

Research on the Innovative Exploration of Marxist News View Education and Practice in Higher Education

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Abstract

This study discussed the education and innovation of Marxist journalism view in higher education, which also presents different characteristics. This research used a multi-case research method to analyze the characteristics of Marxist journalism view education in different universities. It is found that in classroom education, the basic principles of Marxism are not separated from the various components of Marxism, but have reflected the full picture of Marxist basic principles in a basic positive way. The study revealed that in order to further promote the organic combination of course ideological education and ideological and political education courses, it is necessary to explore innovative pathways from the perspective of educational practice, and use Marxist journalism view education to empower the construction of ideological and political education in higher education institutions.

Keywords

Higher education; Marxist journalism view; education; practice; Innovation.

1. Introduction

"The news view, which serves as a social knowledge base supporting people's information principles and information interpretation, determines what kind of world people see." The history of Marxist news view is a history of investigation and research. Investigation and research is "an activity in which people go to the scene to investigate the truth, nature, and development laws of things, which is the scientific worldview and methodology of Marxism." Since Marx and Engels founded Marxist news view, its theoretical connotation has been constantly enriched, its practical orientation has become clearer, its realistic role has become more obvious, and its historical significance has become more substantial. Its fundamental reason lies in the fact that Marxist news view rooted in investigation and research is deeply rooted in history, reality, and practice, and is rooted in the masses of people in various countries. Marxist news view has a distinct value orientation and political concern from the beginning, which transcends narrow news perspectives and places news in the perspective of politics, economy, history, and philosophy from the height of social existence and human development to reflect the reality.

2. Related Research on Marxist News View Education

In June 1848, Marx and Engels, in Germany, launched the proletarian newspaper "Neue Rheinische Zeitung" as the editor-in-chief, marking the initial formation and establishment of Marxist journalism view. The "Neue Rheinische Zeitung" signified the earliest and most authoritative origin and foundation of Marxist journalism view, as well as the most important mission of proletarian party newspapers, which was to uphold the public, persistently expose

the misdeeds of those in power, be an all-seeing eye, and be a powerful voice that actively defends the freedom of the people's spirit. The emphasis on investigation and supervision was established as one of the most important missions of proletarian party newspapers, which was closely related to Marx and Engels' early newspaper tradition.

Marxist journalism view was formed by its founders Marx and Engels in their early newspaper practice, and they had already formed a relatively mature journalism concept by the publication of "The Communist Manifesto" in 1848. They further creatively applied it in their news reporting practice in "Neue Rheinische Zeitung" later on. The driving force behind the formation of Marxist journalism view was the desire to recognize and transform the problems encountered in the development of newspapers through investigation and research, and to actively discover new problems. For example, when it comes to the emphasis on timeliness, "Neue Rheinische Zeitung" often uses keywords such as "time is of the essence," "in a hurry to publish," and "on time" to highlight the newspaper's emphasis on timeliness. This is consistent with the view of new era Marxist journalism that uses "fresh bamboo shoots" and "live shrimps" to describe timeliness.

In the field of journalism and communication, Marxist theory education is often the combination of th In "Memories of Marx," Paul Lafargue wrote: "If it were second-hand material, Marx would carefully verify every piece of evidence in the material, believing that only in this way can one accurately grasp the predecessors' intellectual achievements." In "Capital," Marx used a large number of verified examples and data to expound the theories he put forward, and the evidence he cited was based on rigorous facts. He approached his research and grasp of things with an attitude of objectivity, treating scientific research with a rigorous spirit. It is particularly important that Marx adhered to practice as the fundamental principle, closely combined with the constantly changing reality, and continued to study and solve the new situations and problems that arose with the development of the times.

In the new era, the theory of investigation and research has a more rich and profound connotation. Since the 18th CPC National Congress, research on the concept of a community with a shared future for mankind has become a focus of academic discussions, and has gradually formed a scaled research in recent years. Currently, the research mainly revolves around several aspects such as "concept formation and construction," "theoretical origins," "basic connotations," "communication issues," and "communication means," systematically summarizing the path of investigation and research, laying a foundation for subsequent academic circles to deepen their research and exploration of this concept. In terms of theoretical connotation, investigation and research is grounded in practice, referring to a huge communication project, so in the research, one should adopt the path of "multi-perspective, interdisciplinary, and diverse methods," seek theoretical breakthroughs and growth points in multi-field innovative research, in order to reveal the fundamental question of "What is the world like, and what should we do?"

