

## **Exploring the Effectiveness of Propaganda for Sinicization of Marxism: A Multidimensional Approach**

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**Abstract:** The study of the timeliness of Marxist Chineseisation propaganda, as a project with huge volume and long cycle, covers various aspects such as theory and practice. The research on the Chineseisation of Marxism has made proud achievements, but at the same time there are some deficiencies and problems. In the process of research, we still need to invest energy and time to maintain the balance of the research dimensions, pay attention to the value of the research results, and then reflect the important role of the publicity of the Chineseisation of Marxism. This paper explores the effectiveness of Marxist Chinese propaganda in a multi-dimensional way, analyses its research background, application significance, position direction and ideological value, and puts forward specific application strategies.

**Keywords:** Marxist Chineseisation, Multi-Dimensional Propaganda, Effectiveness, Strategy

### **1. INTRODUCTION**

Since its birth, the Communist Party of China (CPC) has held a firm belief in Marxism as the only correct theory to guide the Chinese people to overcome difficulties. The history of the Party's development has witnessed a China that pursues a prosperous, democratic, civilised and harmonious society. The Party has constantly adapted to national conditions and combined Marxism with Chinese reality, a process that has ensured that the Party has been able to make steady progress towards its set long-term goals. Insisting on advancing with the times is the essence and connotation of Marxism, and the fact that Marxism has embodied a Chinese style, a Chinese temperament and a Chinese mission in the course of its Chineseisation is an important basis for promoting the Party's long-term development. In the course of the study of the Chineseisation of Marxism, it can promote China and the Chinese people to embark on the road of prosperity and development, and lay a solid foundation for China to take the road of long-term sustainable development.

### **2. THE RESEARCH BACKGROUND OF THE PROPAGANDA OF THE CHINESEISATION OF MARXISM**

In the study of the Chineseisation of Marxism, it can be recognised that

Mao Zedong Thought is the vanguard of the revolution and construction of China with Chinese characteristics, which led the New Democratic Revolution to a glorious victory, put an end to the exploitation and oppression of the old society, and established a socialist and democratic system, so that the poor masses stood up and became the masters of the country. Deng Xiaoping Theory corrected ideological and organisational deviations after the turbulence of the Cultural Revolution, provided a clear direction of development for China and the Chinese people, and contributed greatly to the revival of the socialist cause and the launch of the new era of reform and opening up. The "Three Represents" focuses on the construction of the Party, emphasising the enhancement of the CPC's advancement, the promotion of the Party's all-round progress, and ensuring that the Party will stand strong in the long course of history. The Scientific Outlook on Development, on the other hand, focuses on the nature and path of development, emphasising the coordinated development of politics, economy, culture and society, which has made this concept of development deeply rooted in people's minds and won wide acclaim (Quanxing, 2015). In the propaganda for the Chineseisation of Marxism with Chinese style, style and mission, the correctness and direction of the leadership of the CPC should be embodied so as to make the Chinese people, under the leadership of the Party and with its help, move towards wealth, strength and civilisation, and become the trend-setters of the times. At the same time, in the development of the Chineseization of Marxism, it is indispensable to the contribution of generations of theoretical workers in the Chineseization of Marxism. Only by putting the research of the Chineseization of Marxism into practice can we point out the direction of China's development, contribute to the realization of the goal of the Chineseization, and continue to create new theoretical achievements of the Chineseization of Marxism (Y. Liu, 2022).

