

# Practice and Reflection of Awe Education in Shaping Modern Public Relations Culture

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**Abstract:** With the rapid economic development, some young people pay less attention to the boundaries of morality and law, which affects the progress of modern civilization. This paper discusses the role and practice of awe education in shaping modern public relations culture, and analyzes the deep meaning of awe education, the core characteristics of modern public relations culture, as well as its application and problems in the field of public relations. The purpose of this paper is to explain the importance of reverence education in building a harmonious society, promoting the progress of civilization and improving the quality of public relations, and to reflect on the current implementation of reverence education.

**Keywords:** awe education, public relations culture, social harmony, cultural shaping

## Introduction

In a rapidly changing society, public relations culture is crucial to the harmonious development of society. It is of great value to respect education and emphasize respect, responsibility and morality to build a positive and healthy public relations culture. This paper discusses the application and reflection of awe education in shaping modern public relations culture.

### 1. The connotation and importance of awe education.

The reverence education aims at cultivating individual's reverence for life, nature, society and culture, and emphasizes the sense of responsibility and moral consciousness. It promotes mutual understanding and respect among members of society by guiding respect for differences and maintaining harmony, and lays the foundation for building a harmonious society<sup>[1]</sup>.

### 2. Characteristics of modern public relations culture Modern public relations culture emphasizes openness, pluralism and interaction.

It includes not only the information exchange between organizations and the public, but also the sharing of culture and values. Participants should have high moral consciousness and a sense of responsibility to ensure healthy and positive information dissemination.

### 3.The practice of awe education in shaping modern public relations culture.

#### 3.1The role of educational institutions

Educational institutions are the foundation of reverence education. Schools and universities cultivate students' awe consciousness and public relations ability through curriculum planning, campus culture construction and practical activities. For example, by setting up courses such as ethics and sociology, students are guided to understand and respect multicultural and social values.

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### **3.2 The role of media and information dissemination**

The media plays an important role in shaping public relations culture. By spreading positive information, the media can strengthen the sense of awe and responsibility of members of society. At the same time, the media should also assume the responsibility of supervising and guiding public discussion to ensure the health and order of public discourse space.

### **3.3 the embodiment of corporate social responsibility**

As an important part of society, enterprises play an important role in shaping public relations culture. By fulfilling social responsibilities, such as participating in public welfare activities and promoting sustainable development, enterprises can show their awe of society and the environment, thus affecting and improving public relations culture.

### **3.4 The enlightening role of family education**

Parents are the first mentors of their children, and family education is a key part of the education system. In children's infancy, reverence education is particularly important. Children should be made aware of the supremacy of life at the beginning of their growth, and be clear about what can and cannot be done. In adolescence, it is the key stage of the formation of individual three views and an important period of shaping healthy ideology, so family education plays a vital role in individual life education.

## **4. Problems and challenges in the practice of reverence education**

### **4.1 Uneven distribution of educational resources**

In today's society, the promotion and popularization of awe-inspiring education are facing a severe challenge: the unbalanced distribution of educational resources. Especially in those economically underdeveloped areas, due to the scarcity and limitation of educational resources, the implementation process and final effect of awe education have been greatly restricted.

### **4.2 Cultural differences and conflicts**

Under the multicultural background, cultural differences may lead to conflicts in the implementation of awe education. These differences should be taken into account when promoting universal awe education to avoid misunderstanding and conflict. How to promote awe education while respecting cultural diversity and ensuring its acceptance by different cultures is a problem worthy of discussion. Educators and policy makers need to find a balance, maintain cultural diversity and promote common educational goals, which requires creative strategies and in-depth cross-cultural dialogue<sup>[2]</sup>.

### **4.3 Problems in the Evaluation of Educational Effect**

It is not easy to evaluate the effect of awe education, and its goal is to cultivate respect for knowledge and learning. It is an important challenge for educational practitioners to design an effective evaluation mechanism to ensure the achievement of educational goals.

## **5. Reflections and suggestions on the practice of reverence education.**

### **5.1 The Ministry of Education should continue to improve policies and strive to balance resources.**

The national education department needs to continuously improve the system and policies to ensure the balanced distribution of educational resources so that every student can enjoy fair and high-quality education regardless of the region. This involves hardware facilities, the rational flow of excellent teachers' resources and the fair investment of education funds to ensure every child's opportunity to receive high-quality education.

### **5.2 Local educational institutions and educators should incorporate awe education into their routine work.**

Schools should plan teaching materials, integrate awe education into ideological and political courses, formulate educational programs, establish electronic files of students' growth, and realize digitalization, informationization and systematization of education. Ideological and political teachers need to design topics and activities to cultivate students' awe and consciousness, and require teachers to have professional knowledge, innovation and practical ability. School staff should normalize awe education, influence students and make it a part of school culture. Class teachers should record students' growth files, construct comprehensive personal growth files and provide data support for personalized education<sup>[3]</sup>.

### **5.3 Carry forward and publicize socialist morality and practice socialist core values**

In the multicultural background, the implementation of awe education may encounter conflicts. In order to avoid these, it is necessary to strengthen socialist moral publicity and education, actively advocate socialist core values, and enhance citizens' moral quality and social responsibility through education and practical activities. First of all, make clear the propaganda content and practical requirements. Socialist core values include prosperity, democracy, civilization, etc. It is necessary to deeply interpret its connotation, guide the correct three views, and clarify the specific practical requirements to encourage integration into daily life and work. Secondly, make use of various channels for publicity. Including media publicity, community activities, school education and publicity in public places, to enhance public awareness and identity in different ways. Third, pay attention to practice and demonstration. Advocate civilized behavior, establish advanced models, carry out voluntary service, transmit positive energy, and carry forward social morality and core values. Finally, strengthen institutional guarantee and supervision. Improve laws and regulations, strengthen supervision and punishment, establish an incentive mechanism, commend and reward outstanding individuals and collectives, and stimulate social enthusiasm and creativity. Promoting social morality and practicing core values require the joint efforts of the whole society. Through the above measures, we can jointly create a civilized, harmonious and progressive social environment.

### **5.4 Adopt digital intelligence technology to establish electronic growth files.**

We use digital technology to create electronic growth files to record individual growth and key data. When designing archives, consider the classification, hierarchy and relevance of information, and combine the characteristics of digital technology to innovate methods. Determine the file format, such as text, tables, pictures and videos, to show students' growth. Collect growth information, including school system, teacher records, students' mutual evaluation, parents' feedback, etc., to ensure that the information is true, accurate and complete. Sorting, classifying and coding information is convenient for management and utilization. Students continue to grow, and files need to be updated and maintained regularly. Establish data update mechanism, backup and restore files, train managers, and improve professional quality and technical level. When establishing and using student growth files, we should abide by laws, regulations and privacy policies, encrypt personal privacy information, restrict access rights, regularly check and evaluate security, and fix security loopholes. The establishment of students' growth files needs to clarify the purpose and content, select a suitable digital platform, design the file structure and format, collect and sort out information, establish an update and maintenance mechanism, train managers, and pay attention to privacy protection and compliance.

## **6. Conclusion**

Awe education is very important in the construction of modern public relations culture, and it needs to be promoted from educational institutions, media communication and enterprise participation. At the same time, we should pay attention to and reflect on the challenges in educational practice and optimize educational strategies. In this way, we can cultivate more citizens with a sense of responsibility and moral quality.

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