**教育部等九部门关于开展第20届全国推广  
普通话宣传周活动的通知**

**教语用函〔2017〕2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）、新闻出版广电局、公务员局、团委，各战区、各军兵种、军委机关各部门、军事科学院、国防大学、国防科学技术大学、武警部队政治工作部（政治工作局、政治部），各军区善后工作办公室政工组，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、文化局、新闻出版广电局、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2017年9月11日至17日举办第20届全国推普周。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**

　　全面贯彻党的十八大和十八届三中、四中、五中、六中全会精神，深入学习贯彻习近平总书记系列重要讲话精神，紧紧围绕“五位一体”总体布局和“四个全面”战略布局，坚定道路自信、理论自信、制度自信和文化自信，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，大力推行和规范使用国家通用语言文字，提升国民语言能力，传承弘扬中华优秀传统文化，为建设与综合国力相适应的语言文化强国、全面建成小康社会提供有力支撑，为党的十九大胜利召开营造良好的社会语言环境。

**二、活动主题**

　　本届推普周主题定为：大力推广和规范使用国家通用语言文字，自觉传承弘扬中华优秀传统文化。

　　习近平总书记指出：“中华民族伟大复兴需要以中华文化发展繁荣为条件，必须结合新的时代条件传承和弘扬中华优秀传统文化。”2017年1月，中共中央办公厅、国务院办公厅印发了《关于实施中华优秀传统文化传承发展工程的意见》，其中提出“大力推广和规范使用国家通用语言文字”，“实施中华经典诵读工程”。要充分发挥语言文字在传承弘扬中华优秀传统文化中的重要作用，用普通话诵读经典，写规范字传承文明。通过形式多样的宣传和实践活动，引领广大群众尤其是青少年更加热爱和亲近经典，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。

**三、工作要求**

　　（一）紧扣主题，开展多种形式宣传活动。今年是推普周活动举办20周年，也是贯彻中办、国办《关于实施中华优秀传统文化传承发展工程的意见》的开局之年，又适逢“八一”南昌起义、中国人民解放军建军90周年，中华民族全面抗战爆发（七·七事变）80周年，各地要紧扣主题，围绕传承中华优秀传统文化和革命文化，大力弘扬爱国主义精神和优秀革命传统，宣传国家语言文字法律法规和方针政策，积极开展中华经典诵读、书写、讲解等相关活动。

　　（二）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、新闻出版广电、公务员管理、共青团、少先队等部门、组织及军队相关部门，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。

　　（三）城乡协调，推动国家通用语言文字普及攻坚。《国家语言文字事业“十三五”发展规划》提出“到2020年，在全国范围内基本普及国家通用语言文字”的目标。要坚持共享发展，在夯实城市推普工作基础的同时，加大农村、边远、民族地区推普工作力度，实施国家通用语言文字普及攻坚工程，不断提高城乡人民群众对学习掌握国家通用语言文字重要性的认识，提升规范使用国家通用语言文字的意识和水平。

　　（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，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（教育部语用司）将制作推普周开展20周年宣传片，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精神，坚持绿色发展，厉行节约，反对浪费，节俭举办各项活动。

　　（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、新闻出版广电、公务员管理、共青团、少先队等部门、组织及军队相关部门，尽快制定本地区推普周活动方案，并于推普周后对活动成效及时总结。请将活动方案和活动总结分别于8月15日前、11月15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、新闻出版广电、公务员管理、共青团等部门、组织，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和中央军委政治工作部宣传局，并抄送全国推普周领导小组办公室。

　　（五）联系方式。

　　联 系 人：教育部语用司　容宏 耿宏莉

　　联系电话：010-66097802，66097122；传真：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 文化部 新闻出版广电总局

国家公务员局 中央军委政治工作部 共青团中央

2017年6 月7日

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