

# *A Probe into the Path of Promoting the Popularization of Marxism in Contemporary China in Colleges and Universities*

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**Abstract**—Teachers and students in university and colleges are the “spokespersons” of the modern Marxist theory, and their understanding and acceptance of it determine the scale of the popularization of Marxism within limits. Due to the abstract theory and influences of various domestic and foreign factors, the popularization of Marxism is confronting to severe challenges while gaining some fruits. In the era when diversified values co-exist, to promote the modern Marxism to penetrate into the minds and life goals of teachers and students, universities and colleges should locate the pointcut to give full play to the teaching team, class, and internet transmission.

**Keywords**—*Modern Marxism; popularization; path*

## I. INTRODUCTION

The popularization of Marxism in contemporary China mainly refers to the process of transforming the abstract sinicized Marxist theoretical system into concrete and popular interpretations using scientific means, popular language and vivid forms, and finally being understood by the majority. In modern China, adhering to Mao Zedong Thought, the theoretical system of socialism with Chinese characteristics, and Xi Jinping's new era of socialism with Chinese characteristics means adhering to true Marxism.

Colleges and universities have made great achievements in promoting the popularization of Marxism in contemporary China. However, as a gathering place and divergent place of ideology and culture, colleges and universities are also facing various cultural shocks in the process. First, the Western hostile forces continued to infiltrate China's cultural output and ideological values in order to achieve subversion and control of China. Second, China's feudal backward ideas have not completely disappeared, and to a certain extent, people's thoughts and behaviors are imprisoned. With the progress of reform and opening up, various social ideological trends have emerged and flooded into China, and the pluralistic value orientations have continuously affected the value judgment and choice of the Chinese people. As multiculturalism co-exist, to cultivate socialist builders and successors with firm Marxist ideals and beliefs, and realize the goal of moral values establishment and people cultivation, colleges and universities need to enhance the acceptance and recognition of

contemporary Chinese Marxism among the teachers and students.

## II. FIND THE HITTING-POINT: HANDLE THE RELATIONSHIP BETWEEN THEORY AND REALITY

Empty talk about abstract theory will not be accepted, and people will not be convinced when the theory is separated from reality. Therefore, the key to advancing the popularization of contemporary Chinese Marxism in colleges and universities is to get close to the study, life and work of college teachers and students, and to solve practical problems in all aspects. First of all, we must be close to the theory, always adhere to the latest theoretical achievements of Marxism in China, and fully explore the theoretical quality, scientific connotation and requirements which are in line with the times; at the same time, we must narrow the gap between theory and reality. While adhering to the correct direction, we must be realistic. We should talk about socialism, reform and opening up, and the party's superiority, advancement, and greatness, and not shirk the reality of the low tide of socialism in the world, the problems of society and the party; get close to life, develop and test theories in practice, translate the practical experience into theory, guide the practice with theory, promote the popularization of contemporary Chinese Marxism, guide the teachers and students of colleges and universities to always maintain lofty ideals, high morale, and consciously apply the viewpoints and methods of Marxism to solve practical problems.

## III. BUILD A TEAM: CULTIVATE A HIGH-QUALITY EDUCATION TEAM

College teacher, especially ideological and political teacher, is a great and noble profession that shoulders the responsibility of socialist construction and cultivating socialist successors. In fact, these teachers in colleges and universities bear the heavy teaching tasks all the year round, and even suffer from the misunderstanding of society, the contempt of peers and the scorn of students, which undermines their enthusiasm and confidence. As a result, to do a good job in the popularization of contemporary Marxism in colleges and universities, all colleges and universities, party and government organizations

at all levels must attach great importance to the cultivation of high-quality ideological and political teachers.

