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A Study on the Application of Marx's Ideology Theory in Online Public Opinion Guidance

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Abstract: With the rapid development of Internet technology, the network has become the core field of public opinion generation and dissemination, and the healthy development of online public opinion is directly related to ideological security and social stability. As a scientific theoretical system, Marx's ideological theory reveals the essence, function and development law of ideology, and provides solid support for the guidance of online public opinion. This paper combs the core connotation of this theory, systematically analyzes the current situation of network public opinion guidance in China, deeply analyzes the outstanding problems, and puts forward targeted guidance strategies based on this theory, aiming at optimizing the guidance effect, building a strong position of network ideology, standardizing the order of cyberspace, providing theoretical reference and practical reference for network public opinion governance in the new era, and helping to consolidate the dominant position of mainstream ideology.

Keywords: Marx's ideological theory; Internet public opinion; Public opinion guidance

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1. Introduction

In the digital age, cyberspace has become an important platform for people to express their demands, convey their views and build consensus. As an important embodiment of social ideology, online public opinion shows the characteristics of diversification, rapidity and emotionality [1]. While promoting social progress, supervising social governance and reflecting the demands of the masses, online public opinion also faces challenges such as the infiltration of negative thoughts, the spread of false information and the lack of guidance efficiency, which affects the clear order of the network and the national ideological security. Marx's ideological theory, as the theoretical cornerstone of proletarian ideological construction, clarifies the origin, essence and development law of ideology and provides scientific methodological guidance for the guidance of online public opinion in China [2]. Based on this, this paper combines this theory to explore the current situation, problems and strategies of network public opinion guidance in China, which has important theoretical and practical significance for promoting the modernization of network governance and consolidating the mainstream ideological position.

2. The connotation of Marx's ideological theory

Marx's ideological theory is an important part of Marxist theory. Based on materialism, it provides scientific and systematic guidance for the guidance of online public opinion in China [3]. On the basis of criticizing idealistic ideology, Marx and Engels

clearly pointed out that ideology is the reflection and sublimation of people's material life process, and it is a conceptual superstructure built on a certain economic basis, not an abstract existence divorced from social reality [4].

The connotation of Marx's ideological theory is embodied in the aspects of practicality, class nature and leading [5]. Practicality emphasizes that ideology originates from human social practice and at the same time reacts to social practice, which promotes or hinders social development by influencing people's ideological concepts and behavior choices; Class nature shows that in class society, ideology always reflects the interests of a particular class, and the ruling class often shapes its own ideology into "universally applicable" social values by controlling the tools of public opinion, so as to maintain its ruling position; Leading is embodied in the fact that advanced ideology can unite social consensus, standardize social behavior, and provide powerful spiritual motivation and correct ideological guidance for social development [6].

Under the background of network public opinion governance in the new era, the value of this theory is particularly prominent [7]. It not only provides a scientific theoretical basis for China's network public opinion guidance, but also defines the core direction of guidance work, and provides a powerful ideological weapon for dealing with network erroneous thoughts [8]. At the same time, it provides an important methodological guidance for innovative ways and means of public opinion guidance, laying a solid theoretical foundation for the subsequent analysis of the status quo, problem analysis and strategy formulation of China's network public opinion guidance.

3. China's current situation of online public opinion guidance

At present, China's online public opinion guidance has been initially carried out, and a basic working framework has been formed based on the development of the Internet [9]. However, the overall level is at an ordinary level, and there is still much room for improvement, as shown in the following:

3.1. to guide the initial formation of the main pattern but the synergy is weak.

China has initially established a pattern of online public opinion guidance subjects with the participation of the government, mainstream media, online platforms and social organizations [10]. Each subject has basic guidance responsibilities and corresponding abilities, which provides basic support for the development of public opinion guidance [11]. However, there is a lack of awareness of active coordination among the subjects, the division of responsibilities is not clear and specific enough, and an efficient linkage guidance mechanism has not yet been formed [12]. In most cases, they are in a state of their own, and the guiding force has not been effectively exerted. The overall guidance efficiency is at a medium level, and it is often difficult to respond quickly and effectively in the face of complex, diverse and frequent online public opinion scenes, and it is difficult to meet the basic needs of online public opinion governance in the new era, and there is still much room for improvement. The basic responsibilities of each subject are shown in Table 1 below.

