

The Era Representation, Realistic Obstruction and Governance Approach of the Discourse Power of Network Belief System in the Era of Digital Intelligence

Zihao Geng¹, Gaohe Wang^{2,*}

¹*Sun Yat-sen University, Guangzhou, Guangdong, China*

²*Jinan University, Guangzhou, Guangdong, China*

**Corresponding Author*

Abstract: In the context of the era of digital intelligence, digital intelligence and life are deeply integrated. As a social transformation force, digital intelligence technology is reshaping the network discourse pattern with unprecedented power. Under the new situation, the discourse power of the network belief system presents three major representations: the dataization of generation and the algorithmization of communication, the immersion of discourse interaction and the persistence of value guidance, and the complexity of the game and the dynamics of development. At the same time, the Western discourse and technological hegemony challenge the security of discourse power, the multicultural trend of thought impacts the consensus and authority of discourse, the network intelligent communication brings the alienation of discourse power construction and the lack of discourse system and capacity building. The reality of obstruction is complex and diverse, and the solution strategy is proposed to enhance the coordination of discourse subjects, strengthen the dominant force and leadership of the subject, improve the quality of discourse content, enhance the explanatory power and penetration, promote the construction of discourse carriers, expand the communication power and influence of discourse, optimize the discourse field ecology, and strengthen the discourse identity and control.

Keywords: Number Intelligence Era; Belief System; Network Discourse Power; Characterization of the times; Governance Approach

1. Introduction

Discourse power refers to "people's free

proposition around a problem and phenomenon in a specific social context, and the resulting identity qualifications, speech norms, competitive conflicts, control and dissemination of influence" [1]. It often affects the public's world outlook and social value beliefs. The issue of discourse power is an important part of cultural leadership, which determines the governance ability and development foundation of the governance subject. The governance subject establishes its existence and position by means of discourse expression. The age of digital intelligence brings many variables to the construction and governance of network discourse power. Therefore, it is reasonable and necessary to pay attention to the research on the discourse power of network belief system in the era of digital intelligence.

2. The Era Representation of the Discourse Power of the Network Belief System in the Age of Number Intelligence

The digital age has changed the development path of the discourse power construction of the traditional belief system, and deeply integrated digital technology into it. The construction of discourse power still serves the national governance work, aiming at cultivating new people in the high-quality era. In the process of discourse power construction, it contains the profound initiative of the subject, but it also faces a more complex internal and external environment. Under the influence of many factors, it mainly presents the following three characteristics.

2.1 Generated Data and Propagation Algorithmization

The discourse power of the current belief system is deeply bound to the Internet. At the same time, the Internet itself has the essential characteristics of openness, decentralization,

virtualization, and datamation. The construction of the discourse power is based on a high understanding of the object of discourse reception. Therefore, collecting user data, understanding network public opinion and performing algorithm analysis have become common means of discourse communication. The algorithm operation is based on multi-dimensional data collection, and builds a precise matching channel between content and needs through structured label processing of cultural content and refined construction of user portraits [2]. Specifically, the algorithm pushes discourse information according to the interaction frequency of netizens, the time of posting, and the number of comments, likes, and retweets, which can easily affect the direction of discourse. Then, using diversified platforms and forms for infiltration communication, the algorithm recommendation technology performs personalized distribution based on individual behavior data and prediction models, and shifts the core principle of information screening for public topic setting to the computational matching of personal preferences and potential interests [3]. The rich streaming media such as Weibo, WeChat, Xiaohongshu, and tiktok are used as communication platforms to match friends and group circles for users, enhance user stickiness, and then enhance the visibility and breadth of discourse. It can be seen that the discourse power of the network belief system is a new discourse form evolved from the traditional discourse power conforming to the digital media technology and the reality of people's network survival. Its generation and operation depth follow the internal logic of digital communication and naturally have distinct technical attributes.

2.2 Immersiveness of Discourse Interaction and Persistence of Value Guidance

Discourse interaction is essentially the interaction between the disseminator and the receiver of the discourse. It has now moved from the plane to the three-dimensional. The virtual technology and the meta-universe scene are more immersive, and the discourse is more attractive and appealing. In addition, the digital interconnection derives the discourse power structure of information democratization. The rapid development of information technology and network platforms has broken the industry and field barriers of information production and

given the public the ability to produce information [4]. To some extent, the network discourse presents the characteristics of equal rights. "People are in an unprecedented complex virtual environment, easily overcome the obstacles of traditional discourse expression, who are saying, who want to say, who are ready to say" [5]. When the object is convenient to obtain and master network information and network resources, and the expression channels are more diversified and smooth, it is likely to be "anti-guest-oriented" and transform into the owner and creator of the discourse power in the network field. This transformation has realized the immersive 'interactive commonality', the purpose is to seek deep value identity and lasting influence, to express the smooth acceptance of the discourse to empower the value identity, and to strengthen the identity to reach the audience's spiritual world deeper. More lasting impact on the audience's value system.

