blurring the communication boundary, diversifying the landscape, increasing the speed and widening the scope.

2.1. Implicit Appearance: The Propagation Boundary is Blurred

The characteristics of the network, such as "low threshold" and "no borders", as well as virtuality and concealment, have broken the boundaries of information dissemination to a certain extent, making the boundaries of media form, information capacity, and communication regions of traditional media increasingly blurred, and invisibly providing a favorable opportunity for the hidden appearance of cultural nihilism. On the one hand, cultural nihilists are waiting for opportunities to use online communication carriers such as WeChat, and use Internet buzzwords, emojis, and other communication methods that the audience likes, and skillfully use social, political, economic, and entertainment events to spread gimmicks to reverse black and white and confuse right and wrong under the guise of upholding justice and restoring the truth. On the other hand, cultural nihilists grasp the blind spots of laws and regulations, hovering on the edge of law and morality, and trying to quietly emerge and "grow tenaciously" in the gap between morality and law by exploiting legal "loopholes" and moral "loopholes". This not only disrupts the order of online communication, blurs the boundaries of mainstream ideologies, but also exacerbates the complexity and instability of the cultural ecology of cyberspace.

2.2. Confluence Infiltration: Diversification of the Spread Landscape

Facts have shown that the use of the Internet has contributed to the "gang-building" of cultural nihilism to a certain extent. On the one hand, due to the openness and freedom of the Internet, cultural nihilism and various social trends of thought have quietly converged, and they have "acted in embarrassment" and "fought side by side" in cyberspace, forming a "community of interests" that is mutually beneficial and mutually promoting. This kind of convergence and infiltration not only exacerbates the phenomenon of diversification of the communication landscape in cyberspace, but also increases the difficulty of governance in cyberspace, so that the truly valuable communication content is drowned in false prosperity. On the other hand, after the convergence of cultural nihilism and other social trends of thought, it will not only enhance its deterrent, destructive and lethal power, but also its manifestations will also take on new forms, such as cultural nihilism and historical nihilism in cyberspace, which will shift from a single nihilistic Chinese culture to a nihilistic Chinese culture and Chinese history, that is, through the use of a highly confusing, demagogic and inflammatory discourse system, with the help of various online communication channels to release the negative signals of "worshipping foreigners and flattering foreigners" and "total
westernization”. Constant marginalization of mainstream online ideologies.

2.3. Genetic Reproduction: The Speed of Propagation is High-speed

In the Internet era, information spreads at the speed of light, which accelerates the transmission efficiency and process of cultural nihilism to a certain extent. On the one hand, the Internet has provided a "new driving force" for the high-speed spread of cultural nihilism. The development of online platforms, especially Tiktok and other fast, interactive and diversified new communication media, has provided new momentum for the spread of cultural nihilism. Cultural nihilists have seized the opportunity to disseminate their erroneous ideas and views in an infiltration, network-sensing, swiping, multi-screen, diversified, and popular way with the thinking of the Internet, the way of integrating media, and catering to the concept of the Internet natives. On the other hand, the Internet provides a "new continent" for the genetic reproduction of cultural nihilism. "The internet is the closest thing to a true anarchist state in history". This characteristic of the Internet has given wings to the rapid spread and reproduction of cultural nihilism, and cultural nihilism has seized this opportunity to try to turn the Internet into an important base for its "breeding", "incubation" and "reproduction", and a "racetrack" for peddling erroneous ideas.

2.4. Blitz-widening: Spreading Widely

In the Internet era, once news in cyberspace is released, it will grow exponentially, spread rapidly, and become the talk of people after dinner, and even form a wide range of public opinion. Because of this, the Internet has inevitably become the "hardest hit area" for the spread of cultural nihilism. On the one hand, online communication has increased the rate of expansion of cultural nihilism. Network communication breaks through the limitations of traditional one-to-one or one-to-many, presenting a many-to-many state, coupled with the realization of emerging functions such as one-click forwarding and fast transfer of WeChat and other software, so that the dissemination of views is convenient and fast. This has allowed cultural nihilism to expand in a flash of lightning, expanding its territory and advancing all the way. On the other hand, network communication spreads the expansion of cultural nihilism. "The network can establish a more idealized space for the exchange of ideas, and even establish a utopian model on the basis of this virtual community" coupled with the absence of the subject of network communication, which allows cultural nihilism to break the boundaries of time and space and the barriers of communication and be more widely disseminated, resulting in the emergence of a diverse, diverse and changeable spectacle of network communication.[1]

3. The Main Features of the Network Spread of Cultural Nihilism

The spread of cultural nihilism in cyberspace presents the characteristics of fragmentation of communication content, life-oriented narrative discourse, visualization of content, and diversification of transmission methods.

