**How to popularize Marxism by leveraging the power of self-media**

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Core Tip: As a new media communication method, self-media not only plays an important role in the popularization of information, but also brings new opportunities for the popularization of Marxism. Building an all-media Marxist communication system, updating the content and language expression of communication, realizing the communication of "everyone to everyone", and creating a good communication environment are important for promoting the popularization of Marxism.

【Abstract】As a new media communication method, self-media not only plays an important role in the popularization of information, but also brings new opportunities for the popularization of Marxism. Building an all-media Marxist communication system, updating the content and language expression of communication, realizing the communication of "everyone to everyone", and creating a good communication environment are all important for promoting the popularization of Marxism.

【Key words】We-media, Marxism, popularization 【Chinese Library Classification Number】A81 【Document Identification Code】A

**Interactive communication of self-media helps expand the coverage of popularizing Marxism**

We-media, also known as "citizen media" or "personal media", is a general term for new media that are private, popular, and universal communicators that use modern, electronic means to transmit information to others. From the perspective of communication, the popularization of Marxism refers to the process of using certain information dissemination methods to make the public understand Marxist theory. In the era of we-media, giving full play to the advantages of we-media in information dissemination is of great significance to promoting the process of popularizing Marxism.

The interactive communication of self-media helps to expand the coverage of popularizing Marxism. The emergence of self-media has enhanced the timeliness of information and realized the real-time interactive communication of information. Using self-media platforms, individuals can obtain information in a timely manner and publish information in a timely manner. Everyone is both a disseminator and a receiver of information, and people form a certain interaction through the dissemination of information. The interactivity of self-media can effectively expand the scope of the dissemination of Marxism and enable more audiences to understand Marxism.

The social nature of self-media helps to improve the efficiency of popularizing Marxism. Self-media is a two-way interactive information exchange platform. For the audience, self-media has obvious sociality. The audience can use QQ, WeChat, etc. to add friends, and can also use Weibo to get to know friends with common topics. Through self-media platforms, the audience can build their own circle of friends and communicate with friends in real time and in two directions. The social nature of self-media is conducive to breaking down the barriers between different races and countries, allowing people who are interested in Marxism to form an organic circle of friends on topics. Through exchanges and discussions within the circle, while deepening the participants' understanding of Marxism, the efficiency of the dissemination of Marxism is improved.

The richness of self-media helps to shape a new image of popular Marxism. In the era of self-media, the forms of information dissemination are more diverse. Text, pictures, videos, animations, etc. can effectively carry and disseminate information. At the same time, the forms of self-media dissemination are also more vivid, rich and interesting. Using self-media to spread Marxism has broken the previous serious image of Marxism, endowed Marxism with more "popular" and "popular" elements, and made Marxism closer to people's lives.

In the era of self-media, the way of information dissemination is constantly updated and the scope of dissemination is constantly expanding. Using self-media information dissemination platforms to realize the diversification of the popular dissemination methods of Marxism can not only enhance the influence of Marxism, but also reflect the important role of Marxism in the development of our country's society. At the same time, it will also promote the improvement of the theoretical system of socialism with Chinese characteristics.

**Build an all-media Marxist communication system and update the content and expression language of communication**

In terms of building an all-media Marxist communication system, first, we should make full use of multimedia to achieve the diversification of Marxist communication forms. We can integrate self-media elements into the traditional Marxist communication system, and use pictures, videos and other forms of communication to enhance the influence of Marxism. At the same time, in Marxist classroom teaching, we can make full use of multimedia courseware to enrich classroom content, make the teaching form more vivid and interesting, and fully mobilize students' interest in Marxism. Second, we should realize the integration of three networks and further expand the scope of Marxism. The integration of three networks refers to the integration of telecommunications network, radio and television network, and the Internet. Through the integration of three networks, we can realize cross-domain communication such as watching TV with mobile phones and making phone calls with TV. Making full use of the information dissemination advantages of the integration of three networks is conducive to the construction of a comprehensive, multi-channel and three-dimensional dissemination model of Marxism. Marxist disseminators can push Marxist-related content directly to users' mobile phones through the Internet, so that the dissemination of Marxism breaks through the limitations of time and space. Third, we should realize the effective interaction between self-media and traditional media. Self-media and traditional media each have unique information dissemination advantages. In the process of using self-media to spread Marxism, the role of traditional media cannot be ignored. We should further enhance the influence of Marxism through the "all-media" dissemination of Marxism.

