

Path to Promote the Mass Education of Marxism for Graduate Student Group in the Micro-era

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Abstract. President Xi Jinping emphasized in the report of the 19th National Congress of the Communist Party of China that it is necessary to promote the localization, modernization, and popularization of Marxism, so as to build a socialist ideology with strong cohesion and leadership. In the higher education personnel training system, the graduate student group is at the highest level, and the arrival of the micro-era has brought opportunities and challenges to the popularization of Marxism education. This work took the micro-era as the background and combined characteristics of the current graduate student group to study how to promote the mass education of Marxism. In addition, this work proposed new ideas for promoting the mass education of Marxism for graduate students, so as to improve the ideological work in colleges and universities.

1. Introduction

President Xi Jinping emphasized in the report of the 19th National Congress of the Communist Party of China that it is necessary to promote the localization, modernization, and popularization of Marxism, so as to build a socialist ideology with strong cohesion and leadership [1]. President Xi Jinping also emphasized that in order to develop Marxism in the 21st century and contemporary Chinese Marxism, it is necessary to base people on China, look at the world, maintain the theoretical character of advancing with the times, have a deep understanding of the contemporary and practical significance of Marxism, and promote the localization, modernization, and popularization of Marxism, so as to make Marxism radiate a more brilliant light of truth [2]. The advent of the micro-era inevitably requires that the mass education of Marxism should grasp the pulse of the times and keep pace with the times.

In recent years, with the vigorous development of higher education in China, the scale of graduate admissions has been increasing year by year, and the number of graduate admissions nationwide in 2019 has exceeded 800,000 [3]. The number of graduate students is increasing year by year, and they will be important socialist builders and successors in the future. It is crucial to popularize and spread Marxism in the ideological and political education of graduates, so as to make this group become qualified builders and reliable successors. It is very important to always adhere to the guiding ideology of Marxism in the training of graduate students. Promoting the research of Marxism mass education for graduate students in the context of the micro-era is of great theoretical significance at a time when the cause of socialism with Chinese characteristics has made great achievements.

2. The Concept of "Micro-era"

With the rapid development of information technology and the continuous enrichment of social software, the number of media through which people can access information is increasing. Represented by Weibo and WeChat, new media with the name of "micro" has continuously emerged, exerting a great influence on people's daily communication, life style, study and work, interpersonal communication and social psychology. Therefore, information transmission has therefore entered a new era - the "micro-era", especially the popularity of WeChat pushes the further development of "micro-era" to the peak.

The basic connotation of micro-ear is that it is a kind of transmission activity with characteristics

of \ mini, open, instant and interactive based on the digital technology of information, and it uses digital communication technology, audio, video, text, images and other methods through a new, mobile and convenient display terminal [4]. At present, almost every graduate student has his or her own WeChat and Weibo, and almost every graduate student has entered the "micro-era", which means that the micro-era communication characterized by "instant, mini, open and interactive" has had a huge impact on the ideological and political education of graduate students. Therefore, the mass education of Marxism for graduate students enters a whole new phase.

3. Opportunities and Challenges Faced by the Mass Education of Marxism for Graduate students in the "Micro-era"

Marxism believes that social existence determines social consciousness, and social consciousness is the reflection of social existence. The mass education of Marxism should be based on a certain social existence and conducted in an objective environment. In order to reflect the practical value of ideological and political education, the mass education of Marxism should take the historical background as the starting point, which is also the inevitable law of ideological and political education. The "micro-era" is a new and powerful social existence, which is closely related to people's social life. The emergence of the "micro-era" will inevitably bring about some influences and even changes to many aspects of graduate students' thinking, behavior and habits. Therefore, it is necessary to recognize the development opportunities and severe challenges brought by the "micro-era" to the mass education of Marxism for graduate students.

3.1. Opportunities faced by the mass education of Marxism for graduate students in the "micro-era"

3.1.1. The immediacy and miniaturization of information dissemination in the "micro-era" has accelerated the dissemination of the mass education of Marxism for graduate students

Graduate students have the most active thinking, the most receptive ability, the quickest adaptability, and the most sensitivity to the changes of the times, and the emergence of the "micro-era" caters to the characteristics of their own development. In the current fast-paced living state, the immediacy and miniaturization of information dissemination in the "micro-era" can make use of fragmented time for communication and exchange, bringing great convenience to the mass education of Marxism for graduate students. "Weibo" is limited to 140 words, and the content is short and fragmented. People can send a word, an expression, a voice or a picture in the WeChat, which vividly reflects the miniaturization of various messages in the "micro-era" [5]. WeChat, Weibo and other network carriers use the miniaturization of information as a fulcrum to promote the reform of current information dissemination and communication methods. A picture, a few sentences, and a short video can be unlimitedly acquired and transmitted anytime anywhere, and can be updated and accepted instantly. It spreads quickly and widely, which can reflect the intentions of Marxism educators.

