**Taking the express train of integrated media to spread Marxism**

Source: People's Forum

Author: Wei Shiguo

Editor: Wang Yanzhuo

2019-07-23

<https://www.rmlt.com.cn/2019/0723/552564.shtml>

Core Tip: Converged media combines the multiple advantages of traditional media and emerging media, can provide a stronger impetus for the dissemination of Marxism, and is an important weapon for the dissemination of Marxism in the new era. At present, we must correctly understand the opportunities and challenges that the development of converged media brings to the dissemination of Marxism, master the laws of converged media development, and promote the continuous improvement of the efficiency of the dissemination of Marxism.

【Abstract】Integrated media combines the multiple advantages of traditional media and emerging media, can provide a stronger impetus for the dissemination of Marxism, and is an important weapon for the dissemination of Marxism in the new era. At present, we must correctly understand the opportunities and challenges that the development of integrated media brings to the dissemination of Marxism, master the laws of integrated media development, and promote the continuous improvement of the efficiency of Marxist dissemination.

【Key words】Marxism, media integration, popularization

【Chinese Library Classification Number】G206 【Document Identification Code】A

On January 25, 2019, General Secretary Xi Jinping emphasized in his 12th collective study session of the Political Bureau of the CPC Central Committee that "we must use the achievements of the information revolution to accelerate the construction of an integrated and unified all-media communication pattern". At the same time, according to statistics provided by my country's Internet Information Center, as of December 2018, the number of Internet users in my country has exceeded 800 million, of which mobile network users account for the vast majority. This shows that the mass base for the development of integrated media has gradually improved. In the new era, the dissemination of Marxism must correctly understand the opportunities and challenges brought by integrated media, master the laws of integrated media development, and promote the improvement of the efficiency of Marxist dissemination.

Opportunities and challenges coexist in the dissemination of Marxism in the era of all-media

In the era of all-media, the quality and efficiency of Marxist dissemination can be significantly improved. Media convergence fully absorbs the advantages of different media, creates a more effective and authoritative dissemination channel for the dissemination of Marxism, and can promote the in-depth dissemination of Marxism. In the era of traditional media, the dissemination of Marxism was mostly based on traditional media such as newspapers, magazines, and television. The information dissemination speed of traditional media was slow and the dissemination efficiency was not high, which was obviously behind emerging media such as Weibo and WeChat. However, traditional media have been engaged in Marxist propaganda for a long time and have mastered a large number of authoritative Marxist resources. Therefore, the widespread dissemination of Marxism in the new era still needs to play a positive role of traditional media. At the same time, media convergence fully absorbs the advantages of interactive communication of new media, allowing the audience to evaluate and reprint information while receiving information. This dissemination model is conducive to the in-depth development of Marxist dissemination and allows Marxism to truly enter people's hearts.

In the media convergence environment, the dissemination of Marxism has problems such as uneven resource quality and difficulty in guiding public opinion. Media convergence provides a more efficient and open media platform for the dissemination of Marxism, which can make up for the defects of a single media in emotional interaction, communication and exchange, but the Marxist propaganda model that integrates multiple media also faces some other problems, among which the low quality of Marxist propaganda in the media convergence environment is more prominent. For example, there is a certain proportion of false or inferior resources in the media convergence environment, which actually has a certain negative impact on the dissemination of Marxism. Moreover, the media convergence form based on network media has a more open space environment, public opinion development is freer, and it is relatively difficult to guide. The dissemination of Marxism is easily affected by the negative impact of bad thoughts.

Grasp the laws of integrated media development and create a new platform for the dissemination of Marxism

Since the 18th CPC National Congress, our Party has attached more importance to ideological and public opinion work, conducted in-depth exploration of the dissemination of Marxism in an all-media environment, and summarized the development laws of the dissemination of Marxism in an integrated media environment. In the new era, if we want to create a more efficient integrated media dissemination platform for Marxism, we must seriously study the Party Central Committee with Comrade Xi Jinping as the core in grasping the laws of integrated media development, adhere to the fundamental concepts of "mobile first" and "content is king", innovate Marxist dissemination channels, and improve the efficiency of Marxist dissemination. We must realize that traditional media and new media are not in a contradictory and opposing relationship. The two will promote each other's iterative progress in the process of integrated development. In the new era, the dissemination of Marxism must fully adhere to the development ideas of the integration of traditional media and new media, and create a new Marxist dissemination platform that truly integrates the advantages of traditional media and new media from multiple aspects such as dissemination channel optimization and media resource integration to improve the efficiency of Marxist dissemination.

