New Development of National Publicity in the Internet Era

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Abstract: As essentially a public information space, the Internet provides new ways of public management and channels for the public to express their opinions. With features of being trans-national and cross-territorial, and specialties of pluralism, openness and public welfare, the cyberspace provides fertile ground for the public to participate in public life and cultivate public rationality, enriches the value connotation of national publicness, and provides the possibility for the development and improvement of national publicness.

1. Introduction

Cyberspace is a virtual space that can be extended infinitely, and human social life is constantly migrating to cyberspace.[1] Different types of information spaces on the Internet meet people's needs of obtaining information, establishing relationships and expressing opinions and emotions at different levels. The boundary between reality and network has become increasingly blurred. Governance in cyberspace is evolving in a diverse direction, especially during the global spread of COVID -19, international governance in cyberspace is showing new situations and trends. The publicity, as the basic attribute of the state, is also showing new patterns and characteristics.

2. State Functions Extending to the Cyberspace

Marx pointed out in The Poverty of Philosophy that "With the acquisition of new productive forces, people change their mode of production. With the change of mode of production, that is, the way of earning a living, people will also change all their social relations." As a form of knowledge, science is produced to meet the needs of human beings, and enable human beings to make extensive and effective use of and create labor objects, create more material premises for the development of productive forces, and also change people's way of living and communication. The flattening and

immediacy of the Internet have made the dissemination of public information reach unprecedented efficiency, and also put forward a new topic for the state functions (Figure1).
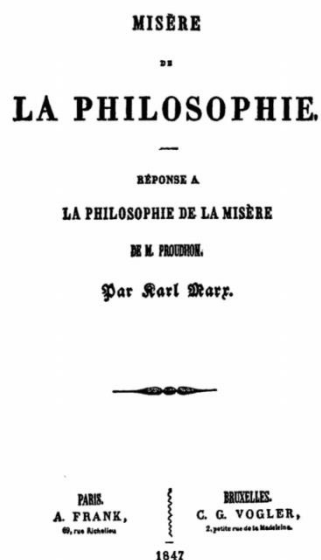
MISÈRE

DE

LA PHILOSOPHIE.

—

RÉPONSE A

LA PHILOSOPHIE DE LA MISÈRE

DE M. PROUDHON.

Par Karl Marx.

PARIS.
A. FRANK,
69, rue Richelieu

BRUXELLES.
C. G. VOGLER,
2, petite rue de la Madeleine.

1847

Figure 1. The cover of the first edition of the poverty of philosophy

Seen from the perspective of political ruling function, firstly, the state is not only the subject of supervision in cyberspace, but also the object of being supervised and expressed to by netizens, and the unity of opposites subject and object is fully reflected in cyberspace. However, the government's management response often lags behind after the emergence of the Internet, even causing a "delay crisis", [2] The state public authority must pay more attention to the basic issue of "government service reform in the Internet era" and respond to public issues and online public opinion scientifically and reasonably in order to gain the recognition of its credibility from netizens.. Secondly, the battles in ideological field are more complex and diverse, the penetration and attack of political risks are everywhere. Internationally, the international discourse represented by the "theory of the global commons" espoused by the United States has extended the hegemony of real power into cyberspace [3]. Domestically, the "grassroots position" of network populism naturally has the tendency to be anti-mainstream ideology [4], and the government needs to pursue strong network governance to deal with disputes over network sovereignty, network security threats, and other challenges, and to maintain the "borderline" of the network. Thirdly, the use of the Internet has changed the form of political participation, which is different from the traditional way of "voting with your feet." Physical absence and online digital political participation have become the main form of participation [5]. Citizens can make up for the lack of government rationality through voluntary participation, improve the efficiency of public policy implementation, and supervise the operation of government power, which fully reflect citizens' concerns for information disclosure and enthusiasm for public affairs.

