

# A Study on the Popularization Communication Strategy of Marxism in the Media Environment

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**Abstract:** Since the 18th National Congress of the CPC, China has entered a new era. The traditional popularization path of Marxism is faced with the dilemma of lagging concept, backward method and poor communication effect, and it is urgent to change the way of thinking and method. In horizon, melting, new technical conditions and the propagation environment arises at the historic moment, through the disseminator of the marxist theory of literacy cultivation, precision partition for the audience and the media content, as well as the cultivation of the theory and technology talents to explore the spread of marxism popularization strategy, thus effectively promote the new era of popularization of marxism in China.

**Keywords:** Financial Media; Popularization of Marxism; Communication Strategy

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## 1. Popular transmission media of Marxism

The so-called media, short for mass media, refers to the physical forms that carry and transmit information, mainly including newspapers, books, radio, movies, television, Internet and so on. "The role of newspapers is not limited to the dissemination of ideas, political education and the acquisition of political Allies. Newspaper is not only the collective propagandist and the collective drum mobilization, but also the collective organizer"<sup>[1]</sup> Mass media is the product of the development of human society to a certain historical stage, it gradually evolves with the progress of human science and technology and forms a unique form in the long development process. In terms of communication content, new media and traditional media are the same, there is no difference. The media carrier has the characteristics of large amount of information, wide dissemination, great influence and many people.

American political scholar Harold Lasswell, founder of modern communication, pointed out in his book *Social Communication and Structure* that the social functions of mass media are mainly manifested in three aspects, namely monitoring the environment, contacting the society and transmitting culture. In our country, the mass media generally has three main functions, namely, public service, commercial service and political advocacy (education). It can be seen that both foreign "culture transmission" and domestic "political advocacy" contain the educational function of mass media.

## 2. The problems of the current dissemination of Marxism in the environment of financial media

### 2.1 Communication content is not closely related to reality

Under the background of the Internet era, the transmission and collection of information is an important link of the popularization of Marxism.<sup>[2]</sup> In order to promote the popularization of Marxism, Lenin put forward the theory of indoctrination, that is, the continuous propaganda and education of Marxist theory among the working class and the masses. Lenin believed that, first of all, the working masses should be guided to grasp the scientific world outlook and methodology, so that they can understand the nature of things through the surface of the struggle, and finally enable the working class to deepen their understanding of class struggle and political struggle.<sup>[3]</sup> The method of indoctrination will vary from region to region to ensure the effectiveness of Marxist propaganda. In order to promote the masses' understanding and cognition of Marxism, Lenin advocated the use of easy to understand and popular language to inculcate political consciousness. At the same time, Lenin also paid special attention to promoting the popularization of Marxism in various ways, advocating the publicity of the theory in the form popular with the public.<sup>[4]</sup>

## **2.2 The form of communication is too single**

So far, the popularization forms of Marxist philosophy have been too simple, such as teaching materials, newspapers and magazines, offline explanation, etc. Moreover, a large number of popular scholars only focus on the knowledge infusion of the masses, but ignore the active initiative of the masses. The basic idea of traditional Marxist theory communication mode is indoctrination, but it is not compatible with the idea of independent communication in the Internet perspective. For XieFu this contradiction, therefore, must be combined with the current characteristics of The Times and the basic national conditions in China, constant innovation and adjustment in ideology, not only to give full consideration to the audience at the same time transmission subject interests and needs, but also strengthen the interaction with the audience communication, prompt understanding audience feedback, improve communication effect. In addition, Internet communication has the characteristics of individuality, subjectivity and democratization, and the communication mode that the communication subject attaches more importance to the group than to the individual, and attaches more importance to the passive rather than the active when carrying out the communication of Marxist theory is not in line with the communication law of the current network culture. Therefore, in order to promote the popularization of Marxism from the perspective of Internet, it is necessary to develop a set of democratic, equal and mutual aid communication mode, so as to make it conform to the communication characteristics of network culture. <sup>[5]</sup>

## **2.3 Challenges to the construction of communication subjects**

The Communist Party of China is the core subject of the popularization of Marxism, which is determined by the nature and status of the Party. Therefore, from the perspective of the Internet, we should further highlight and consolidate the core leadership position of the Party and do a good job in the ideological construction of the Party. <sup>[6]</sup> Since our country started late in the Internet technology, there are many potential threats to our network security. Our country is subject to western developed countries whether it is software technology or hardware technology. However, Western countries, led by the United States, are constantly infiltrating culture into our country with their technical advantages, thus propagating the values of Western countries and even negating the ruling position and leading role of our Party, which severely hinders the popularization of Marxism. <sup>[7]</sup>

## **3. Financial media theory and technology personnel training in the information age**

### **3.1 Improve the Marxist theoretical literacy of financial media workers**

"The Internet is an important carrier for spreading human excellent culture and promoting positive energy" <sup>[8]</sup> In the new era of convergence media, the transmission of Marxist theory cannot be separated from technical talents. We must realize that talent is the most important resource, talent training is to promote the popularization of Marxism under the background of new media still put talent in a very important position, to speed up the construction of a rich Marxist theoretical literacy and can adapt to the new era of integrated media communication mode of compound talent team. At the same time, the disseminators of Marxism should have comprehensive knowledge, not only the knowledge of Marxist theory, but also the knowledge of Internet communication technology and Internet information technology. Only by improving the comprehensive quality of the disseminators of Marxism can we promote the popularization of Marxism more effectively. <sup>[9]</sup> The improvement of the popularization effect of the Internet on Marxism is incomparable to any traditional media. Making full use of the Internet platform to promote the popularization of Marxism is the inevitable choice to adapt to the new requirements of theoretical communication under the current social conditions. <sup>[10]</sup>

### **3.2 Expand the promotion of Marxist theory on campus**

"We should build a campus culture that reflects the characteristics of socialism, The Times and the school, and form a good school spirit, teaching and learning spirit. We will vigorously strengthen the cultural quality education of college students, develop colorful and positive academic, scientific and technological, sports, art and entertainment activities, and combine moral education with intellectual education, sports and aesthetic education in educational and cultural activities." The great awakening is based on the in-depth study and cognition of the scientific truth of Marxism. From this historical practice, we can see the importance of learning transformation and thinking upgrading. As the saying goes, "Summer insects cannot talk to the ice, and well frogs cannot talk to the sea", so it is very important to promote Marxist theory in universities.

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