

# Research on Marxism Communication in the Background of Melting Media

Shang Huang

Nanjing University Jinling College, Nanjing 210089, China.

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**Abstract:** Melting media is a product of the development of the times, which provides a powerful weapon for the dissemination of Marxist ideas, and at the same time brings challenges to the dissemination of Marxism. This paper analyzes the specific opportunities and challenges faced by the dissemination of Marxism in the context of integrated media, and provides new ideas for the dissemination of Marxism in the context of integrated media.

**Keywords:** Integrated Media; Marxism; Communication

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## 1. The concept of fusion media

The fusion media is not a new media technology, but more of an "idea and model". It combines the authority and rigor of traditional media with the powerful communication power of new media, and maximizes the advantages of multiple media to form a new and powerful communication force, thus creating more value. On this basis, the integrated media can also respond to the development trend of the times and highlight its inclusiveness. And the spread of Marxism needs this kind of media to make the Marxist theory and the latest theoretical achievements of Marxist Sinicization penetrate people's hearts.

## 1.2 The opportunities brought to Marxism by integrated media

### 1.2.1 Enhance the dissemination of Marxism

Before the emergence of the Internet, the spread of Marxism mainly relied on the three traditional media of television, radio and newspapers, which limited the spread of Marxism both in time and space. With the emergence of the Internet and new media, Marxism is almost "face-to-face" between communicators and the public, especially with the vigorous development of the Internet and mobile technology, which reduces the time and space required for the dissemination of Marxist theory. The influence of Marxist theory has been greatly enhanced by the "face-to-face" approach. At present, the emerging media have become integrated with public life, and the public prefers efficient and convenient ways. Therefore, no matter from the perspective of influence or time and space, the integrated media have pushed the communication efficiency to a higher level, and the influence of Marxism has been enhanced with the increased power of media communication, which will definitely form a certain atmosphere of public opinion in the social scope and have a profound impact on society.

### 1.2.2 Enriching the form of communication

Under the traditional form of media communication, the public can only passively receive authoritative information, and with the limited number of media, they cannot give feedback on their own ideas in time and find it difficult to find a voice, resulting in an unequal relationship of "top to bottom". In the context of integrated media, the public has lowered the threshold of using the media and is free to express their own ideas. The dissemination of Marxism under the trend of integrated media is not limited to text, but more pictures, audio, video, and even virtual reality technology, so that the public can understand the content of Marxism intuitively and change the image of Marxism as "boring" and "highbrow". The impression of Marxism as "boring" and "high and mighty" has

changed.

## **2. The challenges brought by integrated media to Marxism**

### **2.1 The massive amount of information has affected the status of Marxism**

The powerful inclusiveness of the integrated media makes it a "reservoir" of information, and the flow becomes the core, and the amount of flow determines the direction of public opinion and the degree of information dissemination. Marxism is professional and rigorous, and it is impossible to win traffic and attention through "curiosity", which makes Marxist knowledge drowned by "generalized entertainment" information.

The complex and diverse information brings different social trends, which constantly impact the construction of mainstream values and crowd out the living environment of mainstream values. For example, Marxism is "obsolete and useless", and similar fallacies exist all the time, and the media is full of Western cultural trends. It directly affects the guiding position of Marxism.

In the context of integrated media, people can choose whether to receive information, what kind of information to receive, and whether to believe the information they have received. Marxist ideology is being re-examined, but because people lack relevant professional education, they will turn away from mainstream ideology once they find that it is not in line with their own social experience or the so-called "scientific" views they receive on the Internet. At this time, some values and ideological systems on the network different from the mainstream Marxist ideology will occupy the people's perceptions, the main position of the propaganda and ideological work of the integrated media, we do not occupy, the enemy will go to occupy.

