Research on the Strategies of Popularizing Marxism in the Context of New Media

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Abstract

With the rapid development of new media, the mass dissemination of Marxism has entered a brand-new stage of development. New media has many advantages in promoting the mass dissemination of Marxism. It not only broadens the channels for the mass dissemination of Marxism, but also enriches its forms and expands its scope. However, at the same time, it also brings many challenges, such as algorithmic stratification, information fragmentation, and false content in the dissemination process. Therefore, To better utilize new media technologies to promote the mass dissemination of Marxism, it is necessary to focus on optimizing the dissemination process, breaking the information cage, advancing theoretical construction, reconstructing the dissemination system, and strengthening information supervision, so as to safeguard the mass dissemination of Marxism under the background of new media.

Keywords: new media, popularization of Marxism, communication.

Preface

"marxism is our party, the party and the fundamental guiding ideology. Practice has taught us that the reason why the Communist Party of China can succeed and why socialism with Chinese characteristics is good, in the final analysis, is that Marxism works, and that Marxism with Chinese and contemporary characteristics works. "The emergence of new things inevitably brings about many new situations and problems. Therefore, efforts should also be made to seek new countermeasures. Under the perspective of new media, with the help of emerging communication media such as the Internet, search engines, and short-video platforms, the popularization of Marxism has many new opportunities, but at the same time, it also faces many new challenges. Seeking new solutions to these new problems is the focus we should pay attention to at present.

I. The Connotation and Requirements of Popularizing Marxism

1.1 The Connotation of Popularizing Marxism

"The weapon of criticism cannot, of course, replace criticism by weapons," yet at the same time, the "weapon of criticism" is crucial to the "criticism by weapons." Marx pointed out: "Theory becomes a material force as soon as it has gripped the masses. Theory is capable of gripping the masses as soon as it demonstrates ad hominem, and it demonstrates ad hominem as soon as it becomes radical. To be radical is to grasp the root of the matter." As a scientific and advanced theory, Marxism holds significant importance for the free and comprehensive development of individuals, the construction of the Party, and the advancement of the cause of socialism with Chinese characteristics.

The popularization of Marxism has two key aspects. First, it involves bringing Marxist theory genuinely close to the people, ensuring that the masses truly study, understand, and apply it, thereby transforming it into a practical "theoretical weapon" in the hands of the people. Second, it entails using the scientific principles of Marxism to guide all aspects of socialist construction, effectively serving the people and enhancing their sense of gain, satisfaction, and happiness. In terms of its essence, the popularization of Marxism is intrinsically linked to the propositions of adapting Marxism to the Chinese context and the needs of the times. Advancing the popularization of Marxism, in effect, also continuously promotes the adaptation of Marxism to the Chinese context and the contemporary era.

1.2 The Requirements for Popularizing Marxism

In terms of its essence, the popularization of Marxism entails two key requirements.

First, it is necessary to "articulate clearly" Marxist theory. Marxism constitutes a comprehensive and intricate system, some aspects of which can be abstruse and challenging. For the vast majority of the people, mastering Marxist theory is not an easy task. Therefore, in advancing the popularization of Marxism, efforts must be made to present the theory in a more accessible and straightforward manner, ensuring that the masses can readily grasp it. Diverse and engaging forms of dissemination should also be adopted to make Marxist theory appealing to the people, allowing it to truly take root in their hearts and minds, thereby driving the popularization of Marxism.

Second, it is essential to "apply skillfully" Marxist theory. Theory originates from practice, and its ultimate purpose is to serve and guide practice. It is not enough to merely understand Marxist theory—what matters more is learning how to apply it effectively.

First, we must consider China's unique realities, which means promoting the Sinicization of Marxism by analyzing specific issues in their concrete contexts. Rigidly imposing theoretical frameworks without adaptation must be avoided, as this would lead to dogmatism and hinder social progress.

Second, we must focus on the developments of the times and take into account the broader

international landscape—that is, advancing the modernization of Marxism by adhering to the principles of keeping pace with the times and pursuing bold innovation. This ensures that Marxism continues to radiate new vitality in the new era.

Only by fulfilling these requirements can we effectively advance the popularization of Marxism.

