

Study on Influence of the Internet on Education of National Cultural Value and Countermeasures

YU Ming-yuan YUN Zhi-kai

School of Humanity, Economics and Law, Northwestern Polytechnical University. P. R. China, 710072
yumingyuan1970@163.com

Abstract

The Internet, supplementing with economic globalization mutually, has profound influence on the education of national cultural value. It improves the timeliness of education, constructs the systematicness of educational mode, strengthens the pertinence of educational content, highlights the democracy of educational process, and expands the wide range of educational radiation; but at the same time, it also exerts such negative impacts as forced information absorption, staccato of information cognition, virtualized value relation, individualized value orientation, utilitarian value pursuit, unilateral value evaluation, power-controlled value promotion technology, etc. The developing countries should establish a mechanism coping with the invasion of the Internet culture, cultivate the Internet information literacy of users, enhance the normalization of the Internet communication, increase the consciousness of protecting and carrying forward national culture, firm the confidence in rejuvenating national culture, strive for the discourse power of national culture in international communication, and realize internationalization of national culture industry, thereby achieving the goal of self-improvement of national culture.

Key words: Internet; National cultural value; Influence; Countermeasures

Human beings expressed their cognition on the world by comprehensively using various senses and through image, body actions, music, language, and so on at the earliest. The emergence of characters and books facilitated the abstract cognition on the world and the expansion of knowledge spreading range, but meanwhile degenerated human ability to comprehensively use various senses. The Internet, as a cognition mode of human beings returning to the comprehensive application of various senses at a higher technological level, releases and satisfies to a great extent the cognition demand of mankind that has been inhibited for a long time. Supplementing with economic globalization mutually, it gives rise to profound transformations of the transmission and exchange ways of international culture, and therefore becomes a strategic topic that must be faced and attached importance to by the education of national cultural value.

1. Positive Impacts of the Internet on the Education of National Cultural Value

1.1. Improving the timeliness of education.

Based on the characteristics like openness, sharing, interaction, concealment, virtuality and so forth of the Internet, the educator may keenly seize the tendency of demands, quickly supplement latest educational content, timely adopt effective educational method, conveniently obtain authentic feedback information, and flexibly adjust educational scheme; in this way, the timeliness of value education is significantly improved.

1.2. Constructing the systematicness of educational mode

Owing to the highly open public space, the Internet breaks the closed educational environment, realizes the simulative combination with the real society to the largest extent, and makes the educatee contact directly with various kinds of information across time and space through the Internet as carrier. With a multi-channel and multiform 3D pattern, it influences and changes the values of an educatee in an all-round manner.

1.3. Highlighting the democracy of educational process

The Internet adopts the typical parallel communication model that upholds equality, freedom and sharing of information, breaks the boundary between source and sink of information, creates diversified equal public discussion areas, and shows an anti-center and anti-information monopoly feature. So the participants are able to get more rights to know, express and share information.

1.4. Expanding the wide range of educational radiation

The infinite linking, non-space-time characteristic and huge storage and reproduction functions of the Internet make the contents and influence of the education of cultural value transmitted and amplified swiftly and extensively. Along with the rapid popularization of the Internet, the educational contents will be increasingly enriched, and the educational means gradually diversified, and the education across time and space will become the main trend.

2. Negative Impacts of the Internet on the Education of National Cultural Value

2.1. Forced information absorption

The demands of online learners for novelty and difference are highly coincident with the characteristics of huge capacity and speediness of the Internet. They are the biggest beneficiary of the Internet, but also tends to be the hard-hit group. While searching for the information they need via the Internet, a large number of miscellaneous information will seize the opportunity to “intrude into their life forcefully”, making it hard for them to distinguish between the true and the false, the good and the bad. Information overload results in adverse information response and information anxiety of some people, who hate information but cannot leave it, in the contradictory condition of absorption and rejection of information, thereby being uncertain in minds, so their values become vague consequently. Avoiding the disturbance of irrelevant information has become an extravagant hope of modern people for freedom.

2.2. Staccato of information cognition

In the information supermarket formed by

the Internet, the learners are provided with abundant reading materials, but their ability to concentrate on and ponder something is weakened. While browsing the web pages, most online readers always don't read further and deeper, but just "sweep over the pages quickly" instead; they are conditioned to search information through links and shift between headlines and abstracts fast and frequently. The full immersion and enjoyment through careful taste of traditional reading mode is rarely found, and the reading mode of people seems to have changed from diving to water skiing. The characteristic of "staccato" shown by the web thinking leads to quantitative, instead of in-depth, expansion of knowledge; therefore it is difficult to form a value system.

