

Research on the Education and Communication of Marxist Theory in the New Era

Xinchao Dong¹²

¹School of Marxism, Tibet University, Lhasa 850000, China.

²School of Government Management, Baoshan University, Baoshan 678000, China.

Abstract: The dissemination of Marxist theoretical education in the new era in border areas has important historical value. As an important component of Marxist theory, the dissemination of Marxist theoretical education in these regions in the new era aims to lead ideology, promote economic and social development, promote national unity and social stability, as well as open exchanges and international cooperation. Through innovative paths such as multimedia technology and internet applications, social media and mobile applications, as well as grassroots preaching and practical education, Marxist theory can be better disseminated and deeply rooted in people's hearts, providing strong theoretical support for the development and progress of border areas.

Keywords: New Era; Marxist Theory; Educational Communication

Introduction: This article takes the border areas as an example to explore the era value, innovative paths, and strategies of the dissemination of Marxist theoretical education in the new era in the border areas. Through the analysis of local characteristics and needs, innovative paths such as multimedia technology and internet applications, social media and mobile applications, grassroots propaganda and practical education have been proposed. Through these discussions, this article aims to provide reference and inspiration for the dissemination of Marxist theoretical education in border areas.

1. Overview of Marxist theoretical education in the new era

The education of Marxist theory in the new era refers to a form and content of education that inherits and develops Marxist theory in the context of contemporary Chinese society, and promotes the integration of Marxism with Chinese reality. The education of Marxist theory in the new era emphasizes theoretical innovation. Under the new historical conditions, Marxist theory needs to keep up with the times and be in line with social development, therefore requiring in-depth research and innovation of traditional Marxist theory. This theoretical innovation should be based on the reality and development needs of Chinese socialism, focus on solving various problems faced by the current society, and provide a powerful ideological weapon for the promotion of the cause of socialism with Chinese characteristics. The education of Marxist theory in the new era emphasizes the combination of theory and practice. In the new era, China is facing profound changes in economy, politics, culture, and other aspects. Therefore, theoretical education should focus on solving practical problems and promoting practical development. [1] This educational model that combines theory and practice encourages students to apply theoretical knowledge to specific problem-solving through participation in practical activities, and cultivate Marxist innovative thinking and practical abilities.

2. The value of Marxist theory education and communication in the new era

2.1 Promote ideological guidance

The dissemination of Marxist theoretical education in the new era in border areas has the epochal value of leading ideology. The border areas are characterized by multiple ethnic groups and have a rich traditional culture and

belief system. The integration of traditional culture and modern society has a profound impact on the ideological concepts and value orientations of local residents. In this context, the dissemination of Marxist theoretical education in the new era can help the people of border areas establish a correct worldview, outlook on life, and values, guide them to break free from the constraints of traditional concepts, adapt to the requirements of the times, and actively participate in the construction of socialist modernization. [2]

The contemporary value of the education and dissemination of Marxist theory in the new era lies in establishing a correct worldview for the people in border areas. Faced with the impact of globalization and informatization, the masses in border areas are facing the challenge of fragmentation and diversification of ideas. The spread of Marxist theoretical education can help them establish the scientific world outlook of dialectical materialism and historical materialism, recognize the objective laws of human social development, and the relationship between individuals and society. This helps the people in border areas to correctly grasp the trend of the times, actively adapt to and lead the development of the times. [3]

2.2 Promoting economic and social development

The dissemination of Marxist theoretical education in the new era in border areas has epochal value in promoting economic and social development. As an important strategic area in China, the dissemination of Marxist theory in border areas can inject vitality and momentum into the local economic and social development. The dissemination of Marxist theoretical education in the new era helps local people deeply understand and grasp the laws of socialist market economy. [4] Marxist economics provides us with a scientific understanding of the laws of economic development, revealing the inherent contradictions of capitalism and the direction of socialist construction. Through education, it can help people in border areas establish correct economic concepts, understand the connotation and operating mechanism of the market economy system, improve their ability to grasp economic development, and provide theoretical guidance for the economic construction of border areas.

