Research on the Sinicization of Marxist Labor View under the Background of New Media

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Abstract: Marx pointed out that labor is the premise and foundation of the historical development of human society. It should be continuously liberated from capitalist conditions and become the first need of people's life. In a certain sense, we can not fully grasp the orientation of Chinese traditional culture in the historical process of Marxism sinicization. The influence of Chinese traditional culture on the sinicization of Marxism is not so much to provide the support of form or discourse, but more to influence the process of sinicization of Marxism as an important part of the basic national conditions. Over the past 100 years, after the bold creation, active exploration and continuous improvement of several generations of leaders of our party, the Sinicization of Marxist outlook on labor has achieved great development and has become an important part of the Sinicization of Marxism. Since the reform and opening up, Deng Xiaoping and other party and state leaders have constantly stressed the realization of workers' freedom and development, respect for knowledge and talents. Making full use of the positive factors of new media to cultivate the belief of Sinicized Marxism and avoiding the negative factors of new media communication to the greatest extent are important aspects of the Sinicization of Marxist belief.

1. Introduction

Since 2010, the new media platform supported by Internet technology has grown rapidly and got comprehensive development and innovation under the rapid popularization of intelligent mobile terminal. Starting from the practice of Russian social production, Vladimir Lenin revealed the nature and Law of the development of labor under the socialist conditions, and pushed the Labor under the socialist conditions conceived by Marxism and Friedrich Engels to the realistic level, developed the Marxist view of Labor. [1] it can be said that in the historical process of promoting the development of Marxist theory in Contemporary China, how to deal with the problem of the integration of traditional Chinese culture and the sinicization of Marxism, constitute a need for serious academic thinking and research of important issues. Marxist Political Economics and western economics have the same origin, but there is a difference in whether to inherit the labor theory of value. Marx inherited and developed the labor theory of value, and finally formed Marxist Political Economics with rigorous logic and profound science. A large number of western economists after Ricardo gave up the labor theory of value and gradually formed a complex content It is a loose and complicated western economic theoretical system with apparent prosperity, substantive contradictions and crises. This is not only a necessary measure to effectively solve the loss of College Students' belief, but also the due meaning of deepening the reform of Ideological and political education in Colleges and universities. Therefore, focusing on optimizing the Marxist Belief Education Model of college students from the perspective of new media will become an important responsibility of colleges and universities and even the whole society.

Marxist belief education is an important part of ideological and political education in colleges and universities, and it is also an important spiritual nourishment to promote the all-round development of college students. With the arrival of the new media era, profound changes have taken place in the social field of our country, and the collision of the complicated social environment and cultural discourse has made the education of Marxist belief of college students
face more severe challenges. Over the past 70 years, from Mao Zedong’s initial exploration of the law of socialist labor development in the founding ceremony of the People’s Republic of China to Deng Xiaoping, Jiang Zemin and Hu Jintao’s development of Chinese socialist labor thought since the reform and opening up to the outside world, then to the innovation of Xi Jinping in the new era, the sinicization of Marxist outlook on Labor has made great theoretical achievements and practical achievements. Therefore, from the perspective of new media, to strengthen the research on College Students' Marxist belief education is to analyze the impact of new media on the development of College Students' Marxist belief and related education, understand the current situation and existing problems of College Students' Marxist belief education through investigation and analysis, and according to the direction of the problems, This paper summarizes the main influencing factors of College Students' Marxist belief education, and then puts forward effective strategies and schemes. How to scientifically deal with the integration between Marxism and Chinese traditional culture has naturally become the primary problem that must be solved in the process of Sinicization of Marxism [2].


