

The Importance and Basic Principles of the Communication Path of Popularization of Marxism

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Abstract: In the face of economic globalization, diversification of ideas and media communication of high-tech, the problem about how to effectively carry out the propaganda and popularization of the socialist theory system with Chinese characteristics and really enter the minds of college students and guide their behavior in colleges and universities has become a subject to make further study. Based on the relevant theories and methods of communication, this paper made a preliminary thinking and practical exploration on the importance and basic principles of communicating the path of popularization of Marxism in colleges and universities.

1. Introduction

The report of the Nineteenth National Congress of the CPC pointed out that "it is necessary to promote the popularization of Marxism in China and to build a socialist ideology with strong cohesion and guidance." To push forward the popularization of Marxism in China is not only a scientific summary of our Party's experience of Marxism's continuous development, but also a major subject facing our Party's ideological and theoretical construction. Colleges and universities are the main battlefields for propagating the core values of socialism. How to draw lessons from the relevant theories and methods of communication, and effectively carry out propaganda and popularization activities of socialist theory system with Chinese characteristics in colleges and universities so that to promote the popularization of contemporary Chinese Marxism into the hearts of young students, is a subject worthy of further studying.

2. The Importance of Innovating the Path of Popularization of Marxism in Ideological and Political Classes in Colleges and Universities

2.1 Decided by the nature of the communist party of China and the historical mission of the rejuvenation of the Chinese nation.

College students are successors to the cause of socialism with Chinese characteristics. They are the main force in the construction of socialism with Chinese characteristics. Moreover, we should arm them with the latest theoretical achievements of socialism with Chinese characteristics and actively explore the effective way of popularizing Marxism in colleges and universities, that is, using the socialist core value system to lead the pluralistic social trend of thought, turning internalization into ideal belief and externalization into practical activity, so as to realize the popularization of Marxism. It is not only the primary political task of colleges and universities, the urgent need for students to grow up and develop in an all-round way, but also the historical mission of cultivating reliable successors to the cause of building socialism with Chinese characteristics.

2.2 It is not only the essential requirement of Marxism, but also the practical requirement of socialism with Chinese characteristics.

Marxist classical writers believe that "the whole social life is in essence practical." Marxism is the theory of seeking for the welfare of the proletariat and the working people, which determines

that Marxism can play its own function and continue to develop and perfect only when it comes out from itself and melts into the practice of millions of people.

The people, only the people, are the motive force for making history. The course of China's reform and opening up is the process of continuous practice and development of the broad masses of the people, including the vast number of college students. Xi Jinping's theory of ideological innovation of socialism with Chinese characteristics in the new era is the product of people's practice over the past 40 years. This is the result of the continuous promotion of the popularization of Marxism in China. As an open scientific theory, it will be developed and perfected in the social practice of the general public, including college students.

2.3 The problems existing in the concept and method of popularization of Marxism in colleges and universities need to be solved urgently.

At present, the overall effect of Marxism communication and popularization in colleges and universities is good. However, the popularization of Marxism in some colleges and universities is still weak in the aspects of communication idea and path. For example, interpersonal communication is passive and coping: most of the professional teachers as communicators and some ideological and political workers need to further strengthen the systematic study of Marxist theory. We should strengthen our initiative in the study and research of the Party's theoretical line and policies and principles, so as to truly learn, understand, believe and use. Some students subjectively lack initiative and enthusiasm for Marxist theory courses, for example, they only care about their professional study. Some students only study to get credit, so their learning enthusiasm and participation are not high.

College students are successors to the cause of socialism with Chinese characteristics and the main force in the construction. We should arm college students with Xi Jinping's socialist ideology with Chinese characteristics in the new era. In addition, we should actively explore the effective way of popularizing Marxism in colleges and universities. To realize the popularization of Marxism is not only the primary political task of colleges and universities, but also the urgent need for students to grow up and develop in an all-round way.

3. The Principle and Practice of Popularizing Marxism in Ideological and Political Theory Classroom in Colleges and Universities

3.1 Leading principles.

The audience of Marxism communication and popularization is the young students, and the essence of this communication belongs to the ideological and political education, that is, the communication of political ideas. As teachers of socialist colleges and universities, whether they are professional teachers or theoretical teachers, they are not only teachers, but also speakers of Marxist theory and the Party's line, principles and policies, and "disseminators of socialist ideology and spiritual civilization" as well as "a guides of the healthy growth of college students". To adhere to Marxist guiding ideology and teacher-leading principle, the first is to strengthen the educational and teaching concept of teachers' education and moral education in colleges and universities. The teacher must first have the educational consciousness of teaching and educating people, establishing the right values, outlook on life, world outlook and outlook on honor and disgrace, and applying and embodying them in the daily education and teaching. Moreover, they should adhere to the guiding position of Marxism and the leading position of teachers. Second, to strengthen their own Marxist theory of learning and cultivation. they should be good at using Marxist basic positions, viewpoints and methods, combine theoretical and practical problems, historical and practical problems, and train students' ability to understand history and reality scientifically. Further, they should strengthen students' understanding of the development of socialism with Chinese characteristics, adhering to the confidence and belief of the leadership of the Communist Party of China, and adhering to the "four self-confidence" as the necessary political qualities and qualities for every college teacher.