Table 1. Basic responsibilities of each subject.

Guiding subject	Basic duties	Current situation
government	Overall supervision, introduction of policies and coordination of public opinion.	Some laws and regulations have been issued, and major public opinions can be co-ordinated and lack of coordination.
mainstream media	Authoritative release, policy interpretation and public opinion guidance	Performing core duties, the mode of communication is traditional.

network platform	Content review, standardized communication and public opinion feedback	Perform the basic audit and the feedback mechanism is not perfect.
social organizations	Bridge ties, conflict resolution, positive energy transmission	Occasional participation, lack of participation channels and guarantees.

3.2. *Guide the gradual transformation of the carrier, but the application is not mature enough*

With the rapid development and popularization of new media technology, China's online public opinion guidance carrier has gradually transformed from traditional media to new media [13]. Short video, social media, self-media and other platforms have become the main carriers of online public opinion guidance, and the diversified pattern of guidance carriers has initially taken shape. Traditional media actively conform to the trend of the times, and begin to try to settle in various new media platforms, open official accounts, release authoritative information, interpret policies and guidelines, and strive to expand communication coverage; Some new media platforms also actively participate in public opinion guidance, push positive publicity content, spread positive energy, and help create a good network public opinion environment [14].

However, there are also some shortcomings in the process of transformation. The traditional media are not skilled in grasping the communication law and audience characteristics of new media, and the presentation mode of published content is still biased towards traditional text broadcast, which lacks interactivity and interest and is difficult to attract the attention of young audiences [15]. The guiding function of the new media platform has not been fully exerted, and the guided content pushed lacks pertinence and effectiveness. Some platforms even have the problems of unclear guiding direction and uneven content quality, which fails to form a mature guiding mode. On the whole, the transformation of guidance carrier is still in the initial stage, and its application is not mature enough, which fails to give full play to the dominant role of new media in public opinion guidance.

3.3. *The mainstream public opinion communication has a certain foundation but insufficient influence.*

China has always attached great importance to the mainstream public opinion communication, carried out positive publicity around major national events, important policies and guidelines, and social development achievements, actively transmitted positive energy, and gradually built a wide-ranging mainstream public opinion communication system, which, to a certain extent, guided public awareness and condensed social consensus, creating a good public opinion atmosphere for social development. However, the overall quality of mainstream public opinion communication is not high, and there are many problems that need to be improved urgently.

On the one hand, the content of communication is mainly policy interpretation and positive publicity, with boring content, rigid form, lack of temperature and depth, failure to combine the actual life and personal concern of the public, and difficulty in arousing public emotional resonance; On the other hand, the mode of communication is relatively simple, and the mode of one-way indoctrination is mostly adopted, which lacks interaction with the public and fails to fully combine the needs of the public to optimize the content and form of communication, resulting in the weak competitiveness and limited influence of mainstream public opinion in the pluralistic and complex network public opinion field. At the same time, in the face of the infiltration of negative public opinion on the Internet and western erroneous thoughts, mainstream public opinion often lacks timely and effective response and criticism, and it is difficult to effectively resist the impact of negative public opinion, and it is difficult to occupy a leading position in the pluralistic public opinion field, and its leading role has not been fully exerted.

3.4. The application of the technology was initially attempted, but the accuracy was not high.

Some regions and departments in China have begun to try to apply advanced technologies such as big data and artificial intelligence to online public opinion guidance, and built a basic public opinion monitoring platform, which has realized real-time monitoring and preliminary judgment of some hot public opinions and public opinions in key areas, provided certain technical support for the development of public opinion guidance, and improved the efficiency of public opinion guidance to a certain extent. However, the overall application of technology is in the primary stage, with low application level and insufficient accuracy, which fails to give full play to the supporting role of technology in public opinion guidance. The overall precision guidance ability needs to be further improved. The specific status of technology application is shown in Table 2 below.

Table 2. Current situation of technology application.