2.3 Game Complexity and Dynamics of Development

Cyberspace is virtual and extensive. "The technical characteristics of the network platform can make the dissemination of network discourse almost regardless of time and geographical restrictions, with a wide range of dissemination and extremely fast speed" [6]. The main body of network discourse is diverse and dynamic, and the field of digital intelligence network has become a public opinion game field where multiple subjects and multiple trends of thought continue to fight. The value beliefs and discourse systems at home and abroad have been wrestled for a long time, and this kind of game is often surging. "The value penetration of the West is not direct and explicit. It is often packaged by the cultural industry, or the use of complex network information to covertly output views" [7]. Various forms of thought continue to penetrate with the help of digital carriers, and the struggle of public opinion presents multi-level and long-term characteristics. At the same time, technological iteration, netizen concept and public opinion pattern are always in dynamic evolution. Under the impact of market economy, the allocation of resources and power in the discourse field has shifted its focus to social benefits and economic values. OpenAI has evolved from a non-profit organization to a special for-profit 'public interest company',

which is a compromise to capital. The mainstream belief system and values will formulate rules and regulations accordingly to grasp the discourse dominance, such as the introduction of 'Interim Measures for the Management of Generative Artificial Intelligence Services', 'Artificial Intelligence Law', 'Artificial Intelligence Ethics Recommendation', etc. It can be seen that the discourse power of the network belief system presents a complex game and dynamic development, and there is no stable state once and for all.

3. The Realistic Obstruction of the Discourse Power of the Network Belief System in the Era of Digital Intelligence

"Each technology is both a burden and a gift, is the product of both advantages and disadvantages" [8]. When the age of number intelligence gives opportunities to discourse expression, it also brings practical obstacles to the construction of discourse power in belief system. These difficulties are the product of the superposition of internal and external factors, and also the proposition of the times caused by the conflict of technology, capital and educational needs.

3.1 Western Discourse and Technological Hegemony Challenge the Security of Discourse Power

With the first-mover advantage of science and technology, the West holds the standards of Internet platforms and algorithms. Most Western media marginalize or stigmatize Chinese discourse through means such as biased narrative, invisible bias and content review. For a long time, the West has used the first-mover advantage of network technology to dominate the formulation of rules. "Whoever masters the dominance of formulating network governance rules will master the right to speak in network governance"[9]. Developed countries, led by the United States, promote their own values as universal values and carry out global propaganda, which seriously erodes the national cultural beliefs and individual value identity of netizens, especially young people. The mixed values continue to impact the mainstream belief system. "Western culture with strong possessiveness and aggressiveness pursues the hegemonic concept of 'super-victory' instead of 'mastery', and dominates and oppresses other

vulnerable cultures through various violent and non-violent means, forcing the rest of the world to embrace it as a 'cultural specimen' and accept its 'cognitive schema'" [10]. It often causes value fission, impacts the public value cognition model, and some radical remarks bring network conflicts, which in turn endangers the explanatory power and influence of discourse in the mainstream belief system. China has relied on the key technologies and discourse models of the West before, and the lack of autonomy in the construction of communication carriers and discourse systems constitutes a major risk.

3.2 Multiculturalism Impact Discourse Consensus and Authority

The era of digital intelligence contains multiple social trends of thought, and multiple symbiosis poses challenges to value guidance. First, consumerism, hedonism and entertainment rise. Personalized algorithms are likely to cause stratification and users' information cocoons, and even bring group extremism. The self-judgment consciousness of the discourse subject in the closed circle is reduced. At present, new liberalism, historical nihilism, extreme individualism, universal value theory and other erroneous trends of thought are rampant. They wear various demon masks and enter falsely under various false banners, which is highly deceptive and reactionary. In the long run, it has impacted the discourse consensus of the belief system. Secondly, the prosperity of network subculture tends to dispel the seriousness of mainstream discourse. Subculture is more easily accepted and spread by young people, attracting young people's attention and identity. The bad values such as individualism, hedonism and money worship, which accelerate the spread, deconstruct the value appeal of Chinese culture such as "national standard," "collective standard" and "national standard" [10]. Moreover, the current network culture access and norms are not yet mature, the mainstream belief system can not respond to the impact of subculture in time, the authority of mainstream discourse is weakened, and the priority of some should be gradually lost.