3.1. Fragmentation of Propagation Content

In the Internet era, communication activities can be carried out anytime and anywhere, coupled with the flattening of the main body of communication and the limited capacity of communication, resulting in the increasingly fragmented content of network communication. This kind of fragmented content dissemination not only fits the fast-paced, "pendulum" lifestyle of netizens, but also fits their cognitive habits of "short and fast", making fragmented reading and expression the norm. Cultural nihilists take the opportunity to detach themselves from the context of reality and create a sensational effect, that is, by selecting fragmented words and stimulating pictures, and using "title " and "cover " to win the attention of netizens, so as to advocate the "superiority" and "universal"ity of Western culture. However, this kind of fragmented interception of keywords and deliberate cropping of facts out of context not only breaks the golden rule of "content is king", which is easy to arouse public opinion and lead to public opinion "deviation" and "deviation", but also increases the difficulty for netizens to identify things, making them mistakenly regard fragmented "cultural appearances" as cultural truths. It can be seen that this kind of fragmented communication is more of a perceptual carnival, secular expression, and consumption of symbols, which will not be conducive to the construction of rationality, the sublimation of spirit, and the production of meaning.

3.2. The Narrative Discourse is Entertaining

Entertainment of narrative discourse is not only an important feature of the network ecology, but also an important feature of cultural nihilistic network communication, and an important choice to meet the diverse needs of the audience. Cultural nihilists often take the entertainment of narrative discourse as an opportunity, pretending to adhere to the principle of "the audience is king", emphasizing the life, sociality and interest of the communication content, and paying attention to the vividness, sensationalism and kitsch of the narrative discourse, so as to appeal to the audience, but its essence is to erode the soul of the audience through the entertainment discourse, so as to cover up its true communication intention. Therefore, it can be seen from some hot online events that cultural nihilists have played a pivotal role in the process of excavating, fermenting, and disseminating some online public opinion events with the help of their powerful social mobilization capabilities, and their overly entertaining discourse has squeezed and distorted the living space of public discourse to a certain extent, making "marginal" topics counterattack into "mainstream" topics, resulting in mainstream value discourse being dissolved by "entertainment". In this way, the audience is attracted by the celebrity anecdotes and lace news that are "joked" by cultural nihilism, while ignoring the truth and value of the public topic itself.

3.3. The Content is Presented Visually

The development of the Internet has not only broken through the limitations of blood and geography, but also made many concrete contents have been visualized. It is undeniable that the visual presentation not only brings better visual effects to the audience, but also is deeply loved and accepted by the audience, but at the same time, it also gives people with ulterior motives an opportunity to take advantage of: Cultural nihilists take the opportunity to use the communication mode of online audio and video to visualize and make their communication content visual and interesting, in an attempt to convey their erroneous values with novel and vivid audio-visual effects and comfortable and pleasant audio-visual
experiences, so as to cover up people's eyes and ears, so that the audience can have emotional resonance and resonance while obtaining immediate perceptual pleasure or sensory stimulation, or make them have a strong sense of substitution due to the intervention of pictures, videos and music, and then agree with the view of cultural nihilism communication. However, because most of the audio-visual content disseminated by cultural nihilists has inflammatory characteristics such as spoofing, distortion, mockery, and vicious judgment, it is easy to bring distortion.

3.4. Diversification of Means of Communication

The abundance and diversification of the means of network communication not only speed up the dissemination of information, but also provide soil for the breeding of social trends such as cultural nihilism. In the complex and ever-changing cyberspace, cultural nihilists often rack their brains and use a variety of means to disseminate their ideas. First, it is affiliated with the mainstream values of socialism. Cultural nihilists often wear a veil of hypocrisy, superficially praising the excellent Chinese culture, but in fact mixing many so-called "insights" in order to confuse the audience, seek personal gain, and escape supervision. The second is to exploit the loopholes of moral and legal "blind spots". Due to the rapid update and iteration of cyber technology, it is inevitable that the relevant laws and regulations on cyberspace governance will not be able to keep up. Cultural nihilists are waiting for an opportunity to seize on the loopholes of lagging regulation and spread wildly in cyberspace. In addition, cultural nihilism is also keen to "cover up its ugliness" under the cloak of politics, economics, literature and art, and academics, and take advantage of the situation to spread its core values.

