

The Effective Form of Marxist Ideology Spread in Internet Context

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Abstract: At present, our country has entered the Internet era in an all-round way, and people's way of life, entertainment and leisure activities, ideological awareness and so on have changed to a certain extent. In the context of the Internet, the spread of Marxist ideology puts forward new demands, which need to give full play to the advantages of the Internet, integrate the Internet with traditional industries, optimize the allocation and use of social resources, and promote the integration of the achievements of Internet development into various fields. This paper briefly expounds the concept of Marxist ideology, analyzes the change of effective form of dissemination of Marxist ideology in the context of the Internet, and probes into the construction of effective form of dissemination of Marxist ideology in the context of the Internet.

1. An Overview of Marxist Ideology

Nowadays, the Internet is not only a simple media form, but also the product of an era, a new social basic tool with subject consciousness, which advocates innovation, integration and development, which also requires people to further adjust their traditional ideas and find ways of ideological communication in line with the context of the Internet, so as to achieve the goal of Marxism in China, so as to promote Marxist ideology deeply rooted in the minds of the people, and provide guidance for the people's behavior and ideology. In the context of Internet, some changes have taken place in the form of effective dissemination of Marxist ideology. How to adapt to this change and put forward a more effective communication mechanism is a problem that needs to be focused on at this stage[1].

Marxist ideology originated in France at the earliest and was a "science of ideas" put forward by the famous philosopher Tessila, which became the source of all people's cognition. After a long period of development, this ideological concept was gradually formed by the perfection, integration and development of Marx, Engels, Lenin and the leaders of the Communist Party of China, and then applied to the construction and development of socialist society with Chinese characteristics, which has important guiding significance for the development of Chinese society.

Marxist ideology has the function of enlightenment and guidance. In the course of the development of socialist market economy in our country, the social structure changes to a certain extent, and people's spiritual civilization needs to be strengthened gradually, and the perception of humanistic spirit and social morality is gradually weakened. To promote the socialist core values to become the guiding ideology of action of everyone in modern society, and to guide the masses to develop towards civilization and progress[2].

Marxist ideology has the ability of cohesion and leadership, and the integration of Marxist ideology urges the masses to have a common goal of struggle, to unite the masses, and to have the function of cohesion and leadership. Nowadays, with the rapid development of our society, more and more forms of interest appear in people's lives, and the diversified forms of interest promote some unstable factors lurking in the society, such as: network fraud, network fraud and so on. At this time, we should give full play to the values in Marxist ideology, rally the masses of the people, and urge the masses to have a common development goal, and this goal is in line with the vital interests of the masses, so as to realize the synergy of interests between the "collective" and the "ego", further lead the masses to work together and lead the masses to true happiness.

2. Change the Effective Form of Marxist Ideology Spread in the Context of Internet

Combined with the above chapters, the spread of Marxist ideology has a strong role of cohesion, guidance, enlightenment and guidance for the development of socialist society with Chinese characteristics. With the rapid development of the Internet, the formation of the effective form of Marxist ideology communication in the context of the Internet is an inevitable trend. Compared with the traditional media, it breaks the limitation of space and practice. People can see the new policies, requirements and systems put forward by the government through various government websites, and can realize the collision of thinking and the sublimation and development of ideological cognition in virtual space. During the government-led communication, people can get ideological content through the government's official website and WeChat public number. Among the masses, Marxist ideology can be spread more effectively, such as: QQ and other social software, major portals, WeChat public number, small video, Zhihu network platform and so on. Therefore, it is necessary to firmly grasp the basis, increase the ideological communication management in the context of the Internet, and further promote the modernization and information development of the effective dissemination of Marxist ideology[3].

3. Construction Effective Form of Marxist Ideology Spread in the Context of Internet

3.1. Building a Team of Ideological and Political Work and Laying the Foundation for the Construction of Communication Forms

In order to construct the effective form of Marxist ideology communication in the context of Internet, it is necessary to strengthen the construction of ideological and political engineering team in modern society, so as to lay the foundation for the construction of Marxist ideology communication form. In the context of the Internet, network ideological and political workers have become one of the main bodies of ideological and ideological communication, and excellent ideological and political educators are important carriers to realize Internet communication. Therefore, how to select excellent ideological and political educators and build a high-quality network ideological and political education work team (figure 1) is the basic work of conceptualizing effective forms of communication at this stage. In the actual process, we should adhere to the principles of "strong political literacy ", " novel ideology ", " good family feelings ", " broad cause" and "strong self-discipline ", so as to screen out ideological and political educators with high political literacy and ideological cognition level, and lay a solid foundation for spreading Marxist ideology in the context of Internet[4].



Figure 1 Teachers' conference at the school of Marxism, Lanzhou university

3.2. Education to Build a Classroom-Based Communication Mechanism

To study Marxist thought deeply and construct the effective form of Marxist ideology dissemination in the context of Internet, we should give full play to the strength of education in all regions and stages, and do a good job in the construction of ideological and political curriculum in all educational and teaching structures. On the one hand, we should adjust the content of ideological and political teaching on the basis of setting up network ideological and political education, ensure

that political and theoretical thinking is easy, objectively and justly narrate ideological theory for students, guide students' ideological cognition, and guarantee the educational value of ideological and political teaching content. On the other hand, it is necessary to do a good job in setting and managing the goal of network ideological and political education, unify the curriculum, put forward diversified teaching activities and teaching methods, put forward specific teaching activities according to the specific content of ideological and political courses, attach importance to the practicality and exploration of ideological and political teaching, and put forward more thinking learning activities in the process of spreading Marxist ideology, so as to enlighten students' thoughts and promote students to find problems, analyze and solve problems independently[5].



Figure 2 Opening ceremony of the 21st century Marxist network course research center of Shanghai normal university

3.3. Expand Communication Channels and Give Full Play to the Advantages of Internet Communication

To construct the effective communication form of Marxist ideology in the context of the Internet, we should actively expand the communication channels and build a diversified communication system, so as to give full play to the advantages of the Internet. On the basis of ideological and political network education, we can further expand the spread scene of Marxist ideology, spread Marxist ideology through continuing education, adult community education, elderly education, youth community education, Young Pioneers activities and other forms, expand the audience group of ideological consciousness, so as to enhance the ideological cognition level of the whole people, realize the comprehensive dissemination of Marxist ideology in the context of the Internet, and give full play to the role of ideological enlightenment and guidance, cohesion and leadership. In addition, through the transformation and development of mainstream media, we can strengthen the effectiveness of ideological communication in the context of the Internet (figure 3). Relevant units should actively change the mode of communication, provide channels for the dissemination of Marxist ideology through the integration of new media and traditional media, and further construct the highland of network thought.[6].



Figure 3 Shantai silk road Yunrong media platform

4. Conclusion

To sum up, the Internet, as a new form of media, is one of the main channels of communication

of Marxist ideology in modern society, and is an effective carrier to match the imprisonment of traditional forms of communication. In the context of Internet, if we want to explore the communication resources of Marxist ideology in our society at present, we should face up to the change of communication form and construct the communication mechanism in accordance with the context of Internet.

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