3.3 Network Intelligent Communication Brings Alienation of Discourse Power Construction

The operation logic of network traffic supremacy, the loose and free expression

environment and the profit-seeking attribute of capital are easy to deviate from the original intention of educating people in the discourse construction of network belief system. For example, the algorithm's tracking of users is itself for accurate push, but the objectivity of the algorithm is highly dependent on the quality of the training data, and the real data is often embedded in the existing social power structure and cultural bias, resulting in systematic 'cultural distortion' in the algorithm output [11]. And excessive tracking can easily lead to privacy crisis and trust crisis. Once the business platform deviating from the goal of educating people occupies the main position of communication, the volume and efficiency of the communication carrier of mainstream discourse shrink rapidly. In addition, under the value orientation of platform traffic, content output is easy to breed extreme discourse expression. When "attracting eyeballs" becomes the main standard, the discourse efficiency of the mainstream belief system is weakened. Network users show the characteristics of invisibility and virtualization. The massive and fragmented network information provides convenience for network users to obtain information resources and publish personal views, but there is a lack of access restrictions, and the mixed views compress the living space of mainstream discourse voice; the lag of network supervision and rule making brings challenges to the root of the mainstream discourse system, and the discourse content of the profound belief system is in danger of marginalization.

3.4 Lack of Stamina in Discourse System and Capacity Building

From the perspective of internal factors, the supply-side innovation of mainstream discourse construction is seriously insufficient. First, the transformation and innovation ability of the discourse system is insufficient. "Compared with the grand narrative, the life narrative has a higher resistance to 'cultural discount'. It can build a bridge of understanding and identity in different cultural reference systems and trigger value resonance" [12]. Some mainstream discourse narratives still have the characteristics of 'conceptualization' and 'documentation', deviating from the narrative of people's life, and there are barriers between discourse and people's life. Secondly, the construction of talent

pool is insufficient. Although there are many scientific and technological talents under the guidance of the strategy of reinvigorating China through human resource development, there is a serious shortage of 'cross-border' talents who are not only proficient in mainstream discourse theory and the law of educational communication, but also familiar with the characteristics of network communication, data analysis and new media technology. The mismatch between educators' personal accomplishment and technology application ability will restrict the appeal of discourse expression. Third, the coordination ability of all parties is insufficient. Among the multiple discourse subjects such as government departments, universities, mainstream media, and business platforms, an efficient linkage coordination mechanism has not yet been formed. Resources are scattered and voices are different, and it is difficult to form a joint force of public opinion.

4. The Governance Approach of the Discourse Power of Network Belief System in the Age of Digital Intelligence

Opportunities and challenges coexist in the era of digital intelligence. Grasping and enhancing the discourse power of the network belief system puts forward a systematic test on the subject ability, content innovation, carrier integration and field optimization. Under the impact of digital intelligence network technology, we should explore the governance approach from the whole chain of discourse production to communication, from the short-term to the long-term cycle of effectiveness, grasp the direction, adhere to the overall situation, and ensure the essence of education.

4.1 Enhance the Coordination of Discourse Subjects, Strengthen the Dominant Force and Leadership of the Subject

Educators and communicators need to face up to their own dominant position. First of all, they must establish the core concept of "audience-centered," carry out mainstream discourse communication with the overall concept of systematic coordination and the modern concept of equal dialogue. As the audience of the mainstream discourse, educators must stand firm in the people's position, speak what the people understand, and deeply

integrate the wisdom of humanistic thought with intelligent technology. Secondly, the flexible expression of discourse and the high efficiency of maintaining the discourse power construction of the network belief system in the severe environment require the expression subject to have a high comprehensive ability. It must have solid theoretical cultivation, digital thinking, superb digital intelligence application ability and sincere personality charm. Become a compound talent with strong politics, deep feelings, new thinking, wide vision, strict self-discipline, and positive personality. In addition, the strong synergy formed by the collaborative linkage between the expression subjects can not be ignored. This requires the subject to go beyond the limitations of a single subject, build a work pattern of 'tight organization, flexible collaboration, and all participation', and promote mainstream institutions, universities, positive energy network 'big V' and platform enterprises to form a normalized collaborative mechanism, unified deployment, linkage and voice on major issues, and enhance collaborative efficiency.

