



Analysis on the Function and Path of Social Emotion Governance of Red Archives

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Abstract

Red archives contain rich emotional elements, with emotional memory as the internal attribute, emotional symbols as the external representation, emotional expression as the main line of the narrative. Emotion is the internal mechanism of social governance, and red archives is an important resource of emotional governance, playing an important emotional function in social governance, which can effectively breed collective emotional identity and improve the awareness of public care. Gather positive emotional resources to reduce the cost of social governance; Create an emotional community and jointly create a pattern of good governance. In the development and utilization of red archive resources, emphasis should be placed on strengthening archive display, red experience and red archive culture dissemination, actively creating an emotional atmosphere, consolidating the social psychological basis for emotional governance, and accumulating rich positive emotional energy for the social governance community.

Subject Areas

Sociology

Keywords

Red Archives, Emotional Governance, Emotional Community, Social Governance

1. Introduction

Social governance is the cornerstone of national governance, and national security and social stability depend on a high level of social governance. The report of the Party's 20th National Congress clearly stated that it is necessary to improve the social governance system, "improve the social governance system of

co-construction, co-governance and sharing, and enhance the efficiency of social governance.” Build a community of social governance in which everyone has responsibilities, responsibilities and benefits. To build a modern governance system and improve the capacity of social security governance, it is necessary not only to promote institutional regulation and governance reform at the institutional and technical levels, but also to be good at using emotional governance means such as emotional mobilization, emotional motivation, and emotional comfort to move people with emotion, gather people’s hearts, enhance emotional belonging and psychological identity, create a good social governance atmosphere, and arouse emotional resonance. Guide self-governance to achieve governance goals [1]. Embedding emotion into the governance process and giving play to the cohesive and inspiring role of emotion is not only a supplement to rigid governance, but also an embodiment of flexible governance [2].

As a tool of social governance [3] and a carrier to record governance activities, archives play a fundamental role in the social governance system [4]. As an important part of archives, red archives refer to the historical records of important preservation such as letters, pictures, conversation minutes, meeting minutes, audio and video handed down by the leading organs, organizations, leaders and heroes of the Communist Party of China in the long-term struggle against the enemy since the founding of the Communist Party of China. Red archives has unique value and is a valuable social governance resource. Although it does not directly participate in social governance activities, it provides important spiritual nourishment for social governance and is the “spiritual home” that guards social security. The red archives is the “rich mine” of emotional governance, which contains the great patriotism, collectivism and socialist spirit. Mining the emotional elements of red archives is not only conducive to promoting the spiritual pedigree of Chinese Communists, guiding people to establish a correct view of history, politics, values, and the state, but also effectively enhances social flexibility, raising the “temperature” of social governance, and reduce the cost of social governance. Scholars have made many discussions on the social regulation function of archives [5], public service function [6], rural governance function [7], public social value [8], as well as the theoretical and practical logic [9] and blocking factors [10] of archival work enabling social governance. For example, some scholars have pointed out that common memory often causes emotional resonance among participants. On the basis of constructing historical memory, archives usually carefully design exhibition themes, topics and time nodes to stimulate and enhance visitors’ keynote emotions and state emotions [11]. Some scholars have pointed out that red archives are more likely to arouse people’s spiritual resonance because of their traceable origin, impressive shape, palpable quality and feeling, which can be intuitively displayed through pictures, objects and stories [12]. However, the existing research has not paid much attention to the social governance function and emotional governance mechanism of red archives. How to exert the function and value of red archives in social governance is a topic worth exploring. This paper introduces emotion into the analy-

sis framework, discusses the emotional dimension, emotional governance value and emotional governance mechanism of red archives, in order to play the role of “lubricant” and emotional “bond” in social governance, and help build a flexible and warm social emotional governance community.

2. Emotional Dimension of the Red Archives

Emotion is attached to some action, object, idea, symbol and event [13], and it can be produced, transmitted and condensed through a symbolic carrier. Anthropologist Nick Benier believes that emotions are shaped by all aspects of social life [14], and human social practice activities, certain social situations and materials all contain emotional elements, which are the media of emotion generation and the carrier of emotion transmission. The red archives record and preserve the sufferings of the Party and the country, reflect the original mission of the party, and the noble personality of countless people with lofty ideals to shed their blood for the country and the people, which contains strong emotional elements and is the “generator” and “container” of emotions.