The dissemination of Marxist theoretical education in the new era helps to accelerate the pace of development in border areas. The border areas have abundant natural resources and characteristic industries, but they also face problems such as imbalanced economic structure and insufficient development. Through the education of Marxist theory, it can help local people better understand their own strengths and weaknesses in development, clarify development strategies and goals, promote industrial upgrading and structural adjustment, accelerate the construction of a modern economic system, and inject new impetus into the economic development of border areas. The dissemination of Marxist theoretical education in the new era helps to achieve the goal of poverty alleviation and development. [5] Some areas in border areas are relatively poor and backward. Marxist theory emphasizes the value goal of achieving common prosperity and social fairness and justice. Through education, people in border areas can be helped to recognize the importance of poverty alleviation and development, improve the self-development ability and entrepreneurial awareness of residents in impoverished areas, and promote rural revitalization and sustainable development. [6]

2.3 Promote national unity and social stability

The dissemination of Marxist theoretical education in the new era in border areas has the epochal value of promoting national unity and social stability. Due to its multi-ethnic characteristics and complex and diverse ethnic relationships, border areas face some historical and practical contradictions and problems. By disseminating Marxist theory, we can strengthen communication and understanding among different ethnic groups, and promote ethnic harmony and unity in border areas. The dissemination of Marxist theoretical education in the new era helps to strengthen communication and understanding among different ethnic groups. Marxism emphasizes the viewpoint of class struggle, believing that the ultimate goal of socialism is to eliminate contradictions between class and nation. Through the education of Marxist theory, people in border areas can recognize the common interests and destiny of different ethnic groups, understand and respect each other's cultural differences, promote cross ethnic communication and integration, and thus achieve national unity.

The dissemination of Marxist theoretical education in the new era can promote common values and cultural spirit. Marxist theory emphasizes the comprehensive development and free liberation of human beings, and advocates an equal, just, and free social order. Through education, people in border areas can understand and identify with core socialist values, including patriotism, collectivism, social fairness and justice, form common value identity and cultural identity, enhance national cohesion, and promote the formation and development of national unity. The dissemination of Marxist theoretical education in the new era helps to enhance the ideological awareness and moral standards of residents in border areas, promote social order and stability.

2.4 Promote open exchanges and international cooperation

The dissemination of Marxist theoretical education in the new era in border areas has the value of open communication and international cooperation. Due to its unique geographical location, border areas have close connections and exchanges with neighboring countries and regions. By disseminating Marxist theory, communication and exchange between border areas, mainland China, and the international community can be strengthened, promoting cooperation and development in areas such as economy, culture, and education. The dissemination of Marxist theoretical education in the new era helps to strengthen communication and cooperation between border areas and the mainland. Marxism emphasizes the integrity and interdependence of human society, advocating for strengthened cooperation and mutual benefit among regions and countries. Through the education of Marxist theory, people in border areas can better understand the close connection between their own interests and those of the mainland, and understand the importance of participating in national development strategies. This will promote exchanges and cooperation in the economic, technological, cultural and other fields between the border areas and the mainland, achieve complementary resource advantages, and jointly promote the development and prosperity of the border areas.

The dissemination of Marxist theoretical education in the new era also helps to promote communication and cooperation between border areas and the international community. Marxist theory emphasizes the importance of globalization and international cooperation, advocating for friendly exchanges

and win-win cooperation between different countries and regions. Through the education of Marxist theory, people in border areas can broaden their international perspective, understand the international situation and global development trends, and enhance their ability and awareness to participate in international affairs. This will provide broader development opportunities for border areas, attract more international investment and cooperation projects, and promote the in-depth development of regional and international cooperation.

3. The innovative path of Marxist theory education and communication in the new era

3.1 Multimedia technology and Internet applications

Multimedia technology and internet application are innovative paths for the dissemination of Marxist theory education in the new era. In today's highly developed era of information technology, the popularization of the Internet and the development of multimedia technology have provided new opportunities and possibilities for education. Marxist theoretical education can fully utilize these technologies and platforms to achieve the sharing, interaction, and popularization of educational resources. Through internet platforms, online courses can be established to provide 24-hour, unrestricted learning opportunities. Learners can choose courses that are suitable for themselves based on their time and location, and flexibly arrange their learning plans. At the same time, internet platforms can also conduct online seminars and forums, providing communication and interaction between learners. Learners can share viewpoints and discuss issues with other learners and educators through online platforms, promoting collision of ideas and knowledge sharing.