### 3. THE SIGNIFICANCE OF THE EFFECTIVENESS OF THE PROPAGANDA OF THE CHINESEISATION OF MARXISM

The Chineseisation of Marxism is to closely combine the basic principles of Marxism with the Chinese revolution and construction by the Communist Party of China. Under the Marxist theoretical system, it provides an important basis for the development of the Communist Party of China by increasing the propaganda and development, and prompts the Communist Party of China to obtain long-term development on the basis

of theoretical innovation. At the same time, the ideological line of the CPC is clarified in the exploration of the Chineseisation of Marxism, providing a feasible path for it to clarify its core position and main achievements. Combined with the current reserve force of our party, it is necessary to reflect the development direction and development tasks of the younger generation by increasing the propaganda of the Chineseisation of Marxism and guiding the younger generation towards the development direction of the party. Understanding and recognising the country's development future and destiny in terms of political ideology provides effectiveness in promoting the dissemination and development of Marxism in China. It provides inspiration and influence for the development of the CPC's reserve forces (Wei & Xi-xi, 2016). The propaganda of the Chineseisation of Marxism has a greater significance in influencing the values of our party members, the people and others. It is specifically manifested in the leadership of people's ideological and political consciousness. In the context of the rapidly changing times, relying on the theoretical research process of the Chineseisation of Marxism, the party members and the people are guided to have the methods of social cognition and analysis, and the specific methods are embodied through practical life (Ping, 2022). The importance of the Chineseisation of Marxism is mainly manifested in the fact that it closely combines the basic principles of Marxism-Leninism with China's revolutionary struggle and China's great construction, provides the Party and the people with a framework for observing the society and the current situation, and prompts the young students to obtain long-term development in paying attention to the social changes and the people (Guo, 2022).

The effectiveness of the Chineseisation of Marxism is also reflected in the shaping of the ideological temperament of the Party and the people. The Chineseisation of Marxism advocates "seeking truth from facts, focusing on practice, and theory+practice", and in focusing on the spirit of practice and driving the movement of practice, it embodies the character of the Chineseisation of Marxism, which is guided by theoretical ideas and carried by practical activities, and promotes the perfect shaping of the ideological temperament of the Party and the people, and provides a feasible path for the comprehensive development of the Party. At the same time, under the ideology of the Chineseisation of Marxism, the Party and the people are driven to refine their wills, sharpen their minds and develop their abilities through practical activities in real life so as to become new men of the times who have responsibilities, are responsible, know gratitude

and are self-aware (Zinda, 2018). In the propaganda of the Chineseisation of Marxism, it can guide our young generation to establish the political core values of the government through its practical role and achieve the goal of promoting the development of globalisation and information technology. The propaganda of the Chineseisation of Marxism is particularly important among China's youth groups and people, which can guide the contemporary youth groups and people to build up their beliefs, strengthen their thinking and innovation abilities, and provide an important theoretical basis for the establishment of the core values of justice, morality, freedom and equality. The Chineseisation of Marxism is the theoretical foundation of China's revolution and construction, and an important basis for the ideological and theoretical construction of the CPC. It has a positive impact on improving the core values of the Party and the people, and provides an effective path for cultivating new generations with firm beliefs and political determination (H. Liu, 2022).

#### 4. THE POSITION OF MARXISM'S CHINESEISATION

The Chineseisation of Marxism is an interpretation and explanation of the achievements of the party's century-long struggle, as well as a review and summary of the development of our party, which is of great practical significance. Marxist theory is not a dogma, but a practical guide to action, guiding the CPC and the Chinese people to complete the task of building the Chineseisation of Marxism as practice advances, expanding the propaganda work of the Chineseisation of Marxism, and providing an effective method for the Chineseisation of Marxism to take root in the hearts of the Party and the people. In the Chineseisation of Marxism, it is important to reflect the characteristics of the new era and the new journey, and to promote the Party and the people to clarify their positions and methods.

##### 4.1 Principled Standpoints of the Chineseisation of Marxism

As the foundation of our party and our country, Marxism plays a crucial role in guiding the development of the country. The Chineseisation of Marxism is an effective method of embodying Marxist thought, and is the most effective theoretical basis for improving the loyalty and credibility of the CPC and the faith of the Chinese people. In the development of the Party and the country, it is necessary to combine the process of propaganda for the Chineseisation of Marxism to reflect the innovativeness and

effectiveness of the development of the Party and our country, to promote the achievement of developmental goals of the CPC, and to provide a favourable basis for the development of the Party and the country.