2.1. Emotional Memory Is an Intrinsic Attribute of Red Archives

Memory is the field of emotional production, and emotion is the sustenance of memory. With shared memories based on emotion, the “memory space” becomes a “cohesive structure”, creating a “symbolic meaning system” with shared experiences, expectations and behaviors, connecting people and maintaining mutual trust [15]. Emotional memory is the cornerstone of belonging and identity. Shared norms, shared values and shared memories create a sense of “us”, and ethnic identity can be constructed. The red archives is such a “field of emotional memory”, which provides people with the emotional framework of memory. Different from other historical archives, emotional memory is the inherent attribute of red archives, opening a red archives, entering the space of memory, like touching the emotional gate, the dusty red picture floating in front of our eyes, countless revolutionary martyrs and national heroes during the survival of the nation, not afraid of sacrifice, loyalty and perseverance of the great spiritual quality, stirred our most soft nervous system, It brought tears to our eyes. Emotion is the soul of red archives, red archives is a part of emotional culture, red archives past, present and future, emotion is a consistent main line. What the red archives record and inherit is the red spirit based on deep emotional identification, and the red gene is the family and national feelings full of unlimited love for the Party and the country. When we look at red holy places, read red stories and experience red scenes, we are in the emotional field of memory and surrounded by the emotional atmosphere of red culture, thus further completing the construction, production and reshaping of individual emotional memory.

2.2. Emotional Symbols Are the External Representations of Red Archives

Symbol is the carrier of emotion, and any emotion needs to be carried and pre-

sented by certain symbols. “The symbol is considered to carry the sense of meaning” [16], and the semiotic significance of the red archives lies in that it is the carrier of revolutionary culture, the carrier of the red gene, and the generator of deep feelings for the party and the country. Every item, every picture, every document, every story, and every war recorded, preserved and displayed in the red archives are symbols of emotional sustenance, and contain profound feelings of the family and the nation. Heroic mother Deng Yufen sent her son to the battlefield story let us respect; The painful memory of the Nanjing Massacre makes us angry; The revolutionary stories behind countless red cultural relics make us deeply moved; “The wave that never dies” makes our mood not calm for a long time; The hot red letters made us cry; The decryption of the archives of China’s “iron and steel soldiers” bloody battle in Changjin Lake makes us cry... The red archives are composed of such emotional symbols, and the red spirit, the feelings of the family and the country, the great justice of the nation, and the original mission are all shown by the red archives symbols. Emotional symbol is the external representation and basic component of red archives, understanding the emotional meaning of file symbol, also grasp the important value of red archives. The emotional construction of red archives makes red archives become the symbolic carrier of emotions, and red archives are no longer just ordinary historical materials to record the past history, but the symbolic representation of emotions. The symbolic expression of the red archives is the expression of emotion, the symbol carries the emotion, but also breeds the emotion, and the red archives is the symbolic correlation of emotion.

2.3. Emotional Expression Is the Narrative Main Line of Red Archives

Narrative is a discourse pattern that incorporates specific events into a language structure that can be understood and grasped by people and thus endows them with meaning [17]. Narrative is an important path for cultural transmission and builds a bridge between subject and object. Red archive narration is a process of forming proper narrative expression through narrative elements and techniques [18], inputting red stories and red spirits into the audience, completing the narration and dissemination of red culture, and then generating the emotional identity of the family and the country. Emotion is the main line running through red narrative. Whether it is storytelling, situational simulation, or immersive red experience space created by VR, AR, MR, holography, naked eye 3D and other modern technical means, all take emotion into, emotion display and emotion transmission as narrative logic. The narrative process of red archives, including narrative structure, narrative space, narrative perspective, narrative experience, narrative skills, etc., seems to incorporate red stories and red scenes into a “time projector” [19], and the domestic and national emotions contained in red archives are displayed, accumulated and inherited in the archival narrative. Only by following the emotional narrative path can we strengthen the penetrating power of the red archives, make the red spirit reach the human heart, and pass on the

red gene from generation to generation. By digging the emotional elements of the red archives and connecting the symbols of the red archives with emotional narration, the display space of the red archives becomes a warm emotional space. The narrative expression of red archives is actually the process of emotional expression. Emotion is the logical main line of archive narrative. The use, visit, study and experience of red archives become an emotional journey, which not only clears the mind, but also inspires deep feelings.