Seen from the perspective of the social management function, firstly, countries make full use of Internet technology to enhance government service capabilities and wisdom, use the network to improve the supply capacity and scope of public goods. Although Internet products such as big data are not material entities, they are objective and realistic and participates in the process of social production expanding the boundaries of social management. Through digital economy, sharing economy and cloud services, the internet technology can effectively meet the public interests of a

wider range of people and promote the modernization of governance system and governance capacity. Secondly, governance centered with the Internet has become a new strategic challenge for all countries. By setting up Internet management institutions at the national level, formulate top-level design and strategic policy, improve Internet-related laws and regulations, avoid negative effects such as privacy disclosure, algorithm black box and so on to maintain the fairness, justice, harmony and civilization of cyberspace. Thirdly, cyberspace provides space for the cultivation of the public rational mind. Since 2007, the U.S. government has embarked on the standardization of "digital citizenship education" to promote digital ethics, media and information literacy, public participation, and critical thinking skills among citizens [6]. The real citizens behind the virtual identity actually participate in public affairs partially or completely, forming public comments, public opinions, and strongly supporting democratic political participation (Table 1).

Table 1. Six themes and objectives of American "digital citizenship" course [7]

Course Theme	Course Objectives
Balance and happiness of media (life)	Use media in a healthy way to give meanings to their lives; Think over how one's own media usage habits affect one's physical and mental health and social public life.
Privacy and Security	Have the awareness of network privacy and security, use and share personal information and data rationally, foresee the risks of network activities, and learn to protect personal privacy.
Digital Footprint and Identity	Construct network identity in a responsible and powerful way, and cultivate good self-awareness and interpersonal relationship.
Network relationship and communication	Actively and effectively communicate online, and establish good online relations and online communities.
Cyberbullying, digital tricks and malicious speech	Carry out positive network interaction, respect others and create friendly network culture; Respond to cyberbullying, digital tricks and malicious speech with empathy, compassion and courage.
Journalism and Media Literacy	Become media consumers and creators with reflection and critical thinking skills; recognize misinformation and bias in the news media; and effectively identify, evaluate, use, and create reliable sources of information.

3. Competitions for National Interest Expanding from Offline to Cyberspace

The emergence of the Internet has promoted the process of globalization. However, the interests of different countries are ultimately determined by the interests of the ruling classes of those countries, and the exchange of international relations is ultimately the exploitation and oppression of interests between different ruling classes. The national interests of the developed capitalist countries are to maintain and expand the interests of the monopoly bourgeoisie, while the national interests of the developing countries at this stage are to strive to liberate themselves from the political, economic, ideological and other aspects of exploitation and oppression imposed by the developed capitalist countries and participate in international affairs independently and equally. This situation is also reflected in cyberspace.

Firstly, cyberspace sovereignty has become an unignorable aspect of national sovereignty. The Tallinn Manual defines cyberspace, and cyber powers such as the United States and Russia have defined cyberspace at the level of national strategies respectively. Domestic scholars such as Zhao Zhiyun, Ge Zifa, and Sun Xiaoyun divide cyberspace in the concept of cyber sovereignty into two parts: physical space refers to the cyber-based society and cyber-participating subjects within a

