The Study on Communication of Marx Theory to the Ideological and Political Education in Internet Plus Era

Ying-nan Zhang

Abstract: With the advent of digital era, network have changed communication of the traditional behavior patterns and psychological thinking mode, for communication theory of Marxism classic put forward the requirements of the times. In this paper, both Marx's communication theory and internet plus are merge to ideological and political education, and the theoretical significance are discussed.

Keyword: college student, Marx's communication theory, internet plus

1 Introduction

Marx's theory of communication in the practical aspects of profound, play a key role in promoting social progress, of great significance. However, due to the cause of the times, which led to it to some extent greatly limited, its scope of study is only limited to the day and night roar of the factory. Until the end of the 20th century, when the digital opening, the advent of the information age, it has a disruptive impact on people's interpersonal relationships, and with the development of the network media and the rise of various types of Internet platform, the main body in the traditional behavior and psychological thinking mode But also on the basis of the development of Marx's theory of communication only with the real requirements of the times. This paper collects and summarizes the domestic and foreign research results related to the ideological and political education and is related to the Marxist theory of communication. At the same time, the research results are comprehensively and systematically combed and summarized. In the course of the study, Marx’s theory of communication and ideological and political education link, so that theoretical research and realistic research closely. Exploring the significance and application of Marx’s communication theory in ideological and political education in the context of "Internet +".

Ying-nan Zhang, Beihua University, Jilin 132013, China
2 "Internet +" and "Internet" link
"Internet +" concept of the central word is the Internet, it is the "Internet +" program the premise and starting point. "Internet +" can be divided into two levels of content. On the one hand, the text "Internet" in the concept of "Internet +" can be understood separately from the symbol "+". It can be seen that the Internet is the "Internet +" premise and foundation, is to promote the "Internet +" formation and development of the cornerstone. The symbol "+" means the plus sign, which means adding and joining. This shows that the "Internet +" through the Internet and other traditional industries and industry services in-depth integration of the way in the Internet and other traditional industries within the scope of the development of innovation. "Internet +" is a new plan for the common development of different industries.
On the other hand, the "Internet +" as a whole concept, its deep meaning is through the Internet to achieve the traditional industries of the Internet, Thus completing the industrial upgrading of traditional industries. In the "Internet +" era, through the analysis and integration of large data, will have the characteristics of the Internet and interaction, as well as open and connected to the traditional industries, analysis and rationale supply and demand relations and through a series of traditional Industry's industrial structure and production methods and other methods to transform, enhance the driving force of economic development, enhance the performance of traditional industries and greatly increase social wealth.

3 The Essence of Marx's Communication Theory
Communication is part of historical materialism in Marxist philosophy, and communication theory is the theory that runs through the whole process of Marxist theoretical system. The main content of the theory of narrow communication involves the subjective and object information transmission and dissemination, awareness and material exchange and other social objective activities. The generalized theory of communication not only covers all the above activities, but also covers all the interaction between the two content. We have a linguistic and literal analysis of the English communication of the communication, the word originally derived from the Latin word communism, meaning to share. Then in Marx's theory of communication, Marx also used the German word verkehr to express the meaning of communication. In a later letter to Pavan Anchov wrote that "if you want to preserve what has been achieved by the present human civilization, then the people's commerce approach must begin to change and apply it to society Productivity. "Commerce in this sentence means that the word the most general meaning of the word, and the German text in the Verkehr meaning similar. Want to quickly and accurately understand and study Marx's theory of communication, you can choose "German ideology" and
"1857-1858 years of economic philosophy manuscript." Which states that the association of individuals with contacts reflects consistency. That people will be the relationship between each other as a false presence. Marx's human reality can be manifested from the physical environment of its life, from those who focus on the production of material who see; real people and material production and maintained a high degree of unity, "production itself is individual intercourse between the premises".

The basic condition for the establishment of production is that there is a deal between people. The relationship between mankind has a significant practical significance, which will be due to different material production and the occurrence of various changes. "To some extent, the state of the individual depends on the material production, that is, with their production of the object and the attitude of the production activities are maintained a high degree of unity." So, want to understand the nature of people, should from its engaged in material production activities to start. In addition, from the formal point of view, exchanges follow a certain rule. The form of communication is influenced by the productive activities, and even on the basis of this, Marx's difference in the level of productivity based on the division of labor is an important reason for the form of communication. At the same time, communication will have an impact on productivity, and communication is a way of the release of productive forces The Finally, Marx began his relations with national relations and reveals the ultimate meaning of communism and international exchanges. With the increasing level of productivity, ethnic relations, state relations have also been improved. It is in this context, the daily communication between humans was able to achieve. The intercourse between mankind is closely conducive to the elimination of alienation, is conducive to the establishment of communism, but also conducive to the survival and development of human beings themselves.

An Analysis of the Path of Ideological and Political Education in the Internet

In order to achieve the goal of ideological and political education and to give full play to its effectiveness, it is necessary to apply thought, theory and cognition to social life. According to Marx's theory of communication, people's ideological understanding comes from the practice of communication. Therefore, it is necessary to carry out the ideological and political education work in the concrete practice activities in order to improve the subjective consciousness of the educated person, to train the educated person's ability to make their social interpersonal relationship richer, and realize the comprehensive development of the human being.

We should carry out ideological and political education on the basis of practice. With the rapid development of social Internet technology, the Internet as a modern means of ideological and political education, so that the

269
traditional ideological and political education in space and channels have been greatly expanded. Therefore, the "Internet +" under the background of ideological and political education should be timely update technology and means. In the mobile Internet to actively develop and occupy positions, to promote ideological and political education coverage and influence can be expanded and improved. For example, we must intensify efforts to establish and manage the campus network and campus forums, create a sound campus network platform, increase its infectivity and attractiveness, create an equal interactive environment; set up a specific network of specialized organizations, thus So that the Internet has become a new way to understand the ideological dynamics of educators and pay close attention to social hotspots. Specifically from two aspects to achieve. First, through this new platform to educate people to absorb the essence of Marxist theory, to carry out image-rich ideological and political education, with the Chinese characteristics of the socialist theoretical system in the teaching materials and classroom display.

4 Conclusion
This paper mainly analyzes the application of Marx’s communication theory in the ideological and political education of colleges and universities with the background of "Internet +". Based on the analysis of this paper, the following conclusions are drawn: In the era of "Internet +", the educational mode of ideological and political education has become more diversified and convenient, and it is of great significance to improve the teaching effect of education. Moreover, compared with the traditional model of ideological and political education, through the use of "Internet +" to build up the ideological and political education model is undoubtedly more intelligent and convenient, so that the ideological and political education of the spread of knowledge Fast, spread a wider range, can be more in-depth education of the minds of educators and education.

Marx's theory of communication, the fundamental purpose of which is to establish a relationship of freedom, equality, democracy and harmony. Therefore, on the basis of studying and analyzing Marx's theory of communication, this article further explores the deep meaning of this theory, in order to try to reveal the essence and content of communication; follow the trend of the development of the times to adapt to today's "Internet +" era. The new changes in the process of communication and the characteristics of change to give sufficient attention, and on this basis with the ideological and political education activities of integration and application.

References
3. Interaction, Practice and Human’s All-round Development. Guizhou Social Science, 2014 (3).


5. On the Multi-dimensional Turn of Ideological and Political Education from the Perspective of Communication. Ideological Education Research, 2016 (8) .11.