2.3. Virtualized value relation.

Since many businesses on the Internet are completed through "man-computer communication", interpersonal relationship is dissimilated into "man-computer relationship". The Internet users play their favorite "roles" in an "invisible" way at will, so the stability of roles, complexity of relationship between values, and the real feelings in interpersonal communication in traditional society are all "filtered" by technology into fast and convenient shell of material technology. The separation of web with reality results in the self-awareness malposition of users, who ignore or neglect to perform the obligations of their roles in real society. The group on the Internet belongs to pure, inane and fragile mechanical unity in the domain of spirit, different from the complex, authentic and tough organic unity deriving from the communication in the domain of material in reality.

2.4. Individualized value orientation

The Internet establishes connection and interaction in form, but also causes isola-

tion and indifference in essence. The Internet is "anti-central", with distinct individualization characteristic; it ignores authority and mainstream values; the web users are extremely conceited and hold the belief of "my zone, my rules" as long as they are holding the mouse. If things go on like this, the individuals will be dissociated from collectives and have "web autism"; their language competence will degenerate, their interpersonal communication will become difficult, they will be indifferent to real society, and their sense of group belonging will decline and even disappear, all of which will promote the breeding and expansion of extreme self-interest.

2.5. Utilitarian value pursuit

In the virtual Internet world, mouse and keyboard are the important means to achieve objectives, through which information needed can be acquired anytime anywhere. The learners, deceived by the appearance of omnipotent network technology, blindly worship the hi-techs. In the rational world of hi-tech tools, the publicity of value rationality is suppressed, there is no correct positioning and steering of humanity for technological development, means and objectives are reversed thoroughly, and cultural patterns become more and more utilitarian, creating numerous "one-dimensional thoughts" and "standardized men" who completely descend to the captives of technology.

2.6. Unilateral value evaluation

The time-space separation of the Internet makes it possible to conceal all the information related to individuals, resulting in the state of deindividuation and changing the Internet value into a completely autonomous value model. In the Internet space, individuals avoid direct contact with real society to a large extent, and the

constraint on public opinion and evaluation is extremely limited; therefore the control over the value behaviors of an individual merely depends on the individual's own "moral sense". Because the Internet has been sunk into the predicament of the loss of value evaluation system, it is very prone to expediting the generation of dual personality going against normal real performance of the user.

2.7. Power-controlled value promotion technology.

The Internet culture is the highest manifestation of democracy, as well as the extreme form of hegemony. The structure, system and culture of the Internet are dependent on the western philosophy, knowledge and technology to a great extent, and English, as the common language of the international Internet, shows a specific will of cultural power. When an individual is learning and using the technological model of Internet and English language system, his values will change to different degrees. By utilizing their Internet control powers, such as the release, access, communication and security rights of information, the developed countries are implementing an all-round cultural infiltration, dissolution and assimilation until they destroy the heterogeneous cultures. This is called by some scholars as "information capitalism".

2.8. Diluted national cultural identity

"The world has not belong to the times controlled by force and money, and the Rubik's cube of world politics in the future will fall in the hands of information powers, who will exploit the Internet control right and information release right grasped by them and the powerful cultural language advantage – English to realize their goal that cannot be achieved by force and money"^[1]. Based on its mighty position formed by virtue of science and

information technology, the western culture spreads its values and life style through film and TV products. Due to the worship of developed countries, people accordingly praise highly the rationality of their cultural value, and under constant influence, they start to have the feelings of doubt, alienation, estrangement and even rejection towards their own national traditional culture. Consequently, the national faith, values and trust are all lost, and the national identity is diluted consciously and unconsciously in psychological identification. And finally, such people become the appendage of mighty cultural value.

3. Countermeasures

3.1. Enhancing the normalization of the Internet communication

Virtuality is the essential feature of the Internet in that the Internet space only exists logically, so the traditional jurisdiction based on geographic boundary is inapplicable to it. In the face of the Internet hegemony, developing countries should firstly resist it independently, accelerate the development of key technologies and core industries concerning information, strive for an independent information space. Secondly, they should confront the hegemony jointly, strengthen the cooperation in establishing a new order of exchange in the Internet space, formulate uniform international Internet law through democratic negotiation, consolidate their respective Internet environment, and resist the infiltration of unhealthy cultural information, so as to protect the existence and development of their own national cultures. In a word, developing countries should fuse themselves with the world culture and simultaneously maintain their respective cultural independence.