3.2 The principle of interactivity.

First, to ensure the establishment of the management model of the teacher-student dual subject from the organizational structure. The management mechanism of teacher-class representative and learning committee should be set up to enable students to participate in theoretical learning and self-management. The theory study committee system adheres to the scientific guidance of students-based teachers. Under the guidance of the teacher, the learning committee is formed by the study committee of each class. Its working mechanism is as follows: the study committee of each class serves as the rotating director. Each class is responsible for the questionnaire survey before and after class, collecting and sorting out the relatively concentrated students' confused practical thoughts and theoretical problems, participating in organizing pre-class speeches, keynote speeches, course paper presentation and evaluation activities. According to the feedback principle of communication, the learning committee receives the teacher's instruction, and connects with the students' dynamic and information feedback, and becomes the combination point of communication educator and audience. The study Committee refines the students' relatively consistent ideological and cognitive problems, the teaching objectives of ideological and political education, and the major problems of right and wrong in reality, so that to determine the topics of discussion and means of implementation and promote the pertinence and effectiveness of education.

Second, to construct the "I'm here to give a lecture" mechanism. In the new era, college students have a certain theoretical literacy and learning experience with a strong sense of subject, participation awareness, self-awareness, as well as the awareness of "I want to speak"! This has become the mainstream consciousness of college students. In order to achieve the effectiveness of ideological guidance in the course of limited theoretical learning, the university theoretical study is aimed at the young people who are moving towards the maturity of their ideas and in need of theoretical guidance. In order to achieve the effectiveness of ideological guidance in the course of limited theoretical learning, under the combined force of various teaching links, we conducted a variety of "I'm here to give a lecture" interactive teaching activities experiment. For example, there is the "students who come to history class" mechanism of "I give a lecture about history". The time is about 10 to 15 minutes with five to six times a semester. First of all, a plan is put forward, which can form a team (5 to 6 people), and then select the theme according to the scheme. The plan should be approved by the teacher, so that to join the teacher's lecture system organically, and submit the relevant lecture materials, and finally the score will be included in the assessment. Focusing on the 90th anniversary of the founding of the communist party of China and the 100th anniversary of the Revolution of 1911, we planned the activities of "long March and belief", "Sun Yat-sen and the Revolution of 1911" and "watching red film, talking about experience" and so on.

Third, to construct teacher-led teacher-student interactive discussion mechanism. Based on the characteristics of the students' cognition and the characteristics of the subject, we focus on building the interactive discussion mechanism of teacher-student based on organic of teaching and discussing. In that first place, the teacher understand the student's confusion according to the pre-lesson questionnaire, combine the real hot point and the difficulty of teaching, determine the subject of the lecture before the class, publish the related questions and information, and ask the students to prepare for the discussion.

Fourth, to use various media to maximize the efficiency of educational resources in and out of class. Intra-curricular education is mainly carried out in the form of theory and knowledge logic, which is the main position of ideological and political education, and extra-curricular education is educational activity, which is mainly communicate through mass media and students' practical activities. The combination of the two and the use of various media will be an important approach to the effectiveness of ideological and political education in colleges and universities. In order to combine the two organically, we must seize the joint point. In our experiment, we found that the key point is to grasp the opportunity of social education, such as the 90th anniversary of the founding of the communist party of China, the 100th anniversary of the Xin Hai Revolution, the holding of the 19th National Congress, the 40th anniversary of the reform and opening up and so on. We should take advantage of the opportunity to launch extracurricular teaching practice activities, and to

educate the students, so that to realize the thought leading, the idea promotion, the cognition enhancement, and to promote the inside and outside education resources to a maximum efficiency.

4. Summary

Rogers and other western scholars believe that the combination of mass communication and interpersonal communication is the most effective way to bring new ideas to people and persuade them to make use of this innovation. Under the social background of globalization and information, mass media gradually become the mainstream, so the popularization and dissemination of Marxism in colleges and universities are bound to keep pace with the times.

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