In addition, the Chineseisation of Marxism is an academic issue (Su, 2017). It is also a political issue with strong research value and practical value. Therefore, under the idea of the Chineseisation of Marxism, it is necessary to embody the innovative and practical value of propaganda work, provide a feasible path for embodying the principled position, achieve the goal of promoting the development of the Party and the people, and contribute to China becoming more and more beautiful and powerful (Lee, 2022).

#### 4.2 Political Position of Marxism in China

In order to deepen the development of Marxism in China, it is necessary to ensure that the Party and the people maintain a firm political conviction and consolidate the foundation of Marxism in China's ideological field. Under the adherence and guidance of the CPC, it is necessary to improve the leadership of the Communist Party and always adhere to the road of socialism with Chinese characteristics so that the Party and the people can go further and further along the road (Cheng, 2018). Practice has proved that the Party and the people, under the goal of rejuvenation and development, mainly rely on the theoretical ideas of Marxism to deepen the history and culture and promote the road of socialism with Chinese characteristics to achieve the goal of development. Under the political standpoint of the Chineseisation of Marxism, it guides the CPC and the Chinese people in the process of creating a better life, clarifying the ideology, developing the character, strengthening the ability to achieve the goal of the great rejuvenation of the Chinese nation, and devotes itself to embodying the CPC and the Chinese people's strong, unyielding, courageous, and unrelenting perseverance, providing a feasible path to achieve the goal of the long term.

#### 4.3 The Democratic Position of the Chineseisation of Marxism

The Chineseisation of Marxism is closely related to the ruling ideology of the CPC, and under the leadership of the CPC, it can embody the concept of the development of the Chinese nation as a united and united nation, which will lead to China's great achievements in adhering to the path of socialist development. The Chineseisation of Marxism has a democratic stance, which coincides with the concept of socialist

democratic development. Under the concept of reflecting the people's ownership, it is necessary to combine the democratic stance to promote social development and create a better life. In this process, the innovative advantages and creative values of development should be reflected, highlighting the powerful force of the Chineseisation of Marxism, which in turn guides the CPC and the Chinese people in the direction of prosperity, democracy and civilisation. The democratic position of the Chineseisation of Marxism can be reflected in all aspects of the people's life and the Party's leadership, and the most central democratic position lies in the Chinese people, both in the development of the Party and the progress of the society, which needs the people's support and embodies the political concept of the people's mastery (Li, 2023).

## 5. THE IDEOLOGY OF MARXISM'S SINICISATION

Relying on its ideological value, the Chineseisation of Marxism has existed for a long time in the development work of the Party and guided the CPC to achieve the ultimate development goal. The ideology of Marxist Chineseisation has a strong guiding and directing role, and can promote our country to go farther and farther on the road of development. Party organisations at all levels should take into account the actual situation of China's current development, scientifically introduce Marxist ideology, and with the help of the achievements of the Chineseisation of Marxism, supervise and guide governments at all levels and the masses in all places to closely unite around the CPC, learn and practice the role of the Chineseisation of Marxism, and embody the value of the Chineseisation of Marxist ideology (He, 2017).

### 5.1 The Main Body of Marxist Thought on Chineseisation is the People's Main Thought

The basic position of Marxism is the people, mainly guiding the people to achieve the goal of social and economic development, reflecting the people's subject position, and making the people the backbone of historical development. The people are the practitioners and creators of the idea of the Chineseisation of Marxism. The people's masses are to become the creators of history and service developers in China's development environment, and to embody the core force of our party's development. Under the idea of the Chineseisation of Marxism, it is necessary to embody the main power of the people, and with the help of all the great

rejuvenation undertakings, to embody the people's wisdom, ability, thought, etc., and to escort the people to obtain the practical interests of the people. Based on this, under the ideology of the Chineseisation of Marxism (Xie, 2024), it is necessary to embody the people's main position and actively carry out all political work in combination with the people's main idea so as to make China gain the people's support in taking the road of long-term sustainable development, embody the people's main will and main idea, and realise the satisfaction of the people's ever-growing spiritual needs and material needs.

