

# A New Path of Popularization of Marxism in the Age of "Internet +"

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**Abstract:** With the rapid development of the current society, In the new historical period, How to carry out the popularization of Marxism more efficiently is not only the call of the Party Central Committee, but also a hot issue in the current academic research. With the rapid development of Internet technology, brought a new revolution in the history of communication, The traditional concept of communication has gradually been broken, and the Internet is gradually becoming an indispensable part of people's daily lives. This article takes the popularization of Marxism in the era of "Internet +" as the research object, Under the guidance of Marxist theory, combining with the characteristics of the current society, this paper analyzes the necessity of "Internet +" to promote the popularization of Marxism, and analyzes the opportunities and challenges of the popularization of Marxism in the "Internet +" era, and strives to find the Internet and Marx. The connection between the popularization of popularism and the new path of popularization of Marxism in the era of "Internet +".

**Keywords:** Internet +; Popularization of Marxism; propagation; New path

## 1. Introduction

At the 19th meeting of the National People's Congress, Xi Jinping put forward: "Ideology determines the direction and development path of culture. We must promote the popularization of Marxism in China and build a socialist ideology with strong cohesiveness and leadership. All the people are closely united in their ideals, beliefs, values and moral values. We must attach great importance to the construction and innovation of communication means, improve the communication, guidance, influence and credibility of news and public opinion. Strengthen the construction of Internet content and establish comprehensive network management. The system creates a clear network space."<sup>[1]</sup> It can be seen that ideological work has always been the focus of our party's work, and with the rapid development of Internet technology, the Internet has gradually become an indispensable part of people's daily lives. With the emergence of the new format of "Internet +", innovative Marxist popularized communication mode, relying on Internet platform and new Internet technology to carry out active and effective Marxist popularization communication is not only the essential requirement of the popularization of Marxism, but also the Internet society reality needs.

## 2. The Importance of "Internet +" Promoting the Popularization of Marxism

### 2.1. Helping to innovate and develop Marxist theory

The report of the 19th National Congress of the Communist Party of China pointed out: "There is no end to practice, and there is no end to theoretical innovation.

The world is changing all the time, and China is changing all the time. We must keep up with the times in theory. Recognize the law and continuously promote theoretical innovation, practical innovation, institutional innovation, cultural innovation and other aspects of innovation." Therefore, we must regard innovation and development of Marxism as the focus of the current ideological work field. Marxism itself is an open scientific system formed and developed after the essence of all excellent cultures created by mankind. The only way out for Marxism to develop forward is to continue to absorb and draw on the excellent ideological and cultural achievements of human beings. And the Internet and the Internet society, which represent the advanced productivity of human beings and also represent a new production relationship of human society, are of course the meaning of the title. The popularization of Marxism promoted by the Internet, because of its own characteristics of universality, immediacy and interactivity, has greatly promoted the innovation and development of Marxist theory.

### 2.2. Help to enhance the practical effect of Marxist propaganda

The Internet combines the advantages of traditional media, integrates the effects of image, text and sound communication. Using the Internet to spread Marxism can make Marxist theory have strong appeal and radiation. The interactive nature of the Internet itself can help communicators and audiences to better understand Marxism and correctly apply Marxist theory to guide Chinese social practice. When the traditional mass media spreads Marxism, it generally adopts a one-way communication

mode. People always passively accept some Marxist theories, lack a deep understanding of Marxist theory, and easily understand the deviation of Marxist understanding. After entering the Internet era, these problems can be solved to a certain extent. The interactive nature of Internet communication will give the public a more relaxed voice, and the emergence of "Internet +" can more effectively use Internet technology to fully optimize and improve the traditional way of disseminating Marxist ideas. From the traditional resource-driven to the innovation drive, the practical effect of Marxist propaganda has been greatly enhanced.

