

# Research on the Construction of Contemporary Discourse Right of Chinese Marxism

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**Keywords:** Contemporary China, Marxism, Discourse Power, Construction Path

**Abstract:** in the Context of Globalization, Although Marxist Discourse Power Has Been Widely Recognized in China, It Still Faces Great Challenges in Construction. These Challenges Are Not Only Squeezed by the “Discourse Hegemony” of Western Capitalism, But Also Negatively Affected by the Development of Network Technology and Market Economy, Which Makes People's Thoughts in a Complex State. Therefore, in Order to Ensure the Dominant Position of Marxist Discourse Power in China, This Paper Analyzes the Challenges Faced by the Construction of Marxist Discourse Power, and Puts Forward Specific Solutions.

## 1. Introduction

### 1.1 Literature Review

The Construction of Marxist Discourse Power Plays an Important Role in Promoting China's Comprehensive National Strength, Which Has Been Discussed in Detail by Many Scholars At Present. Hu Gang Believes That in the Increasingly Diversified Contemporary China, Various Social Thoughts Compete with Each Other. in This Case, the Author Puts Forward Corresponding Countermeasures for the Construction of Marxist Discourse Power (Hu, 2016). after Research, Zhou Xi and Others Have Found That Although Marxist Discourse Power is Widely Recognized in China, They Still Face Great Challenges. in Order to Ensure the Dominant Position of Marxism in China, Some Challenges Are Analyzed and Explained (Zhou, 2014). According to Chai Shang Jin, to Express the Theoretical Achievements of Sinicized Marxism with the Discourse of the Times and to Construct the Discourse Power of Marxism Can Increase the Recognition of China by the International Community (Chai, 2014). Hu Yin Yin Believes That under the Background of Globalization, the Marxist Discourse Power is Facing Many Challenges. the Author Advances the Construction of Marxist Discourse Power from Many Aspects, and Constantly Explores New Paths (Hu, 2017). According to Long Zhi Gang, Marxist Discourse Right is Facing Risks At Present and Plays an Important Role in the Development of Marxist Discourse Right under the New Situation. the Author Believes That Building a Talent Team is an Important Way to Build the Discourse Power of Marxism (Long, 2017). in Li Jun Hu's View, Marxist Discourse Power is an Important Part of the Soft Power of Contemporary Chinese Culture. the Direct and Effective Subjective Condition of Marxist Discourse Power is Its Discourse Power. the Author Believes That the Ability of Marxist Discourse Power is a System, Mainly Composed of the Ability of Discourse Communication and Discourse Innovation (Li, 2019).

### 1.2 Purpose of Research

Marxism plays an important role in China. With the continuous enrichment of the forms of Marxist Discourse Power, and in the fields of life, ideology and culture, the forms of discourse power are more diversified. It shows its influence through various problems and bad social phenomena. China is still in the primary stage of socialism. The construction of Marxist Discourse Power is facing great challenges and needs to be further improved. Therefore, by analyzing the challenges faced by the construction of the discourse power of Chinese Marxist ideology, this paper expounds the specific path of the construction of the discourse power of Marxist ideology, hoping to play an important role in the construction of the discourse power of Marxism.

## **2. Challenges Faced by the Construction of the Discourse Power of Chinese Marxist Ideology**

### **2.1 The Threat of Western Discourse Hegemony under Globalization**

Western countries have not given up the containment of Chinese Marxist Discourse Power. Although China's comprehensive strength has been significantly improved, there is still a "discourse hegemony" war on the consolidation of Marxist Discourse Power. Taking the United States as an example, its economy and technology have a great advantage. It can broaden the public's horizon to a certain extent by continuously selling the bourgeois values and ideology to the Chinese people. But it is more the "discourse hegemony" that squeezes Chinese Marxist Discourse. In the economic field, western countries publicize the superiority of private ownership, ignore the achievements of China's reform and opening up, and criticize China's socialist public ownership. In politics, the western countries spread the advantages of capitalism, spread the propaganda of the separation of powers and the multi-party system, and made a certain impact on China's socialist system. At the same time, due to some problems in China's reform and development practice, the western media will make a big fuss on this, will raise management issues to the level of social system, and curb the discourse power of Marxism in China.