II. The Positive Impact of New Media on the Popularization of Marxism

The development and application of new technologies such as the internet and big data have brought a series of positive influences to the dissemination of Marxism among the public. These advancements have broadened the channels, enriched the forms, and expanded the reach of Marxist popularization, propelling it to an entirely new level.

2.1 Broadening Communication Channels

Compared to traditional media such as newspapers and radio, new media has significantly expanded the channels for disseminating Marxism to the public. Before the advent of new media, people's access to information was relatively limited. Pure theoretical education and printed materials could not fully meet the needs of those eager to learn Marxist theory, as the public's cognitive development was heavily constrained by technological conditions.

However, the emergence of new media has dramatically changed this landscape. With the rapid advancement of internet technology—automated news feeds, search engines, the rise of short-video platforms, and the continuous evolution of social media—the channels through which people access information have multiplied. Those eager to learn are no longer as restricted by limited avenues. Through new media, we can not only access most of the information we seek but also freely exchange ideas and discuss issues with others.

New media has transformed information dissemination from static to dynamic, from print-based to digital, and from one-way transmission to interactive communication. This has greatly broadened the channels for the popularization of Marxism.

2.2 Enriching Communication Formats

New media technologies have diversified the forms of information dissemination, expanding from plain text to images, videos, animations, and more. This shift has transformed the traditionally serious and monotonous tone of conventional media, making content more engaging and accessible to the general public—an approach that offers valuable insights for the popularization of Marxism.

When it comes to disseminating Marxist theory, supplementing text with visuals, videos, and other dynamic formats can make the content more vivid, relatable, and entertaining. In appropriate contexts, these formats can also help the public better grasp theoretical concepts, leading to deeper understanding and retention. For instance, animated series such as Marx's Slow Talk on platforms like Bilibili have successfully captured the attention of younger audiences. By presenting Marxist theory in a lighthearted and appealing manner, such content effectively implants these ideas in people's minds, achieving superior communication outcomes.

2.3 Expanding the Reach of Dissemination

A fundamental distinction between traditional media and new media lies in who holds the power of dissemination. In the era of traditional media, the mass production of newspapers and magazines granted editors significant authority over information dissemination, constituting a model of "communication from the few to the many." [4]

In contrast, the new media era allows everyone to become a content creator by operating social media accounts. Within legal and regulatory boundaries, individuals can freely express themselves in diverse ways. This shift means that in the digital age, everyone possesses the power to disseminate information—communication is no longer confined to "the few addressing the many" but has expanded into "everyone communicating with everyone."

For instance, individuals can publish opinion articles via WeChat public accounts, share videos on Marxist theory through platforms like Douyin (TikTok), Bilibili, or Xiaohongshu, or engage in in-depth discussions with scholars on academic topics via Weibo.

Evidently, the development of new media has significantly broadened the scope of Marxist popularization, enabling everyone to be both a disseminator and an audience. This transformation has, to a certain extent, deepened the breadth and depth of theoretical learning.

III. Challenges of New Media in the Popularization of Marxism

Science and technology are a double-edged sword, and new media is no exception. While the development of new media has broadened the channels, diversified the formats, and expanded the reach of Marxist popularization, it has also inevitably introduced certain challenges, such as algorithmic fragmentation, information trivialization, and content falsification in the dissemination process.

3.1 Algorithmic Fragmentation

By its very nature, the popularization of Marxism should be directed at all people, enabling as

many as possible to study and absorb Marxist theoretical knowledge, thereby arming their minds and promoting personal and collective development. However, alongside the continuous advancement of science and technology, while new media has expanded the channels and reach of Marxist dissemination, it has also given rise to a phenomenon that runs counter to the original intent of Marxist popularization: algorithmic fragmentation.

Algorithmic fragmentation refers to the process whereby users select content they wish to read or watch based on their preferences. Over time, platforms record these preferences and habits. To enhance user engagement and maximize profits, platforms then selectively push information tailored to users' interests while filtering out content deemed potentially unappealing. As a result, each user receives a "customized" feed, fostering dependency on the platform. Simultaneously, this restricts users' access to diverse information, hindering their intellectual growth.

This phenomenon is particularly prevalent on short-video platforms. The push of homogenized information confines users to their preferred domains, narrowing their perspectives. Over time, they become reluctant to engage with new knowledge and content, effectively constructing their own "comfortable cages"—where outsiders cannot enter, and insiders cannot leave—a phenomenon also known as the "information cocoon."