In the process of the global spread of Marxist journalism view, it is inevitable to have two paths: one is to combine with the national conditions, also known as localization; the other is to keep up with the changing reality, also known as timeliness. The past 70 years since the founding of New China have been a process of constant Chineseization and timeliness of Marxism. In this process, we have cultivated the soil for the Chineseization and timeliness of Marxist journalism view through continuous innovation in news and propaganda carrier, form, and content, laying a solid historical foundation and mass base, and have given birth to new achievements of Chineseization and timeliness of Marxist journalism view. This ensures that Marxist journalism view will continue to progress steadily.

The news and public opinion work in the new era has undergone new changes under the influence of the investigation and research concept, and the information entropy has affected the interconnection of the international system at the process level. Many non-state actors have

gained the power of dissemination through social media, and network power is different from conventional power, which is more in the form of a "veto power" rather than an "active power to do things". The content of governance view is more about "technology governance", how to integrate communication technology and social governance in an immersive media environment to build an effective practical path. In terms of content and mode of dissemination, the content of immersive dissemination includes all new and old media and is an open pattern centered on people, while immersive media is the synthesis of all media forms and content.

3. Multiple Case Studies: Practices and Innovative Explorations of Marxist News View Education in Higher Education

In terms of the practice of news and communication education in Chinese universities, the innovative exploration of Marxist journalism education is based on sufficient ideological and political education practice, and is most evident in the innovation of teaching methods, such as the integration of implicit education and explicit education. The higher education institutions in East, Central and West of China have their own unique approaches in promoting Marxist journalism education, all of which are based on local reality and combined with the characteristics of their own institutions to promote suitable Marxist journalism courses to meet practical needs and promote innovation. Specifically, the leading universities in the East, such as Renmin University of China, have fully played the role of "leadership" by opening advanced training courses for outstanding teachers of Marxist journalism, leading the practice and innovation of Marxist journalism education. The universities in the Central region, such as Wuhan University, have persisted in cultivating Marxist journalism viewpoint through practice-based education, emphasizing that practice is the foundation of Marxist journalism education. The universities in the West, such as Ningxia University, have based themselves on the West and leveraged their advantages to educate people with Marxist journalism viewpoint, fully utilizing the cohesive force of Marxism.

3.1. Eastern region: senior seminar for key teachers of Marxist journalism in Renmin University of China

Until July 2024, the School of Journalism of Renmin University of China held an advanced seminar for key teachers of Marxist journalism in Beijing, which has ushered in the successful completion of the sixth session of students. In the opening class of the sixth session, Zhou Yong, Dean of the School of Journalism at Renmin University of China, believed that Marxist journalism is a banner and soul of the discipline of journalism and communication, and Xi Jinping's cultural ideology provides spiritual guidance for the study of Marxist journalism in the new era. In the context of cultural construction in the new era, the journalism community needs to deepen its understanding of Xi Jinping's cultural thought from multiple dimensions and integrate it into teaching and research. According to the advanced training course on Marxist journalism view held by Renmin University, two aspects need to be strengthened in the construction of the discipline of news and communication. On the one hand, efforts should be made to draw the internal knowledge map of China's distinctive journalism and communication studies, accelerate the construction of the discipline's autonomous knowledge system, and enhance the rigor of the discipline system. On the other hand, efforts should be made to accelerate the construction of the talent cultivation system and teaching system, actively responding to the expectations of the times, society, and the country. Professor Zhou Yong emphasized that the organic integration of Marxist journalism view into the autonomous knowledge system of China's journalism and communication studies should involve a return to the classics, achieving a clear understanding and precise grasp of the original classics; and facing the present, integrating theory with the contemporary Chinese news practice led by the

Communist Party of China, and strengthening the academic study of the Marxist journalism view in China.

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During the teaching experience sharing session, the teachers emphasized that the foundation for the high-quality construction of courses and textbooks should be laid down in the process of Marxist journalism view education, and a dynamic talent cultivation system should be established to enable journalism education to adapt to the needs of the times and effectively guide practice. According to the participants of the sixth training course, the profound significance of the training course lies in the unity of faith. By sharing the experience of college course ideological and political education reform and the self-developed teaching methods, emphasis was placed on integrating the standpoint, viewpoint, and method of Marxism into the classroom, and treating Marxist journalism view as a methodology rather than a dogma in teaching practice. In this process, Renmin University of China's School of Journalism has played a due role in demonstrating the role that the academic community should play.

3.2. Central Region: Wuhan University's Practice-based Education in Thickening Marxist Journalism View at "Xingzhi"

"Hearing about something is not as good as seeing it with your own eyes, and seeing it is not as good as experiencing it yourself." The education at Minzu University of China is based on the principle of "practice and knowledge united," advocating that students can reflect on the Party's arduous journey through history by practicing in real life, inherit the red bloodline, and bring them not only professional skills improvement but also a deeper understanding of Party spirit, an elevated understanding of their responsibilities in the real world.

