The Value and Potential Challenges of Marxist News in the Context of New Media

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Abstract. With the swift advancement of the Internet, new media has emerged. The scope of the audience, the form of content, the publishing process, and the methods of interaction of new media are vastly different from those of traditional media, and they are gradually taking up a significant position. The Marxist view of journalism is the essence of the continuous summarization and condensation by Marxists and is the soul of China's journalistic endeavors. In the new media era, news media need to adhere to the Marxist view of journalism and promote it to keep pace with the times. This paper analyzes the value and potential challenges of the Marxist view of journalism in the new media era.

Keywords: Marxist View of Journalism; New Media; Contemporary Value; Potential Challenges; Implementation Strategies.

1. Introduction

With the rapid development of new Internet technologies, new media has gradually become the dominant force in the media landscape, increasingly replacing traditional media[1]. Leveraging its vast amount of information, rapid dissemination speed, and innovative ways of interaction, new media has garnered widespread support and has gradually penetrated every aspect of people's lives [2]. The era of new media represents a crucial turning point in China's journalistic work [3]. As a highly diversified platform, new media must be guided by the Marxist view of journalism to ensure the smooth progress and healthy development of journalistic endeavors [4]. This not only helps maintain the correct direction of media content but also ensures that the media serves the broader interests of society, upholding the principles of truthfulness, objectivity, and responsibility in journalism [5].

2. The Core Connotation of the Marxist Concept of Journalism

The Marxist outlook on journalism is firmly grounded in Marxist philosophy. Initially, it pertained to the general perspectives of Marx and Engels regarding journalism. Over time, it has evolved into a theoretical system replete with distinct characteristics of the times. Its main core can be comprehensively summarized in the following aspects.

2.1 Upholding Party Spirit as the Fundamental Principle

Political luminaries such as Marx, Engels, and Mao Zedong have all underscored the significance of journalistic work adhering to the Party's leadership. General Secretary Xi Jinping emphasized at the forum on press and public opinion work: "Firmly adhere to the principle of party spirit. The principle of party spirit is the bedrock principle of the Party's press and public opinion work. The Party's control over propaganda, ideology, and media constitutes a crucial aspect of upholding the Party's leadership. The principles of party spirit should not only be emphasized but also be upheld with full confidence and without any equivocation, evasion, or distortion." The so-called adherence to party spirit implies that the Party wields absolute leadership over news and public opinion work. News media and journalists are also duty - bound to adhere to the Party's leadership, take Marxism as the guiding ideology, and strive to achieve ideological unity. In the realm of news dissemination, it is imperative to promptly pay attention to the Party's strategies, adopt the Party's perspective,

maintain a high degree of consistency with the Party, and function as the Party's "eyes and ears." This not only ensures the correct direction of news dissemination but also plays a vital role in promoting the Party's policies and ideas, and enhancing the Party's cohesion and influence among the people.

2.2 Upholding the People's Nature as the Core of the Theory

From the perspective of historical materialism, the masses of the people are the main body that creates history. The "people-centered outlook" is the natural core of the Marxist outlook on journalism. Marx's people's thinking on newspapers and periodicals contains the people's nature, which means that newspapers and periodicals should break away from the shackles of feudal absolutism, stand on the people's standpoint, reflect the people's ideas, and struggle for the people's interests. To uphold the people's nature is to always put the masses of the people in the first place and adhere to the working principle of coming from the masses and going to the masses. The masses of the people are the audience and disseminators of journalistic work, and the affirmation of the masses is an important factor in the development of newspapers and periodicals. The Communist Party of China takes "serving the people wholeheartedly" as its purpose, and upholding the party spirit means taking the people as the center. In journalistic work, it is necessary to pay close attention to the needs of the people, adhere to the concept of putting people first, and truly become the "mouthpiece" of the people.

2.3 The Crucial Task of Maintaining Correct Public Opinion

The correct concept of public opinion should be consistent with the ideological development of society. Marx pointed out that "the press is not only a product of society, it also generates public opinion". Public opinion is an important way to observe society and a guide for people's actions. In journalistic work, it is necessary to have a correct value stand, stand on the standpoint of the proletariat and the working people, and speak for the people. In order to be objective and truthful, the Internet has increasingly become the main battlefield of ideological struggle, there is more and more "fragmented" information, and only by being objective and truthful can journalistic work be reduced in the situation of misleading the masses and triggering inappropriate remarks. Public opinion is a very powerful force, and all public opinion must uphold the party's leadership.

3. The Value of the Marxist News Outlook in the New Media Era

The Marxist outlook on journalism was born and verified in the practice of journalistic work, and it is a system that is constantly improving and has profound connotations. Accurately grasping and practicing the Marxist outlook on journalism is conducive to the development of China's journalistic undertakings.

