

## Research on the Innovative Path of Popularization of Marxism in the New Era

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**Abstract:** With the rapid development of the times, the media of all kinds of information become various. Innovative communication tools, different communication sites and unique communication methods make people more convenient and quick to obtain information. Marxist philosophy is the guiding ideology of China's rapid development. China follows the guiding ideology of Marxism and has been developing and advancing rapidly. With the arrival of the new era, Marxist philosophy has entered a new stage of development. Marxism popularization is the pursuit and yearning of the Communist Party of China since the founding of the Party. Under the background of the new era, it brings new ways and means to spread Marxism and brings new problems. We should analyze the advantages and disadvantages of the popularization of Marxist theory in the new era, effectively apply the favorable conditions of the new era, and speed up the process of popularizing Marxist philosophy.

### 1. Introduction

Marxist philosophical theory was formed in the 1840s. With the introduction of Marxist thought into China, with the development of China needs to form a socialist ideological and theoretical system with Chinese characteristics. The masses of the people The study of Marxist philosophy as the subject and the formation of mutual dissemination are finally reflected in the people's practical actions is the practical content of the popularization of Marxist philosophical thought. Recent President Xi Jinping proposes 'people-centred' guidance Development Thought. China Guidance of Marxist Philosophy Under the quick Development, the broad masses of the people is the practice of China's development Subject. In order to make the Chinese people's ideological development and progress, it is essential to promote the fundamental development of the society and the masses of the people to popularize Marxist ideology and philosophy. Marxist philosophy is inseparable from the masses, who are the main body of Marxist philosophy and the carrier of the spread of Marxist philosophy [1]. We carry on the deep analysis to the Marxism philosophy popularization, rides the new era's upwind, unceasingly explores the Marxism popularization advancement path, realizes the Marxism popularization faster and better.

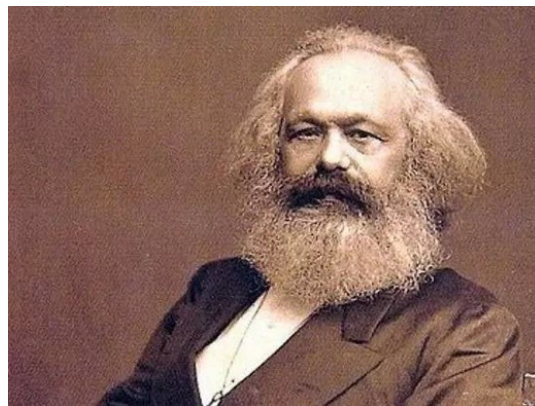


Figure 1 Marx

## 2. The Connotation and Significance of the Popularization of Marxist Philosophy

The popularization of Marxism not only requires the broad masses of the people to carry out the study of Marxist philosophy, but also requires the popularization of the expression of Marxist philosophy, which refers to Marxist philosophy from the theory Go to practice The process. Each person's thought is different, therefore also has the different cognition to the Marx philosophy [2]. After learning Marxist knowledge, the broad masses of the people have diversified to promote the development of socialism with Chinese characteristics according to the actual situation in China and according to their different understandings.



Figure 2 Socialism with Chinese characteristics

### 2.1. Marxist Thought Service Object The popular

Take the people as the center, the broad masses as the main carrier of the popularization of Marxist philosophy. To consider whether the popular form of Marxism is reasonable, whether the content of popularization is easy to accept and whether the way of popularization accords with the present situation. Take the broad masses of the people as the center, make people subjectively willing to take the initiative to practice Marxist thought.

On realizing the fundamental interests of the people, Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics XV Zhang pointed out:" The Communist Party of China comes from the people, is rooted in the people and serves the people [3]. All the Party's struggles and work are aimed at the benefit of the people, realizing, safeguarding and developing the fundamental interests of the overwhelming majority of the people. The Chinese Communist Party places the interests of the people in the fundamental position, and the Marxist philosophy that serves as the guiding ideology of the Chinese Communist Party inevitably puts the fundamental interests of the broad masses of the people in an important position. The popularization of Marxist thought is also to effectively safeguard the interests of the broad masses of the people.

For the people to solve problems, our country is now in a rapid period of development, and international relations become more and more complex, and then ushered in different hot spots and contradictions [4]. As the people are more and more convenient to obtain information, the impact of these problems on the masses is becoming more and more profound. Marxist philosophy, as the guiding ideology of materialist dialectics, can help people to understand and solve these problems better.