## 5.2 The Ideology of the Chineseisation of Marxism is the Ideology of Socialism with Chinese Characteristics

Chinese characteristics is an important product of the Party in the process of development, and is an important means of reflecting the development of the Party's distinctiveness. In the long-term revolution and construction, it is necessary to combine the actual situation of the Party, reflecting different characteristics of development at different stages of development, and thus improving the effectiveness of the Party's development.

In the propaganda work for the Chineseisation of Marxism, it is necessary to reflect the subtle relationship between Marxism and world development, optimise the Party's constitution and develop the Party's line in close conjunction with Marxist ideology, improve the Party's ability to govern, and realise the core goal of benefiting the people. The ideas and routes of Marxism's Chineseisation are flexible and changeable, and should embody long-term and innovative features, reflect their value and role in construction and reform, and guide the CPC on the road to wealth and strength. Through continuous construction and innovation, Marxist ideas have been adapted to China's national conditions and have demonstrated a brand-new concept of socialism with Chinese characteristics, symbolising the country's entry into a new historical stage and goal (Dai, 2023).

## 5.3 The Chineseisation of Marxist Thought is the Thought of Respecting the Objective Law

Under the process of the Chineseization of Marxist thought, it needs to be combined with its own characteristics to face and solve new problems and challenges, improve the practical application of Marxist thought, and reflect its Chinese characteristics. In the propaganda of Marxist Chinese ideology, it is necessary to follow the regularity of the development of the

times, and actively carry out development activities in economy, culture, science and technology, medical care, education, military industry, etc., to reflect the value of the perfect integration of reality and theory, and to promote Marxist Chinese ideology to meet the objective law. With the total economic volume of China increasing year by year, under the idea of the objective law of Marxist Chineseisation (Dai, 2023), it is necessary to carry out innovative and cultural educational and practical work in conjunction with the actual development situation, and help the development of the objective law of Marxism.

Based on this, under the summary of the objective law of the development of socialism with Chinese characteristics, it is necessary to actively carry out economic development and practical innovation work in conjunction with the specific development goals, highlighting the value of the propaganda of the Chineseisation of Marxism in the context of the new period and the new journey.

#### 5.4 Marxism Chineseisation Thought Is Mainly Oriented to Practical Problems

In the thought of the Chineseisation of Marxism, it is necessary to combine the constantly developing and changing international and domestic situation, to summarise the specific development path and development experience, and to promote all Chinese undertakings to be on track and achieve good results in the process of continuous development.

The use of Marxism's idea of Chineseisation to achieve the goal of orientation towards practical problems in the process of development has pointed out the direction for China's development (Quanxing, 2015; Wang, 2017). In the development of socialism with Chinese characteristics, what methods and paths are to be adopted, what ideas are to be adhered to, what beliefs are to be adhered to, and what questions are to be answered in an active manner, highlighting the important role of the Chineseisation of Marxism.

In the Chineseisation propaganda work oriented to practical problems, the theoretical significance of Chineseisation is brought into play with the help of Marxist theory to answer the new problems of the current social development. Based on this, under the practical problems, through the Marxist Chineseisation propaganda, it is necessary to highlight the exploratory role of the practical problems in China, develop the cultural value and practical role of Marxist thought, and promote the improvement



and solution of the practical problems in China.