3. The Social Emotional Governance Function of Red Archives

As the core element of governance, emotion plays an important role in improving the social governance system and building a social governance community. Emotion is a flexible governance mechanism, which pays more attention to the role of “human heart”, “perception” and “emotion” in governance, emphasizes the side of perceptual governance, and promotes the achievement of good governance goals through emotional connection, emotional mobilization and emotional shaping [20]. As an emotional production mechanism and emotional support carrier, red archives are conducive to breeding social identity, gathering emotional energy, softening social relations, and casting emotional communities. They are not only important participants and service providers of social governance, but also resources and tools of social governance, which can effectively consolidate the foundation of governance, improve governance efficiency, and create a good governance pattern.

3.1. Breed Collective Emotional Identity and Improve Public Awareness of Care

Tayfel and Turner regard identity as the cognitive evaluation, emotional experience and value commitment of an individual to his or her identity and identity qualification [21]. In its essential sense, identity is embodied as emotional identity, which is acceptance and recognition in the emotional sense. Emotional identity is the source of governance legitimacy and the core basis of good governance [22]. Whether emotional identity can be established at the psychological level is related to group cohesion and social solidarity. The content, symbols and narration of red archives are full of emotional elements, and the logical path of development and utilization of red archives resources is centered on awakening group memory and constructing emotional identity [23]. Social members have formed a group value and emotional orientation in the sharing and dissemination of red culture, which not only condenses the awareness of public care, awakens the collective memory, but also further accentuates the emotional atmosphere and inspires emotional resonance. The cultivation of citizens’ national memory and the cultivation of the spirit of public concern enhance citizens’ sense of “we” and “participation”, and social governance is no longer regarded as the matter of “others” that can be indifferent, but becomes the responsibility of “we group”. The collective emotional identity nurtured and shaped in the dis-

play and dissemination of red archives forms the basis of social governance. Under the maintenance of collective emotions, it is not only easier for citizens to cooperate, but also greatly integrates social values, Bridges social cracks, improves social relations, and weaves a social network of public orientation. The cultivation of collective emotional identity consciousness and the shaping of the quality of modern citizens by red archives provide good citizenship conditions for social governance, and the social governance community will have a basic guarantee, and the vitality of social development can be greatly improved.

3.2. Gather Positive Emotional Resources to Reduce Social Governance Costs

Red archives have excellent cultural quality, and what they transmit and gather are positive and positive emotional resources. The stories, scenes and events in the red archives all remind people that the glory of China today has not come easily, and that the great rejuvenation of the Chinese nation still has a long way to go. Only by inheriting the red gene, continuing the red blood, strengthening ideals and beliefs, and deepening national feelings can we live up to our forefathers and The Times. Only by not forgetting the original intention, forging ahead and forging ahead can we gather strength and lead the future. Such positive, enterprising and positive emotional energy and social emotions are the power resources of social governance. Fostering benign emotions, creating a positive emotional atmosphere, and eliminating negative emotions such as anxiety, impetuous and apathy are the entry point of social governance. Public emotion and its emotional dimension are the barometer of society. Positive emotion and emotion are the “pressure relief valve” of society, while negative emotion is the obstacle of social governance. People affected by negative emotion are easy to become reluctant to make progress, muddling along, afraid of failure, and indifferent to human feelings. Red archives are conducive to relieving negative social emotions, delivering positive and healthy emotional resources to people, providing positive social psychological support for social governance, making social communication more effective and greatly reducing the cost of social governance.

