

On the Popularization Education of Marxism in Colleges in the New Media Age

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Abstract: The popularization of Marxism in colleges is faced with new opportunities in the age of new media, the Marxism can help college students to treat various phenomenon on the Internet and lead them act reasonably, meanwhile, the rise of new media provides a new and powerful way for the popularization of Marxism in Colleges. However, challenges and opportunities coexist. we should grasp the basic principles and continuously explore ways and means to meet the needs of reality to promote popularization of Marxism in colleges in the age of new media.

To promote the popularization of Marxism, enable young students to understand and master Marxist theory and internalize it as a guide to value beliefs, ways of thinking, and guide to behavior is the content of ideological and political education in colleges. The rapid development of network information technology has created a complex field of public opinion in which various ideologies and social thoughts are intertwined. On the other hand, it has also formed a network culture of universities with ever-increasing influence. How to deal with the change of public opinion environment, give full play to the positive function of college network culture, and promote the popularization of Marxism in colleges in the new media era is a topic worthy of further study.

1. Opportunities and Challenges Faced by Popularization Education of Marxism in Colleges in the New Media Era

1.1 Good Opportunities for Popularization Education of Marxism in Colleges in the New Media Era.

The use of new media enriches the methods and means of popularization education of Marxism in colleges. With the rapid update and transformation of information technology, various new media formats emerge one after another, there are Web tweets, GIF animations, long images, short videos, etc. classified by representation, Weibo, WeChat, all kinds of small video sites, live broadcast platforms, etc. classified by propagation platform, and official public account, officially certified "Big V", and ordinary self-media etc. classified by author's identity. The application of new media technology has greatly reduced the time and space restrictions of information dissemination, College teachers and ideological and political educators can use the new media means to disseminate Marxist classic theory and contemporary Chinese Marxist theory to young students in a timely and vivid form. At the same time, the innovation and use of instant messaging software (QQ, WeChat, Fetion) make Marxist frontier theory and socialist theory with Chinese characteristics "reflect" into the minds of college students in the first time. Undoubtedly, the online media platform is opening up a new way for the popularization of Marxism in colleges, and promoting the way of popularization education of Marxism towards diversification and modernization.

The openness of the new media era has expanded the time and space of popularization education of Marxism in colleges. In the Internet age, people can freely acquire and disseminate information in the virtual public domain. This makes the Marxist classics literature, the latest theoretical achievements of Marxism in China, the Marxist contemporary thoughts, the academic frontier forums and conference information and other related materials can be freely shared and disseminated by many young students, this process can strengthen their self-learning, and also

enhances the speed of the spread of Marxist theory on campus. With the rapid expansion of new media and the improvement of information infrastructure, information resources around the world are highly utilized through new media and interactive sharing of information. The new media positively promotes the popularity and influence of the basic theory of Marxism, which penetrates into the campus of colleges and universities, and can even be said to radiate in all corners of the world. The advent of the network media has enabled the internal contradictions and constraints of human beings' time, space and body to be mediated. The openness and outward-oriented "symbol expansion" of the network media has expanded the space-time field of Marxism popularization.

The interactivity of network communication enhances the recognition of the popularization of Marxism in colleges. The Internet is an open interactive platform that promotes individuality, pursues truth, and advocates self. This characteristic attracts countless college students to join the ranks of the network. The impact of the Internet on college students is not only in the virtual field, but also has a profound impact on the interaction in the real society. Network new media enables college students and Marxist propagandists to be present in the process of equal interaction, which can realize self-participation, self-explanation, self-service online learning and interactive communication, in the true sense, let participants understand the core meaning of Marxist classics, thus continuously enhancing the inner value identification. The two-way exchange and discussion between Marxist theory and the public on the Internet media, the participation of college students and university teachers, is more appealing and persuasive than the traditional media unilateral transmission, and can also increase the sense of identity^[1].

1.2 The Challenges Faced by Popularization Education of Marxism in Colleges in the New Media Era.

The Network Infiltration of Western Ideology Attenuates the Influence of Marxism Popularization Education in Colleges. Western developed countries such as the United States try to use the network control rights and information publishing rights they have in their hands, use the powerful cultural language of English, to Proclaim the lifestyles, ways of communication, values, and ethics of Western society, thus attempt to let "some diplomatic purposes are achieved by directly dealing with foreign people rather than against their government."^[2] They use ideological infiltration to dilute and weaken people's belief in Marxism. On the other hand, Western developed countries publicized and clamored for "socialist failure theory" and "China threat theory" on the Internet in an attempt to curb China's economic development, to make China's socialism lose its correct direction and thus achieve the purpose of overthrowing the Chinese socialist system.