### **2.3. Help to strengthen the intrinsic value identification of Marxist theory**

In the era of "Internet +", information is transmitted at a high speed, and the network can provide people with complicated social information in the first time. With the development of the Internet, the contemporary masses, especially the younger generation, are active in thinking, have a strong curiosity about new things, and maintain a high degree of attention, with a spirit of inquiry. They not only hope to see the rolling reports of the latest facts through the media for the first time, but also more eager to know the new facts, new phenomena, the mechanism of the new problems and the inherent logical connection. The most basic function of theory is to explain the complex phenomena that are difficult to explain by common sense. Making full use of the characteristics and advantages of the Internet and using Marxist theory as an ideological weapon, the government can face and seek truth from facts to understand and answer new facts, new phenomena and new problems, In the interpretation of doubts and suspicions, people's enthusiasm for learning Marxist theory is motivated, so that Marxist theory truly dominates, influences people's thoughts and behaviors, and thus enhances the people's value recognition of Marxist theory.

## **3. New Opportunities for the Popularization of Marxism in the "Internet +" Era**

### **3.1. Providing new opportunities for the popularization of Marxism**

With the rapid development of network technology and the continuous improvement of network infrastructure, the popularity of Chinese networks has increased year by year. According to China Internet Network Information Center (CNNIC), the 41st "Statistical Report on China's Internet Development Status" was released in Beijing. As of December 2017, the number of netizens in China reached 772 million, and the penetration rate reached 55.8%. The scale of netizens in China continued to grow steadily. The Internet model continued to innovate, the integration of online and offline services accelerated, and

the pace of onlineization of public services accelerated<sup>[2]</sup>. The fast-growing network of people has become the most influential carrier of information dissemination, which provides a new opportunity for the spread of Marxism. With the advent of various advanced technologies on the Internet, it is possible to store relevant works and practical materials of Marxism in digital form on storage media such as optical, magnetic, and cloud disks, and spread them through computer networks at high speed, so that they can be read quickly and easily. In order to realize the popularization of Marxism, it is necessary to meet the needs of niche and individualized. The big data generated by the masses on the Internet will be recorded and recorded in digital form, reflecting the changes in people's ideas and values, This is of great significance for improving the pertinence and accuracy of the popularization of Marxism.

### **3.2. Providing a new carrier for the popularization of Marxism**

The traditional popularization of Marxism mainly relies on newspapers, magazines, televisions and other means to spread. Within a certain scope, these media forms are effective for the spread of Marxism. However, these media forms have limitations in time and space, which seriously restricts the dissemination effect and scope of the popularization of Marxism. In addition, the unidirectional nature of traditional media's dissemination of information makes the communication subject unable to achieve effective communication and interaction with the audience. The separation between the audience and the communicator affects the timeliness of the popularization of Marxism. With the rapid development of the Internet, new media communication technologies have matured, and new media based on the Internet can realize "peer-to-peer", "point-to-face" and "face-to-face" interactions. This interaction is instantaneous and participants can Get feedback immediately, completely breaking the mass media control of information.

New media has penetrated all fields and is conducive to the implementation of personalized and accurate communication. Individuals on the network discuss topics of the same interest with different groups of people on the network according to their own preferences, forming a "community", so that new media can Targetedly achieve small-scale communication to achieve good communication results. In addition, under the conditions of the Internet, the respondent can immediately feedback his thoughts and opinions on the information through various means such as comments, and quickly test the immediate effect of the popularization of Marxism, And launch a new round of Marxist communication in time for the needs of the public. This mode of communication has greatly shortened the cycle of Marxist communication, shortened

the gap between Marxist theory and the recipients, and greatly improved the efficiency of Marxist popularization.

### 3.3. Broaden the channels for the popularization of Marxism

As the popularity of the Internet has increased year by year, the central and provincial mainstream news websites, which are the main channels for the spread of Marxism, have continued to grow and develop, and have gradually become important news and public opinion positions and major national information publishing venues. A number of key news websites, such as People's Daily, Xinhuanet, and CCTV, are channels for the people to obtain news information and form a linkage effect with traditional media. For example, during the two sessions each year, these Internet mainstream websites released a lot of information in the first time, and this information has aroused strong repercussions around the world. At present, the country has established a special website to promote Marxism, such as the "red website" of Tsinghua University, the "sublimation network" of Central South University, etc. These websites focus on the development of Marxism and China. Although these websites need to be improved and improved in terms of communication scope, means of communication and communication effects, they have surpassed traditional media in terms of information volume and speed. Practice has proved that the key news websites have become an important public opinion tool of the party and the state and an important part of the party's ideological propaganda work.