4.2 Improve the Quality of Discourse Content, Enhance the Explanatory Power and Penetration of Discourse

The construction of the discourse power of the network belief system should follow the scientific path of "speaking, speaking well and spreading". First of all, it is reasonable to say that it is the premise of the construction of the discourse power of the network belief system. It is reasonable to construct the discourse system of the network belief system with Chinese characteristics and the characteristics of the times. The core of lies in the creative transformation of innovation theory into 'number intelligence, modernization and popularization', so as to enhance the vividness and inclusiveness of discourse expression. Secondly, the content of discourse should enhance realistic concerns and face social hot spots and youth confusion. Innovative theoretical expression, using vivid metaphors, vivid cases, data visualization and other means; optimize the way of expression, produce high-quality products with both intellectual depth and network 'sense of network', so that the theory can be clearly stated, listened to, and passed on, and truly 'the theory can be persuaded as long as it is thorough.' Finally, the

discourse should be spread well. "It is necessary for the mainstream media to pay attention to the needs of users, increase the value of users, build a new communication mechanism with all-round expression and multi-field coverage, and comprehensively enhance the discourse recognition of the mainstream media" [13]. Conduct equal, pluralistic and interactive dialogues with the audience, and use big data to gain insight into the cognitive basis and acceptance habits of audiences in different circles, so as to achieve accurate content creation and push, from "flood irrigation" to "precise drip irrigation," improve the pertinence of discourse, and enhance the explanatory power and penetration.

4.3 Promote the Construction of Discourse Carrier and Expand the Communication and Influence of Discourse

The first is to create a solid propaganda platform. The construction of propaganda positions must be integrated with the mainstream media, actively respond to the call of 'building a new mainstream media', promote the deep integration of the mainstream media, create a new communication platform with independent control, advanced technology and strong influence, and expand the influence of the mainstream value. At the same time, we must adhere to the traditional positions of newspapers, television, exhibition halls, etc., not only follow the language carrier, but also innovate the media carrier. The second is to build a flexible communication system, while consolidating the traditional positions, the depth of the layout of social platforms, short videos, immersive applications and other emerging carriers. Based on the in-depth analysis of user habits based on algorithm technology, this paper uses new methods such as micro-video and micro-animation to realize the 'point' penetration of theoretical communication. The system develops high-quality online courses and digital resource libraries to achieve 'three-dimensional' delivery. Form an all-media communication system with wide coverage, diversified forms and cross-interaction. Thirdly, we should establish a solid discourse position, enrich the content and form of mainstream websites, make good use of multiple forms such as long texts, illustrations and interviews, strengthen the supervision of communication platforms, strictly implement the requirements

of comprehensive network management, strengthen the normal supervision and management of network platforms, and ensure that the discourse of mainstream belief systems occupies a dominant position in intellectual discourse.

4.4 Optimize the Ecology of Discourse Field and Strengthen the Discourse Identity and Control

To purify the discourse field ecology, we should focus on three aspects. First, we should comprehensively use the rule of law, technology and self-discipline means to continuously control the network chaos and create a clean and upright network space. Take the initiative to set up issues, embed mainstream values into social hot discussions, guide the direction of public opinion, let mainstream discourse occupy the position of public opinion, and ban bad value orientation from the source. The second is to strengthen the network literacy education of netizens and improve their information discrimination, critical thinking and value judgment ability. Guide the establishment of a rational, peaceful and positive network participation mentality. Respect and stimulate the self-education potential of netizens, encourage the creation and sharing of positive energy content, and change 'passive recipients' into 'active participants' and 'co-disseminators'. The third is to take the initiative in the international field, seek dialogue and cooperation, take the initiative to speak in the international public opinion field, in view of the penetration of Western discourse hegemony and value system, timely and effectively carry out theoretical disclosure and factual clarification, improve cross-cultural communication skills, make good use of international narrative methods, and firmly grasp the discourse power of the belief system.

5. Conclusion

The reconstruction of network discourse ecology by digital intelligence technology has impacted the generation and dissemination paradigm of traditional belief system discourse. It not only provides new opportunities for the implementation of mainstream ideas, but also brings complex challenges of value system and discourse game. The construction of discourse power in the network field is a protracted war. Facing the future, we must base on the

education standard, coordinate the construction of communication subject, content, media and field, activate the vitality of mainstream discourse with digital intelligence and popular narrative, work together in the internal and external public opinion field, continuously enhance the appeal and sense of belonging associated with value creation, establish a strong barrier against harmful online content, and help the national rejuvenation with the right to speak in the high-quality network belief system.

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