### **2.2 Internal Pressure and Challenges in the Context of Open Transformation**

At present, the discourse power of Marxism in China is facing the impact of western culture, but also from its internal contradictions. With the deepening of China's reform and opening up, the cultural thoughts of various capitalist ideologies cause the collision of people with Chinese traditional ideology and culture, which leads to the complexity of the discourse power under the ideology. In this context, people's values also become complex. Under the influence of Western society, coupled with social reality and people's expectations conflict. There will be doubts about socialism. In daily life, Marxism is also facing more and more problems. On the one hand, China's market continues to reform and gradually integrates with the international market. In this process, the Marxist Discourse Power has been weakened; on the other hand, if China wants to establish a strong Marxist Discourse Power, it must adhere to independence to maintain the stability of the country (Zhao, 2017).

### **2.3 The Impact of Network on the Control of Marxist Discourse Power**

The rapid development of the Internet has set up a new platform for public opinion, and has an impact on people's life and communication style. Marxist Discourse Power can be publicized with the help of the universality of network communication. At the same time, the interaction of network is relatively strong. People can supervise the implementation of Marxism, which is more conducive to the construction of Marxist Discourse Power. While the network provides guarantee for Marxist Discourse Power, it also produces some problems. Its own negative effects affect the control of Marxist Discourse Power. First of all, the strong openness of the network itself leads to the failure to become the main position in the spread of Marxist Discourse Power, and also provides convenient conditions for the spread of Western anti Marxist ideas. Secondly, the threshold of access to the network is relatively low, and the credibility and accuracy of information in the process of communication are greatly reduced, which leads to the wanton dissemination of false information, occupying the communication space of the discourse right of Marxism. Thirdly, the anonymity of the network is more prominent, which increases the spread of the negative effects of the network topics and endangers the stability of the society. These information not only affect people's values, but also impact on social value orientation and people's control over Marxist Discourse Power (Su, 2015).

## **3. The Way to Construct the Discourse Power of Marxist Ideology**

### **3.1 Optimize the Economic Environment of the Right to Speak**

Nowadays, China is in the period of social transformation. Western thoughts constantly impact on Chinese thoughts, and the complexity of Chinese discourse power has existed for a long time.

Because the western countries have the advantage of discourse power, the purpose of continuously promoting the cultural products with capitalism in China is to weaken Marx's main discourse power. If China wants to win this “war”, the key is to have a strong economic foundation and a strong material foundation to rebuild the discourse power of Marxism. If we want to realize the development of our country, we must create more material wealth and develop social productivity to improve people's living standards. In this way, we can also cope with the pressure of economic advantages of western countries and resist the political scheming of western culture to Chinese culture. In fact, in the process of the construction of discourse power, a country should take economic construction as the center, because there is a certain connection between economic strength and discourse power. In the process of development, discourse power and economic construction develop simultaneously.

### **3.2 Cultivate Autonomous Learning Style**

As China is facing the loss of discourse power, the construction of Marxist Discourse Power is particularly important. Under the background of economic globalization, people can't be complacent. We should build a suitable platform to realize the innovation of Marxist theory. At the same time, we should change the way of Marxist Discourse Power and maintain our unique personality in the process of development. If we want to build a high-quality team, we must constantly improve the theoretical knowledge base of leading cadres. The emergence of the scientific nature of Marxist theory, at the same time, the right to speak will also get a rapid promotion. Therefore, this requires leading cadres to really recognize Marxism from the heart, apply the theoretical knowledge of Marxism to daily life and work, rather than just do superficial work.

### **3.3 Optimize the Network Education Security System**

Optimize the network quality education of the public and maintain the safety of the network. In the era of network, network crimes and the number of “netizens” are increasing constantly, which makes the network security also face challenges and even endangers the stability of society. Therefore, how to build a positive and healthy network environment is a problem worthy of consideration. Because netizens are communicators and producers of the network society, their literacy determines the impact of the network on the society. To enhance citizens' network quality, first of all, we need to improve people's ability of judgment and choice. Second, we need to improve citizens' awareness of network participation. We need to state the facts and express our opinions truthfully and responsibly. We should not blindly follow the trend and reject language violence. Thirdly, we should cultivate citizens to resist the western culture's cultivation of China's discourse power and form an anti western ideology.

### **3.4 Change the Way of Marxist Discourse Power**

The transformation of Marxist Discourse Power should be in line with the way of life of the masses. Language expression is an art. Whether the way of expression is right or not often makes things half as effective. Marxist Discourse is simple and easy to understand. The excellent ideology and culture at home and abroad have the characteristics of accurate and concise expression, so in the process of developing Marxism construction, we should also maintain the characteristics of Marxism itself. No matter how to draw lessons from the ideological resources at all times and at home and abroad, we should keep the background of Marxism, guarantee the innovation of Marxist Discourse, and keep the autonomy of Chinese discourse in integrating into the world discourse system.

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