### 5.5 Marxism Chineseisation Thought to Realise the Idea of Leading World Development

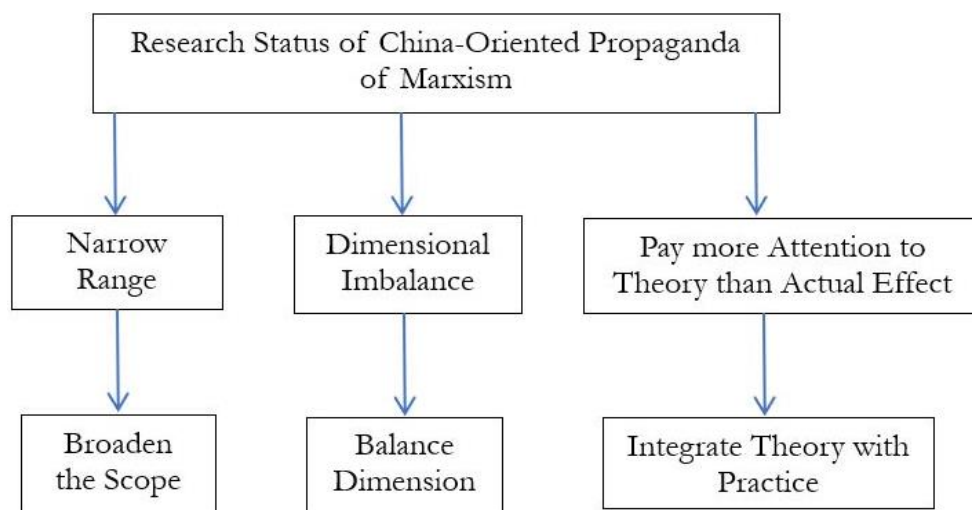
Marxism has international and global attributes, and under the thought of Marxism's Chineseisation, it should reflect the cultural value and practical significance according to the development needs of the national situation, and highlight its influence and power. The Chineseisation of Marxism takes the Communist Party of China and the Chinese people as its carrier, reflecting its own significance and value of the times. Since China entered the reform and opening up, the thought of the Chineseisation of Marxism has been closely integrated with China's development, promoting China's gradual movement towards the world and making China occupy an important position in international development (Chen & Guo, 2024; Qingxiang & Yuanzhang, 2021).

The thought of the Chineseisation of Marxism points out that the Chinese people and socialism, the face of the Party and so on have epochal characteristics, embodying the grandeur of a great eastern country and an irreplaceable position in the international arena. Today, with the accelerating process of globalisation, China needs to actively integrate into the international community and absorb the cultural and ideological essence of various countries and peoples to promote the development of Marxism in China. Especially under the development strategy of "One Belt, One Road", the value of the Chineseisation of Marxism can be better reflected, and our country can be ranked at the top of the world's development team.

## 6. RESEARCH STATUS OF MARXIST CHINESE PROPAGANDA

The theoretical system of the Chineseisation of Marxism is a concrete manifestation of the Chineseisation of the theoretical achievements of Marxism that keeps pace with the times. In the process of continuously advancing the research process and optimising the research results, the value of the new results of the Chineseisation of Marxism is reflected, so that the idea of the Chineseisation of Marxism is deeply rooted. However, although the Chineseisation of Marxism has made gratifying achievements, the Chineseisation of Marxism is still a large project, and in order to achieve the goal of perfection, researchers engaged in this project should deepen the research on the Chineseisation of Marxism, make timely adjustments

and improvements from the deficiencies in the research process, and highlight the role of the Chineseisation of Marxism (Dirlik, 2005; Wang, 2021) (Figure 1).



