



# 新媒体视阈下 马克思主义大众传播研究

李 勃◎著

A STUDY OF MARXIST MASS  
COMMUNICATION  
FROM THE PERSPECTIVE  
OF NEW MEDIA

中国社会科学出版社



# 新媒体视阈下 马克思主义大众传播研究

李 勃◎著

A STUDY OF MARXIST MASS  
COMMUNICATION  
FROM THE PERSPECTIVE  
OF NEW MEDIA

中国社会科学出版社

## 图书在版编目(CIP)数据

新媒体视阈下马克思主义大众传播研究 / 李勃著. —北京: 中国社会科学出版社, 2018. 8

ISBN 978-7-5203-3041-1

I. ①新… II. ①李… III. ①马克思主义-大众传播-研究-中国 IV. ①D61

中国版本图书馆 CIP 数据核字(2018)第 193053 号

---

出 版 人 赵剑英  
责任编辑 任 明  
责任校对 夏慧萍  
责任印制 李寡寡

---

出 版 中国社会科学出版社  
社 址 北京鼓楼西大街甲 158 号  
邮 编 100720  
网 址 <http://www.csspw.cn>  
发 行 部 010-84083685  
门 市 部 010-84029450  
经 销 新华书店及其他书店

---

印刷装订 北京君升印刷有限公司  
版 次 2018 年 8 月第 1 版  
印 次 2018 年 8 月第 1 次印刷

---

开 本 710×1000 1/16  
印 张 11.5  
插 页 2  
字 数 177 千字  
定 价 80.00 元



---

凡购买中国社会科学出版社图书, 如有质量问题请与本社营销中心联系调换

电话: 010-84083683

版权所有 侵权必究

## 中文摘要

本书以当代蓬勃发展的信息传播平台新媒体为视域切入角度,借鉴美国学者拉斯维尔的传播学理论,系统地分析新媒体时代马克思主义大众传播的五维度要素,进而剖析当代马克思主义大众传播的机遇与挑战、问题及原因,谋求探索当代中国马克思主义大众传播的新媒体路径策略。

马克思主义大众传播,在长久的历史发展中,在不同的国家和文化圈,形成了丰富而美丽的画卷。马克思本人就非常重视通过媒体宣传自身,拓展受众,并反观自省,完成自我修正,最终使马克思主义理论日臻成熟。从马克思开始,马克思主义传播就在不断探索自己的传播路径,变革传播方式,不断创新。在中国,马克思主义传播有近百年的历史,传播方式也在不断完备和系统。当代世界,以数字技术、光纤技术、网络技术等作为技术保障和物质基础的各种新媒体平台登上历史舞台,包括早期的MSN、QQ、网页,现代时兴的Facebook、Skype、微博、微信等,为马克思主义大众传播提供了新的空间。新媒体时代,马克思主义大众传播需要根据时代变迁做出新的发展。

学界对新媒体时代马克思主义大众传播的相关研究建树颇多,无论是专著还是学术论文,数量可观,质量逐步提升。但是,这些研究普遍缺乏从哲学、社会学、历史学、心理学、传播学及信息技术角度进行多元分层研究,切入视角虽然精细,但是宏观把握往往不足。本书试图突出新媒体平台对马克思主义大众传播的整体性影响分析,融合哲学思辨、社会因素剖析、人际心理接受、信息传播学原理及规律认知、数字技术革命性发展等要素,从逻辑上进行系统的梳理研究。

关于“新媒体”的内涵和外延,学界虽有不同定义,但仍可梳理出较具代表性的观点,其传播特性也越来越被学界认可。当代马克思主义大众传播,在其独立意义上,也具有本身的内涵和特征。新媒体下的马克思

主义传播,在一定意义上改变了传统的马克思主义大众传播,给当代马克思主义大众传播带来了转型和变化,凸显了时代的特质和意义。

对新媒体时代马克思主义大众传播做整体分析,就要分步骤、分要素地进行系统研究。本书基于拉斯维尔的传播学理论,对传播主体、传播客体、传播内容、传播渠道和传播效果五维要素进行了逐项分析,构筑对新媒体马克思主义大众传播结构的概览和清晰认识。

