

Strategies for Enhancing Marxist Theoretical Literacy among College Students in the New Era

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Abstract: *Marxist theory, as a core component of the higher education system, holds a crucial position in nurturing new generations capable of shouldering the extraordinary task of national rejuvenation. As the backbone of higher education, college students' Marxist theoretical literacy urgently needs to be further enhanced. Deepening their understanding and grasp of the essence of Marxist theory has become a key aspect of talent cultivation in the new era. Strengthening and improving college students' Marxist theoretical literacy plays an irreplaceable role in shaping their correct worldviews, outlooks on life, and values. Therefore, this paper aims to thoroughly analyze the current status and profound significance of enhancing college students' Marxist theoretical literacy under the grand blueprint of the new era and proposes practical measures to support the comprehensive growth of young scholars.*

Keywords: *new era; college students; Marxist theoretical quality; improvement strategies*

1. Introduction

Under the historical coordinates of the new era, in response to the development of college students' ideological qualities, higher education must continuously strengthen their ability to analyze and solve problems using Marxist theory, as well as their ability to guide practice with scientific theoretical knowledge. This clarifies the direction for universities in advancing the improvement of college students' Marxist theoretical literacy. As the pillars of the future nation, enhancing college students' Marxist theoretical literacy helps shape their correct outlook on life and values, resulting in significant improvements in their ideological qualities and spiritual realms. This is the inevitable path for college students to meet the demands of social development.

2. The current situation of improving the Marxist theoretical quality of college students in the new era

In the new era, influenced by the market economy environment, utilitarian thoughts are prevalent among college students. Especially in their actual learning and development processes, they overly focus on the study and mastery of foreign languages and specialized courses, directing more attention to their own social life, personal employment, and prospects—issues closely related to their immediate interests. Due to some students overemphasizing self-interest in practical development, their sense of collective and overall awareness has become diluted, which is detrimental to their better adaptation to social life. According to relevant data, after entering the workforce, college graduates often exhibit a lack of social experience, poor practical skills, and a lack of spirit for hard struggle. These issues mainly arise because of the relatively low level of Marxist theoretical literacy among college students.^[1] For example, the content of Marxist theory textbooks in universities lacks innovation, making the learning process less engaging for students, significantly affecting their enthusiasm and initiative, leading to teaching outcomes falling short of expectations, and posing significant obstacles to enhancing college students' Marxist theoretical literacy.

3. The value of improving the Marxist theoretical quality of college students in the new era

3.1. Theoretical value

Marxism, as one of the fundamental guiding ideologies for China's development, provides college students with a correct outlook on life, world view, and methodology. Studying Marxism is not only a

required course for college students but also an essential path for them to realize their value. The study of Marxist theory helps college students form correct ideological and value concepts. As social reforms accelerate, the continuous transformation of the socialist market economy system, and the ongoing improvement in science and technology levels, these changes have had a positive impact on people's economic lives while profoundly affecting college students' political and spiritual cultural lives. Phenomena such as utilitarianism and confused value orientations are common on university campuses. Enhancing college students' Marxist theoretical literacy can help them understand the relationship between personal needs and social development, accurately position their goals for growth, gradually establish correct views on life and the world, and actively realize their values. At the same time, enhancing college students' Marxist theoretical literacy also helps them deeply understand the superiority and advancement of national policies, adhere to using proper moral norms to regulate their behavior, and firmly uphold socialist ideals and beliefs. While mastering professional knowledge, students should learn how to be good people, promoting the cultivation of virtue and talent in higher education institutions. Some progress has been made in implementing the fundamental tasks.

3.2. Practical value

The enhancement of Marxist theoretical literacy can also promote the improvement of college student's ability to analyze and solve problems. In today's era of the knowledge economy, which is an age of intense competition, while people's living standards have significantly improved, their demand for spiritual and cultural needs has become increasingly urgent. The college years are a critical period when students transition from campus to society, during which the confusion they experience often requires scientific theory to provide support and guidance, helping them resolve their doubts. Marxist theory is such a scientific theory that it can help college students enhance their ability to recognize and solve problems, strengthen their social adaptability, and assist them in making correct choices when facing issues in the social environment. This, in turn, promotes better adaptation to the development of the knowledge economy era and the full utilization of their advantages.^[2]

