The Soft Power of the Communist Party of China

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Abstract: The CPC has strong soft power. It has scientific guiding ideology, strong theoretical innovation ability, strict discipline and strict organization. It has fine traditions; it has strong executive power; it has outstanding leaders; It has formed the party image of the vanguard of the times, the public servant of the people and the backbone of the nation.

1. Introduction

Any political party has both hard power and soft power. The hard power of a political party mainly includes the number of its party members, the army it controls, its party expenses and other assets, and its propaganda tools such as radio or television station, newspapers and websites. For the ruling party, its hard power also includes the state power it controls. The soft power of a political party is mainly reflected in its influence, attraction and appeal to the people, whether the people are willing to follow the party and support the party's policies\(^1\). The soft power of a political party mainly comes from its constitution, goal, policy, ruling idea, personality charm of party leaders, party image, diplomatic activities carried out by the party, and ruling performance of the party.

Today's Communist Party of China not only has strong hard power, but also has strong soft power. Since the founding of the Communist Party of China, there were only dozens of Party members, and now it has nearly 100 million Party members\(^2\), it is the largest number of party members in the world. From controlling not any soldier to having an invincible PLA under its absolute leadership, from being encircled and chased by the enemy to successfully seizing power and being in power. The Communist Party of China can change from weak to strong, from victory to victory. The growth, maintenance and exertion of its hard power depend on the exertion and application of its own soft power. Even if the Communist Party of China has a strong hard power, the exertion of its hard power still depends on the strong soft power. Without the strong soft power, the hard power of the Communist Party of China can not be well exerted.

In a certain sense, it is because the Communist Party of China has a strong soft power, and then it has strong hard power. Because the Communist Party of China has a strong soft power, which makes the Communist Party of China in the competition with the Chinese Kuomintang, although it does not have an advantage in the hard power, but with the strong soft power advantage, the Communist Party of China can win the final victory in the battle field and other aspects.

2. The Soft Power of CPC

The Chinese Communist Party has strong soft power, mainly due to it pay high attention to its own construction, through its party building, maintaining its purity and advanced nature, constantly improving its leadership and governance capability, giving itself energy and enabling China to become stronger and stronger. Compared with other political parties in the world, the soft power of the Communist Party of China mainly shows as follows: it has scientific guiding ideology, strong theoretical innovation ability, strict discipline and strict organization; it has fine tradition; it has strong executive power; it has outstanding leaders; it has formed the party image of pioneers of the times, public servant of the people and backbone of the nation\(^3\).

2.1 Scientific Guiding Ideology
Not all political parties, including the ruling party, have their own guiding ideology, let alone all political parties have scientific guiding ideology. Since its founding, the Communist Party of China has written Marxism on its own banner as its guiding ideology. The guiding ideology of Marxism is the main source of the soft power of the Communist Party of China. As a scientific world view and methodology, Marxism stands on the commanding heights of truth and morality, scientifically reveals the law of human social development, devotes itself to realizing the liberation of all mankind, and to realizing the free and all-round development of human beings, and points out the right direction for the development of human society in the future. Thought is the forerunner of action. Basically speaking, all the achievements made by the Communist Party of China since its founding are due to its adherence to the basic principles, basic stand and basic methods of Marxism. Since the founding of the Communist Party of China, the twists and turns and failures it has suffered, fundamentally speaking, are due to the departure from the basic principles, basic standpoints and basic methods of Marxism. As long as Communist Party of China takes Marxism as a guide to action, it can fundamentally ensure its right direction of action and maintain its advanced nature. In the revolutionary era, there were countless Excellent Communist Party members who, faced with the cruel torture and coercion of the enemy, were able to remain unmoved and die generously, just for the sake of Marxism in their hearts and for the realization of a better society advocated by Marxism.

2.2 Strong Theoretical Innovation Ability

The Communist Party of China not only takes Marxism as its guiding ideology, but also innovates and develops Marxism in adhering to Marxism. After Marxism was introduced to China, the advanced Chinese Communists combined the basic principle of Marxism with concrete practice of China, and successively established a series of theoretical achievements, such as Mao Zedong thought, Deng Xiaoping theory and Xi Jinping thought. This not only showed the strong power of Marx, but also showed the strong theoretical innovation ability of China's China Communist Party. At the same time, the Communist Party of China has made great success in revolution, construction and reform by using these theoretical innovation achievements to guide China's practice, and further enhance the soft power of the Communist Party of China. The reason why the Communist Party of China has strong theoretical innovation ability is that the Communist Party of China has always adhered to the ideological line of seeking truth from facts, and has been able to combine the basic principles of Marxism with China's specific practice.

