

Re-thinking on the Popularization Path of Marxism in the New Media Era

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Abstract

Under the environment of new media, it is of great practical value to promote the popularization of Marxism. The emergence of short video has created a new path for the popularization of Marxism in the new era. Compared with the traditional path of communication, the spread of short video inherits the theoretical quality of Marxism that is keeping pace with the times, and is a new energy to promote the popularization of Marxism, marking the practical guides of Marxism to the public by adhering to it. Taking Douyin short video as an example, this paper analyzes the main problems the popularization of Marxism faces at present, deeply considering the path on popularization of Marxism, and looking for a new path to optimize the dissemination mode and dissemination effect of popularization of Marxism.

Keywords

New Media; Marxism; Popularization; Douyin Short Video.

1. Introduction

In the 12th group study session of Political Bureau of the CPC Central Committee, General Secretary Xi Jinping stressed that To promote the integrated development of media, we should adhere to the strategy of mobile priority, letting mainstream media firmly occupy the commanding height of communication for public opinion guidance, ideological guidance, cultural inheritance and serving the people through mobile communication. At present, some researches on the popularization of Marxism mainly focus on theoretical propaganda and other aspects, while researches about the dissemination of Marxism through new media cannot find out. Therefore, the use of new media contributing to promote the popularization of Marxism has the significant and realistic value. The Douyin short video platform that mainly spawned by new media provides a new path for the popularization of Marxism. Douyin Short Video is a social application for creative short videos of music that can be taken everywhere and whenever. Since its launch, Douyin's short video audience has been expanding. It is reported that "The 2020 Douyin Data Report shows that Douyin has more than 600 million daily active users in China". The number of active users makes Douyin an important tool for the spread of new media in the new era, and also provides an accelerator for promoting the popularization of Marxism. "The weapon of criticism cannot, of course, replace the criticism of weapons. Material force can only be destroyed by material force; But once theory has a hold on the masses, it also becomes a material force." [1] At the same time, Lenin also succinctly put forward a formula, "Marxism at the highest level is equal to popularization at the highest level". In other words, the popularization of Marxism needs us to be presented in an easy and understand way.

2. The Internal Connection between the Popularization of Marxism and the Short Video Platform

The popularization of Marxism is a process of dissemination on Marxism that people can use it to guide and practice. Innovative theories that keep pace with the times is conducive to promoting the familiarity and acceptance of Marxist by the public, making Marxist theories a guide of action to understand, accept and practice, as well as enabling the majority of young people to identify, accept and practice Marxism at a relatively low cost. This process is the development process of Marxism in China, the process of people contacting with Marxism, and the important task of promoting Marxism in China. While short video platforms are an important medium for the popularization of Marxism, especially short video platforms led by Douyin, which are important tools for people to read fragmented information in the new era.

2.1. Douyin's Short Videos have Enriched the Way of Spreading on Marxism

Douyin short videos have gradually become a communication tool for people to kill their leisure time. The platform identifies users' preferences in a smart way through big data information such as video popularity and friends' attention, providing a new platform for the popularization of Marxism. The number audiences of Douyin platform can be expanded, and it can be presented in a popular, vivid and interesting form. As more mainstream media enter Douyin, the popularization of Marxism should keep pace with the times. It is reported that "By December 2020, China had 989 million Internet users, with mobile Internet users accounting for 99.7 percent, and online video users reaching 927 million, including 873 million short video users".[2] Since the new era, the rapid development of new media, short video has increasingly become an important way for the public to obtain information. People's Daily, CCTV News and major satellite TV stations have all joined Douyin to deliver information. Taking advantage of the new medium of short video and giving full play to the superiority of Douyin short video, it is conducive to further promoting Marxism "flying into ordinary people's homes".

2.2. The Popularization of Marxism Provides Mainstream Consciousness Content for the Short Video Platform

It is uneven and difficult to distinguish between fake and real because most of the information on Douyin's short video platform. Although CCTV news and other major media reports are relatively reliable, there are still many humorous and morally marginal content, and even some bad information that goes against the mainstream ideology of society. "A large number of false and vulgar video transmission is easy to cause users' ideological emptiness, seriously affecting the construction of social spiritual civilization. Therefore, Douyin should strengthen its market supervision, leading the development of the short video industry with high quality and realize social value."[3] If fast food like short video media cannot actively conform to the trend of the times and persist in carrying forward social themes, the rate of social elimination will be greatly increased. The permanent removal of short video apps such as "Neihan duanzi" in Chinese and "Kandiansha" in Chinese has taught us a lesson. As the guiding ideology of the Communist Party of China and the socialist cause, Marxism as a guiding ideology must be widely disseminated. "The Internet has become the forefront of the current ideological struggle. To master the dominant ideology of the Internet is to protect the country's sovereignty and regime."[4] We must firmly grasp the mainstream discourse power in cyberspace, and the popularization of Marxism requires us to show the mainstream ideology in a form that is down to earth and close to people's life. In terms of these characteristics, especially in the current era of big data, the effective use of new media such as Douyin short video is conducive to the wider and more efficient dissemination of mainstream ideology and the popularization of Marxism.