3.2. Increasing the consciousness of protecting and carrying forward national culture

The subject self-consciousness of a nation is the basic sign of the great rejuvenation of this nation. Culture is the root of a nation, and language is the carrier of a specific culture. Being a difference at spiritual level rooted in the inner world of people, cultural conflict has profounder connotation and more tenacious reactive thrust than ideological opposition, and influences the way of thinking and value orientation of the members of a nation in a more powerful and persistent manner. Safeguarding cultural sovereignty has become the new focus of international sovereignty struggle in the process of globalization, and maintaining the trait of national culture is the core of cultural security. The goal of cultural globalization should not be simplification, but be the openness of cultural system and the diversification of cultural characteristics; cultural exchange should not be unidirectional, but be bidirectional for interaction and mutual benefit based on equality and free will. We should pay attention to bringing into play the effects of historical culture as spiritual prop, emotional sustenance and shelter for the soul, strengthen every national member's senses of identification, belonging and pride about his identity, as well as sense of cultural dignity accompanying such feelings.^[4] Once a nation loses its cultural characteristics, it will lose its historical continuity, cultural uniqueness and value identification, so the whole nation will be no longer in existence actually. As a result, cultural hegemony is more lethal than economic or political hegemony, and developing countries should increase their people's senses of social responsibility and historical mission to protect and carry forward their national cultures.

3.3. Firming the confidence in rejuvenating national culture

There goes the opinion of "the more national, the more international; the more cultural, the more priceless". With unique development history and discourse system, each national culture inevitably has different theoretical connotation and practical character, and has ever participated in and boosted, or is participating in and boosting, the exchange, fusion, innovation and prosperity of world civilization in its own way. During the course of globalization, developing countries introduce a large amount of western theories and paradigms in the aspect of discourse system construction; however, for the reason of the absence of own national cultural foundation, it is hard for them to have unique influence around the world, and the core philosophy of their national cultures and their national spirits are always misread, misjudged and even distorted. To really safeguard the root of national culture, we should not only maintain its traditional, local and national characters, but highlight its epochal, humanity and world characters. We should continuously summarize new concepts and expressions of our national culture, expand the mode, carrier and level of cultural exchange with foreign countries, establish a contemporary globalized national cultural system, and expound the fundamental elements of our national culture as a whole at a deep level. Only in this way can we enhance the radiation, appeal and attraction of our national culture in the world multi-cultural system.

3.4. Striving for the discourse power of national culture in international communication

The Internet causes a series of changes in communication technology, media pattern and public opinion ecology. The key point for grasping the international dis-

course power is to improve the international communication power. Developing countries should follow the rules of international communication, intensively study the psychological characteristics and acceptance habits of foreign audience, be close to the development reality of themselves and the world, the demand of foreign audience for their information and the thinking habit of foreign audience, utilize modern communication techniques, and apply the modes and languages understandable and acceptable to foreign audience, in a bid to increase the self-collecting rate, originality rate and first release rate of cultural publicity, realize mutual infiltration between media in different types, form an intensified operation model, achieve large-scale communication effect, improve the international competitiveness of their media, and realize the transformation from leading domestic public opinion to guiding international public opinion.

3.5. Realizing internationalization of national culture industry

According to Joseph Nye, in the information age, whose “story” is more touching is more important than whose army is stronger to beat others. For this reason, we need to win the heart of audience with attractive values and culture.^[2] Developing countries should resolve such problems of cross-cultural communication as cultural difference, cultural conflict, etc. with an open attitude, and fuse into and construct the international cultural communication and marketing system. Only by deeply exploring the value source of their respective national original culture, adapting and interpreting it creatively, innovating its pattern of expression with new cultural communication tools, seek-

ing for high coincidence between psychological cognition and aesthetic taste of consumers against different cultural backgrounds, and guiding them to correctly understand and cognize the connotation of national cultural elements can we make the audience have sustainable interest and new expectation. Meanwhile, we should also expand the industrial chain of culture, derive series of cultural products, create diversified cultural experience and deep appeal, and make all efforts to maximize the value of culture industry.

4. Conclusion

The Internet has become a subject of discourse, which expresses and spreads culture in its unique way. The developing countries should extensively participate in the dialogue between world civilizations while trying to overcoming the gap in technology, strive for discourse power and initiative, and protect and show the characteristics of their own national cultures, in order to get rid of the prejudice and misunderstanding of developed countries, win the understanding and respect they deserve, equally rank among the world national cultures, establish their indispensable positions, and really make national culture the soft power and positive energy for promoting world harmony.

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