



A Study on the Structural Model and Public Acceptance of Gansu Ecological Civilization Construction Propaganda Language

Shenghu Ma, Yumei Huang

Gansu University of Political Science and Law, Lanzhou 730070, Gansu, China

DOI: 10.32629/memf.v5i6.3172

Abstract: With the introduction of the "Opinions on Comprehensively Promoting the Construction of Beautiful China" by the state, the Gansu Provincial Party Committee and the provincial government have timely studied and formulated the "Implementation Opinions on Comprehensively Promoting the Construction of Beautiful Gansu", which provides an important institutional guarantee for the construction of production civilization, ecological environment protection and beautiful Gansu construction in Gansu Province. By analyzing the relationship between the structural model of Gansu's ecological civilization construction slogan and public acceptance, this paper discusses the strategies to improve the public acceptance of Gansu's ecological civilization construction slogan, so as to promote the comprehensive promotion and development of Gansu's production civilization construction.

Keywords: ecological civilization construction; propaganda; structural model; public acceptance

1. Introduction

Guided by the thought of ecological civilization, the construction of ecological civilization in Gansu is a major political task and historical responsibility. However, the construction of ecological civilization is not a simple slogan, nor can it be easily achieved by the introduction of relevant policies by the government alone. This requires the active participation of the broad masses of the people and the realization of the participation of the whole people in the local ecological civilization construction project. In the process of ecological civilization construction in Gansu, the structural model and public acceptance of slogans affect the recognition and participation of the masses in the construction of local ecological civilization. Therefore, it is of great practical significance to study and discuss the structural model and public acceptance of slogans in the construction of ecological civilization in Gansu.

2. Structural model analysis of Gansu ecological civilization construction slogans

Gansu's ecological status is special and important, and the task of ecological civilization construction is arduous and arduous. For more than ten years, Gansu has taken the construction of ecological civilization as a major political task and historical responsibility, unswervingly walked out of the road of ecological priority and green development, promoted the continuous improvement of the road of ecological environment, and made good progress in the construction of beautiful Gansu. In the process of ecological civilization construction in Gansu, the relevant propaganda language has been put forward and spread continuously. With its advantages of being catchy and fitting the local characteristics, the concept of ecological civilization construction in Gansu has been gradually transmitted to the thoughts of every local people, so that the masses can understand the importance and inevitability of ecological civilization construction in Gansu. Through the query network, related real-time reports and so on, for example, 'ecological Gansu, green rise, build a charm home', 'Gansu ecological dream, green development' and other slogans are deeply rooted in the hearts of the people.

By classifying the collected slogans on the construction of ecological civilization in Gansu, the slogans on the construction of ecological civilization in Gansu use more declarative sentences and imperative sentences, and use more personification and parallelism in rhetoric. It has strict requirements on vocabulary selection, sentence structure and rhetoric. Looking back at the slogans of ecological civilization construction in Gansu in recent years, it can be seen that the structural model of the slogans of ecological civilization construction in Gansu has the following characteristics:

2.1 Emphasizing goals and visions

Combined with Gansu's natural geographical characteristics, ecological resources or cultural heritage, Gansu's ecological civilization construction slogan emphasizes its uniqueness, and emphasizes the importance of ecological civilization construction with short sentences, such as 'guarding Qilian Mountains and building ecological barriers together'. Of course,

the short propaganda language also clearly put forward the goal of ecological civilization construction in Gansu, such as 'building a beautiful Gansu', 'building a green home', etc., which can let the public understand the direction of ecological civilization construction in Gansu at a glance.

2.2 Embodiment of action and participation

From the structural model of Gansu's ecological civilization construction slogan, it can be seen that the slogan can arouse the emotional resonance of the masses, so that everyone can have a sense of identity and attention to the construction of ecological civilization. Through the slogan, it clearly conveys to the public the content of ecological civilization construction with feasibility and credibility, emphasizes the relationship between ecological civilization construction and the vital interests of the public, and widely disseminates the slogan of ecological civilization construction through various publicity channels, such as advertising, publicity activities, and social media. Encourage the masses to actively participate in the construction of ecological civilization, and use words such as "take action" and "work together" to stimulate the public's sense of responsibility and enthusiasm.

