Research on the Construction of Marxist Ideological Discourse in the New Era

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Abstract: Ideological discourse implies that the subject of the discourse depends on the scientific nature of the ideology and is effectively expressed throughout its discursive career. Reaching the content of propagating its discourse, provoking social thought, it guides and manages public opinion, and integrates and extends its ideological rules and influence in the field of morphology. This paper discusses the problems that exist in the expected construction of Marxist ideology from the perspective of the development of ideology in the new era in China, and at the same time proposes specific countermeasures in the hope of promoting the development of Marxist ideology.

Keywords: New era; Marxism; Ideology; Discourse construction

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Since the 18th National Congress of the Communist Party of China, with the economic development into a new normal, China’s ideological construction has also entered the stage of the construction and promotion of mainstream ideology, with the attitude as the main feature of the new period of Marxist ideological construction. In the face of the new situation in the new period, the new features of the ideological construction, the Party’s tenth National Congress of the eighth session pointed out that we should “firmly grasp the leadership and dominant position of ideological work”. President Xi Jinping’s important speech at the ideological work conference emphasized that “ideological work is a very important work in the construction of the Party.” “Exploring the basic experience and general laws of building a Marxist ideological discourse in the new era is of great theoretical significance in further enriching and perfecting the construction of the Marxist ideological system.” Discussing the opportunities and challenges facing the linguistic rights of Marxist thought in the new era, as well as the proposed strategies and tactics to deal with them, is crucial to maintaining the security of our ideological system and enhancing the influence of our socialist ideological system.

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1. Influencing Factors of Marxist Ideological Discourse in the New Era

After reform and opening up people’s economic level has been developed rapidly and people’s ideology has been progressed effectively, however, foreign ideas can also have an important influence on the ideology of the nation. Especially in the new period Marxism’s ideological discourse will be influenced by the following factors.

(1) Western Attempts to “Westernize” and “Divide and Conquer”

Western countries use powerful ideological discourse to undermine and weaken the ideological leadership of the Communist Party of China over Marxism, strengthen their control over Marxist ideology, and destroy Marxist ideological discourse and China. The right to win in battle and harmony achieves the evil goal of “evolution”. Taking full advantage of China’s reform and opening up, the West, with its industrial civilization, advanced industrial products, abundant capital and advanced technology, we continue to introduce Western values and different social concepts into our country, influencing and changing our thoughts, lifestyles, behaviors and ways of thinking and methods of production. Turmoil in the ideological sphere is a precursor of the country’s downfall and a prerequisite for its division.

(2) The Crossing of Various Social Thought Tides in China

At the present stage, the main ideas that we can commonly see and have an important influence on people’s thoughts include historical nihilism, postmodernism, hedonism and money-worship. These social ideas have a great influence on people’s thoughts and values. It severely limits the leadership, control and expansion of the discourse of Marxist ideology. It also undermines the core socialist values and the rise of the Chinese nation. China’s national spirit seriously affects the security of our mainstream ideology and will have a major impact on the harmony and stability of society. In recent years, Marxism has been interacting with various societies and has continued to demonstrate its theoretical appeal in the face of current trends in thought. It also struggles with various “non-Marxist” and “anti-Marxist” ideological tendencies. Marxist theory continues to deepen and develop, and the leadership of Marxist ideology has been strengthened and expanded. However, we must remain calm and acknowledge that the negative impact of various socialist ideas on the leadership, management and discourse of Marxist ideology is obvious.
2. Challenges to Marxist Ideological Discourse in the New Era

(1) The “Obsolescence Theory” of Marxism is in the Air

Marxism is the main ideology of the Chinese Communist Party, and it is the inevitable historical development of the Chinese revolution and socialist modernization. This is the choice made by the Chinese after a thorough comparison in practice. This is in line with the reality of China’s development, leading the country’s revolution and construction to victory. Marxism, of course, originates in Europe in the mid-19th century. It is on this basis that some shrewd people have made much noise about the fact that Marxism is no longer suitable for China’s development and that Marxism as the main ideology is “obsolete” in China. The essence of Marxist “obsolescence theory” is the denial of the leadership of the Chinese Communist Party and the Chinese socialist regime, which is evident from its ominous intentions. What are the criteria for Marxist obsolescence? In the view of those with ulterior motives, theories produced in the past are inevitably obsolete when applied to the present. Its logic is ambiguous, and its thinking is as narrow and short-sighted as one can imagine. Creativity develops over time, and theoretical progress is a theoretical quality of Marxism. Indeed, the combination of Marxism with the realities of the Chinese revolution and construction has produced a series of theoretical foundations. In terms of achievements, these are guiding China, a civilized country that has undergone a lot of hardship, toward national rejuvenation and national prosperity [3].

(2) Ideological Confusion in the Socio-Cultural Field

In recent years, our country has made universally renowned achievements in cultural construction, but there has also been ideological confusion. And, in short, many of the problems that have arisen in the ideological sphere of our country are due to ideological confusion at the socio-cultural level. A variety of Western social ideas have infiltrated, as well as the general population in the field of culture and entertainment. After repeated prohibitions, pornography, gambling and narcotics continue to damage society. The cult of money affects people’s good values, and hedonism destroys the emptiness of the younger generation after the stimulation of the senses. How to find a place where people’s hearts can rest and how to comfort their spirits [4]?

3. The Path of Constructing Marxist Ideological Discourse in the New Era

Through the above analysis combined with the problems in China’s new-era Marxist ideological discourse, the author proposes the following countermeasures in the hope of promoting the development and dissemination of Marxist ideology in
China, effectively guiding people’s ideology and improving the overall ideological literacy of the people in the new era.

(1) Adhere to the Correct Discourse Orientation

The vitality of the theory lies in the scientific and accurate nature of its own discourse as well as the discourse with the right to discourse. Not all views are correct, but the right to talk about Marxist ideology with a clear discourse orientation must be a scientific and correct discourse system. Since the birth of Marxism, creativity has been fighting against all kinds of unscientific and hostile theories. The truth is not afraid of debate. The more it is disputed, the clearer the truth becomes. Truth is the great bright light that reveals the truth when error is overcome. In this day and age, in the face of various discourse backgrounds, we must adhere to the scientific truth of Marxism, admit it frankly in the language of truth, explain it with indisputable facts, and convince people with reason and move them with virtue.

(2) Spreading the Most Beautiful Voice of China

In the process of foreign propaganda and press releases, we must actively fight for the right to speak, actively spread China’s voice, and participate with the sense of responsibility and accountability that “the world is beautiful because of ourselves”. In the wave of globalization, the question of who dares to prove the attractiveness of Chinese theory in global governance is not only a question related to China’s international image, but also a question that affects global development and protects Chinese interests. With a civilizational history of 5 thousand years, China has been a leader in global trends and social development for the last few thousand years, and it has been a role model for other countries, and we should be confident and proud [5].

4. Conclusion

In short, the characteristics of China’s economic development at this stage are very obvious, and the changes in the ideological field are the same as economic and social development, with opportunities and challenges coexisting. Standing at a new historical starting point, we must build confidence, face the challenges, and adopt a positive attitude to expand and enhance the new normal of Marxist ideological discourse, so that our country’s development can reach a new level.
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