

Scientifically Grasping the New Media to Promote the Popularization of Marxism

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Abstract

Actively promoting the popularization of Marxism has always been an important part of the ideological and theoretical construction of the Communist Party of China (CPC). This approach has been vital for the CPC to lead its people to constantly create new situations in the development of socialism with Chinese characteristics. Currently, in the new era of comprehensively deepening reforms, the rapid development of new media has been one of the most important media tools in today’s society and also one of the significant carriers of the popularization of Marxism. The emergence and development of new media technologies provide a new platform and channel for the popularization of Marxism. Under the new media context, attaching importance to new media approaches, strengthening the talent construction, expanding the propaganda fronts, establishing the mass discourse system and improving the management system are critical to further promote the popularization of Marxism.

Key words: New media; Marxism; Popularization; Focuses

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INTRODUCTION

The Report of the Eighteenth National Congress of the Communist Party of China (CPC) profoundly elaborate on the significance and strategic requirements of the popularization of Marxism, stressing that “we should promote the popularization of Marxism, arm the whole party and educate the people with the theoretical system of socialism with Chinese characteristics.” (Hu, 2012, p.31) The popularization of Marxism is “the process that makes the basic principle of Marxism from abstraction to concreteness, from abstruseness to popularity, and from having been understood by a small number of people to have been mastered by the masses”.¹ New media refer to the media approaches emerging under the new technology supporting system, such as digital magazines, digital newspapers, digital broadcast, short messages, mobile TV, network, desktop window, digital TV, digital film, touch media and mobile phone networks, etc.. Compared with the four traditional media, namely newspapers, magazines, broadcast and television, the new media are also named “the fifth media”. Under the new period of the modernization construction of socialism with Chinese characteristics and the new media context, deeply studying the popularization of Marxism answers the call from the theoretical consciousness and the realistic demand.

1. THE IMPORTANCE OF THE NEW MEDIA APPROACHES TO THE POPULARIZATION OF MARXISM

Dialectical materialism holds that material determines consciousness, and consciousness is the reflection of material, and at the same time has active effects on material. Under the new media context, strengthening people’s

¹ *Report of the Seventeenth National Congress Learning Counseling Questions* (2007, p.149). Beijing: Learning Press.

correct understanding of the importance of the new media path to the popularization of Marxism is the premise and foundation of promoting the popularization of Marxism.

1.1 Rationally Understanding the New Media to Promote the Popularization of Marxism

As a result of the development of productive forces, the new media are the newborn modern communication technologies. Developing rapidly, they provide the society a more comprehensive, rapid and timely communication means. Under the new circumstances brought by new media, we should hold a dialectical view: Not only should we make full use of opportunities provided by the new media for the community, but also rationally face the challenges they bring to society. Therefore, we should rationally treat the opportunities and challenges brought by the new media. On the one hand, the development of the new media offers a new carrier and plays a positive role in the smooth progress of the popularization of Marxism; on the other hand, the new media have sometimes become the constraints to the popularization of Marxism. Their incidental problems weaken the effect of the spread of Marxism to a certain extent, having a negative impact on the popularization of Marxism. A correct understanding of the dual character of these problems helps make timely and effective measures to overcome the negative impacts of new media with firm confidence, to maximize their positive role, to promote the combination of new media and China's reality and to adapt to the current situation of the signification of Marxism. In this way, they can assist us in actively exploring the effective measures to promote the popularization of Marxism, on the basis of the correct understanding of the new media to promote the popularization of Marxism.

1.2 Attaching Importance to the Use of New Media to Promote the Popularization of Marxism

As has been approved by practice, the new media have played a significant role in the process of promoting the popularization of Marxism, and have made significant contribution to the popularization of Marxism. At present, the rapid development of new media has attracted the attention of the party and the state. Using the new media to promote the popularization of Marxism has been put on the agenda by CPC and the state. New media are an important carrier to realize the national strategic task of the popularization of Marxism. They meet the urgent requirements of achieving the establishment of a moderately prosperous society in all respects and the China dream of national rejuvenation, and also the internal demand of the people's pursuit of ideal life. Therefore, we should attach significant importance to using new media to promote the popularization of Marxism, enhance the combination of the education contents with education principles and communication means of traditional Marxism, and actively explore ways and means to promote the popularization of Marxism in the new media era.

Under the complicated network environment, the correct guidance of Marxism theory helps enhance the people's self-understanding and self-development level and lead it to a positive and healthy direction. This is the responsibility and obligation of all members of society and also the inherent requirement of the continuous promotion of the popularization of Marxism. All of these require us to place the popularization of Marxism through new media to an important position, to constantly deepen the theoretical understanding and to promote the popularization of Marxism.