4. The Real Dangers of the Online Spread of Cultural Nihilism

Cultural nihilism continues to expand its influence, radiation and penetration through network communication, which to a certain extent shakes the status of mainstream ideology, pollutes the cultural ecological environment of cyberspace, promotes the spread of erroneous cultural values, and weakens the cultural self-confidence and pride of netizens.

4.1. Shake the Status of the Dominant Ideology Online

The anonymity and openness of the Internet not only make it an important channel for the spread of erroneous social trends such as cultural nihilism, but also inevitably make it an important front for ideological struggle. Cultural nihilism and other erroneous social trends of thought have seized the opportunity to spread false information and erroneous remarks in the vast cyberspace through methods such as "changing their faces" and "reappearing", so as to attract attention and attract attention. This practice not only intensifies the ideological struggle in cyberspace, but also marginalizes the status of the mainstream ideology on the Internet. Western countries led by the United States often ignore the advantages and characteristics of heterogeneous cultures, take advantage of the monopoly advantage of information technology to promote cultural hegemony without scruples, go around propagating their own ideology and cultural superiority, and try to destroy the cultural beliefs of others with their own cultural concepts, which to a certain extent disrupts the order of cyberspace and intensifies the ideological struggle in cyberspace. As a matter of fact, the United States and other Western countries have spared no effort to develop the Internet and build an "information superhighway", and one of their deep-seated motives is to seize the commanding heights of ideology on the Internet and export ideology globally, and the wanton promotion of cultural nihilism is one of the means of their ideological struggle.

4.2. Polluting the Cultural and Ecological Environment of Cyberspace

From the perspective of network development, the popularization of network applications and the huge scale of netizens directly affect the order and civilization of cyberspace, which provides an excellent opportunity for the quiet emergence of cultural nihilism. From the perspective of laws and regulations, cultural nihilism dissolves the authority of law, creates a false example for the public, and greatly pollutes the cultural ecological environment of cyberspace. From the perspective of cultural influence, cultural nihilism ignores the nationality, inheritance and stability of culture, and constantly spreads nonsense words such as "the uselessness of traditional Chinese culture" and "the superiority of Western culture", which seriously misleads the audience's cultural concepts and value orientations, and increases the instability of the cultural ecological environment in cyberspace. From the perspective of practical development" in the face of the rapid development of Internet technology and applications, there are obvious drawbacks in the current management system, mainly due to multiple management, overlapping functions, different rights and responsibilities, and low efficiency", To a certain extent, it has contributed to the spread of cultural nihilism and further exacerbated the deterioration of the cultural ecological environment in cyberspace. It can be seen from this that cultural nihilism is not "single-handedly" in cyberspace, but skillfully takes advantage of the east wind and makes good use of the west wind to surprise and attack it unprepared. Therefore, the impact of cultural nihilism on the cultural ecological environment of cyberspace cannot be underestimated, and its impact will bring devastating disasters once it is distributed, projected, transmitted, and transferred to the whole society.

4.3. Contribute to the Spread of Erroneous Cultural Values

Cyberspace is not only a repository of information resources, but also a garbage collection site, and the development of the network has led to a surge of communication channels, massive information accumulation, and a rush of opinions to express opinions, which provides a realistic opportunity for cultural nihilism to spread wrong cultural values. On the one hand, the development of the Internet has boosted the genetic, fission, and viral spread and spread of cultural nihilism, which has increased the difficulty of controlling social opinion. Influenced by the erroneous cultural values spread by cultural nihilism, some netizens have more or less appeared one-sided, vague, radical and even erroneous cultural understanding, and have fallen into a state of emptiness of psychological confusion, ideological confusion, and disorientation. On the other hand, the generation of cultural nihilism is not only a dynamic
concentration process, but also a complex convergence process, and the concentration and convergence of cultural nihilism in cyberspace has formed a cultural public opinion field with multiple values, rich forms and diverse expressions, which makes the cultural competition in cyberspace more intense. The atrophy of national culture and the lack of traditional cultural values caused by the cultural game have led to the rise of a large number of vulgar, kitsch and vulgar cultures, such as funny, money worship, hedonism and other ideas to enrich the cultural field and cyberspace, which has a strong impact on people's original cultural values.

5. An Effective Way to Curb the Spread of Cultural Nihilism on the Internet

At present, cultural nihilism spreads its erroneous rhetoric through the Internet, posing a serious threat to the ideological security of cyberspace. To this end, measures should be taken to curb the online spread of cultural nihilism.