3.3. Create an Emotional Community and Jointly Create a Pattern of Good Governance

Parsons believed that society is bound together by the value of emotional cognition [24], and Durkheim also regarded emotion as a mechanism for moral solidarity [25]. Emotion is the “glue” of unity. Emotion is embedded in social structure and culture. In interpersonal interactions, people pay attention to each other and share common emotions and emotional experiences. When people’s emotions and concerns accumulate to a “high degree of mutual concern and emotional sharing”, people develop “group solidarity, a sense of membership” [26]. Emotions that promote social solidarity align people closely with the culture of the group and reinforce social rules and ethics. The social structure is

transformed by emotional sharing and emotional solidarity, and the loose social structure is replaced by a cohesive social structure, and a community based on positive emotional energy is formed. Red archives contain rich emotional memories. The spread of red culture and the inheritance of red genes are conducive to awakening people's collective emotions, making people's hearts full of a sense of collective solidarity, and consciously respecting and maintaining the red spirit and social justice. Red archives is a symbolic representation of positive emotional energy and an important medium for creating emotional community. Emotional community is the basis of social governance community, with emotional solidarity and solidarity, not only to further soften the relationship between social members, but also to provide psychological support for benign and friendly social governance. Good governance refers to the governance of good society, which is not only the governance of effective system, but also the governance with positive emotional energy, which is the combination of rigid governance and flexible governance. The emotional transmission and cohesion of red archives have aggregated the collective will, increased people's interaction and solidarity, and jointly created the basic pattern of good social governance.

4. Path Analysis of Social Emotional Governance of Red Archives Service

Sociologists argue that emotions are socially constructed and occur within social structures. Jonathan Turner points out that emotions are regulated by cultural norms, values and beliefs, and arise in situations that are closely connected with society. Cultural and social structures guide emotions and regulate their public expression [27]. In order to give play to the emotional leading role of red archives in social governance, it is necessary to construct a social context for emotional interaction. File display, red experience, and red communication are specific mechanisms for emotional governance of red archives, and are important links for creating an emotional atmosphere, awakening emotional memory, stimulating emotional resonance, and shaping national feelings.

4.1. Archive Display: Create Emotional Atmosphere and Forge Emotional Governance Field

If the red archives lie in the filing cabinet of the archives, or are only historical data for researchers to look up, and are not used for external display, then it is only an ordinary historical data and a dusty memory, but it cannot play the role of emotional education and emotional mobilization, and it cannot serve the social governance. Display is to transform the red archives from sealed memories into "places to visit", some revolutionary objects, red letters, old newspapers, old MEDALS and so on are sorted and collected, with the help of corresponding display carriers, such as red exhibition halls, museums, memorials, etc., to become a landscape for users and tourists to enjoy, visit and learn. Every element, every unit and every component of the red archive display is the re-mining of the spiritual core of the red archive resources, thereby creating a "talking envi-

ronment” and a rich emotional atmosphere. Red archive display is to take emotion as the main line, connect various units and themes, and then stimulate the perceptual cognition of users and visitors from the psychological level, and touch the softest nerves in their hearts. In the display of red archives, efforts should be made to set off an emotional atmosphere, the narrative logic of the archives should be compatible with the emotional logic, and the space, structure and mode of the narrative should always be able to stimulate the people’s deep feelings for the revolutionary martyrs and their emotional identification with the motherland and the nation. The storage and display space of red archives is like an emotional field, where visitors’ senses of sight, hearing, touch, smell and taste are placed in the wave of emotions. When the public enters the red archives, they do not need to read carefully as if they are learning a historical knowledge, and every symbol and element in the archive space should be able to make them intuitively feel the shock of red culture. Emotional narration is the most effective means of ideological education. The construction of emotional space should not only establish emotional connection between visitors and revolutionary history, but also establish emotional resonance among visitors. Only in this way can citizens’ national memory be effectively cultivated and a firm national identity be shaped.