2. STRENGTHENING THE TALENT CONSTRUCTION OF THE POPULARIZATION OF MARXISM

After certain political route, the staff is a critical factor. Following the development trend of new media, we need qualified human resources to ensure that the new media play positive effects and overcome the negative impacts. In the new media age, the promotion of the popularization of Marxism cannot be achieved without highly qualified human resources team. This team includes people who have a firm political stand, an excellent ideological quality, good journalism attainment and skilled network technology. For this special team, we should highlight the fundamental groups such as the party members, national public servant and teachers. These groups not only demonstrate Marxism, but also implement the popularization of Marxism. They can affect and inspire the masses. At the same time, we should absorb all kinds of talents to strengthen the workforce. These approaches have critically significant implications for the popularization of Marxism.

2.1 Strengthening Marxism Theory Accomplishment

Under the background of new media, building a high-quality talent team to propaganda and practice of Marxism is a major premise for further promoting the popularization of Marxism. Therefore, this special team must have a high level of Marxism theory accomplishment. First of all, the team must have a firm Marxist belief and faith, strong practical ability and strong sense of responsibility, sense of mission. Only in this way, they can propaganda Marxism and affect the masses. Secondly, the team needs to continually improve Marxist theory accomplishment, to master Marxism-Leninism, Mao Zedong Thought and theoretical system of Chinese characteristic socialism, to grasp the inherent essence of Marxism accurately, and to use the Marxist stand, viewpoint and method to analyze and solve the problem. If we have a deep study on Marxist theory, we will understand it thoroughly and convince the masses to promote the popularization of Marxism. Thirdly, the team must also constantly develop their moral accomplishment. Good moral accomplishment of this

team helps the masses have an intimacy, sense of identity and sense of trust in the team, and helps the team play an exemplary role in the processes. Therefore, it's important for the team to possess basic quality for the achievement of the popularization of Marxism.

With the further promotion of reforms and opening up, and the exchanges of Chinese and western culture, the leading status of Marxism has been impacted under the ideology. Faced with this situation, Marxist web workers should strengthen the study of Marxism theory, firm their Marxist faith, and improve their theoretical quality and moral quality, as well as establish a scientific world view, outlook on life and value. We should adhere to "with the methodology of Marxism to investigate the profound changes of the present world, to grasp the essence and the future of the world situation and not to be confused by all kinds of social trend, strengthen the sense of right and wrong to improve political sharpness and insight." (Bai, 2012 As a representative of the new media, the network covers all aspects of social development. However, due to the lack of effective supervision, the negative network culture has spread in the society and affects many people. Only through possessing strong Marxism theory quality and high moral sentiments, can we make scientific judgments and help the masses to improve their discernment to promote the popularization of Marxism under the complex network environment. In addition, we cannot ignore some evil international organizations, which usually make use of the network of propaganda ideas, resulting in some people believing it firmly. This situation shows that even in the current modern society with advanced science and technology, there is still some people lack of basic knowledge of Marxism theory. Therefore, it's a long term and arduous task to improve the Marxism theory quality of the people. By contrast, Marxism communicators should pay more attention to and enhance the Marxism theory achievement.

2.2 Improving the Competences in Using New Media and Other Modern Communication Means

If we only have the strong Marxism theory quality, but lack of skill to use new media, it will be impossible to promoting the popularization of Marxism. With the rapid development of network technology, various problems emerge endlessly. Currently, under the circumstances of the developed network, it's an important issue for us that how we guide the masses on the basis of Marxism theory. To solve the problem, the Marxist workers are required to actively acquire the knowledge and skills of new media. On the one hand, the Marxist workers are required to seriously study the new media technology and knowledge, to understand the characteristics value, influence of new media, and to use new media to express the abstract Marxism theory vividly. On the other hand, the Marxist workers should be good at summing up experience in the process of practice. They should not only make full

use of media tools such as BBS, Blog to propaganda the Marxism, but also should master skills to manage the Marxism's website and always be ready to respond to emergencies. Party and state leaders attach great importance to cultivate the leaders to master network ability. Marxist workers are also requested to improve their skills of using the new media and other modern communication means.

In recent years, mobile phones and the network have affected and changed people's living environment and ways at an alarming rate. Faced with the situation, the Marxism workers should make full use of the advantages of new media and use the new media into the process of the popularization of Marxism. Furthermore, we should improve the theory quality and skill accomplishment of the Marxist talent team, continually expand the scope of the Marxism theory education, and explore the effective channel to make the Marxism theory into the masses to occupy the network position and grasp the discourse of new media.