In 2024, the "Xingzhi Plan" themed practical activity of the School of Journalism and Communication at Wuhan University will extend its time and space, with the theme of "Remembering the Arduous Journey of Glory and Exploring the Path to Prosperity and Wealth." Eight teams will look back on their journey from Zunyi and Luoding, seek their growth path in Liangjiahe, explore the path of scientific and technological innovation surpassing in the Yangtze River Delta region, experience the path of poverty alleviation and wealth creation in Honggong and Anyang, feel the path of a beautiful life in Zhangjiajie and Enshi, and explore the path of connectivity and development in the Hong Kong-Zhuhai-Macao region. Students will walk, look, and visit while recording the most vivid and authentic China with words and cameras, anticipating the most beautiful future, and firmly believing in Marxism, the belief in China's socialist system, and the confidence in the great rejuvenation of the Chinese nation. With three years of accumulation, the School of Journalism and Communication at Wuhan University has used the "Xingzhi Plan" themed field investigation activities to educate and guide students to gain a deeper understanding of the Party's glorious history and the country's reform and development through on-site investigation.

3.3. Western Region: Ningxia University Fosters Talents with Marxist News Views through Education and Personality Cultivation in Minority Areas in Northwest China

Ningxia University's School of Journalism and Communication, as the only journalism and communication school among local universities, adheres to the path of actively serving local economic and social development. Based in Ningxia and rooted in the northwest region, it leverages its advantages and focuses on the distinctive and advantageous disciplinary directions of journalism and communication, emphasizing the construction of inner quality, highlighting key points, and concentrating on difficult points to comprehensively enhance its ability and level of teaching, scientific research, and social service, thus providing talent and intellectual support for the development of local journalism and communication industry. In recent years, the school has actively explored new ways and channels to serve local social development, fully leveraging its advantages in teaching and scientific research, and provided multi-faceted services for the news and propaganda work in the district through on-the-job training, summarizing news reporting experience, awarding news awards, and reviewing news. It has made certain contributions.

Ningxia University pays great attention to the achievements of undergraduate education and talent cultivation, firmly around the fundamental task of fostering talents with integrity, using Marxist views of journalism as an educational approach, course ideological and political education, all-around education, and national and regional situation education as levers, to promote the all-around development and growth of students. In June 2024, the school will lead the establishment of the Ningxia Colleges and Universities Teaching Alliance for Marxist Views of Journalism, thus boosting the high-quality development of Marxist views of journalism education in the district. The school has successively invited experts from the relevant departments of the Central Propaganda Department, well-known journalists, and renowned scholars in the field of journalism and communication to give lectures. According to an incomplete statistic, the school has held 52 themed training sessions on Marxist views of journalism in the past five years.

Ningxia University integrates national and regional situation education into the entire process of education and teaching, and leads students to go deep into the grassroots through

4. Research on the Marxist Sinification and Timesization

The Marxist journalism view has been characterized by a strong research and investigation spirit throughout its creation and development, especially under the leadership of Lenin. Lenin made an important contribution to the development of Marxist journalism view by providing a theoretical explanation of the bourgeois and proletarian essence distinction based on the prevalent Western journalism liberalism. He further clarified Marx and Engels's views on the practice of party newspapers, emphasizing the close relationship between party newspapers, the party, and the party's cause and members. Based on this, the outstanding value of investigation and research for party newspapers and periodicals can be seen.

Lenin's important contribution to the development of Marxist journalism view is also reflected in his specific actions in the process of party newspaper work, where his emphasis on investigation and research reflects Lenin's journalism views. As an important driving force in the development of Marxist journalism view, Lenin has always attached great importance to this work method. In April 1922, Lenin wrote a letter to Osinsky, expressing his "enthusiastic welcome" for Osinsky's investigation and research in publishing materials on local experiences in *Trudovaya Pravda*. He encouraged Osinsky to "continue in this direction for a longer, broader, and deeper period of time." Lenin also valued every opportunity to meet and talk with newspaper reporters and correspondents, hoping to learn more about the real situation. He

believed that "investigation and research work is urgently needed for the workers' and peasants' government, as investigation data will become the foundation of the Soviet government," which is a new interpretation of Marxist scientific methodology based on the specific national conditions of the country, and is also a fundamental method that runs through his journalistic editing activities.

