

Analysis of the carrier of Marx's popular education in Colleges and Universities under the new situation

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Abstract. the university is an important place to cultivate high-quality talents with all-round development, in the development of Marx's mass education has a great responsibility, and colleges and universities to carry out Marx's mass education to innovate and effective, we must open up a new rich platform: network media is the information carrier of the Marx doctrine popular education the network media is the carrier of information, the Marx doctrine popular education, discourse is the carrier of communication in Marx's mass education, so as to continuously broaden the education mode and education space.

Introduction

The present era is a period of cultural penetration and full expansion, and the diversity of cultural values or the complexity of social thought has become a universal cultural value phenomenon in the contemporary world. The university is an important place to cultivate high-quality talents with all-round development, in the development of Marx's mass education has a great responsibility, as young university students ideological status of the party and the country's future development, college students are mainly affected by the higher education popularization of the Marx doctrine.

Colleges and universities are the collection area of Marx's education, which bears the function of inheriting and serving the society. The level of Marx thought of teachers and students in Colleges and universities is also uneven, which can be explained by the theory of "knowledge gap hypothesis". The "knowledge gap hypothesis" is a 1970 American communication scholar Dizzyna proposed the mass flow and knowledge gap growth point of view, that with the increase of mass media information into the social system, the people with higher socioeconomic status groups than in the low status people receive information faster, will the two part of the knowledge gap increased rather than decreased." [1] which requires the leadership of the Party committee cadres, ideological and political teachers, tutors, some student cadres and other advanced groups take to other teachers and students to actively promote the Marx doctrine ideological and theoretical Chinese responsibility, arouse their enthusiasm and accept, accept acceptable level consciousness, improve the ability of their approach to Marx theory. In order to reduce the "knowledge gap", the gaps and obstacles to the university spirit, university culture, social culture, family culture and radiation effects. To carry out the popularization of Marx's education in universities, we must open up a new and rich carrier platform, so as to broaden the educational methods and educational space constantly.

The education method

First, student organizations are the practice carriers of Marx's popular education. On the one hand, man is a kind of individual, and human beings are born with the nature of dependence on a group. Students hope to get a sense of belonging and seek effective expression of their opinions through organization and collectivity. On the other hand, the Marx doctrine includes both theoretical results including practical results, the Marx doctrine is the people by constantly sublimation of life practice theory, so it comes from life practice services to return to life practice. The popularization of Marx's theory, which is divorced from the practical life of college students, is a metaphysical "Marx

doctrine" education. Only by eliminating the gap between Marx and university life, and by letting Marx education melt in the University, can we really give full play to the effectiveness of the popularization of Marx's university. The college student association is such an organization that provides students with a sense of belonging and a platform for students to provide practical opportunities for students.

Student organizations can be traced back to the earliest Chinese education in 1902 Cai Yuanpei formed in Shanghai will be established under the guidance of the patriotic society, these organizations have a strong patriotism and a sense of crisis, Everyone is responsible for his country., running them shouting, publications, creating community, focusing on joint organization, one after another, every nation on the death of movement. Since the October revolution of the Soviet Union, they have accepted the guidance of Marx thought and the leadership of the party, and have carried out a great momentum of mass movement successfully and become the pioneer and bridge of the revolution.

Therefore, the advanced characteristics of the college student organizations, such as the responsibility of the times, the leading of the advanced thinking, the demonstration and the practice of the vanguard of the practice, have been followed so far. The progress of student organizations should not be neglected. Based on this, in Colleges and universities can cooperate with a variety of rich and colorful community practice, Marx will be popular education activities and rich campus cultural activities combined. Such as organizing students to visit historical sites, the revolutionary martyrs cemetery, or to feel the results of reform and opening up economic development zone development, or into the countryside, realizing the construction of new socialist countryside and so on, all these are good, Marx's practical education process. Community cultural atmosphere through subtle infection, nurtured the young generation, the various organizations and the mainstream ideology of the students and the society culture organically, but also need the direction of development, the students value correctly and actively guide and encourage students to actively participate in volunteer service activities of the youth volunteer association. Consciously actively cultivate a number of values, outlook on life, knowledge and practice ability of the student cadre, through advanced students, influence and radiation led to more students, thus the emergence of a number of Marx's advanced typical student representatives, who are both disseminators of Marx's popular receiver and the popularization of the Marx doctrine and practitioner.