3.1.2. The openness and interaction of information dissemination in the "micro-era" provides a new platform and space for the mass education of Marxism for graduate students

The continuous advancement of science and technology has brought about the upgrading of communication means from traditional newspapers and magazines to television networks and other emerging media, and to WeChat and Weibo in the micro-era. These constantly updated communication carriers have also provided a new platform and space for the mass education of Marxism for graduate students. In the micro-era, educators can break through the constraints of time and space, which means they can not only integrate text, sound, and video formally, but also take advantage of the openness and interaction of Weibo and WeChat communication to continuously communicate and answer questions. The dissemination and interaction of this information can be one-to-one, one-to-many, or even many-to-many, which allows more graduate students to participate. Allowing graduate students to communicate with educators on an open and interactive platform can make them learn about Marxism, use Marxism, and spread Marxism. This form of communication enhances the educational effect and appeal of Marxism, so that it can become more popular.

3.2. Challenges faced by the mass education of Marxism for graduate students in the "micro-era"

3.2.1. The diversification of information channels in the "micro-era" challenges the authority of Marxism educators

In the conventional ideological and political education model, educators have obvious advantages in theory and knowledge reserves, have a strong right to speak, and have unquestionable authority. Through their control of information, knowledge accumulation and experience accumulation, they spread specific content and clearly oriented information to graduate students in professional language, thus encouraging graduate students to change their thoughts and behaviors. However, the advent of the micro-era era has broken this traditional top-down information dissemination pattern, for graduate students can obtain the required information through multiple channels online anytime anywhere, including cutting-edge education theory and various types of speech thoughts, which strongly impacts the original information source advantages of educators, and in turn weakens the dominant position of educators in information transmission and thought guidance. The diversification of this information acquisition mode has challenged the traditional authority of Marxism educators.

3.2.2. The complexity of the public opinion environment in the "micro-era" challenges the effectiveness of Marxism mass education

The exchange of information in the micro-era is casual and convenient, leading to information explosion and flooding. Some non-mainstream thoughts have been vented and exploded. Some negative information has been rapidly spread, including some hostile western forces denigrating Marxism theory. This leads to a complicated public opinion environment. Graduate students are active in thinking and are good at accepting emerging things, but their judging ability, right and wrong discrimination ability and self-control ability are mostly immature, so they are susceptible to the influence of public opinion environment, which not only affects graduate students' acceptance of the Marxism theory, but also further affects the effectiveness of Marxism mass education.

4. Path to Promote the Mass Education of Marxism for Graduate Student Group in the Micro-era

The arrival of the "micro-era" is a coexistence of "crisis" and "opportunity" for the mass education of Marxism. It is necessary to grasp the "opportunity" of the "micro-era" and be vigilant against the "crisis", thus realizing the transformation of "crisis" into "opportunity". It is necessary to make good use of the tools of the times, and start from the characteristics of the graduate student group, so as to inject new era significance into the mass education of Marxism for graduate student group and further improve the effectiveness of the ideological and political education for graduate students.

4.1. Enriching the content of Marxism mass education in the micro-era to make Marxism "chinization", and realizing the transformation from "passive learning" to "active learning" for graduate students

At present, the graduate students are basically "post-90s". They are a generation that has grown up with the Internet. They have the characteristics of pursuing individuality, independence and freedom, and they are full of exploration spirit and strong curiosity. In the process of promoting the mass education of Marxism, the most effective way is to allow graduate students to give full play to the role of learning subjects and actively participate in Marxism studying. The path to giving full play to the role of graduate students is to meet their needs for innovation by stimulating their enthusiasm to actively learn Marxism theory. At the present stage, the dissemination of Marxism among graduate students mainly depends on the lectures given by teachers in the classroom, and a large number of graduate students are studying passively, so the learning effect is not optimistic.

Comrade Mao Zedong once pointed out: "stereotyped essay must be abolished, empty and abstract U-turns must be sung less, and dogmatism must be eliminated, and they should be replaced by fresh and lively Chinese style that Chinese people love" [6]. The mass education of Marxism should achieve the popularization of Marxism theoretical education, which depends on the adaptation to the development of the times and application of Marxism theories to China in the new

era. In the micro-era, teachers of Marxism theory should take advantage of the opportunities provided by the micro-era through establishing WeChat official accounts and Weibo that are readily accepted by graduate students, so as to enrich the content of Marxism mass education. The Marxism should focus on the content in which graduate students are interested in. Integrating the popularization of Marxism in the graduate education and learning interest can make Marxism popularization education vivid, let graduate students take reading classic Marxism, understanding principles of Marxism, learning the latest achievements of Marxism, and using the latest theory of Marxism as a kind of life habit, a kind of academic needs, and a kind of pursuit of faith.

4.2. Promoting the communication art of Marxism mass education for graduate students to make Marxism "popular", and realizing the transformation of Marxism education model from "top down" to "up and down interaction"

Comrade Lenin once pointed out: "the highest level of Marxism equals to the highest level of popularization" [7]. No matter how advanced the theory is, it can be well spread among the masses only if the language it expresses is easy to understand. It can be said that the popularization of the theory is the road that Marxism mass education must choose. In order to use understandable language to propagate and spread Marxism, it requires educators to deeply understand the graduate student group, go deep into the actual life and inner world of graduate students, and use the language that is most familiar to graduate students to express the theoretical language that is vocal and difficult to understand. In the current stage, it is to translate professional and abstract vocabulary into popular language, and gradually change the representation method to a popular way to promote the theory in a more grounded manner.