任何事物的发展,必有其机遇和挑战,“发展”与“限制”共生共存,而所谓的“限制”,经过克服和整合,定会成为新的突破点和进阶。通过新媒体机遇和挑战这“一体两面”问题的探究,辩证地看待当下新媒体时代马克思主义大众传播的处境,既不能一味鼓吹,也不能只看到带来的问题。最为关键的是,找到困难和挑战转化为机遇的可能性和路径。从逻辑上讲,这种可能性和路径的寻找,正是本书最后提出相关策略的契机。本书进而继续讨论了新媒体视域下马克思主义大众传播存在的问题及原因。这里的问题不同于前文的挑战,挑战和问题是两个定义域,挑战具有需要克服并借之作为台阶而实现升华的意味,而问题存在一种需要被解决的指向,需要找出根本原因并予消灭和清除。挑战和问题,共同构成了从现状到策略的行文逻辑桥梁,也诠释了本书从逻辑上保持系统性、整体性分析的旨归。

而且在国际话语权争夺的激烈现状和意识形态角逐的状态下,不能忘了马克思主义大众传播的意识形态属性,必须树立阵地意识和竞争意识,既要合理吸收西方意识形态的长处,又要坚持原则,以我为主,以主导姿态推动新媒体马克思主义大众传播。因此,意识形态领域的概念,无论是信仰认同、主体选择、与西方差距,还是意识形态对抗,都应被引入并加以分析。西方新媒体所具有的开放性和自由度高的外部特性,往往掩盖了其内部意识形态斗争的痕迹,在以往的研究中,有学者会出现政治敏感度低的倾向,本书对意识形态在新媒体领域的斗争保持关注,并在各个环节有所体现。

策略问题,是本书的逻辑终点,也是现实中新媒体马克思主义大众传播最具实践意义所在。本书从内外两个角度着手,即从内部完善和改进传播主体、传播内容、传播渠道,从外部营造传播环境、影响传播客体、建构完备的监督检查机制等,谋求形成内因与外因、自律与他律双管齐下共

同追求良好传播效果的局面，规划出我国当代新媒体马克思主义大众传播的通衢。

新媒体马克思主义大众传播作为紧随时代潮流的现象，无论是从新媒体的技术基础、运行模式、平台创新，还是从马克思主义理论大众传播不断面临的国际社会、中国特色，以及时代发展中人的心理及思维方式、话语方式等都在不断变革之中，这决定了其研究空间仍在不断拓展，问题域不断涌现，我将继续努力求索。

**关键词：**新媒体；马克思主义；大众传播

## ABSTRACT

Based on the research perspective of the contemporary most booming information communication platform, that is, new media, drawing lessons from Lasswell, an American scholar's communication theory, this book intends to analyze systematically the five dimensions elements of Marxist mass communication on the era of new media, and then analyze the opportunities, challenges, problems and reasons of the contemporary Marxist mass communication, finally to explore the route strategy of new media about the contemporary Marxist mass communication.

Marxist mass communication, in the long history of development, in different countries and culture circles, formed a rich and beautiful picture. Marx, himself, attached great importance to propaganda his own, expand the audience, make a self-examination and self-correction, eventually, made Marxism theory more mature. Starting from Marx, the Marxist communication constantly explored its own communication route, changed the mode of communication, so as to make continuous innovation. In China, Marxist communication had a history of nearly hundred years, communication mode kept on complete and systematic. In the modern world, all kinds of new media platforms, with digital technology, optical fiber technology, network technology as a technical support and material basis, boarded the stage of history, including MSN, QQ, web pages on previous time, and modern popular Face book, Skype, twitter, WeChat, etc, providing a new space for Marxist mass communication. On the new media era, Marxist mass communication needed to make new development according to the time changing.

The related studies about Marxist mass communication on new media era

done by academic circles were quite a lot, no matter books or academic articles, the quantity being considerable, meanwhile, the quality gradually improved. However, these studies seldom done multiple layered from philosophy, sociology, history, psychology, communication science and the perspective of information technology. Although the perspective cut elaborately, the grasp from the macro was often inadequate. This book tried to highlight the whole analysis of the impact from new media platform towards Marxist mass communication, and do a combing research systematically in logic, merging together such elements as Philosophical speculations, social factors analysis, interpersonal psychological acceptance, information communication principle and law cognition, and digital technology revolutionary development, etc.

As far as the connotation and extension of the new media concept concerned, although academic circles had different definitions, could still tease out the representative point of view, whose propagation characteristic had already been recognized by more and more scholars. The contemporary Marxist mass communication, in its independent sense, also had the connotation and characteristics of itself. The Marxist communication intervened by new media, to a certain extent, changed the traditional Marxist mass communication, and brought transformation and change to the contemporary Marxist mass communication, highlighting the characteristics and significance of the times.