Multimedia technology plays an important role in Marxist theoretical education. By creating educational videos, animations, and interactive teaching software, theoretical knowledge can be presented to learners in a vivid and vivid manner. Through the presentation of audio-visual effects, learners can more intuitively understand and absorb the content of Marxist theory. In addition, combining technologies such as virtual reality (VR) and augmented reality (AR) can create immersive learning experiences. Learners can use virtual reality technology to visit historical scenes, simulate social practices, and deepen their understanding and application of theoretical knowledge.

3.2 Social media and mobile applications

Social media and mobile applications are another important innovative path for the education and dissemination of Marxist theory in the new era. With the rapid development of the Internet and the popularity of smartphones, social media and mobile applications have become the main channels for people to obtain information and communicate. By utilizing these platforms and tools, the audience of Marxist theoretical education can be effectively expanded, and the influence and dissemination effect of education can be enhanced. By establishing thematic accounts or communities on social media platforms, learners can be provided with a real-time interactive learning environment. Educators can interact with learners by publishing articles on Marxist theory, discussing topics, answering questions, and other means. Learners can share their learning experiences, ask questions, and discuss with other learners on social media, thus forming an open and interactive learning community. This form of social media education can break the time and space limitations of traditional education,

allowing learners to participate in the learning and communication of Marxist theory anytime and anywhere.

Mobile applications provide a more personalized and convenient learning method for Marxist theoretical education. By developing mobile applications for Marxist theoretical education, learners can provide the learning tools and resources they need, such as e-books, learning plans, online courses, etc. At the same time, combining the interactive features and gamified design of mobile applications can provide a more diverse and interesting learning experience. Learners can participate in interactive activities such as knowledge competitions and puzzle solving games through mobile applications to stimulate learning interest and enhance learning motivation. This personalized and fun learning approach can attract more young people to participate in Marxist theoretical education, enhancing their interest and understanding of theoretical knowledge.

3.3 Interdisciplinary and cross-cultural integration

The third innovative path for the dissemination of Marxist theory education in the new era is interdisciplinary and cross-cultural integration. Marxist theory has high disciplinary comprehensiveness and contemporaneity, and can be integrated with other disciplines such as economics, sociology, political science, etc. to broaden the perspective and depth of theoretical education. By combining Marxist theory with knowledge from other disciplines, it can provide a more comprehensive and multidimensional thinking framework, helping learners better understand and apply Marxist theory. At the same time, cross-cultural integration is also an important innovative path to promote the dissemination of Marxist theoretical education in the new era. In border areas, there are diverse ethnic and cultural groups. By combining Marxist theory with local culture and traditions, it can enhance learners' resonance and identification with the theoretical connotations, promote ethnic unity and social stability. In addition, communication and exchange with the international community also require cross-cultural understanding and communication. By integrating Marxist theory with the cultures of different countries and regions, it can promote communication and cooperation between border areas and the international community, and open up broader development space.

4. Strategies for the education and communication of Marxist theory in the new era

4.1 Go deep into the grassroots and carry out on-site educational activities

Most border areas are vast and sparsely populated, with inconvenient transportation, and some areas have a shortage of educational resources. In order to better disseminate Marxist theoretical education in the new era, we can formulate strategies, go deep into the grassroots, and carry out on-site educational activities. Tour lectures and seminars on Marxist theoretical education can be organized. Experts, scholars, and theoretical workers can be invited to visit rural and remote areas during holidays or vacations to carry out face-to-face education and training for local cadres and masses. Through on-site speeches, discussions, and exchanges, theoretical knowledge is vividly and easily conveyed to the local people, improving their theoretical literacy and ideological level. In addition, a grassroots Marxist theoretical education base can be established. Establish theoretical learning centers or Marxist

learning groups in township and village level units to provide places and opportunities for grassroots cadres and the masses to focus on learning. By regularly organizing activities such as learning, discussion, and thematic research, we aim to cultivate the theoretical literacy and work abilities of grassroots cadres, while also providing a platform for local people to learn Marxist theory.

