

Popularization Method of Regional Values based on Maletzeke Mass Communication Theory

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Abstract: Maletzeke applied thought of “field theory” to study mass communication, thus greatly promoting current popularization of regional values. It enlightens us that the accurate analysis based on personality of the recipient and social environment are precondition and base of regional value popularization, respectively. In addition, medium function, self-image and quality of the disseminator play an important role in popularization of regional values.

1 INTRODUCTION

Popularization of regional values, as a scientific and artistic activity, is taken as an important job. With great theory inspiration and practical guidance value, Maletzeke mass communication theory is used to popularize regional values.

2 FIELD MODE OF MALETZEKE MASS COMMUNICATION

Field mode of Maletzeke mass communication was proposed in Mass Communication Psychology by German scholar Maletzeke in 1963. Thought of “field theory” was applied to analyze characteristics of things and environment, as well as mutual influence of factors and variables in environment, thus discussing effect of mass communication. Mass communication field, as a sum of social relations including the disseminator and recipient, indicates the property and function in social interaction.

This mode shows that communication is a complicated social behavior and a social interaction process of variables. It is an interaction between visible variables (social forces) and invisible variables (social psychological factors). Besides, this mode is a new research angle expansion of social communication system.

Based on field mode of Maletzeke mass information communication, mass information communication contains factors such as

disseminator, information, medium and recipient. The disseminator is the source emitting information, and the behavior of the disseminator is affected by the following factors.

(1) Restraint of social environment and organization culture

Information sending of disseminator is affected by social moral culture and legal restraint. Conscience of disseminator, determined by social culture background, moral norm and organization culture, is an internal restraint on content of information sent by the disseminator. The law is an external restraint on the source of information.

(2) Influence of the recipient

The disseminator is supported by public demand. Indifference of the common people can weaken the activity of the disseminator.

(3) Influence of media organization

Information is sent to the recipient by media, and the propagation is affected by the mass media organization, system and policy environmental factors.

(4) Restraint of personality and self-image of the disseminator

Each disseminator has special personality and knowledge structure, thus restraining information selection and creation.

3 INSPIRATION OF REGIONAL VALUE POPULARIZATION BASED ON MALETZEKE MASS COMMUNICATION THEORY

3.1 Accurate Analysis of the Recipient—The Precondition of Regional Value Popularization

The recipient theory, as a hot-spot theory of contemporary communication, has a special position in the whole communication theory. Professor Shao Peiren, a famous scholar, proposed that “as an important link, the recipient is the precondition and destination of information communication. The recipient is an indicator of communication effect, and the person evaluating qualification of occupation communicator. The potency and efficiency of the mass media cannot be clearly understood without response and evaluation of the recipient.” Maletzeke mass communication mode indicates information acceptance restrained by self-image and personality of the recipient. Popularization of regional values should meet the requirement and interest of the recipient, meanwhile, the recipient can participate and communicate in the process. In order to penetrate into the common people, the disseminator should analyze requirement of the people. Marx said that the achievement of a theory in a country depends on the degree to meet the requirement of the country. Likewise, the popularization of regional values is determined by the degree to meet the requirement of the region. The object we face is the real human being that can be observed by experience instead of created one. They present themselves by practical activities. Different social groups have different interests, knowledge structures, life styles and value pursuits. Therefore, the same popularization method can hardly achieve ideal results.

3.2 Social Environment—The Basic Condition of Regional Value Popularization

Popularization of regional values is affected by environment. If the essential region values are different with local culture background and people’s life experience, the people will be confused and indifferent to the values instead of acceptance and conviction; else if the values, reflecting traditional culture and advancement, accord with people’s life

experience and value pursue, the people will connect with the values by practical action. In the process of popularization, the people’s recognition is more or less affected by others.

3.3 Self-image and Quality of the Disseminator—Key Factor of Regional Value Popularization

Although originated from people’s daily practice, regional values are propagated according to priority. The earliest disseminator is the essence of cultural system. After that, regional values are propagated in advanced elements with better receptivity and the common people. Self-image and quality of the disseminator is the key factor of communication results, as the Analects said: “If the ruler himself is upright, all will go well even though he does not give orders. But if he himself is not upright, even though he gives orders, they will not be obeyed.”