#### *A. Enlarge the team of ideological and political teachers*

At the present stage, the teacher-student ratio is difficult to meet the national standards and the people's Marxism theory level vary differently for the fact that the majority of Marxist teachers in colleges and universities are mainly composed of ideological and political teachers, with a combination of college and government leading cadres and student counselors. Therefore, all colleges and universities should attach great importance to the growth of the ideological and political teachers. First of all, they can improve the treatment of teachers, attracting more talents. "Party committees and governments at all levels should take the team building of teachers as the most important basic work for the development of education, improve the quality of teachers, and their benefits, care for the health of teachers, safeguard the rights and interests of teachers, have faith in , and rely on teachers. And encourage excellent talents to continue teaching and even teaching for life" [2]. Secondly, establish a flexible talent allocation method, combining the full-time with part-time, attracting more professionals on campus, experts and scholars from all walks of life, retired professional scholars and leading cadres to play a role, and undertake some ideological and political theory courses. At present, the number of students in ideological and political courses is more than 100 and the class time is limited. It is difficult to achieve interactive and heuristic teaching. What's worse, multi-professional co-teaching makes it difficult to teach students in accordance with their aptitude. It is inevitable to deliver the same lectures repeatedly, and general and washy lectures. Therefore, it is recommended that all colleges and universities implement professional small class teaching, with professional needs as the axis, focus on theoretical teaching, and cancel general teaching.

#### *B. Theoretical education runs through the whole process of teachers' career*

The building of high-quality teaching team depends not only on the self-cultivation of quality and capability, but also on organizational training. As the main body responsible for teachers' morality and ethos, colleges and universities undertake the duty of perfecting the teacher development mechanism and guiding teachers to improve the consciousness of moral values establishment and people cultivation. They should realize the following points. First of all, teacher induction training must include the contemporary Marxist theoretical education. It is important to strengthen the education of ideals and beliefs, attach great importance to socialist core values and party discipline and discipline education, and regard contemporary Marxist theoretical education as an important part of teacher cultivation and training. Secondly, the evaluation of contemporary Marxist theory education is an effective means of teachers' quality building. Taking the assessment of contemporary Marxist theory as an important part of the evaluation of college teachers, universities and colleges should conduct comprehensive assessment every year, and take assessment results as an important measure for the promotion of teacher (professional

titles), job appointments, and selection of various high-level talents.

#### **IV. MAKE GOOD USE OF THE MAIN CHANNEL: PROMOTE THE REFORM OF IDEOLOGICAL AND POLITICAL THEORY COURSES**

Against the backdrop of quality education, instilling education has become the target of public criticism. However, its critique is like throwing the baby when pouring out water, which deviates from the dialectic of Marxism. Theory cannot be spontaneously produced in the human mind. Mastering a certain theory and method must rely on the input, however, in the traditional teaching mode, teacher's dominance is over-emphasized, and the artistry of instilling and student accepting capacity are overlooked. Therefore, colleges and universities need to start from the teaching language and form to promote the reform of ideological and political class.

#### *A. Keep the teaching language popular and modern*

The research object of Marxist theoretical system determines the abstraction and generalization of theory, but this does not mean that theoretical propaganda and education are difficult to be visualized and popularized. "Tong" means that theory and practice are in line with each other. "Su" does not mean philistinism or vulgarity, but refers to the abstract theory explanation that is common, familiar, and even favored by the public. First of all, create a story-based classroom teaching, that is, drawing on outstanding historical stories, fables and proverbs, and showing profound revolutionary principles in the form of cultural achievements. Secondly, keep the language of education and teaching consistent with the language of the times. In the web environment, emerging vocabularies and expressions are innovative descriptions and abbreviations of the young for certain languages, which are widely spread and have great influence. Create a popular language to publicize Marxism with the streamlined discourse, thus guiding all groups consciously accept mainstream culture. [3]

#### *B. Maintain practical and interactive teaching forms*

Use the second class, such as lectures, classes, and social practice, to guide students to perceive by them on the basis of understanding. Strengthen urban cultural experience to let them understand Chinese cities and citizens' lives. Strengthen folk culture experience to touch profound Chinese culture, and find a sense of belonging. Carry out other special social welfare activities, accelerate the pace of integration, and make students truly apply what they have learned and grow. Only by taking practical measures to promote classroom teaching reform can we truly promote contemporary Chinese Marxism to go into schools, so that it can be truly understood, accepted, and used.