country's territory, while virtual space consists of cyber data (resources) and cyber behaviors that depend on cyber infrastructure within the territory. [8] The cyber-physical space takes the physical territorial scope of a country as the effective boundary, and the information infrastructure within the boundary and the participation of citizens of that country in cyber activities can be regarded as infringement on sovereignty, which has been generally agreed by the international community. China is the foremost proponent of cyberspace sovereignty. In June 2010, the State Council Information Office published the State of the Internet in China report, which proposed the term "Internet sovereignty" for the first time. Cyberspace sovereignty encompasses four aspects of traditional national sovereignty, namely jurisdiction, independence, self-defense, and equality. The term "territory network-wise" was also introduced. It refers to cyberspace formed on the basis of information infrastructures and information network technologies such as the Internet, and is also a part of national territory.[9] In the long run, network sovereignty will become an important aspect for sovereign states to promote the construction of a strong nation, and it is an inevitable requirement in the Internet era to promote economic and social development through the network, accelerate the digitization and intelligence of traditional industries, and integrate and advance with the real economy. At the same time, breaking through the fog of the "global commons", breaking the hegemonic intervention and management of capitalist countries in cyberspace, especially in cyber ideology, and establishing and improving the international order in cyberspace can provide more development space for all countries, especially developing countries. Again, building a network community with a shared future must also respect the principle of national sovereignty. Sovereign countries are the subjects to build the order of cyberspace. Building a national network image and strengthening international cooperation based on respect for network sovereignty can promote the prosperity of the network shared by all mankind(Figure 2).[10]
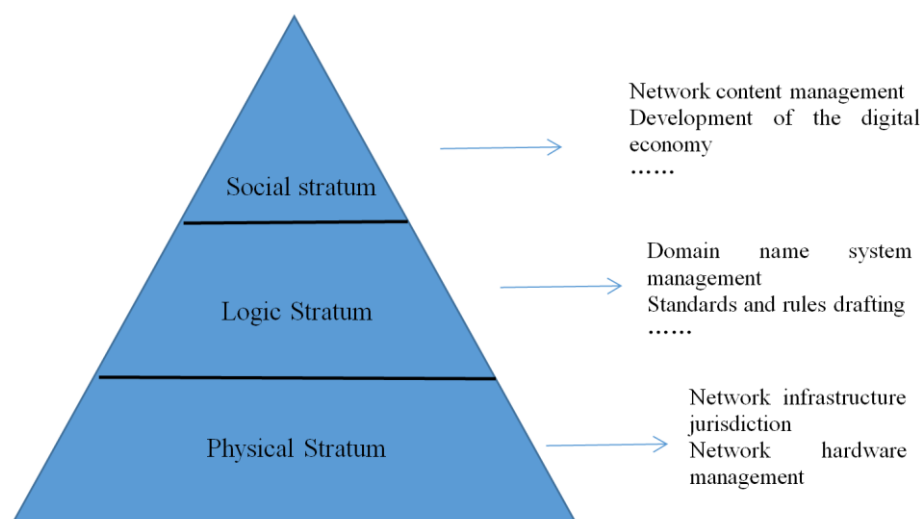

Figure 2. Main contents of cyber sovereignty in cyberspace architecture [11]

Secondly, technological alienation has enabled the Internet to become a political tool. Its open and decentralized nature has greatly expanded the scope of the dissemination of network resources, data, and multimedia resources. However, network technology is a double-edged sword. Marx proposed the concept of "alienated labour" in The Economic and Philosophic Manuscripts of 1844, which posits that "work produced by labour is the product of labour, which exists independently, is not dependent on the labourer, is clearly separated from labour activity, and is an alienated being, a special type of existence." In The German Ideology, Marx went on to suggest the alienation of capitalist society is a change produced by the alienation of the political functions of the state, as

well as the alienation of labour and social activities which diverge and therefore deny each other. Thus, technological alienation can be understood as the inappropriate application of science and technology in such a way that it advances the productivity of society while producing negative effects contrary to expectations. The US PRISM scandal is one of the most classic cases of this phenomenon, on the one hand, this led capitalist countries to "pan- ideologize" digital technology and use it as a grab for dominant power in cyberspace, and even deliberately label other countries with the ideology of "digital authoritarianism," undermining the principles of democracy and openness. At the same time, a "digital colonialism" has quietly developed. The United States and other capitalist powers have rather covertly appropriated resources and controlled the politics, economies, and cultures of other countries through the control of digital technology and established imperial control through the use of technological hegemony (Figure 3).[12]

General Definition	
Level 5 Emergency (Black)	Imminent threat to large-scale critical infrastructure services, the stability of the national government, or the lives of the American people
Level 4 Severe (red)	Could have a significant impact on public health or safety, national security, economic security, foreign relations, civil liberties, or public confidence
Level 3 High (orange)	Could have a certain impact on public health or safety, national security, economic security, foreign relations, civil liberties, or public confidence
Level 2 Moderate (yellow)	May affect public health or safety, national security, economic security diplomatic relations, civil liberties, or public confidence
Level 1 Low (green	Unlikely to affect public health or safety, national security, economic security, foreign relations, civil liberties, or public confidence
Baseline (white)	Unconfirmed or insignificant event

Figure 3. Architecture elements of Network security incident severity [13]