3.3. Cultural value

In the new era, the cultural value of enhancing college students' Marxist theoretical literacy lies in helping them resist the invasion of negative culture and guiding them to establish a firm sense of national cultural confidence. As globalization accelerates, communication and exchanges between China and other countries around the world have become increasingly close. With the continuous development of network technology, Chinese culture is gradually showing a trend toward diversification. During the process of cultural exchange among countries, it is inevitable that harmful ideologies will infiltrate. College students are at a critical stage in their ideological development and are highly susceptible to the influence and erosion of opposing ideas. Enhancing college students' Marxist theoretical literacy and leading them to deepen their study of Marxist theory can effectively improve their ability to discern right from wrong, help them resist the erosion of opposing ideologies, and gradually recognize the unique charm and advantages of Chinese culture. This, in turn, strengthens their cultural confidence and enhances their sense of national cultural identity.

4. Strategies to improve the Marxist theoretical quality of college students in the new era

4.1. Theoretical foundation: consolidate cognition and deepen understanding

The study of theoretical knowledge is the foundation and key to enhancing college students' Marxist theoretical literacy. In the process of education, universities should focus on strengthening the teaching of theoretical knowledge, guiding college students to learn Marxist theory actively, and gradually solidifying their theoretical understanding. By deepening students' knowledge of Marxism, universities can lay a solid theoretical foundation for improving college students' Marxist theoretical literacy. Specifically, universities need to innovate and enrich the forms and carriers of Marxist theory education, thereby activating students' intrinsic motivation for learning. Universities can fully leverage the advantages of new network platforms to expand new fronts for Marxist theory education further. Adhering to the principle of keeping pace with the times, they should make good use of new media technologies, focusing on the actual situation and real needs of enhancing college students' Marxist theoretical literacy. They can set up a series of online courses on Marxist theory, using video formats to transform fundamental Marxist theories into popular discourse systems that resonate with contemporary

college students, making it easier for them to learn and understand. To innovate classroom activities on Marxist theory, universities can organize ideological and political educators to conduct teaching seminars, analyze the actual needs of college students and share teaching experiences, innovate classroom teaching content, and innovate teaching strategies.

At the same time, college students should focus on solidifying their foundation in Marxist theory, establishing the right learning attitude, and mastering correct learning methods to enhance their knowledge of Marxist theory gradually.^[3] Specifically, during the process of theoretical knowledge acquisition, college students should clearly define the learning goal of "establishing a correct worldview, outlook on life, and values through the study and mastery of basic Marxist theory." They should recognize the significant value of Marxist theory in human history, maintain a sense of respect and reverence, fully leverage their initiative, actively learn and understand Marxist theory, and continuously improve their learning abilities. Regarding learning methods, college students can enhance their learning effectiveness through systematic learning and comparative learning approaches. By using systematic learning, they can grasp the internal logical relationships within Marxist theory at an overall level and deepen their understanding of its scientific nature and uniqueness by comparing it with other theories, thereby achieving a solid grasp and more profound comprehension of theoretical knowledge.

4.2. Practice: unity of knowledge and action, learning for application

Practical training is an essential channel for college students to transform Marxist theoretical knowledge into practical actions.^[4] Effective and practical activities hone their knowledge, literacy, and practical skills, enabling them to integrate theory with practice and apply what they learn, thereby further standardizing their practical behaviors. Universities, as the primary entities conducting practical activities, need to recognize the significant value of these activities in enhancing college students' Marxist theoretical literacy. By organizing diverse and rich practical activities, universities can create broader spaces and platforms for converting students' theoretical knowledge into practical actions. During the practice process, universities can organize a variety of activities, such as specialized lectures on Marxism, research projects, and reading events, guiding students to deepen their understanding and perception of Marxist theory through practical activities, gradually improving their overall quality and capabilities. To fully leverage the advantages of practical activities, universities can also organize social practice activities for students. For example, during summer vacation, universities can arrange "Three Down to the Countryside" social practice activities, dividing students into several teams to lead them into rural areas for in-depth research on local traditional culture, taking on the responsibility of promoting rural revitalization. This allows students to grow gradually. This step is to understand the current situation of rural development in China, explore the practical path to promote rural development so as to enhance college students' sense of social responsibility and mission, help students transform theoretical knowledge into practical skills, guide college students to strengthen their ideals and beliefs in practice and exercise their perseverance in hard work.