To innovate the popularization of Marxism, first, we must constantly update the content of Marxism. At present, with the continuous development of my country's social economy, Marxist theory should also keep pace with the times and continue to enrich and develop. Therefore, the popularizers of Marxism should adhere to enriching the content of Marxism around the party's ruling philosophy and policies, interpret Marxist theory in the era, innovate Marxist content, and give Marxism the characteristics of the times. Second, we must constantly update the language expression of the Marxist theoretical system and build a popular discourse system. The dissemination language of Marxism affects the dissemination effect. As a highly professional philosophical theory, Marxism has a large number of professional terms that are difficult for ordinary people to understand. Therefore, in order to promote the dissemination of Marxism, we should focus on updating the dissemination language of Marxism, changing the discourse style, and getting closer to the lives of the people. According to the actual understanding level of the public, obscure theoretical terms should be transformed into easy-to-understand discourse, so that the "high and mighty" political texts can be popularized, so that the public can better understand Marxism and stimulate their enthusiasm for understanding and spreading Marxism.

**Realize "everyone to everyone" communication and create a good communication environment**

In terms of achieving the "everyone to everyone" communication, first, we must realize the popularization of Marxism and further expand the scope of communication subjects and audiences. In the era of self-media, the communication subjects of Marxism are becoming diversified and popularized. It is necessary to fully mobilize the enthusiasm of ordinary people to participate in the dissemination of Marxism and continuously expand their channels for participating in the dissemination of Marxism. Second, realize the segmented dissemination of Marxism and further expand the scope of audiences. The audience of Marxism is different individuals with differences. Multi-level division of the audience can further enhance the pertinence of the dissemination of Marxism. First, we should formulate targeted dissemination strategies according to the different needs of different audiences, including dissemination methods and dissemination content. Secondly, we should follow the principle of "knowledge gap theory" and improve audience classification. According to the "knowledge gap theory", people with higher socioeconomic status usually obtain information faster than those with lower status. The more information the mass media transmits, the greater the "knowledge gap" between the two. In the dissemination of Marxist theory, communicators should focus on giving play to the advantages of self-media, solve the problem of unbalanced information acquisition, and continuously narrow the "knowledge gap". Thirdly, we should make full use of different channels to expand the audience of Marxism. At present, interpersonal communication, organizational communication and mass communication are important channels for the dissemination of Marxism. Facing different audiences, communicators can adopt differentiated communication methods to enhance the communication effect.

In the era of self-media, we should create a communication environment that is suitable for the popularization of Marxism. First, we should use the "cultivation analysis" method to subtly influence the people. The "cultivation analysis" theory believes that in order to ensure the unity of social development, the people should reach a consensus on social affairs. Therefore, creating a consensus environment for Marxist theory is crucial to the development of our country's society. On the one hand, we should make full use of social channels to improve the media literacy of the people and guide them to actively understand the relevant theories of Marxism; on the other hand, we should make full use of the guiding role of self-media in public opinion to create a good social public opinion atmosphere for the cultivation of public consensus. Second, we should strengthen positive guidance and create a "pseudo-environment" for the popularization of Marxism. "Pseudo-environment" refers to the information environment formed by mass communication activities. It is not a mirror-like reproduction of the objective environment, but an environment presented to people by mass media after selecting, processing and reporting news and information and re-structuring it. In the era of self-media, while the amount of social information continues to grow, the quality of information also presents a mixed situation. Therefore, it is necessary to create a good "pseudo-environment" to ensure the positive dissemination of Marxism. First, the country should strengthen the supervision of social information, correctly guide the development of self-media, give full play to the role of self-media as the "gatekeeper", and ensure the authenticity and effectiveness of information by building a special information verification mechanism; secondly, self-media workers should focus on reporting positive information and constantly innovate reporting methods based on full consideration of public needs; thirdly, users of self-media should enhance their sense of responsibility and ability to identify information, actively accept Marxist education, and promote positive energy in society.

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