Thirdly, the public diplomacy expands in cyberspace. "The purpose of conducting public diplomacy is to improve the country's image, change foreign governments' and publics' perceptions of China, thus influencing foreign governments' policies towards China." The subjects to the "public" in public diplomacy are all the citizens, and all of what they do is all about and protect the interests of the state, which represent the citizenry's public interests. From the perspective of productivity and production relations, the development of the network contains natural economic attributes, which quickly transcends the shackles of simple technical tools, becomes a rapidly rising emerging industry through content creation and platform services, and is deeply integrated with the service industry, boosting the rapid development of new business economies such as sharing economy. Entertainment software, such as Byte Dance and Netease Games, has virtually become an important carrier of public diplomacy because of its obvious country label. Compared to the economic attribute, the political attribute of online public diplomacy are much more dominant. All actions are based on the fundamental appeal of national interests, which generally includes several forms: Firstly, online public diplomacy can raise awareness of national initiatives and promote

understanding to gain the support of the people domestically and maintain a positive public opinion internationally; secondly, online public diplomacy, could export national culture and values. Meanwhile, there are still political infiltrations and hegemonic intervention in online diplomacy, but the characteristics of the Internet has definitively contributed to the openness and democratization of diplomacy, and the centralized hierarchy of state power has generally been weakened, with online public opinion participating in and influencing foreign policy-making to a much greater extent.

4. Internet Providing a New Space for the Development of National Publicity

The public sphere of the Internet allows it possible for citizens with the identity of "netizens" to express and make demands in the cyberspace, which is easier to reflect the attributes of equality, pluralism, individuality, criticism, etc., providing a collective consciousness that is perceived by individuals as fully public, thus invisibly concealing the substantive inequality of discourse.[14] The governance relationship between the state and society has further changed, and the national publicity has been demonstrated to a greater extent. Market interests and the intervention of governmental actions in the public sphere have altered its independence from the economic and political systems, leading to alienation and decline of the public sphere. In a modern country, the capability for public life to function relies on organizational structures and the development of a public personality for each citizen. Conversely, the "new civil society", or the new public sphere, which includes the cyberspace, does not impose a subordinate relationship between society and the individuals. Most activities are based on the goal of coexistence, and fission style of communication of peer-to-peer, peer-to-group, and group-to-group transmissions has become the main method for discussing public issues. This type of communication is oriented towards a more substantive connotation of publicity (Table 2).

Table 2. Triple challenges to cyber sovereign security [15]

Physical Stratum	Network Infrastructure Security: Computer Viruses, Electromagnetic Pulse Weapons …
Logic Stratum	Data Protocol and Code Security: Hacking, Channel Interference …
Social Stratum	Ideology and Privacy Security: Public Opinion War, Network Surveillance, Color Revolution …

It cannot be denied that the publicity embodied in cyberspace still faces many difficulties. Firstly, false information and cyber violence have given rise to a "pseudo-public sphere". The related irrational instigation and spectatorship have, to an extent, led to cyber manhunts and cyber paid supporters' attacks on the Internet. Specific to the "spectator" mentality, this has also caused an increase in the incidence of verbal abuse. Irrational expression dissolves the publicity of online public opinion and even creates a public paradox; Secondly, the rapid spread and updating of the network means that public affairs attract public attention only in a short time. However, it is difficult for the public to generate sustained and deep attention in the face of massive issues, and it is easy to devote limited attention to non-public issues, and public issues that relatively test social thinking and continuous attention lose the opportunity to be concerned;[16] Thirdly, the Internet public sphere is invariably eroding the privacy rights of individuals. While enjoying the convenience of the Internet, netizens have also given up some of their personal information and rights, the consequences of which can have be very severe if this data is used inappropriately, such as the PRISM incident and the leakage of customer privacy by Apple, the mobile phone manufacturer;At the same time, various types of "algorithms" are appearing in cyberspace, secretly manipulating the will of users and increasingly eroding the individual's own way of thinking and

behaving, [17] these negative effects have gradually been addressed via institutional and procedural solutions in various countries. Despite this, though, the Internet's overall benefits continue to outweigh its flaws, and it further realizes the value of public life and democratic politics, creating a stable social foundation for the survival and development of the public sphere, and continually innovating the way democracy is realized.