Technology application scenario	Current application status	Major deficiency
Public opinion monitoring judged.	Build a basic platform to monitor some hot public opinions.	The coverage is limited and the judgment is not accurate enough.
Accurate push of content	Try algorithmic push to deliver mainstream content.	The algorithm optimization is insufficient, and the segmentation effect is poor.
Bad information investigation	Technical investigation of obvious bad information	The investigation efficiency is not high, and some illegal contents are missed.

4. China's online public opinion guidance problems

Combined with the general situation of network public opinion guidance in China, we can see that there are many outstanding problems in the current guidance work, which seriously restrict the improvement of guidance efficiency and are difficult to adapt to the needs of network public opinion governance in the new era. The analysis is as follows:

4.1. Multi-agent collaborative guidance mechanism is not perfect

Although China has initially formed a pattern of multiple guiding subjects, the cooperative guiding mechanism of each subject is seriously imperfect, which has become an important factor restricting the improvement of the efficiency of public opinion guidance and seriously affected the overall effect of online public opinion guidance. There are overlapping functions and unclear powers and responsibilities among government departments, and there is a lack of clear division of labor and effective communication and coordination between different departments. In the process of handling public opinions, it is easy to buck passing and lag in response, and it is difficult to form an efficient disposal force without unified overall coordination and command and dispatch. There is a lack of effective communication and linkage mechanism between the mainstream media and the online platform, the authoritative information of the mainstream media has not been widely disseminated through the online platform in time, and the coverage of communication is limited, and the public opinion information mastered by the online platform has not been fed back to the mainstream media in time, which makes it difficult for the mainstream media to respond to public concerns quickly.

Social organizations have limited channels to participate in public opinion guidance, lack of support and guarantee, lack of clear participation paths and incentive mechanisms, and their enthusiasm for participation is not high, so it is difficult to give full play to their role as bridges and bonds and effectively help resolve social public opinion contradictions.

The emergence of these problems is related to the weak sense of responsibility of some guiding subjects and the lack of systematic theoretical guidance. It is also closely related to the failure to establish a sound and perfect collaborative guiding mechanism, which ultimately leads to the difficulty for multiple subjects to form a strong guiding force and restricts the improvement of the effectiveness of public opinion guidance.

4.2. New media guidance mode lags behind

Although China's online public opinion guidance carrier has been transformed into new media, the guidance mode is still lagging behind, lacking innovation, and it is difficult to adapt to the diversified, interactive and rapid communication characteristics of online public opinion in the new media environment, and the guidance effect is not good. Part of the guiding subjects are still influenced by the traditional guiding thinking, and they are used to the guiding mode of one-way indoctrination, lacking interactive communication with the public. The published guiding content is empty and boring, with a single form, and most of them are based on theoretical preaching, which is divorced from the real life of the masses and is difficult to attract public attention and recognition; Part of the guide subjects failed to grasp the dissemination rules and audience preferences of new media, failed to optimize the guide content in combination with short videos, live broadcasts, interactive topics and other new media forms, and the content presentation method was rigid and inflexible, lacking attraction and appeal.

The homogenization of guidance content is also serious. The guidance content published by different subjects lacks characteristics, and it fails to create personalized content in combination with the needs of audiences of different ages, occupations and regions, which cannot meet the diverse needs of the public and is difficult to achieve accurate guidance. In addition, some guiding subjects do not grasp the development trend of online public opinion in time, and the guiding opportunity lags behind. They often respond passively after the public opinion is fermented, which makes it difficult to effectively curb the spread of negative public opinion, further affecting the effect of public opinion guidance.

4.3. The quality of mainstream public opinion communication is not high

At present, although the mainstream public opinion communication in China has a certain foundation, it can carry out positive publicity around major national themes, but the problems of low communication quality and insufficient leading power are very prominent, which are difficult to meet the needs of network public opinion governance in the new era. Some mainstream public opinions lack depth and temperature, the policy interpretation is too blunt and rigid, and most of them are official discourses. They fail to respond to social hotspots in easy-to-understand language combined with public concerns, which is difficult to arouse public emotional resonance; Content creation lacks innovative consciousness, mostly focuses on positive publicity, divorced from the real life of the masses, and the content is empty and unconvincing, which leads to the public's low acceptance of mainstream public opinion, and it is difficult to effectively improve the credibility of mainstream public opinion.