College students should also focus on enhancing their practical skills, actively engaging in Marxist theory-related practices to continuously accumulate practical experience and promote the coordinated development of knowledge and skills. They should proactively participate in various social practice activities organized by their institutions, such as volunteer services and social surveys, to gain a deeper understanding of social realities and gradually strengthen their sense of social responsibility and mission. Students should also actively carry out self-education, combine their personal interests with their collective interests, integrate their personal ideals into the common ideals of all the people, and take the initiative to devote themselves to academic research activities so as to exercise their own problem-solving ability and independent thinking ability. In addition, college students should pay attention to playing their own subjective initiative, enriching their knowledge accumulation, and broadening their horizons through actively learning a foreign language, improving their cross-cultural communication skills, actively paying attention to international forms and the current international social level, and enhancing their ability level with the help of international exchange activities, exercising their comprehensive quality and ability, and learning to respect foreign culture to enhance their international competitive strength.

4.3. Environment creation: multi-party collaboration, comprehensive promotion

The environment has a subtle yet profound impact on the growth and development of college students. In the new era, to comprehensively enhance educational outcomes and support college students in improving their Marxist theoretical literacy, universities need to focus on creating a favorable learning

environment for students. They should leverage the strengths of multiple stakeholders in education and build an educational network both inside and outside the campus, with the aim of promoting the comprehensive development of college students' Marxist theoretical literacy. In practice, universities can use campus culture as a vehicle, fostering a positive campus atmosphere through high-quality cultural construction and guiding students to identify with Marxist theory naturally. Universities should fully integrate and optimize the allocation of internal educational resources, creating a public opinion environment conducive to the dissemination of Marxist theory. Emphasis should be placed on innovating and optimizing traditional ideological and political course models, fully utilizing the advantages of student clubs by setting up "Marxist clubs" and organizing diverse club activities to achieve widespread dissemination of Marxist theory. At the same time, universities must base their efforts on the actual situation of college students, making full use of network technology to strengthen sovereign guidance within the campus network, resist the intrusion of opposing cultures, and guide students to use network technology correctly and reasonably.

Additionally, enhancing students' conscious recognition of Marxist theory also requires paying attention to understanding the psychological development characteristics of college students. Points should be guided step by step to help students clearly understand their actual needs, providing a good prerequisite for achieving self-awareness recognition. Universities need to meet students' closely related needs within reasonable limits, leveraging activities with promotional advantages such as club events and lectures to promote Marxist theory on campus widely. This will foster an emotional resonance between students and Marxist theory, deepening their understanding and encouraging them to apply Marxist theory in their daily lives and studies consciously.

To achieve collaborative education among multiple parties, universities need to focus on fully integrating various advantageous educational resources both inside and outside the campus. Educational reform emphasizes that educational activities should not only use classrooms as a medium but also conduct educational practices in social life. To implement the concept of collaborative education, universities should coordinate classroom, family, and community education, building an interactive network between teachers and students, families, schools, and communities, creating a new pattern of integrated education both inside and outside the campus. In this process of collaborative education involving multiple parties, universities should fully integrate the advantages of different entities, constructing a comprehensive and multi-level educational field. They can collaborate with communities to jointly establish "Marxist Theory Learning Bases," training student interpreters to shift Marxist theory teaching from small classrooms to larger social classrooms. Universities can work with local grassroots organizations, leveraging their comprehensive and advanced understanding of Marxist theory. They can train college student interpreters to systematically explain the relationship between Marxist theory and Chinese socialism, guiding students to understand the guiding role of Marxist theory. At the same time, universities must also emphasize the advantages of family education, integrating family elements into Marxist theory education utilizing existing home-school apartment mechanisms to encourage teachers to take responsibility for family education organizational and guiding responsibilities of school cooperation enable teachers to master the correct concepts of family education and communication skills, facilitating timely communication with parents to understand students actual performance at home. It also emphasizes leveraging parents' advantages in nurturing, strengthening proactive communication awareness between schools, families, parents, and children, and promptly tracking inquiries to dynamically grasp the ideological and practical dynamics of college students outside of school. This allows for targeted adjustments in Marxist theory education methods, helping students address their weaknesses and thereby achieving comprehensive and healthy development.^[5]

5. Conclusions

In conclusion, in the new era, enhancing college students' Marxist theoretical literacy has become urgent. Universities should actively assume their educational responsibilities by innovating teaching methods, organizing practical activities, and fostering collaborative education among various parties to build platforms for the development of college students' Marxist theoretical literacy. College students themselves should also cultivate a sense of self-education, proactively learn Marxist theory, actively participate in practical activities, and achieve good development of their Marxist theoretical literacy through their initiative.

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