With the advent of the micro-era, the realization of the popularization of Marxism is inseparable from the homeopathy of the mass education model of Marxism, which requires innovation and reform. In the micro-era, the process of information dissemination is often the process of interactive communication. At present, the mass education of Marxism for graduate students is still a "top-down" indoctrination education mode, which obviously does not meet the requirements of the micro-era. Therefore, it is necessary to establish "up-down interaction" between educators and graduate students, which is adapted to the requirements of the times. Educators and graduate students are equal in the education process, and their interaction is based on mutual equality and mutual understanding, and at the same time, the two sides interact. This requires Marxism theoretical educators to abandon the traditional high-level teacher's dignity, make graduate students as the main body, and lay down their gestures to make conversations with graduate students, so as to stimulate their inherent needs and popularize Marxism theory with their language.

4.3. Building a Marxism educator team that meets the requirements of the micro-era to make Marxism become "whole-staff participation", and achieving overall coordination from the construction of "professional team" to "overall education based on mentors"

In the micro-era, the public opinion environment is more complicated, the conflict between eastern and western values is intensifying, and the decadent ideas of capitalism get in by every opening. In the face of such a severe situation, if we rely solely on the past professional team, that is, Marxism theory teachers and graduate counselors to improve the effectiveness of Marxism education, it obviously cannot meet the challenges in the micro-era. The *Opinions of the Ministry of Education on the Full Implementation of the Responsibilities of Graduate Mentors for Graduate Mentors* issued by the Ministry of Education in 2018 put forward clear requirements that graduate mentors are supposed to be moral teachers, and made the improvement of graduates' ideological and political quality as the first responsibility. Therefore, as the first person responsible for graduate training, mentors should be the main force of ideological and political education for graduate students and the main force to promote the mass education of Marxism for graduate students.

In the graduate student's learning career, the activities between graduate students and mentors run through the entire process of graduate education. Mentors are not only the leader of graduate students in the professional field, but also have a close relationship with graduate students in their lives. Therefore, mentors' speech and behavior, world outlook, outlook on life, values and attitude towards Marxism theory all have an obvious influence on graduate students. While conducting mass

education of Marxism for graduate students, it is necessary to strengthen the guidance of mentors, including Marxism theory teachers and graduate counselors. It should enhance the Marxism theoretical literacy and media literacy of this team, especially the mentors, and form a situation in which the mentors are subjects, all members work together, and coordinate to form a synergy. This is not only a micro-age graduate education. This is not only the need for graduate education in micro-era but also the inevitable requirement of social development in micro-era.

4.4. Paying attention to the organic combination of theoretical teaching and practical teaching to make Marxism "practical", and realizing the mass education of Marxism transform from "internalization to the heart" to "externalization to the line"

Theoretical teaching refers to the process by which teachers transmit educational content to students and internalize them in classroom teaching. Practical teaching refers to the process by which teachers cultivate students' ability to develop, think, and solve problems in practice through various forms of social practice. The "micro-era" changes the traditional Marxism education teaching model that emphasizes theory over practice, and it provides a new platform for Marxism theory courses to implement theoretical teaching and practical teaching. "The criterion of truth can only be social practice" [8]. Social practice is a necessary part of graduate education, and it is the main way to improve the internal ideological, moral qualities and external behavior literacy of graduate students [9]. Therefore, social practice is not only the sole criterion for testing the effectiveness of Marxism education but also an important way and effective means to improve the mass education of Marxism.

The practical effect of graduate students' externalization of Marxism theory is the only way to test the internalization effect. In fact, most of the knowledge acquired by graduate students comes from their teachers' lectures, and part of it comes from textbooks and the Internet. It is not possible to internalize in the mind and externalize in the line without testing. For one thing, educators should encourage graduate students to use their spare time to inspect and experience the excellent results of Marxism theory in China, or participate in practical activities such as voluntary service based on their professional advantages, so that graduate students can develop Marxism thinking inertia and behavior habits. For another, schools should actively develop activities characterized by Marxism theme education and combined with knowledge, ideology, and fun. As a result, graduate students can subconsciously accept Marxism, recognize Marxism and practice Marxism in daily campus activities.

5. Summary

Colleges and universities shoulder the historical mission of cultivating qualified socialist builders and reliable successors, so they should always adhere to the guiding position of Marxism in the field of ideology. Especially in the micro-era where opportunities and challenges coexist, they should always hold high the banner of Marxism ideology and never waver. Socialism with Chinese characteristics in the new era requires Marxism theory to continue taking root in China. The degree of popularization of Marxism in China is directly concerned about China's grand goal of building a well-off society in an all-round way and ultimately achieving socialist modernization. The party and the state, as well as universities and graduate students, should take advantage of the trend in this era and promote the popularization of Marxism with the times.

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