

The Popularization of Marxism in the 21st Century and Its Path Innovation in Rural Areas

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Abstract: Rural areas are an important field for the popularization of Marxism in the 21st century, and farmers are the main audience for the popularization of Marxism in rural areas in the 21st century. It is an inevitable requirement to promote the rural culture revitalization in the new era and realize the beautiful spiritual and cultural life of the rural people to look through the multiple difficulties and times opportunities of the popularization of Marxism in the 21st century in rural areas and innovate the path of the popularization of Marxism in the 21st century in rural areas.

1. Introduction

The urgent task of the party's theoretical construction in the new era is to vigorously promote the popularization of Marxism in the 21st century and enhance the broad masses' highly identification with the socialist road and national ideology with Chinese characteristics. "Issues concerning agriculture, rural areas and farmers" play a very important role in China's revolution, reform and construction. Rural areas are an important field for promoting the popularization of Marxism in the 21st century in the new era.

2. Multiple Dilemmas in the Popularization of Marxism in the 21st Century in Rural Areas

Cultural globalization, China's social transformation, rural revitalization is the spread of the popularization of marxism in the 21st century in rural region, the macro background, the rural society special organization structure, integrated environment affecting rural areas such as the spread of the popularization of marxism in the 21st century the micro environment, multi-dimensional factors are interwoven caused the current countryside multiple difficulties for the spread of the popularization of marxism in the 21st century.

2.1. Discourse Decline: The New Challenge of the Popularization of Marxism in the 21st Century

Globalization is an inevitable trend of the development of The Times and an interactive development process covering politics, economy and culture in an all-round way. Cultural globalization is the background of The Times and macro environment that must be faced and considered to promote the popularization of Marxism in rural areas in the 21st century. "When hostile forces want to destabilize a society or subvert a political regime, they always start by making a breakthrough in the field of ideology and confusing people's thoughts." [1] Rural areas in China due to its special political economic and cultural environment, along with the global culture spread freely and multidirectional communication and fierce collision, various cultural ideological trend, concept, value concept and moral consciousness rushed into the "lowland", "power discourse" in the face of the western countries, rural areas, the original cultural identity consciousness suffered serious impact. The adverse impact of cultural globalization has gradually complicated the problems of ideology, values and moral concepts in rural areas of China, which not only seriously dispels the positive effects of cultural globalization, but also poses a severe challenge to the promotion of marxism in the 21st century in rural areas.

2.2. Potential Conflict: The Actual Contradiction between the "Deviant" Ideology and the Popularization of Marxism in the 21st Century

"If we do not occupy the positions in the countryside with socialist ideology and fine social customs, we will inevitably occupy the backward erroneous ideas and negative and unhealthy social atmosphere." [2] Over the past 40 years and more since China's reform and opening up, the political, economic and cultural construction in rural areas has been significantly enhanced, and the scientific and cultural qualities, ideological and moral qualities and basic physical qualities of farmers have been significantly improved. However, due to too much emphasis on economic construction, the construction of farmers' ideology, culture and values is particularly deficient, which makes the majority of farmers present a series of "cultural loss" and "deviant" phenomena under the current development trend of multi-culture interweaving. Farmers' cognition of the value meaning of individual existence will not be clear and their position will be vague, irrational belief will be increasingly rampant, which will form a potential conflict with the popularization of Marxism in rural areas in the 21st century, which is not conducive to the effective communication of Marxism in the 21st century.

2.3. System Idling: The Realistic Dilemma of the Popularization of Marxism in the 21st Century under the Background of Rural Revitalization

The country revitalization of all parties need to coordinate, continuous progress, but around the rural industry, talent, culture, ecology and the revitalization of the five aspects of the system in practice is often "discount", caused a certain degree of system of "idle" phenomenon, which in turn makes popularization of marxism in the countryside in the 21st century is trapped. One is the "anomy" of political behavior. The misbehavior of township cadres not only causes the farmers to trust them, but also seriously hinders the farmers to accept the theory and psychological identity of marxism in the 21st century. The second is the "imbalance" of the economic model. At present, the production unit of family while enhances the farmer individual idea, but hard to be effectively organized, imbalance of economic development model and the society of the rural economy, the internal economic differentiation of the rural society to a certain extent, farmers will produce a certain degree of psychological to marxism in the 21st century and alienation. The third is the "loss of poise" in the cultural context. As a hidden internal environment for the popularization of Marxism in rural areas in the 21st century, the traditional customs, systems, cultures and concepts in rural areas have both intrinsic factors that promote the popularization of Marxism in rural areas in the 21st century and unfavorable cultural forms that hinder its popularization.