4.2. Red Experience: Stimulate Emotional Resonance and Consolidate the Foundation of Emotional Governance

Emotion is generated in the interaction and becomes stronger as the interaction intensifies. Experience is an important means of interaction and an important mechanism of emotional production. Red archives should strengthen the construction of interactive experience, so that the public can establish a direct emotional connection with red archives, and form a strong participation and high interaction experience red archives space. First, it is necessary to reproduce the red scene with the help of modern technological means such as hologram technology, virtual reality technology, augmented reality technology and mixed reality technology, so as to bring interactive and multi-sensory immersive perceptual experience to the public, directly stimulate the emotional nerves of the public at the visual, auditory, tactile and other sensory levels, stimulate emotional cognition, and gather positive emotional energy. For example, Zunyi, Guizhou Province, strengthens the construction of digital projects, and presents the stories of the Long March and heroes vividly in a variety of visual methods such as projection sand table, phantom imaging, multi-touch, and virtual roaming. The Long March Digital Science and Technology Art Museum, built by the company, applies digital technologies such as hologram, virtual reality, three-dimensional sound field, and mechanical stage to new media art, reproducing the event-years of the Long March in all time and space. Digital display means bring the public the sense of reality of immersive experience, the public as if immersive, awaken the emotional memory, enhance the emotional resonance. The second is to strengthen the practical experience of red archives, such as carrying out red re-

search, red cultural script killing, red recitation, red situational drama and other ways, so that the public can directly participate in the dissemination of red culture and red art creation, so as to understand the great revolutionary spirit and the charm of red culture in personal experience, cultivate emotional identification, and generate emotional consensus.

4.3. Red Propaganda: Carry Forward Emotional Genes, Condense Emotional Governance Energy

Publicity is an important means of disseminating red archive culture. It can not only expand the influence and popularity of red archive culture, but more importantly, the dissemination and promotion of red archive culture can promote “people’s emotional energy cohesion and create a strong sense of identity, belonging and pride among groups” [28], effectively promoting the widespread promotion of red emotion genes. In the society, the positive energy of emotional governance will be consolidated and the effectiveness of emotional governance will be enhanced. First, it is necessary to create an online red archive memorial hall and establish an online exhibition hall, so that the public can “cloud tour” red landmarks, pay tribute to Chinese heroes, and enjoy the centuries of years without leaving their homes. For example, the “Red Memory Online Exhibition Hall” built by the People’s Daily Network brings together the main red online exhibition halls in various provinces, including multi-theme red resources such as memorials, museums, former residences, and cemeteries, which greatly promotes the spread of red culture. Guangdong’s “online Red Exhibition Hall” has launched more than 50 red scenic spots, including the memorial hall of the three major congresses of the Communist Party of China, the former site of the peasant Movement training center, Ye Ting Memorial Hall, etc. Residents can visit red landmarks online “cloud punch card”, listen to revolutionary stories, and accept red influence. The “Patriotic Education Base Online Red Exhibition Hall” established by Nantong City has launched 25 red exhibition halls, opening a new model for party members and the masses to browse revolutionary sites, relics and memorial facilities and receive red education. The second is to carry out the collection and award activities of red archive cultural creative works for the society, form a good atmosphere of red culture “describing the original heart”, awaken emotional memory, and stimulate emotional consciousness. For example, from the end of 2021 to the beginning of 2022, the Red Creative design competition organized by the Party committee and county government of Xingguo County, Jiangxi Province, with the theme of “Red gene · Cultural and creative inheritance”, received more than 6000 entries, and finally selected more than 30 pieces of “Best Design Award”, “Good Design Award” and excellence award. The works transform the red spirit into artistic design, which not only inspires the creative enthusiasm of the contestants, but also encourages them to personally recognize the red memory in the artistic creation, enhances the feelings of the family and the country, and integrates the positive energy of social emotional governance.

5. Conclusion

Red archives is an important social emotion management resource, which can effectively awaken emotional memory, stimulate emotional identification, and condense emotional energy, thus improving the flexibility and efficacy of social governance. Strengthening the emotional development of red archive resources, accumulating social positive emotional resources, and building emotional community are the inevitable requirements for building a modern social governance system and shaping a social governance community. In the development and utilization of red archive resources, emphasis should be placed on strengthening archive display, red experience and red archive culture dissemination, actively creating an emotional atmosphere, consolidating the social psychological foundation of emotional governance, so as to enhance social governance support and reduce social governance costs.

Foundation Project

Key Research Base of Humanities and Social Sciences in Universities of Sichuan Province · Sichuan Party History and Party Building Research Center of China West Normal University “Research on the Mining and Dissemination and Utilization of Red Archival Resources in Eastern Sichuan” (DSDJ22-13).

Conflicts of Interest

The author declares no conflicts of interest.

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