5.1. Occupy the "Main Front" and Consolidate the Position of the Mainstream Ideology on the Internet

In order to curb the spread of cultural nihilism on the Internet, it is necessary to actively seize the main position of online propaganda, sing the main theme of mainstream culture, grasp the right to speak in mainstream culture, and not give cultural nihilism the opportunity to "see the seams". First, seize the main position of online propaganda. We must strengthen our positional awareness. If we do not occupy the propaganda and ideological front, others will occupy it. Therefore, in order to consolidate the dominant position of the mainstream ideology on the Internet, on the one hand, it is necessary to make the mainstream media the main front for the dissemination of the mainstream ideology, so as to publicize the ideas and voices of the mainstream ideology, clarify misunderstandings in a timely manner, provide authoritative information for netizens, and prevent them from being misled by erroneous social trends such as cultural nihilism and deviating from the right track. On the other hand, it is possible to build and improve mainstream ideological education websites and web pages that are close to life, novel in form, and rich in content, so as to accurately push mainstream ideological education content, classify and focus on providing correct value guidance and public opinion guidance for netizens, and then enhance the attractiveness, guidance, and influence of mainstream ideology. Second, sing the main theme of mainstream culture. If you want to do a good job, you must first sharpen your tools.

Therefore, in order to clear the "fog" of cultural nihilism, it is necessary to take singing the main theme of mainstream culture as the most basic work in the ideological field. On the one hand, it is necessary to actively propel positive ideas, do a good job in guiding public opinion, sing the main theme of mainstream culture, and guide netizens to look at the mainstream, positive, and advanced in the complex and changeable cyberspace, so as to correct their cultural values and make them consciously resist negative social trends such as cultural nihilism. On the other hand, it is necessary to actively inherit the excellent traditional Chinese culture, carry forward the revolutionary culture, and give full play to the functions of the advanced socialist culture in educating, cultivating, edifying and shaping people, so as to build a mainstream culture with strong cohesion and leadership, so as to stimulate the cultural self-confidence and pride of netizens. Third, grasp the right to speak in mainstream culture. "Enhancing cultural discourse is an intrinsic requirement for strengthening cultural self-confidence."[5] Therefore, in order to curb the spread and spread of cultural nihilism in cyberspace, on the one hand, it is necessary to seize the unique advantages of the emerging network, expand the channels of online propaganda, and adopt a form that netizens like to see, and replace the cultural "noise" and "noise" in cyberspace with the discourse power of mainstream culture, so as to regulate the uncivilized phenomenon on the Internet. On the other hand, it is necessary to take the initiative to speak out, and strive to grasp the leading and controlling direction in the pluralistic and changeable social trends, so as to enhance the construction, communication and attractiveness of mainstream cultural discourse, and avoid the phenomenon of "aphasia", "late speech" and "gibberish".

5.2. Play a Good "First Move" and Create a Clean and Upright Internet Cultural Environment

The wise man prevents disasters before they sprout, and the wise people plan to suffer in the future. In order to clear the "fog" of cultural nihilism, we should first plug the loopholes, strengths and weaknesses, and be prepared to prevent and resist the risk of cultural nihilism. First, we should carry out special rectification to stop unhealthy trends in cyberspace. "Cyber security is highly hidden, and a technical vulnerability or security risk may not be discovered for several years 'Latent' in it for a long time, and it will attack as soon as something happens. Therefore, in order to stop the unhealthy tendencies in cyberspace, on the one hand, it is necessary to make precise efforts, continue to carry out special rectification, and accurately and severely crack down on rumors and illusions in cyberspace, so as to overcome stubborn diseases such as cultural nihilism and avoid making the Internet a "hotbed" for the spread of negative social trends such as cultural nihilism. On the other hand, it is necessary to take a multi-pronged approach, widely gather netizens, regulatory departments, online platforms and other parties to work together to spread a wide range of nets, and eliminate negative social trends such as cultural nihilism with zero blind spots and blind spots, so as to cleanse the unhealthy tendencies in cyberspace. Second, take the initiative to publicize and guide and purify the ecological environment of cyberspace. "Cyberspace is clear and ecologically sound, which is in the interests of the people. The miasma of cyberspace and the deterioration of the ecology are not in the interests of the people. To this end, on the one hand, it is necessary to combine the actual situation, "use the laws of network communication, carry forward the main theme, stimulate positive energy, vigorously cultivate and practice the core values, and grasp the timeliness, effectiveness, and degree of online public opinion guidance, so as to make cyberspace clear." On the other hand, it is necessary to stimulate cultural vitality, inherit cultural connotations, enrich cultural supply, and strive to nourish cyberspace and restore the cyberecology with the excellent achievements of human civilization, so as to purify the smoky cyberspace. Third, improve the literacy of netizens and jointly build a beautiful spiritual home on the Internet. As the main participants in cyberspace, netizens play a huge role in promoting the development of online public opinion.
However, not all netizens can use the Internet rationally, and there are many netizens who have problems such as blind obedience and extreme use of the Internet, which invisibly promotes online public opinion to the front. Therefore, on the one hand, it is necessary to strengthen the literacy education of netizens. Relevant departments should actively carry out education on spiritual civilization on the Internet, and give appropriate guidance to netizens, so as to cultivate the correct values of netizens and make civilized Internet access a conscious behavior of netizens. On the other hand, it is necessary to cultivate the sense of responsibility of netizens. The Internet is not a "place outside the law", and "anonymity" does not mean "laissez-faire". To this end, it is necessary to arouse the sense of responsibility of netizens to consciously maintain the order of cyberspace, so that they can use the Internet on the premise of abiding by the law and following the rules, so as to achieve legality, compliance, and rational use of the Internet.

