



Research on the Current Situation and Countermeasures of the ‘Marginalization’ of Marxist Ideology in Colleges and Universities

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Abstract: With the in-depth development of reform and opening-up and the explosive development of the Internet, the ideology and values of western capitalism have poured into colleges and universities. College students, as the most active group in the Internet, have been affected by the impact of different values and ideologies, and their identification with Marxist ideology is weakening, which makes the Marxist ideology in Colleges and universities face the risk of “Marginalization”.

Keywords: Colleges and Universities; Marxism; ideology; Marginalization

1. Introduction

The report of the 19th National Congress of the Communist Party of China said: “Ideology determines the direction and development path of culture. We must promote the Sinicization, modernization and popularization of Marxism, and build a socialist ideology that specifically emphasizes cohesion and leadership, which will unite all the people in their ideals, beliefs, values and moral values.” Colleges and universities are the battle position of cultivating socialist successors, and the construction and development of Marxist ideology in Colleges and universities is an important part of the Sinicization, modernization and popularization of Marxism, which is of great significance to consolidate the guiding position of Marxism in the field of ideology in China^[1].

2. The development situation of Marxist ideology in colleges and universities

Among the current universities of China, the Marxist ideology is facing the risk of being continuously marginalized. Due to economic globalization, the rapid development of the Internet, the backwardness of traditional teaching methods and other different factors, the influence of Marxist ideology on college students is constantly being weakened^[2].

2.1 The process of globalization is speeding up, and the exchanges and collisions among different civilizations are intensifying

With the impact of economic globalization, exchanges between different countries and regions have become more and more frequent, which makes different ideological and cultural concepts, ideologies, etc. constantly collide with each other. In addition, it has a certain impact on our traditional moral thoughts and our core values^[3]. And our college students are also invisibly affected by its ideology through watching western movies, reading western books and carrying out cultural exchanges with them. The “egoism”, “money worship” and “neoliberalism” of western capitalism are influencing more and more college students, which makes the mainstream status of Marxist ideology is gradually weakened^[4].

2.2 With the rapid development of network information technology, the corresponding

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regulatory system is not perfect enough.

In recent years, the development of Internet technology is changing rapidly, and college students have become the most active group of Internet users. While the Internet has provided college students with many conveniences, namely academic exchanges, knowledge acquisition, Hotspot Info, entertainment and leisure, it also has certain hidden troubles. Due to the late starting of China's Internet, many corresponding regulatory mechanisms and laws and regulations are not perfect enough, with many loopholes. At the same time, the virtuality and openness of the network make some evil people behave in a disorderly manner without fear here. And some Western ideologies also take advantage of this by infiltrating widely. To a certain extent, the mainstream status of Marxist ideology is constantly weakened on the Internet, which further weakens the mainstream status of Marxist ideology among college students^[5].

2.3 The concept of teaching method is backward, and the ability of professional teachers is limited

At present, the teaching mode and educational philosophy of colleges and universities are obviously lagging behind from the aspect of Marxist ideological education in Colleges and universities in China. In the development of Marxist education courses, our teaching method is still the traditional one, with teachers as the main body and students as the object. Such simple, crude and dull indoctrination education makes the lack of interaction between teachers and students, and cannot arouse the resonance of students' hearts and their interest, which makes students have a sense of rejection of Marxist ideology in subjective emotion. At the same time, many of the teachers who teach Marxism education are part-time instructors or other teachers in charge of administrative affairs. Some of them are not majoring in Marxism and do not have a solid theoretical foundation of Marxism, so they have not reached a sufficient cognitive level in the field of Marxist ideology, which brings many difficulties for the development and promotion of Marxist ideological education in colleges and universities^[6].

3.Countermeasures and suggestions on the implementation of Marxist ideological education in Colleges and Universities

In the current Internet era of information explosion, all kinds of information are active among them, and the good and the bad are uneven. In order to firmly defend the absolute position of Marxist ideology in colleges and universities, we must take action. We should adhere to the party's absolute leadership of ideological work in Colleges and universities, improve laws and regulations, standardize the Internet use system, change the traditional teaching methods, and improve the teaching level of Marxism in Colleges and universities^[7].

3.1 Lay a solid foundation and adhere to the party's absolute leadership over ideological work in Colleges and Universities

The impact of economic globalization is irreversible, but it does not mean that we are incapable of action. In the face of the impact of Western ideology and culture, our colleges and universities should unwaveringly hold high the banner of Marxism and uphold the party's absolute leadership over the ideology of colleges and universities^[8]. During the development of ideological work in colleges and universities, colleges and universities should formulate a clearly overall planning layout and place ideological work in an important position. By constantly strengthening the education of Marxist ideology and organizing party members, teachers and students to carry out ideological education on a regular basis, we should carry out the education of Marxism and make it firmly occupy the dominant position in the campus on the basis of theory and practice^[9].

3.2 Improving the relevant system, and constantly improving the Internet regulatory mechanism and corresponding laws and regulations

The Internet is a "double-edged sword" for the development of Marxism, so we should make full use of the convenience of the Internet in order to quickly and effectively carry out the ideological education of Marxism. At the same time, we should constantly improve the Internet security supervision mechanism and corresponding laws and regulations to ensure that the Internet has a good atmosphere and environment, so that the network is no longer a "outlaw country". In this way, the positive role of the Internet can be realized to the greatest extent. With the guidance of the

network, Marxism has a subtle influence on college students, and the spirit of Marxism can be rooted in the ideology of college students and occupy the highland of ideology, which will make college students have more sense of identity and belonging to Marxism.

3.3 Keeping pace with the times, paying attention to the innovation of education methods and the improvement of teaching level

There is an inseparable relationship among the implementation of Marxist ideological education, the teaching methods and professional level of teachers in Colleges and universities. In terms of teaching methods, the traditional Marxist education mode should be upgraded and improved. In particular, it is necessary to highlight the point of “taking students as the main part”, diversify the forms of students’ participation in the classroom, increase the interactive links in the classroom, and use multimedia technology such as network and video to let students really participate in the classroom, which will deepen their sense of identity and belonging to Marxism. In terms of teaching level, colleges and universities should pay attention to the team building of ideological teaching team, and build a team of teachers with high teaching level, good political consciousness, leading by pattern and with innovative spirit. Teachers’ solid teaching level will also make students more willing to participate in the classroom^[10]. Only by constantly improving the ability of this team, can the quality of Marxist ideological education in Colleges and universities be guaranteed, which makes Marxist ideology better penetrate into the campus.

4. Conclusion

The marginalization of Marxist ideology in Colleges and universities is a problem that cannot be ignored. We must know that youth are the future of a country, and the youth with lofty ideals and firm beliefs are the indestructible driving force of a country and a nation. Therefore, colleges and universities must firmly grasp the ideological education of Marxism and put ideological work in an important position. By making full use of the positive role of the Internet in education, we should innovate teaching methods and improve the quality of teaching staff, so that Marxism can be armed into the ideology of every college youth and provide the most solid power guarantee for the realization of the great rejuvenation of the Chinese dream.

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