Strengthening the Construction of Ideological Discourse Power of Coal Enterprises in the New Media Era

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Abstract. At the crucial moment when coal enterprises prevent risks and promote recovery, faced with the relevant state departments strengthen the ability to guide the network of public opinion, efforts are constantly increasing on Internet Control by Law. Coal enterprises should use the ideological education function of the network to enhance the political quality of the employees of coal enterprises, grasp the right of ideological discourse; maintain the stability of the staff and reserve human resources.

Keywords: New media era; Coal enterprise; Ideological discourse power

Introduction

With the fissionable development of the Internet and digital technology, the arrival of the new media era makes the ideological work become the focus. The core of ideological work is to grasp the power of ideological discourse. Ideology refers to the concept system used to maintain social operation based on the interests of the ruling class. The power of ideological discourse refers to the idea that the rulers can express the ruling ideas, policies and regulations that can be accepted recognized, and believed by the rulers by means of language and image symbols\(^{(1)}\).

Mobile Internet has become a tool and means of life in modern society, coal workers are unable to get rid of this objective reality of life and the irrationality of network information coverage will impact the rational thinking ability of coal workers, so they will have a bias in recognizing and grasping the enterprise policy and regulations, as well as the national fundamental policy\(^{(2)}\). Coal
enterprises are in a critical period of deepening reform and transformational development, staff's emotional instability and lack of concentration caused by this, coupled with the imperfect market competition mechanism and the lack of cohesion, all of these bring a severe test to the enterprise to maintain stability and human resources and the discourse power of the dominant position of Marx's ideology has been challenged. Therefore, in the transition period of coal enterprises, faced with the challenge of the new media era, the party organization of coal enterprises should pay attention to the construction of the ideological discourse power, maintain the stability of the enterprise, and reserve the human resources of the enterprise.

### Raise of Problem

In 2015, the central economic work conference put forward to resolve excess capacity and other reform measures, which directly affected traditional industries such as coal, coupled with the demand downturn brought about by the sluggish global economy, so that the coal industry fell into financial difficulties. Problems such as the imbalance between supply and demand caused by excess capacity and sluggish demand, a large number of people, high debt, high cost, low coal prices; long cash reflux cycle and financing difficulties become more prominent. Yin Yumin, Minister of Human Resources and Social Security, said on February 29, 2016, China's coal industry overcapacity involves the arrangement of 1.3 million people this year.

China is “rich in coal, poor in oil and less in gas”, this feature determines the coal will occupy a dominant position in the production and consumption of disposable energy and it will not change for a long time. For a long period of time in the future, the main position of coal in China's basic energy will not change. It is predicted that by 2050, the proportion of coal in China's energy is still as high as 50%. Shale gas development in China faces technical and environmental risks, it has a large distance from the real large-scale commercial applications, the proportion of coal in the energy structure will not be reduced rapidly, which wins the time for positive transformation of coal enterprises (3).

For a long time in the future, the coal's energy dominance will not change. The coal industry can be changed. At present, construction of Marx's ideological discourse power is facing severe challenges. Negative or sudden events on the network are easy to attract people's attention and hot debate so as to stimulate the irrational emotions and bring a great impact to the production management. Party organizations of coal enterprises at all levels should grasp the ideological and political education, keep ideals and faith, overcome difficulties and strive to improve their scientific, cultural, ideological and political quality so as to create a group of employees with cohesion and combat effectiveness. Therefore, we must the ideological positions of the workers in the field of Marx.
What is the new trend of network thought in New Media Era

In the era of new media, the Internet has become the main battlefield of the ideological struggle. The guiding ideology of mainstream ideology in China is facing challenges and the traditional ideological discourse is deeply affected because the decadent ideology spread on the Internet and the western countries intensify ideological expansion. Since 2015, the relevant departments of the state has increased the intensity of network control by law and its ability to take the initiative to lead the network of public opinion has been significantly enhanced. In World Internet Conference 2015 held in December 2015, we promoted China's Internet claims around the world, and strived for the initiative to guide the development of the Internet through the establishment of high-end international exchange and dialogue platform in the world.

At the same time, both the central spirit and the specific policy and legal measures are constantly improving, this series of strong regulatory initiatives effectively curb the network political rumors and discourse violence. In addition, The Overseas NGO Management Law, a well-known standard is being developed, and ideological infiltration and even subversive behavior conducted by some foreign non-governmental organizations through the Internet can be dealt a blow from the law. The situation of network ideological field is complex and changeable, but the network ideological debate plays a significant role in ideological education by enhancing the right and wrong sense and judgment ability. With the seamless convergence of information dissemination between websites, forums, micro-blog, WeChat and mobile clients, the current linkage between various media has been significantly enhanced, and the speed of the generation and spread of the network thought has been significantly accelerated, which also has a great impact on the public's thinking. The event caused by the network ideological debate has played a very good role in the network ideological debate, so it is helpful for users to observe and judge the state of the network\(^{(4)}\).