**5.3. We Should do a Good Job in "Taking the Initiative" and Take a Clear-Cut Stand in the Struggle Against Online Public Opinion**

Practice has proved that if the ideological defense line is breached, it will be difficult for other defense lines to hold on. To this end, it is necessary to take a clear-cut stand in the struggle against public opinion on the Internet, and strive to eliminate negative social trends such as cultural nihilism. The first is to face the problem head-on, intervene and mitigate cyber risks. Lenin once said: "There is no more common and untenable method of social phenomena than the random extraction of individual facts and the manipulation of examples." If the facts are not grasped in their entirety, not from the connections, if the facts are piecemeal and picked out at random, then they can only be a kind of child's play, or they are not even child's play” [6]. Therefore, in the face of cultural nihilism's black-and-white practice of taking words out of context, making partial generalizations, pointing fingers at the deer, and making arbitrary comments in cyberspace, on the one hand, we must keep a clear head, have a clear eye, take a firm stand, and take a clear-cut stand against cultural nihilism, and there must be no ambiguity or vacillation.

On the other hand, it is necessary to directly address the problem, take the initiative to intervene, and promptly resolve the cyber risks brought about by negative social trends such as cultural nihilism. Second, take the initiative to speak out, control and guide online public opinion. It is necessary to "use correct strategies and tactics, organize forces to refute erroneous ideas and views, and firmly grasp the initiative on the battlefield of online public opinion." To this end, on the one hand, it is necessary to always tighten the string of ideological struggle, grasp the initiative in the ideological struggle in cyberspace, strictly control cultural nihilism and other erroneous social trends of thought, and prevent them from running rampant in cyberspace and then diverting the trend of online public opinion. On the other hand, it is necessary to use information technology to monitor online public opinion, guide online public opinion in a timely manner, and achieve early detection, early warning, and early response to false remarks spread by negative social trends such as cultural nihilism. Third, have the courage to show the sword, supervise and deal with online public opinion. In the Internet age, where everyone is a mouthpiece, cultural nihilism artificially exaggerates, creates social emotions and social events, and causes misinformation miscommunication, audience misjudgment, reversal of right and wrong, and misleading the public, must be punished by laws and regulations. To this end, on the one hand, it is necessary to speed up the process of online legislation, improve regulatory measures in accordance with the law, and dare to arrest, manage, speak out, and severely punish acts of maliciously spreading rumors and slandering China's excellent culture on the Internet. On the other hand, it is necessary to set up a special network security and information leading group, strengthen and improve network governance in accordance with regulations, strictly prohibit the publication of reactionary and negative remarks, low-level and vulgar pictures and videos in WeChat circles, and do not give any room for differentiation, and dwarfing of thoughts, words and deeds to spread.

**6. Summary**

On the one hand, it is necessary to establish and improve mechanisms for social supervision, give full play to the role of public opinion supervision, social group supervision, and other main bodies of social supervision, implement all-round defense, zero blind spot supervision, restrain words and deeds that disrupt the order of cyberspace, and regulate the operation of power in cyberspace, so as to enhance the synergy and effectiveness of social supervision, and not give cultural nihilism a chance to spread. On the other hand, it is necessary to strictly control the "entry gate" of the Internet, strictly guard against unregulated behavior on the Internet, and absolutely not allow the Internet to become a platform for cultural nihilism and other negative social trends of thought to disseminate harmful information and spread rumors. At the same time, it is necessary to strengthen self-discipline in the Internet industry, mobilize the enthusiasm of netizens, and mobilize forces from all quarters to participate in the governance of cyberspace.

**References**