3. USING THE NEW MEDIA TO EXPAND THE PROPAGANDA POSITION OF THE POPULARIZATION OF MARXISM

The emergence and development of new media bring a revolutionary impact on people's life and work. The fact fully demonstrates that who master the advanced communication means, who will grasp the forefront information resources. Therefore, as far as we are concerned, we must always study the new media technologies, grasp the developments of new media, and apply them into the process of the popularization of Marxism, which in turn make the new media become the forefront and firm position to propaganda the Marxism.

3.1 Utilizing the New Media to Establish a Theoretical Propaganda System With Chinese Characteristics

In order to establish a Marxist propaganda system under the background of the new media, and make the work into effect, we should strengthen the mainstream site's guidance to network consensus, build the Marxist propaganda site, and promote the popularization of Marxism in China. At the same time, we make central sites, such as Xinhua, People's network, China Youth Online, as the leading news website, the important local news website as the backbone and all kinds of commercial sites as assistance (Yang & Ren, 2011). Therefore, we should make full use of new media to establish a Marxism theory propaganda system with Chinese characteristics, and make it play a fundamental role in the popularization of Marxism, in order to achieve effective implementation of the popularization of Marxism within the scope of the whole society. In addition, we should also build Marxism theory education platform on the websites, such as party

websites, college websites and social organizations' websites. At the same time, we can upload some propaganda video, public class video and e-books about the Marxism on these websites, exploring ways to use of mobile phones and other modern media to propaganda the Marxism theory, and sending the newest theoretical achievements of the party and state timely. We encourage holding blog forums, TV forums and online forums, etc and mobilizing all social members to participate in the exchange and learning the latest theoretical achievements of the Marxism, and discussing the hot issues.

Furthermore, we can also enhance the role of folk Marxist academic community in the network public opinion. Among the websites, 'the China red website alliance' has a good performance, which members reached at 710 which included 324 colleges red websites. (Yang & Ren, 2011)

3.2 Innovating the Means of Theory Popularization, and Improving the Influence of the Theory Propaganda Position

At present, when we propaganda the Marxism theory, we are encountered with the problems such as simple content, slow updating rate, and the shortage of influence and appeals, which are required to be addressed immediately. To tackle these problems and to promote the popularization of Marxism, it is a must to innovate the ways to propaganda the Marxism theory. In terms of the content, we firstly need to grasp the realistic puzzle and interest demand of the masses, and convey the concern and action of the party and the state to the masses. Secondly, we should elaborate Marxism theory as detail as possible regarding its background, the development process, and the impact and value of the society. Only in this way can we help the masses to understand the Marxism comprehensively, enrich their theoretical knowledge and overcome the previous bias. On the fusion of the new media and the traditional media, we can find that they can promote, integrate and develop mutually rather than conflict. On the basis of knowing and adopting the unique advantages of new media, we should affirm the influence of the traditional media, explore the effective way to combine the new media and the traditional media, make full use of unique advantages of the new media and convenience of the traditional media, expand the scope of the popularization of the Marxism and enhance its influence and power.

4. ESTABLISHING THE MASS DISCOURSE SYSTEM ORIENTED TO PEOPLE'S LIVELIHOOD

Language, as an important carrier of human communication and information dissemination, has always been playing an important role in the expression and spread of Marxism theory. In the process of further promoting the popularization of Marxism, we must establish the mass

discourse system oriented by concerning about people's livelihood in order to maximize the spread of Marxism and to achieve the desired results.

4.1 Using the "Mass Discourse" The Masses Loved

In order to widely spread and develop Marxism in a country or region, it is required that Marxism theory must be compatible with the national characteristics, the linguistic features and expressive habits etc. of the nation or region. Marxism theory originally emerged and developed in Europe, but it gets further innovation and perfection in China, which fully shows that the propagation of Marxism in China accords with people's language style, enhancing the intimacy between the Marxism and our people, narrowing the distance between the Marxism and the masses. In our country, the party and the state has always been attaching great importance to playing the principal role of the masses in the process of the Marxism development, constantly giving the latest research results of Marxism national characteristics, highlighting the value charm of the popularization of Marxism in practice, promoting the nationalization, localization and popularization of the theory. Therefore, the effective propaganda and popularization of Marxism must abandon the practice of putting it on the shelf. Rather, it should adopt the expression means according to people's will, use the "mass discourse" the masses loved, making the Marxism straightaway and vivid and letting people understand it clearly.