### 2.2. Popularization of Marxist Philosophy

Although Marxist philosophy is the product of the practice of the broad masses of the people, it is still abstract as a philosophical theory. There is a certain quality gap among the masses facing the popularization of Marxist philosophy, and the age span is large. Too abstract theoretical knowledge cannot make the masses better understand the guiding ideology of Marxist philosophical theory. Therefore the abstract theory is dailyized and materialized [5]. So that the low-age and high-age

people and the low-level quality education of the people, can better understand Marxist philosophy. Marxist philosophy becomes simplistic in its way of expression by abstract theory, which makes it easier for the people of all ages to accept and study Marxist philosophy, and makes the popularization of Marxist philosophy advance rapidly.

### 3. The Current Situation of Popularization of Marxist Philosophy

The influence of the way of communication, with the development of the times, with the continuous progress of Internet technology, all kinds of new media have also developed. Under the high degree of dissemination of information, everyone receives the information while the information is transmitted again. This accelerates the frequency of information transmission, but also leads to the possibility of one-sided or missing information dissemination content. The continuous superposition and transmission of incomplete information leads to the scattering of Marxist thought [6]. To make The broad masses have a one-sided or wrong understanding of Marxist thought, which has had a wrong influence on the popularization of Marxist thought.

the influence of language, Marxist philosophical thought was introduced into China in 1899. As the thought introduced into China by western countries, different language styles have been formed under different cultural backgrounds, and the different expressions of Chinese and Western languages have influenced the popularity of Marxism to a certain extent [7]. Therefore the Sinicization of Marxist philosophical language can better promote the popularization of Marxist philosophical thought in China.

### 4. The Spreading Path of Marxism Popularization in the New Era



Figure 3 Path to the popularization of Marxism

In order to realize the popularization of Marxism, a single form of communication can no longer meet the development requirements of the new era. With the help of the favorable conditions of the development of the new era, the way of dissemination of Marxist thought is becoming more and more diversified, in order to better spread Marxist thought. So that the broad masses of the people can better, more in-depth study of Marxist ideas, we list the following Marxist ideas popular dissemination:

Diversification of the media, since the rapid development of the media, although the traditional media has a relatively strong human and material resources, but its inflexible way of communication has been unable to attract the interest of its broad masses of people. Since the rapid development of the media, due to the extremely high participation of the people and the diversity of communication channels, such as the live broadcast of websites, various platforms of small video, social software development. The dissemination of information is no longer confined to television or newspapers. Modern people spend a lot of time using computer cell phone tablets as a tool for learning and entertainment, but also as a tool for information access, time and space will not limit the dissemination of information, and the speed and impact of information will increase. Modern and contemporary people are getting more and more information from the media, and increasing the propaganda of Marxism from the media can make more people join in the study of Marxism and speed up the process of popularizing Marxism.

Popular language communication, human language communication, is one of the most important

components of information dissemination. A lot of information can increase its persuasiveness and influence by word of mouth between people. Marxist philosophy as the guiding ideology of China's development, in the book language records have been very rigorous. This makes the spread of Marxism in oral influence. The popularization of the form of expression of Marxist thought makes the communication between people more simple and easy to understand. It can greatly increase the spreading process of Marxism popularization.

The selection of Marxist communicators, for a long time, Marxism will appear in the news broadcast or professional books, in the daily communication is rarely mentioned. However, with the development of the new era and the great influence of the star effect, we can select or cultivate the stars in the daily propaganda of Marxist philosophy. First, it can make the affected audience younger; second, it can make the way of influence more diverse. Then accelerate the popularization of Marxist philosophy.

Giving full play to the main force of the broad masses of the people, as the main body of the popularization of Marxist philosophical thought, should also be used as the dissemination carrier of Marxist philosophical thought. The popularization of ideology greatly deepened the impact of Marxist philosophy on the masses. In the process of spreading each other, we can also deepen the people's own understanding of Marxist philosophy.

## 5. Conclusions

All in all, with the development of the new era, the popularization of Marxist philosophy has increased. The increase of communication means also brings the corresponding communication problem. How to effectively solve the problems brought by high-speed communication becomes the next key work. The introduction of the guiding ideology of "taking the people as the center" promotes the popularization of Marxist philosophy. In the new era, taking the broad masses of the people as the main body of the popularization of Marxist philosophy, earnestly realizing the fundamental interests of the broad masses of the people and solving the problems facing the broad masses of the people at present, can greatly accelerate the theoretical process of the popularization of Marxist philosophy, and form a theoretical system of socialism with Chinese characteristics in accordance with the requirements of the development of the new era in the light of the current situation in China.

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