In summary, this "algorithmic fragmentation" is decidedly detrimental to the popularization of Marxism. It limits exposure to diverse ideological perspectives, weakens critical thinking, and ultimately obstructs the broad and deep dissemination of Marxist theory among the masses.

3.2 The Fragmentation of Information

The development of new media technology has enabled everyone to become a disseminator of information, which first leads to an overwhelming surge of information—or rather, information overload. In the new media era, people no longer worry about lacking access to information but instead struggle with filtering through excessive content.

As society progresses, the pace of life has accelerated. Compared to the traditional media era, it has become increasingly difficult to maintain the same level of focused engagement that characterized print-based reading. Many people today are restless and impatient, opting to consume information through short-video platforms rather than dedicating time to read a book in its entirety. However, to maximize views and revenue, content creators often condense their material into brief, eye-catching formats. Excessively abbreviated articles or videos frequently fail to convey ideas clearly, and some authors prioritize novelty in form over substantive content. Consequently, what reaches users through their screens is often a chaotic, fragmented, incoherent, and intellectually shallow stream of knowledge. Users scroll through endless content without developing a systematic understanding or grasping underlying logic. Over time, this erodes their ability to think independently, leaving only fragmented and unevenly reliable information in their

minds.

This issue is particularly detrimental when it comes to Marxist theory. Overemphasizing flashy presentation while neglecting depth, or attempting to summarize Marxist theory in overly simplified formats, can lead to misinterpretations. Such approaches not only prevent the public from appreciating the profundity and brilliance of Marxist theory but may also reduce learning to dogmatic soundbites, undermining its rigor and scientific integrity.

3.3 The Issue of Misinformation

The application of new media technologies allows everyone to become an information disseminator. However, due to varying individual competencies, the quality of published content is inconsistent and often difficult to verify for authenticity. Some individuals, seeking attention or profit, deliberately spread false information to attract engagement.

With the amplification effect of the internet, when certain information becomes trending, it attracts increasing attention. Originally false information may then be disguised under the guidance of public opinion, potentially causing societal harm. For instance, when criminal cases gain traction on platforms like Weibo, they draw significant public scrutiny. If the developments contradict popular expectations, rumor-mongers may gain substantial credibility, ultimately fostering social polarization, undermining governmental authority, and exacerbating public apathy.

In the context of popularizing Marxism, there have been instances where fabricated content is falsely attributed to Marx and circulated online. For the general public lacking professional expertise, such misinformation is particularly challenging to identify. This leads to widespread misinterpretations of Marxist theory. Once false information takes root in people's minds, subsequent clarifications often fail to convince, significantly compromising the scientific integrity of Marxist theory and hindering its effective popularization.

IV. Strategies for Promoting the Popularization of Marxism in the New Media Context

The development of new media has brought numerous positive impacts to the popularization of Marxism, expanding its dissemination channels, enriching its forms of communication, and broadening its reach. However, it has simultaneously introduced significant challenges, including algorithmic echo chambers, information fragmentation, and content falsification.

Confronted with these emerging situations and challenges, targeted strategies must be implemented to address these difficulties and facilitate more scientific utilization of new media technologies for advancing Marxist popularization. To promote better development of Marxist

popularization, efforts should focus on three primary aspects: optimizing the dissemination process, reconstructing the communication system, and enhancing information supervision.

4.1 Optimizing the Dissemination Process

One major challenge posed by new media technologies to the popularization of Marxism is the creation of personalized information echo chambers through data algorithms, which trap recipients in closed informational loops, making it difficult to break free from their cognitive confines. To effectively promote the popularization of Marxism, it is essential to expand its audience by scientifically optimizing the dissemination process and dismantling these information barriers.

First and foremost, algorithm optimization must be prioritized. Technological solutions should address technological challenges. Traditional algorithms record user preferences and habits to deliver highly targeted content, limiting exposure to diverse perspectives and restricting intellectual growth. Therefore, algorithms must be refined to move beyond the "alienation" model where technology dictates human experience. Instead, they should adopt a human-centered approach that views individuals as multifaceted beings in the process of comprehensive development.

A scientifically designed algorithm should analyze users holistically and recommend content that broadens their horizons, rather than simply filtering out material deemed uninteresting. Specifically for Marxist popularization, this means expanding recommendation parameters to reach beyond niche audiences already interested in the subject, thereby increasing its exposure to diverse user groups.