At present, the new media, represented by the Internet, uses novel language and interesting expression to attract the masses. Similarly, in the dissemination of the Marxism, we should make full use of language advantage of the new media, to overcome the stereotype and unicity of traditional media language and to enhance the effectiveness of the Marxism dissemination. In recent years, expressions such as "beautiful China", "China Dream" and "network politics" rapidly spread on all government websites and commercial websites, becoming hot words that people always pay attention to, often discuss and use. These official statements are close to civilians, which enhance people's attention to it and also enhance people's sense of identity. China is an ancient civilization with a long history. The accumulation of more than five thousand years has created a profound national culture. To achieve better dissemination and better innovation and development of Marxism in our country, we must learn the essence of Chinese traditional culture and meet people's living habits, thinking logical, language etc. Only in this way can we achieve better dissemination effect. For example, "seeking truth from facts" in Mao Zedong Thoughts is from Chinese traditional philosophy. For another example, the "Eight Honors and Eight Disgraces" put forward by Hu Jintao is integrated with traditional language style. As another example, the "beautiful China" and "China dream" put forward by the

central collective leadership headed by Xi Jinping are the material and spiritual pursuit of the long-standing Chinese civilization, deeply expressing the desire of people of all nationalities for good life. Thus, adopting languages that the masses love can obtain remarkable results.

4.2 Orienting to People's Livelihood and Concerned About Realistic Problems

The degree of Marxism is meeting the people's need and realizing the people's fundamental interests determines the degree of the propaganda and popularity of Marxism theory. Marx and Engels said, "Everything people fight for is related with their interests."² Lenin once said, "Material benefit is the most sensitive nerve of people's living." Mao Zedong emphasized, "The Marxism is the people's theory and it must put the people's interests as the starting point. The basic principle of Marxism-Leninism is to enable the people to realize their own interests and unite to fight for them".³ Therefore, in order to further promoting the popularization of Marxism under the context of new media, the most fundamental thing is to satisfy people's needs and the most critical thing is to attach importance to people's realistic problems. Only in this way can the Marxism truly become the scientific theory serving for the masses, improve people's enthusiasm and initiative to learn, advocate and defend Marxism, enhance people's sense of identity and conviction to the Marxism and can subsequently enhance the cohesion and appeal of the Marxism.

The report of the Eighteenth National Congress of the Communist Party of China clearly pointed out that

In order to strengthen the social construction, so we must focus on the safeguard and improvement of people's livelihood. Improving the people's material and cultural life level is the fundamental goal of the reforms and opening up as well as the socialist modernization. We should seek more benefit of people's livelihood, remove more sorrow of people's livelihood and solve the most direct and realistic interests problems the people most concerned about, aiming to keep making progress in ensuring that all the people enjoy their rights to education, employment, medical and old-age care, and housing so that they will lead a better life. (Hu, 2012, p.34)

This report requires us to promote the popularization of Marxism in the context of new media. To achieve this goal, we must orient people's livelihood all along, always pay attention to people's realistic interests, help the people enjoy the fruits of reforms and opening, at the same time feel the power of Marxist truth, letting the latest theory achievement of the theoretical system of Marxism with Chinese characters, the theoretical system of socialism with Chinese characteristics, enjoy popular support, promoting the popularity of the Marxism in the scope of the whole society. Since the Eighteenth National Congress of the Communist Party, the party and the state have

reinforced the construction of education, employment, income, urban and rural social security systems and medical and other aspects, have improved people's livelihood by practical actions and have further enhanced the cohesion, influence and appeal of the Marxism in people's heart.

The classical Marxist writers are constantly concerned with the realistic problems of the masses. With the deepening of reform and opening up and the in-depth development of internationalization, various kinds of social problems have occurred. Particularly the exchange of the different national culture has weakened some people's faith in Marxism to a certain extent. Under these complex situations and the background of new media, we must always focus on the livelihood problems and solve it effectively to promote the popularization of the Marxism. History has proved that the degree of the policies of the party, and the state concerning about people's vital interests and the degree serving people with actions, determines the degree of people's faith in Marxism. Therefore, under the new media environment, only by concerning people's livelihood and solving their problems, can promote the popularization of Marxism and can also strengthen the mass base of the Marxism.