In order to do a whole analysis into Marxist mass communication on a new media era, it ought to make a systematic research by steps and by elements. Based on the Lasswell's communication theory, this book would analyze item by item into such five elements as communication subject, object, content, channels and effect, and make an overview and clear understanding towards the structure of Marxist mass communication on a new media era.

The development of anything must have its opportunities and challenges, not only the side of whose development should be seen, but also restrictions. And these restrictions, after being overcome and integrated, would become the new breakthrough and advancement. Through investigating into the opportunities and challenges, one body and two sides of the new media, it

should be seen from a dialectical view towards the present situation of Marxist mass communication, not blindly advocating, also not seeing the problems only. It was more important to find the possibilities and ways which could turn difficulties and challenges into opportunities. In terms of logic, this search for possibilities and ways was just the opportunity to put forward relevant strategies at the end of this book. This study then continued to discuss the existed problems and reasons of Marxist mass communication under the perspective of new media. The problem here is different from the challenges above. Challenges and problems are two domains, the former needing to be overcome and having the signification being as a step to sublimate, while the latter existing a orientation needing to be solved and to find out the root cause must be destroyed and removed. Challenges and problems constituted a writing logic bridge from the present situation to the strategy, and also interpreted the purpose that this book logically maintained systematic and holistic.

Moreover, in the intense situation of international discourse competition, and under the atmosphere of ideological contest, it should not to forget the ideological attribute of Marxist mass communication, and must set up the position consciousness and competitive consciousness, which needed to absorb the strengths of western ideology, also to adhere to the principle, give priority to oneself, promote Marxist mass communication on a new media era with dominant attitude. Therefore, the concept in the field of ideology should be introduced. It should be introduced and analyzed whether it was faith identity, subject selection, the gap with the west, ideological confrontation or not. The western new media was filled with ideological struggle, but it was often covered by the appearance of a new media with openness and high degree freedom. In the study of the past, some scholars existed in the tendency of low political sensitivity; however, this book would keep attention to the ideological struggle in the field of new media, and embodied in each link.

Strategy is the logical end point of this book, and also an issue with most practical significance of Marxist mass communication on a new media in reality. This book is set from the perspective of both inside and outside, that is, to

improve and enhance the communication subject, content and channel from inside, meanwhile, to create a communication environment, influence the communication object, construct a complete scrutiny mechanism from outside, and so on, which seeks to form an atmosphere with internal cause and external cause, self-discipline and heteronomy working along both lines to common pursue a good communication effect, at the same time, to plan out a thoroughfare of contemporary Marxist mass communication on a new media era in our country. Marxist mass communication on a new media era, as a phenomenon following the trend of the times, is in the constant change, whether seen from the technology foundation, operation mode, innovation platform of a new media, or from international community, Chinese characteristics, as well as the human psychology, ways of thinking, discourse mode, etc. in the developing era, which Marxist mass communication was facing with. This determines that the research space continues needing to be expanded; the problem domain is constantly emerging. So, I will continue to work hard.

**Key words:** The New Media; Marxism; Mass Communication

# 目 录

绪论 .....	(1)
一 选题缘由与研究意义 .....	(1)
二 研究现状与学术史回顾 .....	(3)
三 研究思路与方法 .....	(13)
四 学术创新与研究不足 .....	(15)
第一章 新媒体与马克思主义大众传播概述 .....	(16)
第一节 新媒体概述 .....	(16)
一 新媒体的内涵与外延 .....	(16)
二 新媒体与传统媒体的比较 .....	(22)
三 新媒体传播的当代特征 .....	(25)
第二节 媒体中的马克思主义大众传播历史 .....	(28)
一 传统媒体中的马克思主义大众传播历史 .....	(28)
二 新媒体时代的马克思主义大众传播历史 .....	(30)
第三节 当代马克思主义大众传播 .....	(32)
一 当代马克思主义大众传播的基本内涵 .....	(32)
二 当代马克思主义大众传播的基本特征 .....	(35)
第四节 新媒体推进当代马克思主义大众传播的重要意义 .....	(39)
一 有助于发展和创新马克思主义理论 .....	(39)
二 有助于巩固和加强马克思主义主导意识形态 .....	(42)
三 有助于创新和丰富马克思主义大众传播载体 .....	(45)
四 有助于进一步具体化、通俗化、实践化马克思主义 理论 .....	(48)
第二章 新媒体背景下当代马克思主义传播的五维要素 .....	(52)
第一节 新媒体视域下马克思主义大众传播的主体 .....	(53)