3. Dating Back to the Popularization of Marxism

In the new media age that covered by cultural diversity and information diversity, there are many problems and challenges that the popularization of Marxism faces on the way to promotion. The popularization of Marxism is affected by the excessively high level of Marxist discourse, the single transmission carrier and the scientific and cultural level of the audience. The popularization of Marxism means that in the dissemination of Marxist theory, thought and value system, we should not only spread its core content, but also integrate Marx's thought, viewpoint and value system in order to promote the popularization of Marxism in a vertical way. Due to the fact that discourse of Marxism is far away from people's daily lives, cultural level and understanding ability of different people, as well as the impact of living environment, people's understanding of Marxism can be different. At the same time, the dissemination of Marxism would failed to penetrate the hearts of the people only through knowledge imparting and propaganda. The popularization of marxism is an imperceptible process, which must rely on a proper carrier to spread.

3.1. Marxism Discourse Stands in a High Level

From "Marxism-Leninism" to "Mao Zedong Thought" in the revolutionary period, to "Deng Xiaoping Theory" in the reform period, and to "Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era", the process of adapting Marxism in China has never stopped, and it has gradually provided a way to disseminate and strengthen the Marxism in China. Although Marxist theory keeps pace with the times, many Marxist discourses are still strange to the masses. In terms of that, Marxism discourse will have a different behavior in different historical phases. Therefore, the representational forms of Marxism discourse are also different. Based on the summarizing experience and lessons, we should show a new form of Marxist discourse, that is, taking Marxism discourse as the core, Marxist theory as the guidance, and adhere to the basic position, viewpoint and method of Marxism, as well as the four self-confidence. "From Mao Zedong's revolutionary discourse of 'surrounding cities from the countryside and seizing power by armed forces' to Deng Xiaoping's reform discourse of development is the absolute principle 'to General Secretary Xi Jinping's socialist discourse of the new era, such as' China Dream', 'look in the mirror, dress properly, take a bath and cure diseases'." [5] The discourse of Marxism has gradually come closer to people's lives. This means that we should avoid the theoretical content and propaganda discourse being too lofty in the process of promoting the popularization of Marxism. The masses can't understand too lofty words, which will lead to the failure of the popularization of Marxism.

3.2. Dissemination Carrier in the Process of Popularization of Marxism

At present, the dissemination mode of Marxist theory for the masses is relatively simple, and it is difficult to meet the requirements of the development of the times and the requirements of practice. Therefore, the propaganda mode of contemporary Marxist theory needs urgent reform and innovation. In the grass-roots communities or rural areas, publicity notices, television, the Internet and so on are the main means of communication. Because of appealing and attraction, simple theories and posters can not educate the masses well. Lack of interpretation, divorced from real life, the majority of the people see the posters as only a fleeting glance, and they can not go to in-depth understanding and cognition. Marxism is a scientific theory, and its content is relatively abstract, which is not conducive to the understanding and acceptance of the masses. However, in the process of spreading Marxism, the form is too rigid and simple to be accepted by the masses, which leads to the failure of theoretical knowledge to be deeply rooted in the hearts of the people and better accepted by the masses. And no matter what kind of theory, its dissemination and development, they all need to use a certain carrier media, the popularization of Marxism is no exception. To some

extent, the traditional transmission carrier could not reach the masses effectively, which hindered the popularization of Marxism. With the rapid development of Internet information technology, short video has gradually become a new way for the masses to obtain information. Short video platforms led by Douyin have gradually become an important way for people to obtain information in their free time.

3.3. The Accepted Audiences in the Process of Marxism

In addition to the above two influencing factors, the development of the mass audience of Marxism also hinders the mass process, such as the level of education and economic level. According to the current education system in China, in-depth research and study of Marxist theory is mainly during the undergraduate and postgraduate period. However, since the resumption of the college entrance examination in 1997, By 2017, the total number of college students in China was about 115 million. If half of college students are excluded, there will be more than 50 million undergraduate students. At present, there are more than 1.4 billion students in China. At present, undergraduate students account for 3.5% of the total population. That is to say, there are still more than 90 percent of the people who have not received higher education. While not all those who receive higher education have a complete understanding of Marxism. People are more concerned about their own food, clothing, shelter and transportation, such as medical and health care, social security, food safety and social security. With the development of economy, there is a big gap between the educational level and quality of the economically backward areas and the economically developed areas. At present, farmers still account for the largest proportion of the population in China. Their scientific and cultural level is generally low, their ability to accept knowledge is weak, and their pursuit of material life is relatively strong, and their political sensitivity is weak, which has an important obstacle to the popularization of Marxism.