Student organizations have the function of educating people. The student association is a student and student peer, between students and teachers, students and school administrators between an orderly exchanges, freedom of expression is one of the main platform, play an important role in cultivating students' ideological cultivation, moral sentiments, social practice ability and social responsibility. Through the Party school's theoretical study, train a group of young Marx doctrine. Party of party activists to training for the party members and members of the formal process is a series of education, young students change from non party membership for Party membership, but also a process of young students Marx's view of the world to accept, internalization, identity, faith.

The second, network media is the information carrier of Marx's popular education in universities. The network carrier mainly includes the campus media, WeChat, micro-blog and so on under the micro time background. In fact, it is also the way of the invisible education that belongs to the Marx doctrine. The popular education of Marx doctrine should actively seize the network position and deepen the popularization and popularization of the Marx doctrine by means of modern media. The advantage of the net, set up school, opened online lectures, open innovation of Marx's theory of learning forms, such as "theory", "teacher-student hot exchange" and "experts online" and other forms of interaction the idea of learning and exchange, let Chinese Marx's direct grasp of the trend of the times, the theme of the times.

At present, the development of university network is swift and violent, and it also influences the popularization of Marx's theory. Campus network carrier is more and more rich, there are newspapers, schools, radio stations, television stations, campus networks, WeChat, micro-blog, QQ group, etc., both paper media and network media. Party members and cadres, teachers can make full use of the network platform, the new policy, the spirit of active and effective dissemination of propaganda of the party, the latest progress of the national ideology, the University's own purpose and spirit, the

socialist education policy, even through the campus network media, some policy schools in a public way actively listen to the views of students, for students' suggestions, so as to allow students to participate in the construction of university culture, school development process. At the same time, the concept of positive publicity value through the network, so that the majority of teachers and students feel the strength and charm of ideological theory of Marx doctrine popular from rational cognition, advanced people, but also actively promote a number of school teachers and students through the network of deeds, through role model demonstration, implementation of the Marx doctrine popular life conversion. Of course, we must pay attention to the network of bad network language to circumvent, standardize management. The network is a free speech in the world, a lot of network space full of moral language, moral events, school managers should create a healthy, pure, positive for students living in the school within the scope of the network space.

The third, discourse expression is the communication carrier of Marx's popular education. In order to realize the thorough popularization of Marx's doctrine, we must carry on the appropriate transformation in the language expression. Marx theory to realize the popularization of first language must be popular, easy to understand, with China expression, also conforms to the reality of college students, has strong pertinence, and not cast pearls before swine. For students of different colleges and universities, Marx's theory of popular discourse expression ability, level remains to be further improved. Only Marx thought this would radiate new life and vigor and vitality in the new era.

Conclusion and Discussion

Marx's popularity also includes language popularization, Marx theory to really let the teachers and students is accepted, the key lies in theory to be able to convince people that the theory of persuading people besides rational logical charm theory itself, how to convince the language expressions is the key. As Marx said, "once a man has mastered the masses, he becomes a material force.". As long as the theory is convincing, the masses can be mastered; and the theory can be persuaded as long as it is thorough." [2] Marx's language must be suitable for China conditions, in line with university teachers and students of taste and taste, close to the actual problem of teachers and students, with emotion, learning, employment, occupation development of the students' practical problems, not words doctrine and theory, and can effectively solve the real problem and reality of the students so that students can really be confused. Marx's thoughts into daily life, the Marx doctrine has a unique attraction and appeal, reasoning, attention to the interests of the students and the actual feelings of concern for the future development. At the same time, pay attention to the conversion of language expression, let Marx's thoughts through the era language China style, do, vivid and interesting, vivid and readable, let Marx thought full of affinity and targeted. Mao Zedong once pointed out: "popularity is our thoughts, emotions and public thoughts and emotions," [3]. If the organization can read and learn the Central Propaganda Department annually in recent years, the popular theory books written in "the theory of hot face", is to use the Marx doctrine theory to explain how to correctly view some practical problems, such as: how to treat students' employment right, the difficult problem of excessive growth of house prices, medical issues, social security issues and so on, theory and practice, readable, practical and social reality, pay attention to the social, in the illustrated reading sensible, sublimated realm of thought.

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