2.3 Strict Discipline and Strict Organization

The Communist Party of China, including the PLA led by the Communist Party of China, has always been known for its strict discipline. The Communist Party of China has set up a special discipline inspection institution and formulated special laws and regulations to punish disciplinary violations. Strict discipline and special discipline departments ensure that the Communist Party of China always strictly abides by its own nature and purpose, always maintains its youth and vitality, and never deteriorates. At the same time, the Communist Party of China has a strict organization. The organizations at all levels of the Communist Party of China and the various constituent departments within the party, from the Central Committee to the grass-roots branches, from the Organization Department to the Propaganda Department, have a clear division of powers and responsibilities. The Communist Party of China practices democratic centralism and has established the organizational principle that the higher level is subordinate to the lower level, the individual is subordinate to the collective, and the whole party is subordinate to the Central Committee. Strict discipline and strict organization ensure that the Communist Party of China is able to order and prohibit the implementation of laws and decrees, and the political orders are unblocked. In this way, the Communist Party of China is an organization with strong combat effectiveness.

2.4 Strong Strategic Planning and Implementation Capabilities

371
In different stages of development, in different historical periods and in different fields, the Communist Party of China has formulated corresponding strategic objectives, such as the strategic goal of building a moderately prosperous society in an all-round way, building a socialist cultural power, and building a socialist modern power in an all-round way. The formulation of these strategic objectives is finally determined after repeated argumentation, reflecting the strong strategic planning ability of the Communist Party of China. At the same time, these strategic goals are not only the goals of the CPC itself, but also the CPC's commitment to the Chinese people, which makes the CPC dare not slack off and work year by year, generation by generation. In today's world, few political parties can maintain the continuity and stability of their own policies for several years or even decades. In today's world, there are few political parties that can adhere to established policies and strategic goals without a change of leadership. The ability of the Communist Party of China to implement the established strategy for several years, even decades, without the change of leaders, shows the strong executive power of the Communist Party of China. The stability of policies and national development strategies makes it easier for the people to understand and it is easier to gain the trust and support of the people. A political party, if its policy changes constantly, which will make people feel that the party is elusive and untrustworthy.

2.5 Outstanding Leaders

The growth of a political party can not be separated from the personal role of its leaders, especially the outstanding party leaders play a crucial role in the development of the party. In the history of the Communist Party of China, Li Dazhao, Chen Duxiu, Mao Zedong, Deng Xiaoping and other outstanding party leaders were born. As the main founders of the Communist Party of China, Li Dazhao and Chen Duxiu, accepted and spread Marxism in the early days of the founding of the Communist Party of China, and established the party's early organization, which made outstanding contributions to the founding of the Communist Party of China. Mao Zedong, as the main founder of new China, founded the theory of new democratic revolution, led the Chinese people to find the correct road of Chinese revolution, and made outstanding contributions to the establishment of new China. After the founding of new China, Comrade Mao Zedong continued to explore the road of socialist construction and made outstanding contributions to the establishment of China's basic systems. As the chief designer of reform and opening up, Comrade Deng Xiaoping made great decisions on reform and opening up, led the Chinese people to create the road of socialism with Chinese characteristics, and made outstanding contributions to the prosperity of the Chinese people.

2.6 Fine Traditions

People's understanding of a political party is first to examine its historical performance. In history, the Communist Party of China has formed fine traditions, including integrating theory with practice, closely contacting the masses, criticism and self-criticism. These fine traditions have become the image of the Communist Party of China, and has become an important symbol to distinguish the Communist Party of China from other political parties. The simplest way for the Chinese people to distinguish between the Communist Party of China and the Kuomintang in the revolutionary era is to observe their historical tradition of the two parties and examine the past performance of the two parties. In the display of their respective style images, the differences between the two parties' attachment to the people's hearts have emerged.

2.7 Good Party Image

Since the founding of the Communist Party of China, it has formed a series of good image, such as the people's servant, the vanguard of the times and the backbone of the nation. Since its founding, the Communist Party of China has consciously shouldered the historical mission of national rejuvenation, which is worthy of being the backbone of the nation. The Communist Party of China
has always been in the forefront of the times, representing the development direction of new productivity and the direction of advanced culture. It is worthy of being the vanguard of the times. The Communist Party of China has always abided by the purpose of serving the people wholeheartedly, and always pursues the ruling concept of building the party for the public and ruling for the people. It is worthy of being a public servant of the people. The good party image of the Communist Party of China is the overall impression and evaluation of the Chinese people on the past performance of the Communist Party of China. The Communist Party of China should be good at maintaining its good image.

3. Conclusion

The strong soft power is an important magic weapon for the CPC to win, and is the advantage accumulated by the CPC in the past 100 years. The soft power of the Communist Party of China is not unchangeable. In the new era, the Communist Party of China should not only maintain its own soft power, but also enhance its own soft power in many aspects.

References

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