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| **信息名称：** | **教育部等九部门关于开展第21届全国推广普通话宣传周活动的通知** | | | | |
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信息公开\_其他

**教语用函〔2018〕3号**

**教育部等九部门关于开展第21届全国推广  
普通话宣传周活动的通知**

**教语用函〔2018〕3号**

各省、自治区、直辖市教育厅（教委）、语委、党委宣传部、人力资源社会保障厅（局）、文化厅（局）、旅发委（旅游局）、广播电视局、公务员局、团委，各战区联合参谋部，各军兵种参谋部(战勤部)，军事科学院科研部，国防大学教育训练部，国防科技大学教务处，武警部队参谋部，新疆生产建设兵团教育局、语委、党委宣传部、人力资源社会保障局、文化体育新闻出版广电局、商务局（旅游局）、公务员局、团委，教育部直属各高等学校：

　　经国务院批准，自1998年起，每年9月第三周为全国推广普通话宣传周（以下简称推普周）。经研究，定于2018年9月10日至16日举办第21届推普周。为做好本届推普周的相关工作，现就有关事项通知如下：

**一、指导思想**

　　以习近平新时代中国特色社会主义思想为指导，深入贯彻党的十九大精神，紧紧围绕“五位一体”总体布局和“四个全面”战略布局，坚定“四个自信”，贯彻创新、协调、绿色、开放、共享的发展理念，全面贯彻国家语言文字方针政策和法律法规，大力推广和规范使用国家通用语言文字，提升国民语言能力，传承发展中华优秀传统文化，为建设与综合国力相适应的语言文化强国提供有力支撑，为打赢脱贫攻坚战、全面建成小康社会奠定良好基础。

**二、活动主题**

　　本届推普周主题为：说好普通话，迈进新时代。

　　习近平总书记指出：“一个国家、一个民族要振兴，就必须在历史前进的逻辑中前进、在时代发展的潮流中发展。”我们要以习近平新时代中国特色社会主义思想为指导，自觉将语言文字工作融入到国家全面深化改革的大局中，全面深化语言文字事业改革发展，不断创新，通过形式多样的宣传和实践活动，引领广大群众不断增强自觉规范使用国家通用语言文字的意识，不断增强自觉传承弘扬中华优秀传统文化的意识，树立高度的文化自觉和文化自信。通过全面系统扎实的工作，积极服务“一带一路”建设和区域协调、乡村振兴等国家重大发展战略，积极助力打赢脱贫攻坚战，服务两个一百年目标的实现。在新时代、新征程中，不忘初心、牢记使命，推动语言文字事业实现高质量发展。

**三、工作要求**

　　（一）紧扣主题，做好推普宣传活动。2018年是贯彻党的十九大精神的开局之年，是改革开放40周年，在中国特色社会主义进入新时代这个关键历史节点，各地要紧扣改革发展主题，发扬改革创新精神，不断研究语言文字工作领域的新情况，主动适应当前国际国内发展的新形势，服务国家发展战略需求，积极探索推普新形式，开展新活动。

　　（二）多措并举，助力推普脱贫攻坚。2018年是脱贫攻坚战略进入决胜阶段的关键一年，要按照《推普脱贫攻坚行动计划（2018—2020年）》要求，加大农村、边远、民族地区尤其是贫困地区推普工作力度，精准推普助力扶贫。采取更加集中的支持、更加精准的举措、更加有力的工作，不断提高贫困地区群众对学习掌握国家通用语言文字重要性的认识，使其具备基本的普通话交流能力。促进贫困地区普通话普及率明显提升，初步具备普通话交流的语言环境，为提升“造血”能力打好语言基础。国家语委对西部有关地区推普工作给予重点支持。

　　（三）行业联动，提升推普活动综合成效。各级教育、语言文字、宣传、人力资源社会保障、文化和旅游、广播电视、公务员管理、共青团、少先队等部门及军队相关单位，都要结合本届推普周主题和各行业的特点，开展各具特色的宣传活动。各地教育和语言文字工作部门要大力支持、配合相关部门和行业系统开展推普周宣传活动。各级各类学校要根据自身特点认真组织开展推普周宣传活动，充分发挥学校主阵地作用。

　　（四）创新方式，切实增强宣传活动实效。创新活动内容、载体和方式，充分利用各种媒体宣传形式，加大宣传力度，拓宽覆盖面，扩大影响力。应特别重视发挥“互联网+”对于推普工作的重要作用，积极探索开展投入少、效果好、社会群众乐于接受的活动形式。应创新社会参与机制，鼓励社会单位、媒体、企业等根据各行各业特点，开展公益性推普宣传活动，为国家语言文字事业改革发展做出贡献。

**四、组织实施**

　　（一）推普周期间，全国推普周领导小组将继续组织推普周开幕式、闭幕式及重点宣传活动，并组织领导小组成员单位赴有关重点城市和重点行业进行巡视、观摩、检查。全国推普周领导小组办公室（教育部语言文字应用管理司）将组织开展系列活动，并继续制发宣传海报和公益广告。各省（区、市）和各行业系统也可结合本届推普周主题及各自特色，自行设计制作各种宣传品，并通过各类媒体、各种活动进行广泛宣传。

　　（二）各地要加强领导，统筹谋划，坚持协调发展，建立和完善分工协作、齐抓共管、准确有效的推普工作机制。充分发挥推普周整合引领作用，将推普周宣传活动与日常工作有机结合。要严格贯彻落实中央八项规定及其实施细则精神，坚持绿色发展，厉行节约，反对浪费，节俭举办各项活动，务求实效。

　　（三）各省级语言文字工作部门要根据本通知要求，积极会同宣传、教育、人力资源社会保障、文化和旅游、新闻出版广电、公务员管理、共青团、少先队等部门及军队相关单位，尽快制定本地区推普周活动方案，并于推普周结束后对活动成效及时总结。请将活动方案和活动总结分别于2018年8月15日前、10月31日前报送全国推普周领导小组办公室。

　　（四）各省级宣传、人力资源社会保障、文化和旅游、广播电视、公务员管理、共青团等部门及军队相关部门，请将各自活动方案及有关总结情况及时报中央各部门及中央军委训练管理部院校局，同时报送全国推普周领导小组办公室。

　　（五）联系方式。

　　联 系 人：教育部语言文字应用管理司 容宏 耿宏莉

　　联系电话：010-66097802，66097122；传真：010-66096681

　　电子邮箱：xuanjiaochu@moe.edu.cn

　　教育部 国家语委 中央宣传部

　　人力资源社会保障部 文化和旅游部 国家广播电视总局

　　国家公务员局 中央军委训练管理部 共青团中央

2018年7月4日

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扫一扫分享本页

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