The communication of Marxist media must occupy the network position, continuously improve the efficiency of Marxist communication, and expand the influence of Marxism. The development of mobile Internet and wireless communication technology has brought us into the "Internet 2.0" era. The number of online audiences is increasing, and the virtual space of new media networks has become a social space with practical significance. General Secretary Xi Jinping has repeatedly emphasized the need to expand ideological and political work to the online world. In the new era, the communication of Marxism must pay close attention to the form of online social public opinion, take new media as the main position for the communication of Marxism, and purify the new media network public opinion environment. Specifically, when building a Marxist media communication platform, we must actively connect to the most commonly used online media tools and life communities of the people, carry out targeted work such as public opinion guidance and Marxist theory interpretation, and use the positive energy of Marxism to eliminate the negative effects of the network. For example, the construction of a media platform should take into account the individual characteristics of different audience groups, and choose to carry out Marxist propaganda work through WeChat, Weibo, live broadcast and other media in a targeted manner, so that Marxism can be absorbed into the mind, heart, and industry.

Traditional media must continue to adhere to the principle of "content is king" and do a good job in the supply of Marxist communication resources. In the new era, in the process of building a Marxist integrated media communication platform, traditional media must work hard to build high-quality Marxist resources and provide more and more authoritative resources for the widespread dissemination of Marxism. On the one hand, traditional media should take the initiative to promote media integration and carry out innovation in Marxist propaganda resources. New media can find the correct path for the dissemination of Marxism through data analysis of user information search, browsing and other behaviors. Traditional media can adjust the direction of Marxist communication resource construction accordingly, and make more contributions to the integration of media in improving the social benefits of Marxist dissemination. On the other hand, we must combine new media communication methods to increase resource conversion efforts. For example, the Marxist resource content of traditional media can be reprocessed through short videos and other methods to ensure that high-quality Marxist resources can be disseminated more smoothly on new media platforms.

Promoting the in-depth development of Marxist dissemination in the media convergence environment

Strengthen the application of modern information technology and improve the scientific nature of media convergence in the process of spreading Marxism. In the new era, the development of new information technologies such as big data and cloud computing has provided new opportunities for the development of media convergence. Gradually strengthening the application of modern information technology has also become an inevitable way to build a Marxist media convergence communication platform. On the one hand, it is necessary to formulate a unified media data standard format and build a new media form that can truly interconnect. To this end, under the leadership of government departments, the standard data format of Marxist communication resources should be clarified based on industry regulations and standards to completely remove obstacles to the development of media convergence. On the other hand, it is necessary to vigorously develop smart media and fully realize the precise dissemination of Marxism. The construction of Marxist media convergence communication platform must gradually strengthen the application of technologies such as artificial intelligence, reserve technology upgrade interfaces, and continuously improve the wisdom of Marxist dissemination. At the same time, artificial intelligence technology should be applied to the deep-level path of Marxist dissemination. For example, professional software should be developed to implement online public opinion supervision and risk analysis.

Improve the media integration environment and consolidate the foundation for the dissemination of Marxism. On the one hand, we must improve the construction of relevant laws and regulations, purify the cyberspace environment, and avoid the negative impact of bad thoughts on the dissemination of Marxism. The spread of Marxism is hindered by the rampant false information and online rumors in the media integration environment. We must give full play to the mandatory binding force of the law, clearly define the legal consequences of spreading bad information, online rumors, inciting online violence, and other behaviors, and create a clear media integration environment for the dissemination of Marxism. On the other hand, we must use excellent culture to guide the people to improve their network literacy. While spreading Marxism, the media integration platform should focus on infiltrating content related to network literacy, and call on the people to use the scientific principles of Marxism and the core socialist values ​​as the network behavior norms, restrain their own network behavior, and purify the media integration cultural atmosphere.

Strengthen the construction of the human resources team of integrated media. The dissemination of Marxism based on the integrated media platform has put forward higher requirements for the media literacy and Marxist theoretical level of Marxist workers. Doing a good job in the construction of the human resources team is of vital importance to the better dissemination of Marxism by the integrated media. On the one hand, we must increase the education of Marxist news views for integrated media workers so that they can establish a correct Marxist propaganda value orientation. Integrated media workers are the starting point for the development of Marxist integrated media communication. Strengthening their education on Marxist news views is an important means to guide the Marxist orientation of integrated media. The Marxist integrated media communication platform should take the Marxist education of staff as a key step in carrying out Marxist propaganda work. On the other hand, we must keep pace with the times and continuously strengthen the technical training of integrated media. The development of integrated media cannot be separated from the support of modern information technology. Simultaneously doing a good job in technical training for the majority of media workers can further expand the application of modern information technology in the Marxist integrated media communication platform and promote the steady improvement of the platform's communication efficiency.

(The author is a lecturer at the School of Philosophy, Renmin University of China)

【References】

① He Xiaoyong: “The Enhancement of Mainstream Ideological Discourse Power in the Context of Media Convergence”, Dongyue Forum, No. 8, 2018.