The formation and development of the Sinicization of Marxist outlook on labor, like other theoretical systems, is formed by absorbing the ideological essence of Marxist classical writers on the basis of critical inheritance. Marx believes that animal life Production and human production are two fundamentally different activities. In the history of the International Communist movement, the issue of the sinicization of Marxism has been in a state of much controversy because of the historical particularity of the Soviet Union and the Comintern, in which the Communist parties of all countries joined as branches and accepted their organization and leadership. With the vigorous development of the national and Regional Revolutionary Liberation Movement, it is an irresistible trend to combine Marxism with the specific revolutionary practice, history and traditional culture of the national country. Mao Zedong was deeply influenced by the thought of Labor in Chinese and Western cultures, and after the agitation in his youth, the sublimation in the revolutionary period, and the exploration in the founding ceremony of the People’s Republic of China period, he finally formed the relevant thought of Labor, it has made an important contribution to the sinicization of Marxist outlook on labor.

In “German Ideology”, Marx more deeply understood the rule that practice is human nature, clarified the scientific overview of “social reality”, emphasized the nature of controlling people in certain social relations, established the general methodology principle and practical thinking mode, and understood human nature from the practical point of view. At the same time, he also turned his attention to “realistic individuals”, and “realistic individuals” are social animals engaged in realistic material production activities under certain social material production conditions. Marxism early on pointed out the fundamental position of productive forces in social change, that Labor practice is the fundamental force to promote the formation and development of human history. The construction of the Socialist economics with Chinese characteristics should adhere to the Marxian economics tradition, inherit and innovate the concept, category, logic and analytical method of the Marxian Economics; Deng Xiaoping always understood the problem from the angle of the world, and under the guidance of Marxism, in 1988 made a scientific judgment on the theme of the Times, that is, the problem of peace and development. Among them, development is the main aspect of the contradiction, and the core of the theme of peace and development is economic development [4]. We should widely absorb and learn from the theoretical achievements of western economics on the operation law of market economy, especially modern developed market economy, so as to provide solid theoretical support for further improving the socialist system with Chinese characteristics and further opening up a new road of socialism with Chinese characteristics. We should widely absorb and learn from the theoretical achievements of western economics on the operation law of market economy, especially modern developed market economy, so as to provide solid theoretical support for further improving the socialist system with Chinese characteristics and further opening up a new road of socialism with Chinese characteristics.
3. The Path Choice of Sinicization of Marxist Belief under the New Media Visual Threshold

The important premise of the Sinicization of Marxist belief is the achievements of the Sinicization of Marxism. Only by showing the achievements of the development of Marxist theory in front of the broad masses of the people can we have the realistic persuasion of Marxist belief. From the perspective of new media, great changes have taken place in the way of China's social development. College students, as excellent representatives of social members, are strategic human resources cultivated by the state and society. College students have the responsibility and obligation to contribute to the construction of socialism with Chinese characteristics. After the formation of social relations, it is not invariable. People constantly criticize and fix the old social relations through a series of social activities, and create new social relations close to the needs of social development. If the existing social relationship array hinders people's development or is dissatisfied with the needs of the times, people will create it again through social reality in order to achieve better and closer new social relations. Over the past 70 years, the Party and state leaders have led the people of all ethnic groups across the country to work hard and forge ahead, and have made remarkable achievements in various fields such as economy, politics, culture, science and technology, and national defense. We now have many software applications to promote “Learning “, “education” and “Learning horse education” on public accounts on Wechat, and to spread Marxist beliefs into people's lives through the analysis of real books and the spirit of speech, build up the belief of Marxism with the help of the education we have been exposed to.

The Sinicization of Marxism needs to absorb the important theoretical spirit of Marxism and obtain the spiritual nutrients of Chinese local culture, so as to better serve the socialist construction. The origin of Chinese Marxist theory is foreign cultural thoughts. From the perspective of cultural communication, different types of cultural thoughts are bound to affect each other in the process of cultural communication. This influence may conflict with each other, or be reflected in mutual absorption and integration. In the new media environment, it is not difficult to complete the investigation of people's beliefs, and it is not difficult to widely publicize Marxist beliefs. The main problem lies in the publicity methods and contents, which should meet the people's belief needs. Without popular belief in Marxism, it is difficult to advance the sinicization of belief in Marxism. Compared with the traditional paper media, the new media in today's society has the characteristics of fast penetration, high literacy and strong interactivity, which has a profound influence on news reports and public opinion. The establishment of Marx's theory of practicing the essence of human beings provides the correct Austrian orientation for today's news communication in China, which can effectively put an end to unhealthy trends, guide the society to establish the idea of “people-oriented”, and call on the whole social group to be honest and practical in doing things [6].