4. A New Path to the Popularization of Marxism from the Perspective of We Media

In the era of new media, the development and popularity of fast food culture has led to an increasing tendency for the public to accept in a more convenient way of communication. The advantages of short video, such as fast information transmission speed, simple operation and wide audience, provide favorable conditions for the popularization of Marxism. How to express "high and lofty" theoretical knowledge in a way that is "down to earth" and popular with the public, so that one's own theoretical knowledge can be accepted to a certain extent and improve one's own theoretical cognition, which is an important issue to promote the popularization of Marxism solidly in the new era. Compared with traditional media, Douyin short videos are more advantageous in communication. The functions of leaving comments, following and forwarding are conducive to users' communication and information transmission. This has created a new path for the mass of Marxism. By using Douyin short videos, and Marxism is included in the video, and it will be concerned and familiar with the public in a specific way, which is conducive to promoting the transformation of the popularization of Marxism to the popularization of Marxism.

4.1. Transforming Discourse in the Process of Popularization

The popular discourse of Marxism should not be too lofty, but pay practical attention to the people's life with theory, responding to the people's concerns, solving the practical problems encountered by the people, and making the popularization of Marxism step by step to the people's practice. In order to make the masses can better recognize Marxism, make the masses accept and can learn to use the Marxist understanding and analysis in practice to solve practical problems, and then realize the combination of theory and practice, it is also the fundamental

purpose of the popularization of Marxism. "General Secretary Xi Jinping attaches great importance to the popularization and visualization of theoretical discourse. In his speeches, we can see such golden sayings as, 'No matter how far we go, we should never forget the road we have come.', 'Clear waters and green mountains are gold and silver mountains. It has formed a vivid and lively discourse style that comes from life, is close to the people, follows The Times, innovates the ancient and brings forth the new, not sticking to one style, and shows the distinctive characteristics of "speaking in common language and being close to people, and embodies the high unity of the ideological line of the Party and the mass line".[6] Xi Jinping, the general secretary, has always been able to spread Marxism in ways that appeal to the masses. The transformation of Marxist discourse is also easier for the masses to understand.

4.2. Spreading Marxism with Short Videos as the Carrier

In the new media environment, as various kinds of short video platforms gradually enter public life, more and more people are keen to use the short video led by Douyin to consume time. In the process of mass dissemination of Marxism, we should not only base ourselves on the traditional main position, but also timely grasp and comprehensively use the means of "We Media" such as Weibo, Douyin and Bilibili. The rich development of the media of "We Media" also greatly enriches the communication carriers of Marxism, bringing Marxism closer to the lives of the public. Marxist scholars who open personal trill account, name after the personalization of Marxism, such as "Marx on" "approaching Marx" "why" of Marxism and other flexible language as the account name, spread of Marxism in a lively video works, using big data analytic and platform function of trill, effectively improving the exposure rate and attention of these accounts, and imperceptibly spreading Marxism to the broad masses of people. With the help of short video hosted by means of science and technology, the Marxism taken out in the form of vivid, public benefits, let more Marxism communicators involved in the spread of Marxism short video creation, and described in simple words, so that both its depth and temperature to promote the popularization of Marxism.

4.3. Strengthening the Scientific and Cultural Level of the People

"According to data released by the National Bureau of Statistics on January 17, 2020, the total population of the Chinese mainland (including 31 provinces, autonomous regions and municipalities directly under the central government and active service personnel of the People's Liberation Army, excluding those from the Hong Kong, Macao Special Administrative Region and Taiwan Province as well as overseas Chinese) at the end of 2019 was 1.400005 billion, an increase of 4.67 million over the previous year." [7] However, in such a large population base, China's rural population is still relatively large. At present, the scientific and cultural level of the masses in the rural areas of our country is generally low. Therefore, it is particularly important to further improve the scientific and cultural level of the masses in the rural areas. To enhance the level of rural folk culture, we must speed up the rural economic development, improve the daily life of the broad masses of farmers, strengthen the education quality of teaching, and make the rural masses produces more sense of belonging and identity, as they have the time, energy, and conditional to pursue the spiritual life to enjoy, which is conducive to improving the political sensitivity and political consciousness of the masses in the rural areas. In the rural areas where people have time and energy, short videos, as a fast information access channel, can be integrated into people's lives, mainly to promote Marxism, supplemented by scientific and cultural education.

5. Conclusion

To make use of the various short videos platform led by Douyin to promote the popularization of Marxism, we must adhere to the quality of advancing with the times. The dissemination of

Marxism should be more diversified, with both theoretical knowledge and mass thinking. In the era of new media, the function and status of the traditional media, has been unable to adapt to the new situation, the popularization of Marxism is facing the problem of transmission innovation, to speed up the spread of Marxism way innovation, must strengthen the innovation, the spread of Marxism must vigorously improve the innovation consciousness of the popularization of Marxism. Under the new media era, with the aid of all kinds of short video platform that they are rich in content, the re-description and engagement of higher advantage, we can speed up the construction of Marxism popularization since the media platform, enrich the spread of Marxism popularization means, constantly spread of Marxism in the form of public benefits, open up a new path of Marxism popularization. It helps to root Marxism in the minds of the masses and consolidate the ruling foundation of the Communist Party of China. We should devote ourselves to the breadth of the popularization of Marxism, make good use of new media positions, promote the role of Douyin short video in the dissemination of mainstream ideology, and promote the advancement of the popularization of Marxism with the times and the sustainable development.

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