5. IMPROVING THE MANAGEMENT SYSTEM OF THE NEW MEDIA TO PROMOTE THE POPULARIZATION OF THE MARXISM

System, as a carrier of values and ideas, is an effective mediator and an important guarantee for the popularization of Marxism. "Only when the popularization of Marxism under the background of new media is integrated into the system of the whole society, can it avoid becoming floating ideas with no dependency; only when it forms into systematic construction mechanism can it get the powerful safeguard to be realistic and to get continuous promotion. (Shen, 2013, January 5)

Firstly, we should perfect the laws and regulations of the new media. As the saying goes, "Nothing can be accomplished without norms or standards". Similarly, to promote the popularization of Marxism under the background of new media also needs the constraint specification of laws and regulations. At present, the new media is still in the developing stage. Compared with the non-mandatory constraints of social morality, the new media needs more mandatory laws and regulations to be rigorously restricted. Entering the Twenty-first Century, although the party and the state have promulgated a number of laws and regulations on computer security and electronic commerce security and other aspects, the existing laws and regulations cannot meet the needs of the development of the network. Moreover, the new

² *Marx and Engels* (1956, Vol. 1, p.82). Beijing: People's Publishing House.

³ *Lenin* (1995, Vol.13, p.113). Beijing: People's Publishing House.

laws and regulations have not yet been carried out. This phenomenon has provided opportunities for criminals to “seek loopholes” to commit crimes. Therefore, in order to improve the condition of new media and to promote their health and scientific development, we must perfect the relevant laws and regulations. Firstly, we need to refine and perfect the laws and regulations of the new media, to learn and draw lessons from the foreign advanced network management, to establish a network media management mechanism suiting our national conditions, to perfect the management system and mechanism and to refine the laws and regulations. In these ways, people can have laws and regulations to follow. Secondly, we should enact strict new media regulation system of sanctions. The rapid development of the new media demands corresponding laws and regulations to constrain and regulate their uses. Therefore, our country should enact strict new media specification system of sanctions in accordance with the constitutional requirements to purify the virtual space environment. We need to establish and improve the network real-name system, locking the person in charge and making sure a punishment mechanism for criminals. Once there is a network crime, we can timely do investigation and tracking, so that criminals can be put in the justice. In addition, on the basis of perfecting new media laws, we cannot ignore the propaganda and education of policies of these laws and regulations. In this way, not only can we reduce the network crimes, but also can encourage people, especially the young people, to be aware of the seriousness of network crimes, which in turn, can stay away from network crimes.

Secondly, we should improve the network prevention technology. While providing abundant useful information and resources, the network also brings substantial negative information and recourses. The existence of negative information results in some challenges to promote the popularization of the Marxism. In recent years, because of the diversification, technicalization, high end-oriented of network crime, it's difficult for us to prevent network crime. The network crime poses a significant threat to the country's stability and people's life and property safety. The reason is that we have not established a strong network supervision to prevent network crimes. For example, there are some criminals, who always attack the communist party of China, plan to undermine ethnic unity and damage national unity. There are also criminals, who mislead teenagers and suborn them to commit crimes. The presence of these criminals brings damage to society, and their criminal behaviors also pose a substantial threat to national security and the people's interests. Therefore, it's vital for us to timely strengthen the network prevention and improve the network monitoring system. At present, on the one hand, we should increase investment in technology, introduce the advanced network monitoring and early warning technology to prevent the network crime. On the other hand, we should guide the right direction of network information, dispel the harmful

effect, and strengthen the good influence to affect the masses. In short, under the circumstance without thorough laws network laws and regulations, we must take effective measures to improve the network prevention technology and strongly resist the invasion of negative information and criminal activities to creating a democratic, civilized, healthy and harmonious network environment for cyber citizen.

Thirdly, we should strengthen the construction of network moral system. Social morality is the standard criteria for people's behavior, and morality is a standard to distinguish the good from the bad. This standard can play an unexpectedly important role at a crucial comment. Because we haven't been a perfect network laws and a monitoring system, it's difficult for us to manage the network environment only by using network prevention technology. Therefore, the use of social morality to regulate people's behaviors is critically important. For one thing, we should advocate the positive requirements of social morality, and make these requirements into the network moral system to help people establish a correct and scientific concept of network morality, which in turn strengthens people's resistance to negative information. In addition, we still need to strengthen publicity and education of network morality on the network platform, mobilize the masses to concern it and actively devoted to the construction of network morality, cultivate their consciousness of self-study, self-education and self-regulation as well as build a good ethical culture. Additionally, we should strive to improve cyber citizens' ability of discerning information and vigorously promote the socialist core values. On the network platform, faced with massive network information, cyber citizens with weak self-restraint ability are vulnerable to criminals' temptation. They get lost and some cyber citizens are even addicted in it and are unable to get away from it. Therefore, we must further strengthen the cyber citizens' education, train them to consciously abide by the network rules and ethics, improve their ability to identify positive and negative information, consciously resist the harmful information, actively advocate the socialist core values and promote the excellent Chinese traditional virtues.

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