4.2 Strengthen practical education based on practical issues

The border areas are rich in natural resources and unique cultural characteristics, while also facing some practical problems and challenges. In order to enhance the pertinence and effectiveness of Marxist theoretical education in the new era, practical education can be strengthened based on local practical problems. Theoretical education that is closely related to the local actual situation can be carried out. For example, in response to the ecological environment protection and sustainable development issues in Yunnan, experts and scholars can be organized to conduct in-depth research, write theoretical articles, conduct theoretical seminars, and provide theoretical guidance on ecological civilization construction, green development, and other aspects for local cadres and the masses. You can also organize practical activities to combine theoretical knowledge with practical work. We can organize Marxist theoretical education and practice teams to enter rural and remote areas and carry out practical projects such as agricultural water conservancy construction, industrial development, and cultural protection. Through practical participation and operation, combining Marxist theory with local practical problems, making theoretical education more specific and practical, and helping local cadres and the masses better solve practical difficulties and challenges.

4.3 Establish a cooperation and exchange platform to promote academic dialogue

Border areas are located at the border and have close connections and exchanges with neighboring countries and regions. In order to promote the dissemination of Marxist theoretical education in the new era, cooperation and exchange platforms can be established to promote academic dialogue and international cooperation. Marxist theoretical research centers or academic institutions can be established. By integrating academic resources, organizing academic research, theoretical discussions, and other activities, we aim to enhance the academic influence and level of border areas. At the same time, it is possible to establish cooperative relationships with domestic and foreign universities and research institutions, carry out academic exchanges, scholar visits, and other activities, and introduce excellent Marxist theoretical research results from both domestic and foreign sources. International cooperation platforms can also be utilized to promote international exchanges in Marxist theoretical education. International academic seminars, academic exchange visits, and other activities can be organized, inviting renowned scholars and experts from both domestic and foreign countries to share the latest theoretical achievements and research experience. Through dialogue and exchange with international peers, we can broaden the perspective of Marxist theoretical education in border areas and introduce advanced international theories and practical experience.

4.4 Stimulate the enthusiasm of the masses to participate and build a mechanism for co construction and sharing

The people in border areas have unique cultural and ethnic characteristics, and their acceptance and understanding of Marxist theory require ways and forms that are in line with their own characteristics. In order to stimulate the enthusiasm of the masses for participation and build a co construction and sharing mechanism, it is necessary to pay attention to the accuracy of publicity and propaganda. Based on the characteristics and public needs of border areas, targeted publicity plans are formulated to convey the important value and practical significance of Marxist theory to the general public through various media channels, square art performances, cultural festivals, and other forms. In the process of preaching, attention should be paid to concise and easy to understand language, combined with the actual situation of the local area and the concerns of the people, so that the people can deeply understand the importance of Marxist theory in solving the problems they face.

We also encourage the masses to participate in theoretical learning and practical activities. Establish a mechanism and platform for the masses to participate in Marxist theoretical education, such as establishing a theoretical learning reward system, organizing Marxist knowledge competitions, organizing practical activities, etc., to stimulate the enthusiasm and enthusiasm of the masses for learning. At the same time, fully leverage the role of grassroots organizations, organize and guide the masses to participate in Marxist theoretical learning and practical activities, and achieve an organic combination of theoretical learning and practical work.

5. Conclusion

The dissemination of Marxist theoretical education in the new era in border areas has a broad and profound impact. This article demonstrates the important role and prospects of Marxist theoretical education in border areas by analyzing the value of the times, innovative paths, and strategies. The key to achieving the dissemination of Marxist theory education in border areas is to deepen grassroots efforts, utilize multimedia technology, and stimulate public participation. It is necessary to continuously innovate educational methods and methods, provide solid theoretical support for the development and progress of border areas, promote social stability and the construction of national unity, and achieve a common bright future.

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