## 4. The Challenge of the Popularization of Marxism in the Age of "Internet +"

### 4.1. Freedom of information dissemination weakens the mainstream ideology of Marxism

In the new form of "Internet +", the Internet platform has strong openness, immediacy, coverage and mass. However, the United States and other Western developed countries rely on their strong technical and financial advantages to use the network to market their value standards, moral culture and ideas to the world in all directions, all time and space, Launched a war to seize the information space and compete for the commanding heights of the public opinion. They rely on their technological advantages to infiltrate China's network ideology, On today's Internet, 90% of the information is in English, more than 80% of the software is produced in the United States, and the US-led Western countries occupy the commanding heights of Internet communication. Spreading positive values of assets through the Internet, such as money worship, utilitarianism, hedonism, consumerism, etc. These information are freely spread on the Internet and penetrate into the minds of netizens, directly or indi-

rectly impacting China's mainstream values and dissolving the cohesiveness of Marxist mainstream ideology. In addition to using information technology to carry out "cultural hegemony" and "cultural colonization", Western developed countries have also used the "right to make information" to confuse the ideological field with distorted facts and confusing propaganda, Within the international discourse system, arguments such as "China's collapse theory", "China's hegemony theory", and "China threat theory" have appeared one after another, directly discrediting China's international image and cracking down on China's mainstream ideology. This unequal dissemination of ideology on the Internet has greatly weakened the status of Marxist mainstream ideology.

### 4.2. The virtual nature of information dissemination undermines the credibility of the popularization of Marxism

American economist Esser Dyson pointed out: "The digital world is a brand new territory that can release indescribable production, but it can also become a tool for terrorism and scams, or it is a panic and malice. The base of the slander."<sup>[3]</sup> Due to the virtuality and occultity of information dissemination in the network, the true identity of the communicator can be hidden, so the binding force of morality is weakened, and the phenomenon of network morality is often seen. In the Internet communication, the communicator can hide or change his true identity, freely create his own gender, age, education, occupation and other personal information, and change his identity according to his own needs to carry out network activities. Today, China is in a period of social transformation, various social contradictions are prominent, and people's life pressure is also great. When they face some social injustice or ugliness, they will show strong dissatisfaction and indignation and tend to use online media to distract hearts and depression, sadness, anger and other negative emotions. Due to the lack of network social information supervision mechanism, some reactionaries have unscrupulously carried out all communication activities and successfully avoided moral punishment. The "no-blame" state of information has caused various reactionary, false and violent information to flood the online world, seriously jeopardizing the credibility of the popularization of Marxism.

### 4.3. The decentralization of the network weakens the authority and discourse power of the popularized subject of Marxism

The authority and discourse power of the subject of communication are the prerequisites for the popularization of Marxism, This authority and voice can be given through a careful organizational structure, such as the school teacher's power to assess the student's performance. But with the development of the Internet, the

network has the characteristics of three-dimensional and interactive. Everyone can be either a message recipient or a message publisher. The popular communicators of Marxism have become ordinary, no longer a group with a certain social status in the past, which broke the one-to-many mode of communication, Realize the transformation from single center to multi-center and even decentralization, make the online world have a strong "grassroot" and "popular" color. Under the situation that the authoritarian decline of Marxist communicators, when Marxist communicators spread Marxist ideas, they will not produce a big "paradox". The opinion leaders will also be greatly reduced, which invisibly weakens the authority and discourse power of the subject of Marxist popularization.