4. The Practical Significance of Carrying Forward the Sinicized Marxist Concept of Labor

The 18th National Congress of the CPC pointed out that “The socialist core value system is the soul of invigorating the country and determines the development direction of socialism with Chinese characteristics.” The construction of the socialist core value system is a systematic and soul project that needs the joint efforts of the whole Party and the whole society. On many occasions, Xi has stressed the creativity and creativity of labor, attached great importance to the power of scientific and technological knowledge, advocated the spirit of innovation, called for innovative consciousness in labor, and timely put forward the strategy of innovation-driven development. The sinicized Marxist Labor view is a scientific theoretical achievement which is produced by the combination of Marxist Labor Theory and China's specific labor practice, and guided by this scientific theory, to consolidate and develop the important position of Marxism in the field of ideology. The contribution of Chinese history and culture to the Sinicization of Marxism is more reflected in the above-mentioned historical and cultural experience at the broad level, that is, China's specific practical activities in the “completion” of history and culture promote the Sinicization of Marxism. We strengthen the view of labor and advocate the Sinicized Marxist view of labor, which is the objective need to adhere to the core values of Marxism.
The belief in Marxism can also be said to be the belief in communism, which is a yearning for a better life in the future. The cause of socialism with Chinese characteristics that we have chosen is an extremely complex and arduous historical task. On our way forward, it is bound to be filled with new challenges, new tests and new risks, to withstand and overcome these tests and risks, we must rely on firm faith and common ideals to lead us forward, and the common ideal of socialism with Chinese characteristics is our guide. To make Marxism concrete in China and to bring the necessary Chinese characteristics into every expression, that is to say, to apply it in accordance with Chinese characteristics, has become an issue that the whole Party urgently needs to understand and urgently need to solve. Xi called on people of all ethnic groups across the country to follow the example of model workers, learn their labor skills, innovative methods and management experience, and join hands in the realization of the grand cause of Chinese Dream. At present, China is in the transition period of social development, and the social construction capital of Meiti has suddenly become heavier [8]. At present, China is in the transition period of social development, and the social construction responsibility of media suddenly becomes heavier. In the 70 years since the founding of the People's Republic of China, the Communist Party of China(CPC) has insisted on combining the basic principles of Marxism with China's concrete practice, leading the people to be self-reliant and hard-working, making the cause of socialism with Chinese characteristics develop continuously and the people's living standards improve significantly, and the Chinese nation has ushered in a historic leap from standing up, getting rich to becoming strong [9].

5. Conclusions

Carrying forward sinicized Marxist labor concept, is conducive to stimulate the enthusiasm of workers, release the potential for the realization of the Chinese dream into a strong vitality. In the complex social environment of the New Media Age, it is of great importance to cultivate the belief of Marxism. We need to rely on talent, technology, invention and innovation to transform our country from a “World factory” to an “Innovative country” and from “Made in China” to “Made in China”. From the perspective of new media, only with a faithful and firm belief in Marxism can we have the will and confidence to fight for the Chinese Dream, and the resistance to the infiltration of bad ideas. The party and state leaders have always adhered to Marxism as the guide, explored, developed and innovated the labor law, labor subjects and labor relations of socialism with Chinese characteristics in different periods and stages, and made important contributions to the Sinicization of Marxist outlook on labor. It provides important theoretical guidance for realizing the Chinese dream of socialist modernization and the great rejuvenation of the Chinese nation. From the perspective of new media, the development of the connotation of Marxist Belief Education and the emergence of new characteristics require that the path of Marxist belief education must be constantly innovated.

References


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