The "Investigation Outline" is one of the newly included documents in the second edition of Lenin's collected works, which is helpful in understanding the international workers' movement. The outline is divided into nine parts, mainly covering three major aspects of factory and worker basic information, worker labor conditions and living conditions. Lenin's "Investigation Outline" Mao Zedong realized that in order to change the fate of Chinese society, one must have a deep understanding of the people's sufferings and the reality of society. In the 1920s, Mao Zedong was engaged in peasant movement in Hunan and began actively participating in local social investigation work. He went deep into rural areas, communicated with farmers, and experienced their poverty and hardships firsthand. This process deeply moved him and made him realize that only through in-depth investigation and research could one truly understand the people's needs and help them solve problems.

Mao Zedong spoke highly of Marx and Engels' emphasis on investigation and research. Mao Zedong believed that the completion of scientific communism was mainly due to Marx and Engels' advocacy and adherence to investigation and research methods. In the historical process of Sinicization of Marxist view of journalism, there is a landmark event, that is, the founding of Liberation Daily in Yan'an in 1941 and its revision in 1942. Mao Zedong is a great leader of the Communist Party of China and an outstanding figure in the Chinese revolution. He put forward many important thoughts and theories in the process of the Chinese revolution, one of which is "Daxing investigation and research". This section will comb the history of Mao Zedong's "Daxing investigation and research".

At the beginning of the 20th century, Chinese society was in a turbulent period, and the country was faced with internal and external troubles. At that time, the Chinese society was oppressed by feudalism and imperialism. The people lived a hard life and social contradictions were acute. Mao Zedong deeply realized that in order to change the fate of Chinese society, we must deeply understand the sufferings of the people and the social reality. In the 1920s, Mao Zedong engaged in the peasant movement in Hunan and began to actively participate in the local social investigation. He went deep into the countryside, communicated with farmers, and personally experienced their poverty and plight. He was deeply touched by this process and realized that only through in-depth investigation and research can we truly understand the needs of the people and help them solve problems. After the founding of the Communist Party of China in 1921, Mao Zedong put forward "Daxing investigation and research" as an important task. He stressed that Communist Party members must go deep into the masses and understand their actual situation and needs in order to formulate correct policies and action plans. Mao Zedong pointed out that "only with investigation can we have the right to speak; only with research can we have the right to make decisions." he believed that only through investigation and research can we find the right way and method to solve the problem.

At different stages of the Chinese revolution, Mao Zedong always adhered to the principle of "vigorously promoting investigation and research". He asked the Communist Party members to go deep into the grass-roots level, go into the countryside and factories, become one with the people, listen to their voices, and understand their difficulties and needs. This spirit of investigation and research has become an important tradition of the Communist Party of China, and also laid the foundation for the subsequent Chinese revolution and construction. Mao Zedong's "Daxing investigation and research" is not only a methodology, but also an ideological method. He emphasized seeking truth from facts and opposed subjectivism and metaphysics. Through investigation and research, Mao Zedong pursued truth, mastered objective laws, and

pointed out the direction for the revolutionary cause. After the victory of the Chinese revolution, Mao Zedong continued to emphasize the importance of "vigorously promoting investigation and research". In the process of socialist construction, he put forward many important topics of investigation and research, such as rural economic issues, people's commune system, etc. Under his guidance, the Communist Party of China has made great achievements through extensive investigation and research, constantly summing up experience and improving work. After the reform and opening up, the state attaches importance to the restoration and development of investigation and research work. After the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China in 1978, China began reform and opening up, and actively promoted the recovery and development of investigation and research work.

Today, Mao Zedong's thought of "vigorously promoting investigation and research" is still of great significance. In China's economic construction, social development, reform and innovation, research is still an important basis for decision-making. While the Chinese government and academia continue to strengthen investigation and research, they are also learning from historical experience to avoid repeating the mistakes of the past. In a word, Mao Zedong's "vigorous investigation and research" is an important thought and practice of Chinese revolution and construction. Through in-depth understanding of the actual situation and needs of the people, we can better formulate correct policies and action plans to promote social progress and development. The spirit of investigation and research should always run through the work of the Communist Party of China and make greater contributions to China's development and progress.

5. Conclusion

At present, colleges and universities in the East, middle and west of China actively promote the education of Marxist concept of journalism. On the whole, the theory of socialism with Chinese characteristics in the new era has inherited and carried forward the theoretical achievements of predecessors. The contemporary value of the basic principles of Marxism has been stimulated in practice, showing the outstanding value of the times, and reflecting that the essence of Marxism is a common fact. On the basis of fully considering the practicality of Marxist Journalism Education, classroom education takes a nihilistic attitude towards the proposition of universal principles, and recognizes that the universal laws and the conditions for the universal laws to work still exist, then the basic principles of Marxism are still valid.

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