2.3 Inspiring

The inspiration of slogans is one of its core functions. It is not only a tool for transmitting information, but also the key to stimulating the public's awareness of participating in the construction of ecological civilization. Through enlightening language, propaganda language can be deeply rooted in the hearts of the people and guide the public to change from cognition to action. For example, the slogan of 'lucid waters and lush mountains are invaluable assets', although brief, profoundly expresses the core concept of ecological civilization construction. By combining the natural scenery of Gansu with the achievements of ecological civilization construction, we have created slogans such as 'Green, Ecological Gansu', which not only show the green development of Gansu, but also give the slogans a vivid image.

Such propaganda not only enhances the public's awareness of environmental protection, but also encourages more people to participate in the practice of ecological civilization construction, thus promoting the green development of Gansu and even the whole country.

3. Structural model and public acceptance survey analysis

There are differences in the public acceptance of different structural models of ecological civilization construction slogans. In the analysis of the structural model of Gansu ecological civilization construction slogans and the public acceptance survey, through the design of specific survey programs, design questionnaires, sample selection This paper summarizes the relevant data collection process. Through specific field surveys or online questionnaires, the public's cognition and attitude towards Gansu's ecological civilization construction slogans were analyzed and judged to understand the public's acceptance of ecological civilization construction slogans. Through the analysis of the collected data, the key factors affecting public acceptance are summarized.

3.1 Creativity and attractiveness have become the primary factors affecting public acceptance

If a slogan can skillfully combine the natural beauty of Gansu with the concept of ecological protection, through poetic language and fascinating images, it can not only stimulate the public's emotional resonance, but also enhance their sense of identity to the construction of ecological civilization invisibly. For example, the slogan 'Green, Gansu Xinyan', which is concise and rich in picture, can quickly capture the public's attention, and then promote them to understand and support the measures of ecological civilization construction.

3.2 The effectiveness of communication channels plays a vital role in the study of public acceptance

Different media, such as social media platforms, TV ads, outdoor billboards and community announcements, have their own unique coverage and influence. Because of its interactivity and immediacy, social media can quickly spread information and trigger public discussion, thereby increasing the visibility and influence of propaganda. Through the dual impact of vision and hearing, the TV advertising deepens the public's impression of the construction of ecological civilization. Outdoor billboards and community announcements enhance the penetration of slogans in public daily life through high-frequency exposure. In addition, the use of local media and community activities for publicity can reach the target audience more directly and enhance the localization and affinity of information.

3.3 Public participation and interaction play a crucial role in increasing public acceptance

Interactive publicity activities, such as community greening projects, environmental volunteer activities and online interactive platforms, can significantly enhance the public's sense of participation and belonging. These activities not only

allow the public to directly participate in the practice of ecological civilization construction, but also deepen the understanding and recognition of environmental protection concepts through personal experience. In addition, through platforms such as social media and online forums, encouraging the public to share their own environmental protection stories and experiences can form a positive online public opinion environment and further expand the influence of slogans. The active participation and interaction of the public can not only improve the communication efficiency of slogans, but also promote the overall environmental awareness and action of the society, thus promoting the in-depth development of ecological civilization construction.

4. Strategies to improve the public acceptance of Gansu ecological civilization construction propaganda language

4.1 According to the audience, formulate targeted publicity strategies for ecological civilization construction

Everyone's acceptance of ecological civilization slogans is not the same, Gansu in the production of ecological civilization construction slogans, can not meet all groups. Therefore, in the process of formulating the propaganda language of ecological civilization construction in Gansu, it is necessary to conduct in-depth market research to understand in advance the public's cognition and attitude towards how to build ecological civilization and their preferences and reactions to the types of propaganda language. According to different audience groups, formulate personalized propaganda strategies, select appropriate propaganda channels and methods, and improve the communication scope and influence of the propaganda language of ecological civilization construction in Gansu. For example, the youth group and the elderly group are not the same in the way of receiving the propaganda of ecological civilization construction. The youth group is more through the network channel, while the elderly group receives the propaganda content about the construction of ecological civilization through the TV channel. For network channels, Gansu ecological civilization construction slogans can be combined with network homophonic and other ways to develop distinctive slogans, which are more likely to be received and disseminated by young groups.