3.4 Media as an Important Factor of Regional Value Popularization

Regional values are popularized in terms of mass media. The information is filtered by mass media considering the indexes including rating, click rate and sales volume. The accuracy of content filtering is one factor of regional value popularization. In addition, major principle can be transformed into minor one and propagated to the object people by media. The feedback information of people can improve the communication. This is another key factor of regional value popularization.

4 POPULARIZATION STRATEGY OF REGIONAL VALUES

4.1 Hierarchical Popularization Strategy

Based on different knowledge structure, life experience and interest demand, social class in China can be divided into party and government leader, intellectual, college, worker peasant and new social stratum. Different classes have different levels of acceptance including dependence, recognition and conviction. Dependence acceptance is originated from self-demand or mass-following psychology. The dependent subject lacks acceptable theory to understand other people or groups. Recognition acceptance is that the subject agrees with idea or

theory based on thought and analysis. It is an advanced mode with characteristics of stability, consciousness and initiative. Conviction acceptance is the highest level. The idea or theory reverence is transformed into firm conviction on basis of rational analysis.

4.2 Building Lecturer Teams with High Efficiency

Under the guidance of propaganda department of CPC, regional lecturer teams play an important role in popularization of regional values. The popularization of values is determined by knowledge structure, personnel collocation, teaching level and personality. Therefore, the lecturer team consists of theoretical backbones, opinion leaders, ideological and political teachers, as well as basic talents. A preach team, combined with the young, middle aged and aged, should be built based on experts of party members and cadres. Meanwhile, a preaching system with wide coverage, smooth communication and efficient operation should be established. The passion and activity of basic preach team is important to popularization of values.

4.3 Developing the Effect of Mass Media

In modern society, mass media plays an important role in field of values, information, thought and culture, with functions including propaganda, news communication, supervision, practice and cultural accumulation. While inspecting People's Daily, the General Secretary Hu Jintao pointed out: "More and more people apply new internet media to learn information and communicate with the world. Internet media is becoming the forward position to promote popularization of social core value system according to special advantages."

4.4 Establishing Resultant Propagation Mechanism

Propagation and popularization of regional values should rely on social resultant rather than single behavior. In UK, the core values contain freedom, tolerance, openness, justice, fairness, solidarity, combination of right and duty, as well as importance of family and the whole social groups. Government, schools and civil community organizations in UK work together to establish the UK core values, thus achieving ideal effect. In popularization of values in China, the initiative of civil and social organizations

should be aroused by support of fund and policy. Being from and close to the common people, they can play an important role in popularization of values instead of official organizations.

4.5 Establishing Evaluation Feedback and Improvement Mechanism of Popularization

Popularization of regional values is a systematic project. It takes time and efforts to explore and improve the values. It is necessary to establish evaluation feedback and improvement mechanism of popularization.

Propagation and popularization of regional values are to make audiences to accept the values. The acceptance of audiences is the most important standard to evaluate popularization of regional values. Therefore, acceptance evaluation of values should be conducted. The subject of evaluation uses scientific methods to evaluate activity of values according to certain purpose, standard and principle. The evaluation activity should be scientific and rational.

Firstly, the indexes and standards to evaluate acceptance of regional values should be definite. The former should include cognition and internalizing indexes. Cognition index, as the values recognized by the audiences, contains advocated and opposed values, as well as the understanding of these values. Internalizing index is the acceptable degree of these values by audiences. These values can be internalized into their own faith, and externalized to the action. Although recognition is the precondition of acceptance and faith, the real purpose is faith. So, the weight of internalizing index should be emphasized in establishment of evaluation indexes and standards.

Secondly, scientific and rational analysis methods should be selected. Groups and stratum should be considered in sample selection. The analysis methods include qualitative and quantitative analysis, dynamic and static analysis, as well as global and discrete analysis.

Consequently, only to establish scientific and rational evaluation feedback mechanism with high efficiency, can we dynamically grasp the progress of regional value popularization. Then the job will be optimized to popularize our values and promote modern construction.

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