3.1 The Marxist Outlook on Journalism is a Guide for Journalists' Work

First, we must adhere to the principle of authenticity. With the advent of the new media era, journalists can obtain news clues through a variety of channels. Among the many clues, journalists should improve their ability to distinguish the degree of truth from the truth of the clues, carefully screen the sources of information, focus on first-hand information, verify second-hand information, and avoid blindly pursuing timeliness. At the same time, in the process of news reporting, it is necessary to adhere to the unity of rationality and emotion, do not add too much of one's own subjective emotions, maintain the principle of objectivity and neutrality, and let the public judge the report by themselves. In addition, journalists should abide by professional ethics and avoid fabricating and distorting facts in news reports.

Second, we must adhere to the principle of putting people first. Putting the people above the people is the core of the Marxist outlook on journalism. Journalists must adhere to the principle of coming from the masses and going to the masses and meet the needs of the masses. In the process of selecting topics, journalists can use the form of investigation to pay attention to the needs and expectations of the people, the lives and interests of the audience, and the hot topics of social issues and people's

livelihood. Journalists in China are different from journalists in capitalist society, they must not take sides and carry out unfair reports for the sake of their own interests or those of others, they must always be people-centered, they must respect the people's individual rights and interests, and reduce unnecessary personal exposure.

Third, we must adhere to the principle of innovation. Marx's whole worldview is not a doctrine but a method. As journalists, we must not stick to the old ways, but make bold innovations. Journalists can use a variety of methods of gathering and use platforms such as the Internet to search for information. When reporting, journalists can look for novel angles of reporting, try to report from different angles or find content that is rarely reported, so as to bring freshness and thinking opportunities to the audience. Journalists can innovate the way they express their stories, not only through visual and auditory ways to convey news, but also by using charts and graphs to present more complex information to readers.

3.2 The Importance of the Marxist Outlook on Journalism to the Work of News and Public Opinion

Different from the traditional media era, the new media era has a high degree of information complexity, a lot of "fragmented" information, and due to the interactivity of new media, online public opinion is more difficult to control. Many online media blindly pursue popularity, likes, and timeliness, believing that the ability to transmit information most quickly has become one of the important factors that can trigger popularity, and puts authenticity at the end, which greatly increases the frequency of "reversal news". In addition, in order to arouse heat, some online media publish some controversial topics, and people no longer pay attention to the development of the matter itself, but start a heated discussion on controversial topics.

Take a news incident in 2018 as an example: in 2018, a bus crashed in Wanzhou, Chongqing, and the accident occurred at 13:40 pm. A media outlet posted a text message stating that the cause of the accident was "a female driver driving in the wrong direction". The casual attribution of the accident in this newsletter triggered the public's stereotype of "female drivers", and the public did not pay attention to the matter itself, and launched a fierce debate on "whether female drivers are suitable for driving", and "female drivers" became a hot word for a while. At the same time, a number of media outlets have published the same blame. But three hours later, Wanzhou's official Weibo urgently refuted the rumors and pointed out that the cause of the accident was: the bus suddenly crossed the central solid line during the situation and hit the normal car. After the rumors were refuted, public opinion gradually subsided. With the advent of the era of social communication, the fragmented reading method and selective information contact mechanism make netizens tend to believe the news that is in line with their opinions, and the discourse expression is increasingly turning to a hidden small circle, forming a "circle culture". This has led to people's understanding of online events becoming more and more extreme, and there are many uncontrollable factors in the guidance of public opinion.

In the context of new media, implementing the Marxist concept of journalism can lead the correct guidance of public opinion, establish a correct concept of responding to public opinion, strengthen the supervision of information released by online media, and always adhere to the principle of reporting the truth as the standard of news propaganda, which is of great significance to purifying the network environment.

3.3 Marxist Journalism: Key to Boosting China's Global Voice

The emergence of the new media era has broken the time and space restrictions of information dissemination in various countries, and the world has formed a whole. All countries can learn about the news and public opinion of other countries in a very short time, which requires countries to disseminate information to the outside world in a timely manner and to explain and respond to these situations in a timely manner. The Marxist outlook on journalism is a theoretical system of journalism with Chinese characteristics that is integrated with China's practice. The Marxist outlook on

journalism reveals the importance of news dissemination to social progress and the construction of socialism with Chinese characteristics, and the news media should adhere to the correct political direction and help the country enhance its cohesion. The Marxist concept of journalism integrates Chinese and foreign news ideas, emphasizing objectivity and truthfulness, which can improve the trust of the international community in Chinese media reports, improve China's influence in the international discourse system, and construct a discourse system for international communication.