3. The Opportunity of the 21st Century for the Popularization of Marxism in Rural Areas

The reality of the macroscopic background and microcosmic environment in rural areas constitute the realistic dilemma of the popularization of Marxism in the 21st century in rural areas in the new era, and it is also the logical starting point and practical basis point of promoting the popularization of Marxism in the 21st century in rural areas.

3.1. Appearance Opportunity: A New Opportunity for the Mass Dissemination of Marxism in Rural Areas in the 21st Century

Deng Xiaoping once stressed that all our past victories were mainly due to "our faith in Marxism and communism. With the common ideal, there will be iron discipline. That has been, is and will be our real strength." [3] Cultural globalization not only provides an important opportunity for Marxism to enter the world stage in the 21st century, but also plays an important role in attracting and immersing Marxism to realize the popularization of marxism in rural areas in the 21st century. At the same time, the globalization of culture can also made the idea of people's ideology and culture tend to be rational and the political democratization, gradually to promote the popularization of marxism in the 21st century offers a cultural environment and the thought treasure, is conducive to the spread of marxism in the country in the 21st century, the popularization and grounding, more

using the latest scientific theory of marxism in the 21st century to capture country position, in order to realize the country revitalization of provides an important theoretical basis.

3.2. Internal Tension: The Coupling Logic between Value "Vacuum" and the Popularization of Marxism in the 21st Century

The rapid transformation of rural society has caused the change of rural social structure. The stable social structure of rural society has been gradually disintegrated. The rural society inevitably falls into the "trap" of the development of marketization under the condition of multiple subjects and complex relations, which needs to integrate and standardize the objective trend of marketization with the methodology of Marxism. At the same time, the transformation of rural society makes the steady moral value system in rural areas gradually dissolve. Transformation of farmer's daily life style, social behavior patterns, values of life, and social morality and so on all has experienced great changes, the interpretation of the traditional value concept domain constantly failure, and the new standard of value and moral paradigm has not really established, farmers in the transition period is faced with many conflicts of values and moral contradictions, rural values produced by the objective contradictions "vacuum" to promote the rural areas of the 21st century the spread of marxism popularization provides internal tension.

3.3. Advantageous Governance: Under the Guidance of Rural Revitalization, Marxism in the 21st Century is a Road to Break the Siege

In the process of breaking through the dilemma of the popularization of marxism in the 21st century in rural areas, we should examine it from an overall perspective, and carry out a systematic framework through the highlighting of institutional advantages, the support of science and technology and the cultivation of cultural mechanisms. First, "institutional governance" in the political system. The rural political and political ecological environment provides a reliable organizational guarantee and institutional guarantee for the construction of rural democratic politics, which wins high political recognition from the masses for the popularization of Marxism in the 21st century, and also provides a mature political and ideological preparation for promoting the popularization of Marxism in the 21st century in rural areas. 2 it is the "idea management" when economy develops. The revitalization of rural economy is conducive to the continuous improvement of rural economic development level, which enhances the ability of farmers to distinguish backward ideas and scientific theories, and improves the accuracy of understanding marxist theories in the 21st century. The third is "soft governance" after culture cultivation. Rural cultural revitalization of propulsion can promote the improvement of cultural quality of the rural population in China, farmers have a certain cultural knowledge and understanding, thinking ability, and have the ability to identify strengths and weaknesses, analysis its authenticity, to achieve the "spring rain" culture "soft management" effect, for the realization of the rural areas in the 21st century, the popularization of marxism spread lay a solid foundation.

4. Promote the Path Innovation of the Popularization of Marxism in the 21st Century in Rural Areas

Promoting the popularization of Marxism in rural areas in the 21st century is a systematic project involving the politics, economy and culture of rural areas in an all-round way. It is necessary to improve the popularization effectiveness of Marxism in rural areas in the 21st century by means of shaping the communication environment, updating the discourse system and innovating the communication methods.

4.1. Make it "Audible" to Farmers: Remolding the 21st Century Marxist Mass Dissemination Environment in Rural Areas

Promoting the popularization of Marxism in rural areas in the 21st century tends to be a new model of ideology, which is coupled with many elements in the rural field. When the content in the rural field changes, the ideological habits of farmers will also change accordingly.