4.2 Increase the interactivity and sense of participation in the production of slogans

The construction of ecological civilization is related to the survival interests of everyone, and every citizen has the responsibility and obligation to participate in the construction of ecological civilization. In the process of making Gansu's ecological civilization construction slogans, online and offline channels can be opened for citizens to participate in the creation of ecological civilization construction slogans, so that the masses can participate in the creation and selection of ecological civilization construction slogans through various channels, so as to increase the public's sense of participation and help improve the public's recognition of ecological civilization construction slogans.

4.3 Make full use of social media and network platform

With the advent of the new media era, various emerging media platforms are widely used. To improve the public acceptance of Gansu's ecological civilization construction slogans, we can make full use of social media and network platforms. By opening official accounts, carefully designing account pages and improving account profiles, we can clarify the purpose and focus of publicity, regularly publish slogans and related content, and update slogans in a timely manner according to social development and changes in public needs, so as to maintain its freshness and attractiveness. In the form of vivid and interesting short videos, exquisite picture posters, etc., the slogan is presented in a creative form to help the public better understand its meaning and attract the attention and recognition of the majority of the audience. It can also cooperate with major popular news websites and new media platforms to improve the flow and attention of Gansu's ecological civilization construction propaganda.

4.4 Establish a sound evaluation system

In the process of investigating the structural model and public acceptance of Gansu's ecological civilization construction slogans, in addition to promoting the slogans in combination with specific ecological civilization construction projects and achievements, so that the public can feel the actual effect of ecological civilization construction more intuitively, it is also necessary to establish a sound evaluation system. The promotion of slogans can effectively enhance the concept of local ecological civilization construction, regularly evaluate the effect of slogans, and timely adjust the content according to public needs to strengthen the publicity effect of slogans. For example, the big data platform can be used to analyze the communication data on the social media platform, understand the public's feedback and preferences on the propaganda

language, and adjust the propaganda strategy and the expression of the propaganda language in time according to the data feedback to improve the public's acceptance.

5. Conclusion

The construction of ecological civilization in Gansu has achieved good results for many years, and there is a subtle relationship between the structural model of its slogans and public acceptance. According to the audience, formulate targeted ecological civilization construction propaganda strategy; increase the interactivity and sense of participation in the production of slogans; making full use of social media and network platforms to improve the public acceptance of Gansu's ecological civilization construction slogans can effectively improve the masses 'concept of ecological civilization construction, promote the further development of ecological civilization construction, and strive to promote the construction of ecological civilization.

Acknowledgments

This article is the periodic results of Gansu Provincial Innovation Fund Project for Higher Education Institutions "Research on the Structural Model of the Propaganda Slogans for the Construction of Ecological Civilization in Gansu". (No. 2023B-124).

References

- [1] Zongyu He. A brief discussion on the development of cultural tourism and the construction of socialist ecological civilization in Gansu Province [J].New Silk Road: mid-term, 2021,000 (002): P.1-2.
- [2] Rentian Shu. Study on the spatial pattern evolution and influencing factors of tourist destinations in the Yellow River Basin [D].Qinghai Normal University, 2023.
- [3] Fengxiang Yuan. Big data contributes to the construction of ecological civilization in Gansu [J]. Frontiers of Social Sciences, 2021, 10 (9): 7.DOI: 10.12677 / ASS.2021.109334.
- [4] Hongliang Dong, Yuxin Du, Tong Wang, Wenjia Wang,Fan Huang. Building a strong ecological security barrier in Gansu: " developing " green with " ecological " background [J].People's Network Gansu Channel, 2022 (8).
- [5] Yu Wang, Caixia Er. The fracture of traditional ecological culture and rural eco-tourism - Based on the discussion of the phenomenon of 'Langshan' in Z County, Gansu Province [J].Intelligent Agriculture Guide, 2021, 1 (12): 81-83.