4. Marxist Journalism: New Media Era Challenges

In the new media era, the Marxist news outlook is also facing challenges in the context of interest inducement, difficulty in controlling public opinion, and fierce competition in international news media.

4.1 The Effect of Studying Xi Marxist Outlook on Journalism is Poor

In the era of new media, the Marxist news outlook has been taught in the classrooms of the journalism departments of major universities, and the students of all major colleges and universities have a certain understanding of the Marxist news outlook. However, in college classrooms, the classroom atmosphere is boring, and they only blindly disseminate knowledge, emphasizing theory over practice. Students do not have a deep understanding of knowledge, are not interested, and have not formed a special framework system, and thus cannot profoundly apply the Marxist outlook on journalism in their future journalistic work.

4.2 The Degree of Practice of the Marxist Outlook on Journalism is Low

First, in the era of new media, information is disseminated quickly and in large quantities, including a large amount of false and misleading information. At the same time, everyone can become a producer and disseminator of information, and the dissemination of information has changed from a one-way model to a two-way model, which will lead to the gradual expansion of the scope of the influence of disinformation, resulting in the lack of diversity and depth of topics reported by the media, and the objectivity and authenticity of the Marxist news outlook have been challenged.

Second, in the era of new media, media competition is fierce. In order to gain attention and gain attention, some media publish or some unverified false information, or make up some false information, this phenomenon often exists. The dissemination power and influence of new media have increased substantially, and the authenticity of news should have higher requirements.

Third, in the new media era, some media do not grasp the relationship between social benefits and economic benefits. Nowadays, media operations rely more on the support of advertising and capital, and media are facing commercialization pressure and market competition. This may lead some media outlets to abandon the original intention of practicing the Marxist view of journalism, violating the principle of people-centeredness, and pursuing click-through and profit maximization, commercializing their reports, or tending to hype up events.

5. Promoting Marxist Journalism in the New Media Era

In the new media era, journalists should continue to adhere to the guidance of the Marxist outlook on journalism, deeply understand the connotation of the Marxist outlook on journalism, and reduce the occurrence of public opinion reversal, public opinion hitchhiking, and public opinion loss of focus.

5.1 Put it into Practice and Improve the Authenticity of Your News

In the era of new media, the amount of information is large, the speed of information dissemination is fast, and all kinds of information emerge in an endless stream. In this process, journalists should improve their ability to distinguish the truth of information, handle the relationship between direct and indirect sources of information, and do a good job of focusing on first-hand information,

supplemented by second-hand information, and avoid ignoring the authenticity of news because of laziness. At the same time, journalists should adopt multiple forms of news sources, avoid relying on a single source, and obtain as many perspectives as possible. In addition to this, build a relationship of trust with your readers and make sure that accurate and complete information is provided to them. To improve the authenticity of news is to enhance the value of news.

5.2 Go Deep among the Masses and Enhance the People's Nature of the Press

The supremacy of the people is the political stance of the Marxist outlook on journalism, and in the era of new media, we must always adhere to the people-centered. When selecting topics, journalists can go deep into the masses, visit the masses, conduct on-the-spot interviews, communicate with the people on the ground, pay attention to the needs of the masses and the market, and reflect them in their reports. In addition, journalists should respect the position of the people and establish equal relations. Third, in news reports, it is necessary to use more easy-to-understand language and methods, so as to avoid overly specialized words that lead to obscure reports. Finally, news reporting must pay attention to public opinion points in society, and improve the diversity of news reporting topics and perspectives by widely reporting on people and events from all walks of life.

5.3 Actively Innovate and Promote the Integration of Media

Marx's whole worldview is not a doctrine, but a method. In the era of new media, we must continue to keep pace with the times. In the process of news reporting, it is necessary to actively apply new technologies, such as artificial intelligence, big data, virtual reality, etc., to provide the audience with a more interactive and personalized news experience; to strengthen collaboration and cooperation, news media can establish cooperative relations with other news organizations and academic institutions, improve the scientific nature of news, jointly promote news innovation and media integration, and share resources and knowledge. In addition, news organizations can form cross-media teams to achieve media convergence by publishing interconnected stories and content across different media platforms, such as directing readers to online news content in newspapers.

6. Conclusion

The Marxist outlook on journalism has matured day by day after several years of condensation and practice. Its epochal nature provides strong theoretical support for the development of new media. In this era of information explosion, the new media, as the mouthpiece of the party and the people, should always adhere to the Marxist news outlook as the center, base themselves on the development status of Chinese society today, give play to the role of "information filter", promote the sinicization of the Marxist news outlook, and then promote the development of the field of news communication.

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