**Figure 1:** Research Status of Marxist Chinese Propaganda

Firstly, the scope of research is relatively narrow. Most of the research on the Chineseisation of Marxism has been limited to the study of its essential connotation, basic experience, evolutionary course and morphological features, and there is a narrow scope of research on the basic theoretical issues of the Chineseisation of Marxism. In the process of exploring the Chineseisation of Marxism, many scholars tend to study the contributions of leaders such as Mao Zedong, Deng Xiaoping, Jiang Zemin, Hu Jintao, etc., while insufficient attention is paid to the early propagators of Marxist thought such as Chen Duxiu, Li Dazhao, Qu Qiubai, etc. At the same time, existing research has mainly focused on Mao Zedong Thought, Deng Xiaoping Theory, the Important Thought of the Three Represents and the Scientific Outlook on Development, and has explored more of the theoretical innovations of these theoretical achievements of Chinese Marxism (Vrhovski, 2022). On the whole, there is insufficient research content and insufficient research depth, which leads to certain deficiencies in the study of the Chineseisation of Marxism. In order to improve the historical and practical influence of the Chineseisation of Marxism, in the process of theoretical+practical research, it is important to highlight the connotation of subjective and objective research, to promote a close combination of the internal and external parties, and to strengthen the in-depth study of the Chineseisation of Marxism. Based on this, it is necessary to deepen the research from the overall focus of Marxist Chineseisation, the joint development approach, and deepen the great prosperity and development of Marxist Chineseisation, so as to create an

atmosphere for the in-depth study of new theories of Marxist Chineseisation, promote Marxist Chineseisation to adapt to the development of China's national conditions, and expand the scope of the study of Marxist Chineseisation.

Secondly, the research dimension is not balanced enough. The Chineseisation of Marxism is a complex covering many fields such as politics, economy, culture and society, and these fields should be like the weights at the two ends of the scale, keeping a balance in order to fully show the depth and breadth of its research. In order to continuously promote the development of the Chineseisation of Marxism, the accumulation of theoretical knowledge should be deepened in the process of innovation and development of the Chinese nation, and the foundation of the Chineseisation of Marxism among the people should be strengthened, so as to make it an important guide to steer the Communist Party of China (CPC) steadily forward. At present, the research results of the Chineseisation of Marxism need to be constantly improved by strengthening the research work. At the same time, taking into account factors such as the characteristics of the times, the characteristics of the nation and the differences in culture, we should demonstrate the important impact of the research on the Chineseisation of Marxism as a basis for laying a solid foundation for the success of the Chineseisation of Marxism in the development of China. In the context of the new period, the new results of the theory of the Chineseisation of Marxism should reflect the advantages of massification, highlight the value of the Chineseisation of ideas deeply rooted in the people, improve the application of the results of the Chineseisation of Marxism, and provide an important platform for the promotion of the balance of the various dimensions of the Chineseisation of Marxism.

Finally, research tends to favour theory and ignore practical results. In the academic exploration of the Chineseisation of Marxism, the goal is to understand the nature of things and summarise the developmental laws of things in order to promote things in a better direction. When analysing the current situation of Marxist Chineseisation research, emphasis should be placed on the papers or writings that scholars have already published to show their theoretical value and to continuously improve the practical application of Marxist Chineseisation. However, in the current research on the results of the Chineseisation of Marxism, it can be seen that most of the academic papers and writings, etc., mainly focus on theoretical research, leading to the inadequacy of the effectiveness of Marxism, and making it difficult to reflect the guiding role of new materials, new perspectives and

new viewpoints, and setting up obstacles to the deepening development of the idea of the Chineseisation of Marxism. The essence of the theory of the Chineseization of Marxism, focusing on emancipation of the mind, seeking truth from facts, advancing with the times, pioneering and innovative, in the current situation of socio-economic development, there is a certain degree of influence on the idea of the Chineseization of Marxism, resulting in the Chineseization of the research is difficult to shift from theoretical research to practical research, so that the general people's interests are affected to varying degrees, and can not highlight the value of the study of the Chineseization of Marxism.

## 7. THE SPECIFIC STRATEGY OF THE PUBLICITY OF THE CHINESEISATION OF MARXISM

The path of publicity for the Chineseisation of Marxism has diverse characteristics, and in the specific publicity work, it is necessary to combine the corresponding publicity strategy to implement the publicity work and effectively reflect the value of the Chineseisation of Marxism. In the latest achievements of the Chineseisation of Marxism and the development of teaching, party building, economy, media, etc., it is necessary to highlight the fruitful role of the Chineseisation of Marxism, to guide the CPC and the people towards a clear development goal, and to highlight the theoretical and valuable role of the publicity work of the Chineseisation of Marxism.