#### **4.4. The lack of compound talents slows down the process of popularizing Marxism**

"Composite talent" refers to talents with two basic knowledge and abilities. It is such a talent that is needed for the popularization of Marxism. On the one hand, it must have a profound theoretical knowledge of Marxism, master the basic knowledge of computers, and on the other hand, understand the laws and working methods of Internet information. However, as far as the current reality is concerned, the traditional ideological and political workers generally have problems of lack of computer knowledge and skills, unfamiliar network operation, and lack of in-depth understanding of network communication. They have a poor ability to master and use modern Internet technology such as the Internet, and they do not know much about online publicity work, as a result, many Marxist research results are limited to the theoretical level, and they cannot enter the communication link of practice. The popularization of Marxism on the Internet is seriously lagging behind. Most of the people who are familiar with the network environment and technology and specialize in Internet construction are younger generations, They are comfortable with Internet construction and software applications, but Marxist theory is not strong. When making popular content, it is vulnerable to the "audience-centered" network communication work habits, and it is too close to meet market demand, Pursuing attractiveness and adopting an anachronistic approach, without considering the seriousness and political nature of Marxism, weakening the voice of Marxism in public opinion propaganda, restricting the content quality and work progress of disseminating information has slowed down the process of popularizing Marxism.

### **5. The New Path of Popularization of Marxism in the "Internet +" Era**

#### **5.1. Constructing the popularized communication mechanism of Marxism on the Internet**

##### **5.1.1. Establish and improve the network certification system**

The establishment of the network certification system will help the targeted management of the Internet and help create a good network environment for the popularization of Marxism. The network certification system is divided into two levels. On the one hand, the implementation of the personal certification system, Internet users need to confirm the name and ID number when posting opinions on the public platform, so that the user can have a higher society responsibility when posting comments on the Internet. At present, many websites in China have started the work of real-name network authentication. On the other hand, we must effectively standardize the responsibility for the approval of network business, and the public security departments must strengthen the filing of Internet units according to law. For all kinds of business on the Internet, relevant departments should strengthen cooperation and establish a joint examination and approval system for each department to ensure the quality of network information services. Online news publishing, radio and film and other information and content services, implementing industry access system. Strict management of businesses with functions such as media and social mobilization. The media business on the information network such as the Internet cannot be opened to the outside world as a telecom value-added service business. Non-public capital cannot invest or directly operate news websites and current-time audiovisual news releases.

##### **5.1.2. Establish and improve the network information monitoring system**

It is necessary to build an Internet information prevention and control system and monitoring system to form a defensive barrier for the popularization of Marxism. Borrow the latest Internet search technology, search for information keywords, filter out bad information, and guide the correct direction of public opinion . In addition, we must carry out comprehensive promotion from the three aspects of supervision, management and control, relying on a sound information security infrastructure system and corresponding products to cooperate. As the Internet is a constantly updated virtual world, new problems and new situations are constantly emerging. We must update the network laws and regulations according to the latest developments in social development to provide a safer network environment for the spread of Marxism. In addition, the party and the government should provide financial and technical support for the dissemination of Marxism in the network field, focus on the development of new software and upgrade the network monitoring system, and provide sufficient material security and a better technical platform for the popularization of Marxism.

### **5.1.3. Building a Marxist popular talent team on the internet platform**

First of all, it is necessary to establish a team training system and establish a Marxist network propaganda team with high theoretical literacy, familiarity with cultural work and network communication technology, and innovative spirit. At the same time, it is necessary to strengthen the construction of the leading groups of key news websites, and select outstanding cadres with both ability and political integrity to enrich the important posts of network publicity and management. Strengthen the construction of the network commentator team, track the network public opinion in a timely manner, and actively guide the network paradox in a manner that is easy for the masses to accept. Strengthen the construction of the Internet information monitoring team, further replenish the strength, and form a network supervision work team that is compatible with the network propaganda construction and management. Second, we must strengthen the cultivation of abilities, especially to strengthen the training of network communication knowledge of party members and cadres. All levels of departments should regularly organize training schools to introduce foreign Internet construction and management experience. Through training and learning, we must actively guide party members and cadres to understand and master the basic knowledge and communication skills of the network, grasp the rules and characteristics of the development of network culture, be good at using the network to understand social conditions and public opinion, guide public opinion, and promote the popularization of Marxism.