At the same time, the mode of communication of mainstream public opinion is relatively single, lacking diversified communication channels and presentation forms, and it is difficult to stand out in the diverse and complex network public opinion field; Faced with the infiltration of western erroneous thoughts and the impact of negative comments on the Internet, mainstream public opinion lacks effective means of criticism and guidance, and fails to clarify the public's vague understanding and resolve public doubts in time, which makes it difficult for mainstream public opinion to occupy a dominant position in the pluralistic public opinion field, give full play to its leading role, effectively resist the spread of negative public opinion and consolidate the mainstream ideological position.

4.4. Technology application level is low

The initial attempt of technology application in China's network public opinion guidance failed to give full play to its supporting role, the overall application level was low, and the integration of technology and public opinion guidance was not deep enough, so it was difficult to meet the needs of accurate guidance and efficient disposal. The coverage of public opinion monitoring platform is limited, and its technology and equipment are relatively backward, mainly concentrated in mainstream network platforms and key areas. The public opinion information of some niche platforms and strong concealment is not captured in time, and the judgment is not accurate enough to provide timely and effective data support for public opinion guidance, which leads to the lack of pertinence in guidance work; Insufficient optimization of technical algorithms, failure to rely on big data technology to deeply analyze the interest characteristics, demand differences and ideological trends of different audiences, and the accurate push of mainstream public opinion content is not targeted, making it difficult to achieve differentiated guidance and meet the diverse needs of different audiences.

The technical investigation efficiency of false information and bad speech is not high, the technical audit standard is not perfect, some illegal contents can spread quickly without technical audit, and the role of technology in purifying the network public opinion environment and curbing the spread of bad information has not been fully exerted. The reason is that the relevant departments pay insufficient attention to the application of technology, lack technical input, and lack of professional technical talents. At the same time, the guiding subject lacks the awareness and ability to deeply integrate technology with public opinion guidance, and fails to give full play to the supporting role of technology in public opinion guidance.

5. Based on Marx's ideological theory, the guiding strategy of network public opinion

In view of the outstanding problems in China's online public opinion guidance, guided by the core connotation and the value of the times of Marx's ideological theory, based on the reality of China's public opinion guidance, this paper puts forward targeted guidance strategies to promote the effectiveness of guidance, as follows:

5.1. Improve the multi-agent coordination mechanism

Adhere to the guidance of Marx's ideological theory, based on its class and leading requirements, improve the cooperative guidance mechanism of multi-subjects, unite strong public opinion guidance force, and solve the problem of insufficient cooperation of subjects at present. Clarify the division of responsibilities of the government, mainstream media, online platforms and social organizations, avoid overlapping functions and gaps in powers and responsibilities, and the government should play an overall coordinating role, improve relevant laws, regulations and policy systems, strengthen supervision and guidance on public opinion guidance, and establish a unified public opinion disposal command mechanism; Mainstream media stick to ideological positions, strengthen authoritative information dissemination, practice the practical requirements of Marx's ideological theory, respond to public concerns in a timely manner, take the initiative to interpret policies and clarify doubts.

The network platform should strictly fulfill the main responsibility, standardize the order of content dissemination, integrate the connotation of Marx's ideological theory into the whole process of content review, and strengthen the investigation and disposal of bad information; Social organizations actively participate in the guidance of public opinion, play the role of a bridge, convey mainstream values, and help resolve contradictions in public opinion. Establish and improve the communication, coordination and information sharing mechanism among all subjects, carry out regular communication and exchanges, and realize the exchange of public opinion information and the linkage of guiding actions; Strengthen the theoretical training of each subject, deepen the understanding of Marx's

ideological theory, strengthen the sense of responsibility, and form a public opinion guidance pattern of up-and-down linkage and synergy.

5.2. Optimize the new media guidance mode

Guided by the practical requirements of Marx's ideological theory, we should innovate new media guidance methods, optimize the content and form of guidance, enhance the pertinence and attractiveness of public opinion guidance, and solve the problem of lagging new media guidance. Abandon the traditional one-way indoctrination guiding thinking, deeply grasp the communication law and audience characteristics of new media, give full play to the interactive advantages of new media, build an interactive and participatory guiding model, encourage the public to actively participate in discussions, listen to the public's voices, and practice the people-centered guiding concept through online topic discussion, live interviews, message interaction and other forms.