Improve the rural economic development environment so that farmers can "hear". The characteristics of economic conditions determine the characteristics of people's spiritual life in the economic environment. Therefore, it is very necessary and urgent to reshape the values, life outlook and social behavior of contemporary farmers through the development of rural economy, and to lay a material foundation for vigorously promoting the popularization of Marxism in rural areas in the 21st century. At present, to develop the rural economy, we need to adhere to the household contract responsibility system and the dual management system that combines unified management with unified management. We need to further standardize and improve the market for the transfer of contracted land management rights and the system of land expropriation. By perfecting the rural market economy system and establishing an open, fair and efficient rural market economy system, it will provide the "material soil" suitable for the popularization of Marxism in the 21st century in rural areas.

Improve the rural political ecological environment and let farmers "listen". In order to ensure the direction and quality of the promotion, it is necessary to strengthen the dominant role of grassroots political power in promoting the popularization of Marxism in rural areas in the 21st century, balance the power structure of township and village level political power, firmly grasp the leadership, and strictly prevent clan forces and rural elites from seizing positions. At the same time, to be sure the rural elite and clan forces in promoting the rural areas in the 21st century, the spread of the popularization of marxism, the release of its positive effect, promote rural elite and clan power field in the country in the right position and function position, so it can spread to promote rural areas in the 21st century, the marxism popularization for more community resources and the dynamic advantage. In addition, the rural party members and cadres at the grass-roots level is the spread of the popularization of marxism in the 21st century in rural region, the leader, facilitator and fugleman, therefore should pay attention to strengthening the control theory of literacy training, improve their professional quality, theory quality, morality and other individual quality, for the rural areas in the 21st century, the popularization of marxism spread good political atmosphere, allow farmers to "listening".

Purify rural ideological and cultural environment, so that farmers "listen to the letter". Only when Marxism in the 21st century achieves the contemporary coupling with the deep structure of traditional culture in rural areas can it guide and highlight its reasonable organizing power and integration force in controlling farmers' ideology, actively promote farmers' psychological and cultural identification with Marxism in the 21st century, and make farmers "listen to the letter". On the one hand, we should gradually dissolve and dilute the non-Marxist thoughts such as clan consciousness and religious consciousness, and occupy the position of rural culture with the 21st century Marxist theory. On the other hand, in the process of promoting the popularization of Marxism in the 21st century in rural areas, we must resolutely curb the spread and development of cultural poisons such as feudal superstition and evil cult forces, strive to purify the rural cultural environment and remove cultural obstacles for promoting the popularization of Marxism in the 21st century in rural areas.

4.2. Let Farmers "Understand": Build the Discourse System of Marxism Popularization in Rural Areas in the 21st Century

The connotation of Marxism in the 21st century is broad and profound. In order to take root in the soil of rural areas and blossom and bear fruit, the discourse system conforming to the majority of farmers must be constructed and expressed in popular, popular and amiable ways.

Highlight people's character. In the 21st century, the popularization of Marxism in rural areas should reflect the distinct value orientation of the people's position in the text, go deep into the rural masses, represent the fundamental interests of the masses, and realize the downward root of the communication content. On the one hand, the construction of text content should be specific to farmers. Farmers differ from other groups in cognition level, ability, level and demand, with certain particularity. If farmers are publicized with stereotyped content, it will be difficult to achieve effective publicity effect. Therefore, it is only in the process of promoting the popularization of

Marxism in the 21st century that we should pay attention to group differences and levels, classify and promote it in different levels, and avoid the one-size-fits-all approach. On the other hand, the selection of text content should pay attention to the actual needs of farmers for the content of Marxism in the 21st century. The selection of text content is mainly based on two points. First, the theoretical content selection of Marxism in the 21st century must have clear awareness of problems, be able to pay attention to the actual situation of rural development, and be committed to solving practical problems. Second, based on the acceptance level of farmers, in the selection of text content, we should try to avoid esoteric academic text, to present the text to farmers.

"Make it popular." Theory can master the masses as long as it persuades people, and theory can persuade people as long as it is thorough. To be thorough is to grasp the root of things." [4] Marxism in the 21st century is a theoretical science that bases itself on China's reality, conforms to China's national conditions and solves China's problems. It is a "thorough" theory and a persuasive one. However, if the theoretical propaganda ignores the public's cognitive level and acceptance habits, it will only carry out dull preaching and fail to realize the vulgar expression of the popular discourse, so that the theory cannot persuade and master the masses. Thus, the dissemination of marxism in the 21st century in rural areas and in the theory of simple form, plain people's language form, and farmers ideological and psychological traits closely, to transform the abstract theory by using the Boolean and docking, make it present a symbolization characteristics, thus realize the theory problem of easy to understand, "road to Jane", "fit" is the highest state of the spread of the popularization of marxism in the 21st century.