### **5.2. Innovating the new mode of popularization of Marxism**

#### **5.2.1. Actively cultivate network opinion leaders and play their role in network public opinion**

In the age of network information, people are still the first element of the formation and dissemination of network public opinion. "Opinion Leaders" play an obvious consensus in network public opinion with its comprehensive and reasonable analysis and strong personality charm, guiding the role of public opinion guidance. We can invite some real-life authorities and experts, because they can easily become opinion leaders under certain conditions, let them use new media or answer questions for netizens online, it can also take the form of micro-interviews, which can be directly questioned by the host or netizens. The respondents are ready to answer questions, which is more lively and vivid. This method is conducive to the use of online public opinion guidance by experts and scholars.

#### **5.2.2. Cross-border integration forms the "Internet +" Marxist network communication chain**

In the Internet, we can use big data to open a "data-driven" Marxist communication model, build a Marxist network communication platform centered on the audience, and form an "Internet +" Marxist network communication chain. First of all, we can use big data technology to accurately locate the Marxist network communication audience, establish the "core status of the audience", and disseminate specific content according to the needs of the audience. Second, we can use the various technologies for big data, such as distributed databases, massively parallel processing (MPP) databases, cloud computing, scalable storage systems, to understand the personality of the audience through big data, and analyze Marxist network communication. Therefore, it is reasonable to control and design the individualized communication channels and disseminate the content, so that the Marxist network communication is more targeted, deepen the influence of Marxism, and continuously consolidate the guiding position of Marxism.

### **5.3. Give full play to the positive role of new media in the "Internet +" era**

#### **5.3.1. Highlight the mainstream value of self-media such as Weibo**

The application software represented by Weibo has realized the effect of expanding the audience and enhancing the interaction of network information dissemination, and created new conditions for the popularization of Marx. With the increasing influence of Weibo, more and more social celebrities, experts and scholars and parties to emergencies began to use Weibo, the microblog topic has also changed from daily trivial to social events, and has become one of the important ways to influence online public opinion. It has changed the power comparison of traditional online public opinion patterns. Weibo has become one of the preferred carriers for sending and receiving information to netizens, and has played a role in promoting some major social events. We must pay attention to the important role of Weibo in network communication and highlight the mainstream value of Weibo. Although many government departments have opened Weibo as a window to show themselves, they are not very interactive with netizens, and the frequency of updates is not high. Although the amount of fans is large, the amount of forwarding is small after the information is released. Therefore, we must actively develop Weibo, occupy network public opinion positions, and strengthen the frequency of interaction with netizens, in this way, Marxist communicators can adjust the frequency and mode of information release in a timely manner on the direct feedback of the masses, and realize the popularization of Marxism in a subtle way while satisfying the needs of mass information.

### 5.3.2. Establishing a theoretical propaganda system with Chinese characteristics with new media

Strengthen the leading role of major media websites in online public opinion, build a Marxist theme propaganda website, and promote the popularization of contemporary Chinese Marxism, We must take the central key news websites such as Xinhuanet and People.com as the leaders, and the important news websites of all localities are the backbone, and the commercial portals are assisted, construct a Marxist propaganda system with Chinese characteristics in the context of new media, take up the responsibility of the dissemination of contemporary Chinese Marxist theory, do a good job of internal and external propaganda, and make the Marxist popularization work truly implement.<sup>[4]</sup> We must use the powerful information resources of the era of big data to build a contemporary Marxist communication portal for the world and the future, Including the construction of a resource-sharing Marxist database and a Marxist dissemination microblog platform, demonstrating the theory and practice of China's reform, opening up, and socialist construction. In addition to building an authoritative online theoretical position with national influence, it is also possible to give full play to local advantages and establish a pro-

vincial, municipal, and autonomous regional Marxist website.

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