To begin with, it should be noted that pluralism, openness, and public interest embedded in the online public sphere enrich the value of national publicity. Arendt pointed out in The Human Condition that "the civic community is a place where speech replaces bloodshed and decision-making action replaces vengeful action." What the public sphere promotes is the freedom of individuals to pursue their own rights, interests, and values without compromising the public interest and the interests of others. The Internet provides just such an environment in which people's access to political information has accelerated and costs have decreased, moreover, the Internet has become an effective tool for political mobilization, offering the advantage of information dissemination. The accessibility of information channels has become an important factor for citizens' political participation, [18]netizens can pursue consensus in self-expression based on their autonomous will, multiple cognitions can coexist peacefully, and the civic consciousness of equality and respect, tolerance and cooperation, fairness and justice can grow and develop amidst cultural or social exchanges. In addition, the emergence of the Internet has, on the one hand, structured a sphere of autonomy which is not fully governed by public power. On the other hand, it is not limited to the concern for private interests, but has increasingly focused on public affairs. By optimizing social services to improve the public's quality of life, and by forming general opinion around various public affairs, the Internet can even exert pressure on the authorities through the fermentation of public issues. It can thus create a positive interaction between the state and society, and provide the spiritual impetus and practical support for the rich development of the state's publicity.

In addition, economic interactions and self-organized activities in the Internet provide fertile ground for netizens to participate in public life and cultivate public rationality. The sharing economy and the crowdfunding economy and the likes have expanded the modes of economic cooperation among individuals and between individuals and organizations. Traditional negotiation is face-to-face discourse exchange through symposia, conferences, consultation meetings, and conventions, while information technology, the Internet, and Big Data technology are becoming the engine of consultative democracy. Digital technology can enable interest subjects in different spaces to participate in the negotiation process, eliminating the absence dilemma created by the rapid influx of people under the conditions of the market economy. At the same time, digital technology indirectly plays the role of dispersing, limiting and disciplining traditional power, and ensures that the democratic orientation does not deteriorate and the position of the expert system in the power system is not affected on the way to digital human rights, promoting the development of democracy. It is also easier for the government, as representatives of public power, to collect and listen to the needs and wishes of the public in cyberspace to give greater legitimacy and applicability to government policies, which has promoted the development of social autonomy from a local form to much wide and broader extent. As a system with the ability to self-organize, by providing netizens with information resources and channels to voice their opinions and open supervision, the Internet promotes the participation of netizens' resources in public affairs. In the process of communication and gaming with public authorities, it also provides procedural and institutional possibilities for members of the online public sphere to freely express their opinions and participate in public affairs. Throughout this process, the awakening of netizens' individual and civic consciousness cultivates the initiatives of citizens as subjects of public life as well as pushes the traditional bureaucrats to emerge from their past alienation and function as a player in social

governance. Consequently, this process is one of eliminating alienation for both citizens and the state, while also advancing the self-regulation of public power and the orderly development of the public sphere.

Furthermore, the virtual freedom of "de-spatialization" and "de-centralization" promotes the union between people. In the Internet era, great changes have taken place in the way people exist, information technology has become the "other" that transcends and is associated with people, virtual subject has become a new form of subject development, time and space barrier is no longer an obstacle for people to obtain information, The characteristic of "de-spatialization" has revived the monopolized and blocked social participation channels in the traditional society in the network society, although there are still level differences between different subjects, under the effect of decentralization and technology empowerment, the relationship between different subjects and among participants tends to be equal. Everyone can produce, disseminate and express, "de-centralization" has been realized at the media level and "disenchantment" has been realized. The hierarchy and mystery of authority have been dispelled by the flat cyberspace, the sense of equality and participation among subjects gets stronger. There is more room for subjects to exert their subjective initiative and carry out virtual practice. To a certain extent, this kind of "virtual freedom" is consistent with Marx's "free man union", however, on the one hand, this kind of network expression and communication is still based on the network facilities in the real world, on the other hand, its essence is still the pursuit and maintenance of private interests and rights, so it still stays in the second stage, that is, the stage of "material dependence". However, this virtual freedom undoubtedly gives the subject a new way to experience freely and explores the possibility of free association at a higher level.

In conclusion, as an important part of the public sphere, the Internet has created a new field domain for the aggregation and realization of public interests. With the attributes of being transnational and cross-territorial, the Internet has opened up a new space for the domestic economic and social development of various countries, accelerated the formation process of the global public sphere and promoted online diplomacy. Although the Internet has its drawbacks, its pluralism, openness, public welfare and other characteristics have created possibilities for cultivating public rationality, enrich the value connotation of national publicity, and the virtual freedom brought by "de-spatialization" and "de-centralization" has made a beneficial exploration for the higher-level free association of the subjects.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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