Enhance affinity. If we want to enhance the effectiveness of Marxism in the popularization of rural areas in the 21st century, we must pay attention to the forms and methods of verbal expression in the process of popularization, and enhance the affinity and appeal of language through the use of diversified expression techniques and visual expression. At the same time, in rural areas to promote the popularization of marxism in the 21st century must also avoid spread of bureaucracy and formalism "and not" "hurry", in-depth rural masses, to seriously study the rural people's characters, theoretical level and ideological level, master everyday expressions of the local people, through the study, summary and learning, realize the spread of the rural areas in the 21st century, the marxism popularization covington says, kind and popularization, the deep theory of marxism in the 21st century have affinity with the country language to express clearly, explained thoroughly, The study of marxism theory in the 21st century runs through the whole process of rural people's production and life by explaining the abstract and difficult theory in vivid language.

4.3. Make Farmers "Like to Listen": Innovate the Popular Mode of Dissemination of Marxism in Rural Areas in the 21st Century

At present, it is not that peasants do not need Marxist theory, but that in the 21st century, Marxism has many deficiencies in the popularization channel, the popularization team and the popularization network construction, which makes it difficult to get close to the rural interior and farmers' life.

Broaden the communication channels of marxism popularization in the 21st century. At present, the one-sided emphasis on the top-down theory indoctrination in the popular method, such a simple and crude "hard transmission" method easily leads to the rejection of farmers. Only by realizing the positive interaction between communicators and farmers, respecting farmers' subjectivity in the popularization of Marxism, and adopting multi-level and diversified forms of "soft communication", can Marxism truly enter the countryside and approach farmers. The fourth Plenary Session of the 19th CPC Central Committee also stressed the need to "fully implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, improve the work system of arming the whole Party with the Party's innovative theories and educating the people... And make good use of online learning platforms." [5] Therefore, in terms of popularization channels, not only traditional popularization forms should be used, but also modern information technology should be actively used to realize the breadth and depth of marxism popularization in rural areas in the 21st century through the help of advanced science and technology such as big data and cloud computing. By

virtue of the "soft communication" mechanism, it actively promotes the daily dissemination of Marxism in the 21st century in rural areas in the new era.

To enrich the mass dissemination team of Marxism in the 21st century. To do well in the popularization of Marxism in the 21st century, a key problem is to build a propaganda team of Marxist theory with strong politics, fine business and correct style of work. The popularization of Marxism in the 21st century in rural areas needs the joint efforts of Marxist theorists and Party members and cadres in the new era. They are important propagandists and promoters to realize marxism going deep into rural areas and approaching farmers. Their own quality and the quality of Marxist theory determines the depth and precision of the promotion of Marxism in the countryside in the 21st century. Therefore, it is urgent to establish a professional Marxist communication team with profound theoretical foundation, good professional quality, high ideological quality, and familiar with the reality of rural farmers to promote the popularization of Marxism in rural areas in the 21st century. With the popularization of marxism in the 21st century in rural region, the transmission is a complicated system engineering, not only for theoretical workers have higher demand to their own quality, and asked to form a perfect team mechanism, integrate all resources and strength, form a strong force, to promote the spread of the popularization of marxism in the 21st century rural areas to provide the powerful talent guarantee and intellectual support.

Build a popular communication network of Marxism in the 21st century. First of all, to improve the rural grass-roots power as the leading organization popular. By taking the marxist theory education of rural grassroots cadres as the guide, the majority of rural grassroots leading cadres should learn the marxist theory of the 21st century, and through the publicity of grassroots cadres, the majority of farmers should understand and learn some of the basic theories of marxism of the 21st century. Secondly, the development of market economy organizations, non-governmental organizations, research institutions and other non-governmental organizations as an important supplement to the popularization of organizations. To promote the popularization of Xi's Marxism in the 21st century in rural areas, it is necessary to give full play to the popularity advantages of many non-governmental organizations and make them use various media and platforms to preach and explain the 21st century Marxist theory and its latest achievements to farmers. Finally, construct the interpersonal popular network of Marxism in the 21st century rural society. Interpersonal popularization is a kind of face-to-face popularization, which has the advantages of good interaction, timely feedback, high degree of freedom, and easy to obtain good popularization effect. It is an important channel to promote the popularization of Marxism in rural areas in the 21st century that cannot be ignored.

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