How to strengthen the ideological discourse power of coal enterprises

The arrival of the era of new media broke the monopoly of traditional media, so that everyone can produce information and spread information. Accordingly, transmission becomes more convenient and faster. Under the new communication pattern, management and government departments of coal enterprises need to change their ideas, take the initiative to intervene, strengthen the promotion of the concept of network control by law, develop the ideological education function of the network in a variety of ways, and grasp the initiative of ideological discourse.
How to integrate traditional media and new media resources

The leaders and cadres must realize the arrival of the new media era and integrate traditional media and new media resources in order to build a discourse platform. Discourse platform is not only the field of spiritual communion for masses, but also the field of the formation of ideological discourse power\(^5\). The party organization of coal enterprises should not only play the role of traditional ideological discourse platform, such as television, newspapers, radio, etc, make full use of the existing websites and BBS forum in a timely manner to promote the ideological theory of Marx, but also take full advantage of the emerging mobile phone newspaper, AP TV, network digital TV, micro-blog, WeChat and other emerging carrier to timely release of policy trends related to business development, technical innovation, major hot spots for workers, etc. The traditional media reflect the recent facts, but the new media can immediately inform the public of what is happening. Management departments of coal enterprises should make good use of new media and actively dredge the channels of communication. Facts have proved that the integration of media resources and timely response to public opinion is very beneficial to get close with the masses, resolve the contradiction between enterprises and workers, master the dominant position of public opinion, promote new business, enhance the influence of the business management department, etc.

How to promote the construction of grass roots League

With the increase of coal technology content, young people are becoming the main force of the reform and development of coal enterprises, and the proportion of young workers in coal enterprises is increasing. Therefore, it is necessary to closely rely on the party building to promote the construction of the League, promote the construction of grassroots organizations and cultivate a group of network members. The strengthening of the youth network public opinion guidance and organizational mobilization is not only related to the future development of the enterprise, but also related to the spiritual quality and responsibility of the young generation. Organizations at all levels should absorb the wisdom of experts and scholars, as well as network opinion leaders from various fields, provide a rich source of thought and content for the guidance of the Youth League Network, actively provide communication channels of theory and technology products for the network propagandist, make the theory of socialist ideology to form a momentum and influence in the enterprise employees, educate enterprise employees to improve their own comprehensive quality, try to make them learn, improve their awareness of innovation, cultivate the ability to distinguish between and the right in the network, so that they can recognize the negative impact of public opinion on the surface of the community, but also recognize the underlying reasons behind it. The organization should design and carry out good carriers and good activities for the ideological construction of young workers; give full play to the role of network publicity, promote the progress of network public opinion guidance so
as to create a healthy and clear network environment for The growth of young workers' ideological theory\(^{(6)}\).

**How to use network resources to build a new corporate culture**

Corporate culture has the role of shaping the image of the enterprise, enhancing the cohesion of the enterprise, coordinating and motivating the staff of the enterprise. Enterprise culture is not only the internal needs of enterprise management, but also the internal needs of improving ideological and political work\(^{(7)}\). Nowadays, employees of coal enterprises continue to increase participation in micro-blog, WeChat and other online social media. The probability of collision between different ideology and culture in the field of network public opinion is increased and the influence of different ideologies on employees' ideological impact is also increasing. In order to occupy the dominant position of public opinion guidance, enterprise management team needs to understand and grasp the relationship between network communications, strengthen the new enterprise culture construction, improve the ability to distinguish between rights and wrong, actively grasp the ideological discourse. There is a phenomenon of the "spiral of silence" led by opinion leaders in the network, so the freedom of speech on the Internet has not been well implemented in real life, and it even tends to be one-sided. Therefore, in order to change the network ideological and cultural chaos, it is necessary to awaken the strengths of workers, mobilize the majority of employees to participate in public opinions with the consciousness as a master, enhance the consciousness of protecting the healthy development of the network; Further enhance the concept of right and wrong of employees, guide them to use the value of science to judge the opinions on the Internet, improve the historical materialism and dialectical materialism thinking ability of the employees, consciously spread socialist core values, train them to use scientific and rational way of thinking to analyze and solve problems so as to improve the ability of self education of the employees.

**Summary**

In the new media era, the ideological and political education of coal enterprises is facing great pressure. The coal enterprise should be full of confidence, make full use of the new media, build the propaganda platform of the ideological discourse power, and grasp the initiative of the ideological and political education of the employees so as to reserve the talent resources for the economic recovery of the coal enterprises.

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