The existence of a large amount of bad information in the network weakens or even offsets the effectiveness of popularization education of Marxism in colleges. While network technology provides a lot of valuable information for people's work, study and daily life, it also provides a channel for the spread of bad information. Under the slogan of freedom of network information, a large amount of pornographic information, violent information, reactionary information, pseudo-science and superstitious information, gambling information, and disgusting information began to flood the cyberspace. The existence of a large amount of information garbage on the Internet, not only covers up useful information, making it difficult to find, influencing decision efficiency, but also Occupies information space, pollutes the information environment, encroaching on people with weak will and confusion, thus distort their outlook on life, values, and morality. Eventually, some people gradually turned to the path of corruption and crime^[3]. These bad information are obstacles to popularization education of Marxism.

The multi-center logic of network media eliminates the administrative leading position of popularization education of Marxism. Network media communication is different from traditional media communication logic, the network democracy attached to the network media carrier is self-centered and can be freely distributed and quickly obtained at different times and occasions in an informal organization. This "flowable" information self-service model and interactive communication platform completely surpasses the "administrative information control logic" of information gatekeepers in the traditional sense. It has challenged and deconstructed the dominant

position of Marxist theory and core values in the traditional sense with the help of administrative models and techniques, making various social thoughts flood into the network scene. The masses who are eager to get involved in the new media are deeply influenced by the concept of decentralization of the new media. publicizing their personality, rejecting authority, and abandoning dominance becomes a new claim in the new media environment, leading some people to question whether they need Marxism.

2. The Basic Principles that Should be Adhered to in the Popularization of Marxism in Colleges in the New Media Era

2.1 Adhere to the Principle of Unity of Problem Orientation and Goal Orientation.

Problem-oriented and goal-oriented is the world view and methodology of Marxist philosophy, a scientifically ideological method and mode of thinking. General Secretary Xi Jinping emphasized in his speech at the celebration of the fortieth anniversary of reform and opening up, "insist on the unity of problem orientation and goal orientation, adhere to the pilot advancement and comprehensive promotion to promote ... ensure that reform and opening up will be stable and far-reaching", it highlights the important role of these two orientations in the cause of reform. Problem orientation emphasizes starting from the problem and achieving success by constantly discovering problems, analyzing problems, solving problems, and resolving contradictions. Goal orientation is to systematically plan a job and a career, establish a goal, and all work is carried out around achieving this goal. In general, problem orientation and goal orientation are consistent. Under the background of the new media era, the new problems of the popularization of Marxism in colleges are constantly emerging. Adhering to the problem orientation is to accurately analyze and grasp the impact of the emergence of new media on the Internet to the popularization of Marxism in colleges, and inadequacies in the use of new media technologies to carry out Marxist popular education. Adhering to the goal-oriented is to stand on the basis of the basic theory of Marxism for the majority of students to absorb, identify and master, and to arm the mind with Marxist theory and establish the high and global values of Marxist firm ideals and socialism with Chinese characteristics. In recent years, many colleges and universities are trying to sign a target responsibility letter, that is, the main responsible persons of various business units, institutes, and societies set the work targets by signing the annual target responsibility letter and the five-year target responsibility letter. This kind of approach is a good practice of goal-oriented, which stimulates the motivation of work and responsibility, and has achieved good response and effect.

2.2 Adhere to the Principle of Fully Respecting the Object and Maintaining the Theoretical Primary Color.

At the Sixth Plenary Session of the Sixth Central Committee of the Communist Party of China in October 1938, Comrade Mao Zedong made a report entitled "The Status of the Communist Party of China in the National War" In the report, two principles are proposed for the popularization of Marxism: First, "Making Marxism concrete in China, with its own characteristics in China, that is, to apply it according to the characteristics of China." ^[4] This principle emphasizes that in the process of promoting popularization, we must pay full attention to the characteristics of popular objects. At present, when carrying out Marxist popular education in university classrooms, we must pay special attention to the characteristics of young students. The pace of development of the times is getting faster and faster, and the young students who are among them not only have intergenerational differences with the instructors, but also show obvious diversified characteristics of the students. In the face of this situation, if we do not pay attention to and understand the characteristics of young students, our educational effect will not be good. At the same time, it should be noted that respecting the object does not mean catering to the object blindly. We cannot over-edit Marxist theory in order to attract the interest of young students, make vulgarization of Marxist theory, and lose the theoretical color.

2.3 Adhere to the Principle Of Combining Flexible Methods with Content Supply Selection.

Mao Zedong's second principle, "The foreign eight stocks must be abolished, the empty and abstract tone must be sung less, dogmatism must rest, and replaced by a fresh and lively Chinese style and Chinese style that is popular with the Chinese people." This principle actually emphasizes flexibility and autonomy in the process of popularization. In today's teaching activities, the use of flexible teaching methods, rather than stereotypes, according to the text, is the way to teach in any subject. For the theoretically strong Marxist education, especially according to the characteristics of young students, a targeted and diverse teaching method should be adopted. This is the affirmation and cultivation of student autonomy. The education and teaching method as the "output mode" of the theory is important, and the "supply side" optimization of the teaching content can not be ignored. It is necessary to strengthen the study of the sinicization of Marxism and the study of the Marxist era, so that the latest achievements of contemporary Marxism popularization become the high-quality content of education.