一	中国共产党各级组织 .....	(53)
二	大众媒体信息发布者 .....	(55)
三	高校教育工作者 .....	(57)
四	个体马克思主义传播者 .....	(59)
第二节	新媒体视域下马克思主义大众传播的客体 .....	(61)
一	组织传播对象 .....	(61)
二	大众传媒受众 .....	(63)
三	人际传播对象 .....	(65)
第三节	新媒体视域下马克思主义大众传播的内容 .....	(68)
一	技术内容转换 .....	(68)
二	传播内容变革 .....	(69)
第四节	新媒体视域下马克思主义大众传播的渠道 .....	(71)
一	工具层面的传播渠道 .....	(71)
二	组织层面的传播渠道 .....	(72)
第五节	新媒体视域下马克思主义大众传播的效果 .....	(72)
一	认知层面 .....	(73)
二	情感态度层面 .....	(73)
三	行动层面 .....	(74)
第三章	新媒体视域下马克思主义大众传播的机遇与挑战 .....	(76)
第一节	新媒体视域下马克思主义大众传播的机遇 .....	(76)
一	有利于拓展马克思主义大众传播的前沿阵地 .....	(77)
二	有利于丰富马克思主义大众传播的方式手段 .....	(78)
三	有利于创新马克思主义大众传播的现代载体 .....	(80)
四	有利于增强马克思主义大众传播的多向互动 .....	(82)
五	有利于推动马克思主义大众传播的深入发展 .....	(83)
第二节	新媒体视域下马克思主义大众传播的挑战 .....	(85)
一	对马克思主义大众传播主体的选择造成了困惑 .....	(85)
二	动摇了马克思主义大众传播客体的信仰认同 .....	(87)
三	对马克思主义主导意识形态地位造成了冲击 .....	(88)
四	降低了大众对马克思主义的关注度 .....	(89)
五	拉大了与西方国家意识形态传播影响力的差距 .....	(90)

## 第四章 新媒体视域下马克思主义大众传播存在的问题及

原因 ..... (92)

## 第一节 新媒体视域下马克思主义大众传播存在的问题 ..... (92)

一 传播主体运用新媒体的自觉性及能力不够 ..... (92)

二 传播客体的选择及自律状况不佳 ..... (94)

三 传播内容上信息的编码质量不高 ..... (95)

四 传播渠道的自身环境令人担忧 ..... (96)

五 传播效果上虚拟空间与生活世界的脱离及监管失位 ..... (97)

## 第二节 新媒体视域下马克思主义大众传播中存在问题的

原因 ..... (99)

一 传播主体的适应发展缺陷 ..... (99)

二 传播客体受多种社会环境的影响 ..... (106)

三 传播内容的多元竞争局面 ..... (108)

四 传播渠道的竞争升级 ..... (112)

五 传播效果的现实脱离感与监管困境 ..... (114)

## 第五章 新媒体视域下马克思主义大众传播策略 ..... (118)

## 第一节 加强新媒体马克思主义大众传播主体建设 ..... (118)

一 树立新的传播理念 ..... (119)

二 提高马克思主义理论素质 ..... (121)

三 加强对新媒体传播特点及技术的把握 ..... (122)

四 探索利用新媒体进行马克思主义大众传播的艺术 ..... (125)

五 建设高素质新媒体传播队伍 ..... (125)

## 第二节 完善新媒体马克思主义大众传播客体建设 ..... (127)

一 时效性和亲和力增强的客体接受体验 ..... (127)

二 观点讨论和思想碰撞的客体交流空间 ..... (128)

三 培育受众的科学精神 ..... (129)

## 第三节 深化新媒体马克思主义大众传播内容建设 ..... (131)

一 扩大马克思主义的理性张力 ..... (131)

二 推进大众话语体系的构建 ..... (133)

三 创新当代马克思主义大众传播的内容 ..... (135)

## 第四节 推进新媒体马克思主义大众传播渠道建设 ..... (138)

---

一	构建专业的、覆盖广泛的马克思主义大众传播阵地 .....	(138)
二	提高马克思主义传播宣传阵地的感染力 .....	(140)
三	坚持重视大众传播与强化组织传播相结合 .....	(142)
四	探索新媒体与传统媒体并存融合的传播规律 .....	(142)
第五节	增强新媒体马克思主义大众传播的效果建设 .....	(143)
一	提升新媒体马克思主义大众传播的现实有效性 .....	(144)
二	构建完善我国新媒体监管机制 .....	(146)
结语	.....	(151)
参考文献	.....	(152)