Secondly, official media outlets must play a more prominent role. While independent content creators have contributed positively to spreading Marxist theory, their inherently private, grassroots, generalized, and profit-driven nature often prioritizes viral formats like short videos and hyper-targeted content. This approach is inadequate for cultivating a scientifically grounded, comprehensive understanding of Marxism among the masses.

Authoritative platforms like People's Daily should take the lead in publishing rigorously researched, in-depth Marxist content. By leveraging their institutional credibility and resources, official media can counteract the limitations of algorithm-driven platforms and ensure the accurate, widespread dissemination of Marxist theory. Their participation is crucial for transitioning Marxist education from fragmented, entertainment-oriented formats to systematic, authoritative knowledge transmission.

4.2 Restructuring the Communication System

The second major challenge posed by new media technologies to the popularization of Marxism

is information fragmentation. Excessively brief articles or videos often fail to adequately explain Marxist theory, potentially reducing theoretical learning to dogmatic interpretations. The overemphasis on formal innovation at the expense of substantive content hinders the public's deep understanding of Marxist theory and obscures its true essence and appeal. Addressing this fragmentation requires fundamentally restructuring the communication system.

First, it is essential to integrate theory with practice. Abstract theoretical knowledge becomes more comprehensible when connected to real-world applications. Both independent content creators and official media outlets must adhere to this principle when presenting Marxist theory. By applying Marxist perspectives, viewpoints, and methodologies to analyze current events and social issues, they can guide the public in conducting scientific analyses. This approach makes Marxist theory accessible without sacrificing its academic rigor, enabling the masses to both understand and apply it effectively.

Second, a balance must be struck between formal innovation and content quality. Neither excessive focus on novel formats at the cost of substantive content, nor exclusive emphasis on content while neglecting presentation methods is advisable. Content creators should apply the dialectical principle of "two aspects with emphasis," prioritizing high-quality content while maintaining formal innovation. The goal is to attract audiences through engaging formats, retain their interest with substantive content, and establish credibility through professional competence. This dual focus allows for the simultaneous achievement of economic and social benefits, thereby advancing the popularization of Marxism.

4.3 Strengthening Information Oversight

The third major challenge posed by new media technologies to the popularization of Marxism is the proliferation of false content. Due to varying individual competencies, the quality of published material varies significantly, with some deliberately spreading misinformation for attention or profit. This significantly hinders the effective dissemination of Marxist theory. Addressing this issue requires legal measures to enhance information supervision and rigorously combat purveyors of false information, thereby safeguarding a secure and healthy cyberspace.

First, relevant laws and regulations must be strengthened, and oversight of internet platforms intensified. Content submitted by creators should undergo stricter review processes, with particular emphasis on ensuring the accuracy and quality of Marxist theory-related material. Violations must be penalized, and past errors or false content must be corrected to restore clarity and authenticity. Additionally, guiding online discourse and maintaining a wholesome digital environment are crucial.

Second, greater emphasis must be placed on talent development. Exceptional content creators require profound knowledge and theoretical expertise. Only by genuinely studying,

comprehending, and applying Marxist theory can they produce high-quality, engaging content that resonates with the public. This approach enhances the standard of Marxist-related works in the new media era, meets the growing cultural demands of the people, and continuously advances the adaptation of Marxism to the Chinese context and the contemporary era. Ultimately, this ensures Marxism takes root and flourishes in modern China.

Conclusion

The application of new media technologies has brought numerous opportunities for the popularization of Marxism, expanding its dissemination channels, enriching its communication forms, and broadening its reach. However, it has also introduced significant challenges, such as algorithmic fragmentation, information overload, and the spread of false content during the dissemination process.

To address these emerging challenges, new strategies must be adopted. By optimizing the dissemination process, restructuring the communication system, and strengthening information oversight, we can better leverage new media technologies to advance the popularization of Marxism. These efforts will ensure that Marxism takes root and flourishes in contemporary China, adapting to the needs of the times while maintaining its scientific and transformative essence.

Through a balanced approach that embraces technological advancements while safeguarding theoretical integrity, the popularization of Marxism can thrive in the digital age, effectively reaching and resonating with the masses.

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