### **2.2 Melt media management problems increase the difficulty of dissemination**

The financial media has the characteristics of low cost, low threshold, fast and wide reception, which makes everyone can receive and publish information, which makes the Marxist information mixed, many people do not have professional knowledge, inevitably the information spread by the financial media as the "truth". This makes it inevitable that some people with bad intentions will use the media to spread negative information, especially some Western capitalist forces, to confuse the public. The domestic mainstream media platforms are commercial platforms, which have the actual right to speak in the dissemination of information, and they are based on economic benefits. Under the high income of traffic, some platforms do not achieve strict audit of the dissemination of information; at the same time, they are also influenced by other capitalist forces, and even spread rumors and smear the image of the country, which will seriously affect the spread of Marxism. One-sided views and remarks on Marxism, or even smearing, are stumbling blocks to the spread of Marxism.

## **3. Measures to enhance the dissemination of Marxism in the context of integrated media**

### **3.1 Strengthen the guidance of public opinion**

In the background of integrated media, Marxist theoreticians should all make use of the advantages of media integration to vigorously promote the truth of Marxism and constantly improve the credibility of Marxism, so that people can truly accept Marxism, truly understand, speak, believe and love horses, and firmly believe in the people. Only by enhancing people's ideal beliefs with scientific ideas, strengthening the penetration and dissemination of Marxist theory in the life of the masses, and attaching importance to the interaction and discussion with the masses, can we reach a consensus of values in the consensus of truth, thus ensuring that social ideology is free from Western interference.

### **3.2 Improve the quality of Marxist communicators**

The main body of Marxism's dissemination is people, and people are an important factor affecting the spread of Marxism. In the

context of integrated media, Marxist communicators should have a distinct Marxist position, improve their Marxist theoretical literacy, maintain the professionalism of Marxist theory, and disseminate correct Marxism; they also need to master the knowledge related to integrated media and communication, grasp the development trend and laws of integrated media, and use them for Marxism, and communicators especially need to master the knowledge and skills of network and new media applications. In order to maintain the professionalism of Marxist communication and at the same time keep up with the progress of the times and improve the degree of communication.

Marxist communicators need to have the wisdom to be flexible and adaptable. Marxist communicators need to maintain a high level of political awareness and an urgent sense of crisis, as the dissemination of Marxism faces a variety of challenges, communicators must learn to use new ideas, new methods and new means to overcome obstacles to communication, and flexibly respond to the impact of various ideas and ideologies. At the same time, Marxist communicators should form their own characteristics, rich communication style, and understand the most popular forms of communication at the moment, so as to improve the efficiency of Marxist communication.

### **3.3 Innovative Marxist discourse system and dissemination platform**

The dissemination of Marxism must rely on the media, and in the context of integrated media, the influence of the media on the dissemination of Marxism has gradually increased, especially the mainstream media on the Internet. Therefore, Marxism needs to establish its own media communication platform, which requires understanding and mastering the law of media development, adhering to the basis of professional knowledge, giving priority to "mobile convenience" and making full use of existing social platforms commonly used by the public to better promote the knowledge of Marxism and Marxism's Chineseization. Marxist theory should not only appear in formal and serious occasions, but also be integrated into people's lives.

Some of the political terms and academic terms of Marxism are too remote and seem too "lofty", and they are detached from the daily life of the people, who find them serious and often choose to avoid them. The language of Marxist communication should be close to life, always integrated with the social reality, and should be rigorous and popular at the same time, so that people can understand it at a glance. If Marxism is integrated into life, the people will consciously identify with it and practice it. On the contrary, it will become a "vain" knowledge far from life.

## **Conclusion**

Marxism is an evolving knowledge system, and its dissemination method needs to keep pace with the times. The fusion media provides a broader and richer way for the dissemination of Marxist theory, but at the same time it also brings some challenges to the dissemination of Marxism. Marxist communicators need to make full use of the advantages of communication brought by the melt media, so that Marxism can penetrate into people's hearts, firmly occupy a dominant position, and meet the challenges of various trends of thought; they also need to pay attention to the rapid and wide spreading influence of the melt media, pay attention to social opinion and network trends at all times, and take precautions beforehand. Marxism will certainly take on a more vigorous life in the new era of China. We should grasp the opportunities brought by the development of integrated media in time, overcome all difficulties and obstacles, and actively promote the dissemination of Marxist ideas.

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