3. The Path of Popularization of Marxism in Colleges in the New Media Era

3.1 Promoting the Teaching Content and form Reform Ofideological and Political Theory Courses in Colleges and Universities.

Historical practice has proved that the main objects of the popularization of Marxism in different historical periods will also be emphasized, so that the popularization of Marxism requires different methods under the consistent principle. College classroom education in the network age is the main position of Marxism popularization. Under the special historical background of China's rapid economic and social development and the profound transformation of the society, colleges and universities have encountered many difficulties in the teaching activities of ideological and political theory courses. When we understand the teaching of ideological and political theory in the historical activities of popularization of Marxism in the network era, we can overcome the above difficulties and gain new enlightenment. Specifically, in the teaching content, the massive information in the Internet age has greatly broadened the horizons of contemporary college students. This requires that the basic principles of Marxism must be linked with the current social reality, embody the explanatory power of scientific theories, and fundamentally improve the effect of popular education. From the perspective of theory itself, any scientific theory is always abstracted from concrete historical practice. A theory can only exert its role and influence only when it is finally implemented into the living social reality. From the perspective of teaching objects, the rapid development of society provides young students with a very wide access to knowledge. Different knowledge or theories can often provide different interpretations of the same thing. Young students are in the critical period of mental growth, they have active thinking, keen observation, and sensitivity to their own personal experience, only those theories that strongly explain the current real life can be accepted. Therefore, only by combining the scientific theories of Marxism with the feelings of young students can we truly stimulate students' interest and desire for knowledge. Of course, this puts higher demands on the theoretical level and the level of analysis of teachers on practical problems. In the form of teaching. The interactivity of the network has greatly mobilized the enthusiasm of college students to participate, and also stimulated their interests in various social practices. Therefore, the popularized teaching of Marxism in colleges and universities in the Internet era should fully implement the importance attached by Marxism to practice and combine theoretical teaching with practical teaching. Marxism is a scientific theory centered on people. It is difficult for people and society to break away from reality to truly grasp the essence of Marxism. Therefore, in the teaching activities, in addition to the classroom teaching for the purpose of grasping the basic theoretical system, it is also possible to adopt the method of "going out, coming in" according to the actual situation to guide the students to deepen the social reality, through the rich and cross-cutting forms of teaching, the Marxist popularization movement among young students will be pushed deeper.

3.2 Innovating the Marxist Popular Educational Discourse System in Colleges and Universities.

In the context of the rapid spread and widespread use of the Internet, universities must first firmly establish the ideological position and the dominant discourse, through scientific management, innovative methods and reference to resources, we can effectively innovate the popularized discourse system of Marxism in colleges and universities, bridge the discourse differences, and actively occupy the network popularization position. Specifically, it can be reflected in the following aspects: First, Scientifically manage network discourse and purify the network publicity environment of colleges and universities. Proactively set up a special network Marxist mass work team, formulate relevant working mechanisms, use scientific management methods to purify the network discourse environment of college students, timely and effectively dispose of bad information, and create a harmonious and healthy "green Marxist popular environment". The second is to innovate the dissemination of Marxism in colleges and universities. Specifically, the promotion of major news and policies in colleges and universities under the background of the Internet cannot rely solely on traditional methods such as classrooms, newspapers, windows, and televisions. It should also publish, reprint, and comment on relevant information in forums, post bars, and BBS. In the process of popularizing the popularization of Marxism, it is also possible to appropriately adopt the online discourse vocabulary that contemporary college students like to hear. The third is to learn from the network discourse resources and expand the path of popularization of Marxism in colleges and universities. The popularization of Marxism in colleges and universities under the background of the Internet should actively integrate and utilize the healthy and beneficial benign network discourse resources, be good at grasping the value orientation and aesthetic preferences of contemporary college students, and listen to their true evaluation and feelings on the popular work in the network. In the popularization work on traditional media and network platforms, we should boldly learn from the expressions and rhetorical habits used by contemporary college students to promote the innovation of Marxist popular discourse system in colleges and universities.

3.3 Actively do a Good Job in the Control and Operation of Network Communication, and Improve the Professional Level of Marxist Popular Network Communication.

College Marxist educators must master the necessary network knowledge and operational skills, whether it is from the technical back-end of the speech, or from the audience effect of the communication, it is of great significance. Because the application of the network carrier transforms the "pre-emptive" style of the traditional college Marxist education into the "equality-interactive" style, the bridge role of the network makes real interaction between the education subject and the educational object. Therefore, college educators should master the network media technology, make full use of the advantages of online media, constantly change the ways and methods of Marxist propaganda and education in colleges and universities, strengthen the "student-centered" education logic, and truly promote the university to be harmonious and inclusive, open, and diverse. At the same time, we must actively use the network to accelerate the innovation of the content and form of Marxist education in colleges and universities. Marxist educators in colleges and universities must constantly strengthen the classic theme, innovate the educational connotation, and highlight the theoretical characteristics, promote the integration, three-dimensional and diversified dissemination of Marxist popularization theory in colleges and universities through illustrations and animations.

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