### 7.1 Increase the Propaganda for the Chineseisation of Marxism and Cultivate Outstanding Talents in Education

In the publicity work of Marxist Chineseisation, it is necessary to combine the theoretical characteristics and living characteristics of Marxist Chineseisation, actively carry out the work of common sense education, promote the promotion and application of the theoretical concepts of Marxism in the education of colleges and universities in China, and provide educational support for the cultivation of outstanding reserve forces. In the teaching of ideological and political courses in colleges and universities, teachers should play a commanding and guiding role, closely integrate the achievements of the Chineseisation of Marxism with the educational and teaching work in colleges and universities, and prompt the college student group to obtain a long-lasting development under the infiltration of the thought of the Chineseisation of Marxism. Teachers should focus on the

content of ideological and political courses, help students to deal with daily affairs, relying on Marxist Chinese ideology to cultivate college students' correct outlook on life, values and worldview. At the same time, the use of Marxist Chineseisation propaganda work to improve the moral level and cultural literacy of college students. Teachers should do a good job in the work of ideological education in colleges and universities, achieve the goal of living and common sense parenting in ideological education, provide the college student group with the benchmarking concept of Marxism, and prompt students to work towards the results of the Chineseisation under this concept. In the work of ideological and political education in colleges and universities, teachers should embody the power of role models, rely on the guiding spirit of the party organisation in colleges and universities, study in-depth the idea of the Chineseisation of Marxism, combine with the results of the Chineseisation of Marxism, and constantly achieve the goal of improving professionalism, and bring good educational and teaching services to college student groups. For example, teachers should standardise their speech and behaviour and strengthen their ideological beliefs under the results of the Chineseisation of Marxism so as to prompt teachers to become the core ideology for college students to establish the Chineseisation of Marxism, and to provide important guidance for college students in their future further studies and employment.

## 7.2 Highlighting the Propaganda Value of the Chineseisation of Marxism and Streamlining the Management Process of Party Construction

Under the idea of the Chineseisation of Marxism, it is necessary to combine the actual work needs of various regions and departments, and actively carry out public courses, public training and other realistic activities of ideological and political education so as to carry out the educational practice of the Chineseisation of Marxism, and contribute to the realization of the goal of the Chineseisation of Marxism. It is worth noting that in the publicity work of Marxist Chineseisation, it is necessary to combine the characteristics of its wide coverage and large amount of information to reflect the effectiveness of the teaching of ideological and political theory courses, and to promote the long-term development of all educational work. In the educational work of colleges and universities, enterprises and party organisations, it is necessary to reflect the characteristics of equal treatment, freedom and democracy, and to develop the comprehensive ability of the people with the help of the research results of the Chineseisation of Marxism. Based on this, all regions and units should make good preparations for propaganda work, rationalise and formulate

propaganda strategies by taking into account the actual propaganda and education links, targets, processes and programmes. Under the leadership of the party organisation, it is necessary to reflect the effectiveness of propaganda work and practice the educational value of the Chineseisation of Marxism. Party organisations in all regions should unite with the Organisation Department and the Propaganda Department to reflect the importance of ideological and political education work, and implement clear, open and democratic management objectives for all party construction management work, so as to promote the smooth development of party construction work at all levels and achieve the purpose of infiltrating the propaganda content of the Chineseisation of Marxism. Party building management departments in all regions should unify their thinking, adopt a step-by-step approach, carry out educational and propaganda work on the Chineseisation of Marxism in a united manner, improve the radiation power of propaganda work, and ensure that grassroots units at all levels are able to grow up in the work of propaganda, and give full play to the role of the group force of party building work.