# CONTENTS

<b>Introduction .....</b>	<b>(1)</b>
1. The reason of topic and the significance of research .....	(1)
2. The status of research and the summary of academic history .....	(3)
3. The research ideas and methods .....	(13)
4. Academic innovation and drawbacks .....	(15)
<b>Chapter 1 The summary of new media and Marxism mass communication .....</b>	<b>(16)</b>
1. The summary of new media .....	(16)
2. History of the Marxist mass communication in the media .....	(28)
3. Contemporary Marxist mass communication .....	(32)
4. The signification of contemporary Marxist mass communication promoted by the new media .....	(39)
<b>Chapter 2 The five elements of the Marxist mass communication against the background of the new media .....</b>	<b>(52)</b>
1. The subject of the Marxist mass communication against the background of the new media .....	(53)
2. The object of the Marxist mass communication against the background of the new media .....	(61)
3. The content of the Marxist mass communication against the background of the new media .....	(68)
4. The channels of the Marxist mass communication against the background of the new media .....	(71)
5. The effect of the Marxist mass communication against the background of the new media .....	(72)

<b>Chapter 3 Opportunities and challenges of the Marxist mass communication against the background of the new media .....</b>	<b>(76)</b>
1. The opportunities of the Marxist mass communication against the background of the new media .....	(76)
2. The challenges of the Marxist mass communication against the background of the new media .....	(85)
<b>Chapter 4 The problems and reasons existing in the Marxist mass communication against the background of the new media .....</b>	<b>(92)</b>
1. The problems existing in the Marxist mass communication against the background of the new media .....	(92)
2. The reasons of the problems existing in in the Marxist mass communication against the background of the new media .....	(99)
<b>Chapter 5 The strategy of the Marxist mass communication against the background of the new media .....</b>	<b>(118)</b>
1. To strengthen the subject construction of the Marxist mass communication .....	(118)
2. To improve the object construction of the Marxist mass communication on the new media era .....	(127)
3. To deepen the content construction of new Marxist mass communication on the new media era .....	(131)
4. To promote the channel construction of new media Marxist mass communication .....	(138)
5. To strengthen the effect construction of the new media Marxism mass communication .....	(143)
<b>Conclusion .....</b>	<b>(151)</b>
<b>References .....</b>	<b>(152)</b>

# 绪 论

## 一 选题缘由与研究意义

“新媒体”（New Media）是个舶来词，戈尔德·马克（Gold Mark），时任美国哥伦比亚广播电视网技术研究所所长，在1967年第一次使用这个概念。E. 罗斯托（E. Rostow），时任美国传播政策总统特别委员会主席，于1969年向当时的尼克松总统做书面报告，“新媒体”一词正式出现在一个国家的政府用语中，借助美国超级大国的地位和其传媒产业的助力，新媒体一词逐渐为世界广泛接受。在学术方面，新媒体的理论建构于1995年出版的《数字化生存》<sup>①</sup>一书，此书由美国麻省理工学院教授尼古拉·尼葛洛庞帝写就，文章以数字化时代为理论根基，指出计算机不仅有计算功能，还在各方面对人类都有广泛影响，其中就包括以计算机技术为支撑的新媒体。贯穿此书的一个核心思想是：以比特为核心的数字化原子正迅速取代物理原子，人类社会将会在数字原子基础上重新建构。这为全世界研究网络以及后来的新媒体打开了大门。

何为新媒体？顾名思义，它是具有媒体功能，区别于传统媒体，运用数字技术、网络技术、移动技术发展而成的一种新的媒体形态。数字化终端逐渐成熟体现在方方面面，从平台上讲，电子计算机、移动通信设备和VR模拟现实技术逐渐推广；在传播技术方面，光纤传送技术、数字信号取代模拟信号、Web2.0、3G、4G日渐普及；从政策方面讲，文化体制改革逐渐进入深水区，国家文化体制顶层设计逐渐完善。因为新媒体传播模式和实现路径的自主管理性、广泛参与性和去中心化基础上的高度互动性等特征，广大民众得以参与到新媒体信息的制作和传播

---

<sup>①</sup> [美] 尼古拉·尼葛洛庞帝：《数字化生存》，胡泳译，海南出版社1997年版。