It is necessary to combine the needs of the public and the characteristics of the times, create grounded, temperature-sensitive and in-depth guiding content, integrate the connotation of Marx's ideological theory into content creation, avoid empty preaching, interpret policies and convey positive energy in plain language; Innovate the presentation form of content, make full use of short videos, animations, cartoons, live broadcasts and other popular forms to enhance the attraction and appeal of guiding content. Promote differentiated guidance, rely on big data technology to analyze the interest characteristics and demand differences of different audiences, push personalized guidance content, achieve precise guidance, enhance the effectiveness of Marx's ideological theory application and public opinion guidance, and make mainstream values deeply rooted in people's hearts.

5.3. Enhance the leading power of mainstream public opinion

Adhere to Marx's ideological theory as the core, deepen the deep integration of theory and mainstream public opinion communication, improve the quality and leading power of mainstream public opinion communication, and solve the problem of insufficient leading of mainstream public opinion. Optimize the content creation of mainstream public opinion, deeply integrate the theoretical connotation of Marx's ideology into the interpretation of national policies, the story telling of China, and the response to social hot spots, combine the immediate concerns of the public, enhance the pertinence and appeal of the content, avoid being rigid and divorced from reality, and convey mainstream values in a language and way that is easy for the masses to accept.

It is necessary to create a number of high-quality mainstream public opinion works, focus on social development achievements and advanced typical deeds, transmit positive energy, carry forward socialist core values, guide the public to establish a correct world outlook, outlook on life and values, and unite the strong synergy of the common development of the whole society. Strengthen the criticism of network erroneous thoughts and negative remarks, deeply analyze their essence and harm by using Marx's ideological theory, clarify the public's vague understanding in time, resolve public doubts, guide the public to recognize the falsity and misleading of erroneous thoughts, and consciously resist the infiltration of erroneous thoughts. At the same time, we should innovate the way of mainstream public opinion communication, broaden the channels of communication, enhance the coverage and influence of mainstream public opinion, consolidate the position of mainstream ideology and strengthen the leading role of mainstream public opinion.

5.4. Promote the integration of theory and technology

Guided by Marx's ideological theory, we should promote the deep integration of theory and technology, improve the level of technology application, strengthen the supporting role of technology in public opinion guidance, and solve the problem of low

technology application. Increase technical input, improve public opinion monitoring and analysis platform, expand monitoring coverage, include minority platform and hidden public opinion in the monitoring scope, optimize public opinion judgment standards based on Marx's ideological theory, improve the ability of capturing and judging sudden and hidden public opinion, realize early detection, early judgment and early disposal of public opinion, and provide timely and effective data support for public opinion guidance.

It is necessary to rely on big data technology to deeply analyze the interest characteristics, demand differences and ideological trends of different audiences, realize the accurate push of mainstream public opinion content integrated with the connotation of Marx's ideological theory, improve the level of differentiated guidance, and meet the diverse needs of different audiences. Strengthen the training of professional and technical personnel, build a professional team that understands Marx's ideological theory and is proficient in network technology, improve the technical application and theoretical transformation ability of guiding subjects, promote the deep integration of technology and Marx's ideological theory, use technical means to effectively investigate false information and bad comments, purify the network public opinion environment, and provide solid technical support for China's network public opinion guidance work.

6. Conclusion

As a scientific theoretical system, Marx's ideological theory profoundly reveals the essence and development law of ideology, provides important theoretical support and methodological guidance for the guidance of online public opinion in China, and is of great significance for consolidating the ideological position of the network and maintaining social stability. At present, China's online public opinion guidance is at an ordinary level. Although the guidance pattern has initially formed and the carrier transformation has been realized, there are still some problems, such as insufficient cooperation among subjects, lagging guidance of new media, weak leading power of mainstream public opinion, and low application of technology. Based on Marx's ideological theory, the guidance efficiency can be effectively optimized by improving the coordination mechanism, innovating the guidance mode, deepening the integration of theory and promoting the integration of theory and technology. Through the research of this paper, we hope to provide theoretical reference and practical reference for the governance of online public opinion in China, and then improve the level of online public opinion governance.

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