### 7.3 Implementing the Propaganda Work of Marxist Chineseisation and Preparing the People for Education

In the implementation of the Chineseization of Marxism propaganda work, to reflect the power of the people, we must actively carry out educational innovation and educational optimisation activities in conjunction with the actual educational work so as to promote the masses at all levels to feel the ideological value of the Chineseization of Marxism. In the propaganda work of "close to reality, close to life, close to the masses", the theoretical value of the Chineseisation of Marxism should be brought into play so as to make the masses experience its meaning and connotation, and gradually improve their theoretical knowledge and learning skills and cultivate a firm idealistic conviction. Regional government departments and party organisations should take into account the national ideological and political development trend, actively carry out the work of Marxist China propaganda in the region, implement the management objectives and improve the level of propaganda work, so that every member of the people can be infused with the ideas of the Chinese version of Marxism, and develop the power of the masses. In this group of people, the most capable of learning is the college students group, based on this, in the college students group to carry out the ideological propaganda work of Marxism China is conducive to promoting the development of the national ideological and political education work, to

achieve the goal of cultural education of the region, the nation, and to promote college students to become the inheritor and practitioner of Marxist ideology. Special emphasis should be placed on the following: in carrying out the practical teaching work of Marxist Chineseization, we should focus on the influence of the college student group, highlight the value of Marxist ideology, and radiate more groups to join the publicity work team of Marxist Chineseization with the power of the college student group so as to promote the effectiveness of the theory+practice work, and to provide policy support for the cultivation of talents and the development of the country.

#### 7.4 Optimise the Process of Propaganda for the Chineseisation of Marxism and Achieve the Goal of Multi-Channel Propaganda

Innovative Marxism Chineseisation propaganda work is to reflect the importance of the role of educational content, educational thought, and is also an effective means to improve the mode of educational innovation. In the practice of propaganda and education work, relying on the work goal of theory and practice, it is necessary to highlight the effectiveness of the role of Marxist Chineseisation propaganda. Combined with the background of the development of the times, the goal of multi-channel propaganda is achieved by optimising the process of Marxist Chineseisation propaganda, promoting the long-term development of multiple groups under the guidance of Marxist Chineseisation. Under the social theory of Chinese characteristics, it is necessary to provide the basis for the development and innovation of the national development path through the excellent qualities of emancipating the mind, seeking truth from facts, and advancing with the times. During the more than 30 years of reform and opening up, it is necessary to combine the results of the Chineseisation of Marxism, reflecting the importance of the role of the interface between theory and practice, and promoting our country's progress towards the path of freedom, democracy and harmony. For a theory to be known by the Party and the people and to be able to be fully utilised, it has to go through the process of understanding, recognition, acceptance and application, etc. Each link has a close connection with each other, which can reflect the ideological trends and learning enthusiasm of the contemporary people. In this context, in order to optimize the process of propaganda for the Chineseisation of Marxism, it is necessary to make reasonable use of the Internet+ environment to achieve the goal of media-based communication, provide the public with detailed, authentic and diverse ideas of the Chineseisation of Marxism, so that more people can

take advantage of the strengths and weaknesses, complement each other's strengths, and check the leaks and make up for deficiencies in this ideology, so as to move towards yet another new journey of reform and opening up. Here we should emphasize the effectiveness of the role of media-based propaganda work, with the help of media-based means to promote the public in-depth understanding of the concept of Marxist Chineseisation, to provide an effective path for the long-term development of the people.

## 8. CONCLUSION

In conclusion, the publicity work of the Chineseisation of Marxism provides a correct route for the development of China and the progress of the nation, and is an important means of embodying the innovation and development of educational work. It is important to reflect the strength of the Communist Party of China and the people in the propaganda work of the Chineseisation of Marxism, and to provide a favourable basis for the establishment of a socialist environment with Chinese characteristics. In the application of the results of the Chineseisation of Marxism, it is necessary to reflect the role of educational practice in a targeted manner according to the characteristics of all classes and groups in China, and to develop group publicity and educational activities to ensure that the development goals achieve the target-oriented and cultural values. At the same time, in the publicity of the Chineseisation of Marxism in the context of theory and practice, the "trinity" of publicity should be embodied, and the comprehensive educational capacity should be improved in practical teaching.

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