Integrate teaching resources to achieve interaction and mutual assistance in class. The first is to realize the interaction between the ideological and political public courses. The teaching content of the four public courses in colleges and universities can be consistent. Summary goes from the history, and history and theory can be combined. The principle is the theoretical essence of Marxism. Use Marxist theory to guide the cause of socialism with Chinese characteristics, and look for the legitimacy of reality for Marxism. The Marxist

popularization is carried by curriculum education, which will be weakened if we neglect the coordination among courses. The second is to realize the interaction between public courses and professional courses. Professional courses, the main capital for college students to settle down, are preferred by students. As for ideological and political education, we must launch "cooperative operation" between professional teachers and ideological and political teachers. Ideological and political teachers should often conduct exchanges and discussions with professional teachers to deeply understand the theoretical structure and actual needs of students of different majors, enrich and enhance the teaching resources, emotional experience and practical exercises of the curriculum, and give full play to the effects of the two types of courses in the integration. The teacher should actively explore the moral education resources in the subject system, and combine the characteristics of the subject in a hidden way to infiltrate the ideological and political education objectives into professional theory and practice.

#### V. IMPROVE COMMUNICATION METHODS: CREATE AN EFFICIENT MEDIA COMMUNICATION CHAIN

Under the background of the Internet, to promote the popularization of Marxism, we must do our best, not only to make full use of the existing network interactive platform, but also to actively create theme websites, develop ideological and political education network virtual scenes, network works, such as entertainment software, network video, online literature, online music, etc. Of course, the virtual network and some problems that have existed since its inception will inevitably have a negative impact on students. This requires universities to strengthen the supervision of the campus network, give play to the advantages of the network, and mitigate the adverse effects.

##### A. Create high quality network theory products

"It is necessary to have effective tools to do good work." Only by giving full play to the role of online new media technology and creating high-quality theoretical products can we attract students to pay attention, be close to and recognize Marxism, and stimulate their emotional identity and resonance. With the development of network technology, the number of student who surf the internet is increasing. However, due to the complexity of network information, college students who are still immature in the "three values" are vulnerable to the confusing of bad information, thus going in the wrong way. Therefore, it is urgent to promote the popularization of contemporary Chinese Marxism. First of all, we can make full use of existing interactive platforms such as Weibo and WeChat to enrich educational content through texts, pictures, animations and images, attracting netizens to comment and repost; we can make special reports on important and hot issues, and analyze the mistakes. Refute rumors, and speak confidently about right and wrong, and political rules. Secondly, create the website about ideological and political education, and add a new and efficient way of ideological and political education. The content of the website should highlight the key points of education, guide people to adhere to communism and socialism with Chinese characteristics; the layout and column of the

theme website must set according to the psychological characteristics of different age groups, and the theory and practice are integrated through various forms such as film and television works, online literature, and public service advertisements. At the same time, we can use entertainment software to enhance the experience of ideological and political education. Develop game software, set various specific environments required for ideological and political education to let students understand and practice educational content in a pleasant subjective experience, and consolidate classroom education effects; publicize the socialist core values by modern film and television media; take advantage of the star effect and the star-seeking psychology to expand the influence of ideological and political education.

##### B. Strengthen campus network supervision

The abundant resources of the network are conducive to the expansion of ideological and political education content, the innovation of forms and the expansion of channels. However, the chaotic network and the fierce ideological struggles have posed great challenges for universities to promote the popularization of Marxism. To create a healthy and pure campus network culture environment, strengthen the supervision of the campus network, we need to start from the establishment of a long-term mechanism for network education supervision. First of all, clarify the responsibilities of the propaganda department, the Youth League Committee, the Student Affairs Office and other departments, so that they can perform their duties and work coordinately. Secondly, build a regulatory team including political cadres at all levels, ideological and political teachers, professional network management, and technical personnel to pay close attention to students, voice timely and dare to speak. Then, adopt technical means to filter and prevent bad and harmful information from appearing in the students' scope through the network. Finally, appoint professions to write network public opinion analysis report in a regular manner, categorize and summarize the experience so as to improve the prevention efficiency.

#### VI. CONCLUSION

Facing new tasks and challenges, to promote the popularization of Marxism in contemporary China, colleges and universities adhere to the party's leadership and choose the right path and direction and fully realize that we must carry out comprehensive and systematic teaching in both theory and practice if we want to promote the popularization of Marxism in the teachers and students of colleges and universities. While guiding students to foster Marxist beliefs, it is also necessary to guide the university teachers who are the main "speakers" of Marxism to study well and have good quality. It is necessary to rely on ideological and political classrooms. We must also give full play to the technological advantages of universities and make full use of new media technologies.

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