An Analysis on the Motive Mechanism of the Construction of Service-oriented Grass-roots Party Organizations

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Abstract: As the source of power to promote the construction of service-oriented grass-roots Party organizations, the dynamic mechanism is an important basis for understanding the internal logic of the development of service-oriented grass-roots Party organizations and predicting the future trajectory. Through the investigation of the construction practice of service-oriented grass-roots Party organizations, it is found that the environmental driving force is the realistic basis for the development of service-oriented grass-roots Party organizations; the main traction force is the core force for the construction of service-oriented grass-roots Party organizations; the spiritual guiding force is the internal source for the construction of service-oriented grass-roots Party organizations; the institutional supporting force is the statutory guarantee for the construction of service-oriented grass-roots Party organizations; and the knowledge and technology thrust is a supporting tool for the construction of service-oriented grass-roots Party organizations.

1. Introduction

The goal of building service-oriented grass-roots party organizations is not only an important adjustment of the functions and functions of grass-roots party organizations, but also an inevitable outcome of the strategic objectives and tasks of building service-oriented Marxist ruling party. Its importance cannot be overemphasized. However, it should be noted that the key to the sustainable development of service-oriented grass-roots Party organizations depends on whether they have a sound dynamic mechanism. The so-called dynamic mechanism of grass-roots service-oriented party organization construction refers to the way and mechanism of interaction among various dynamic factors of grass-roots service-oriented party organization, and is the sum of various functions, elements and conditions to promote the healthy operation and sustainable development of service-oriented grass-roots party organization. Through the investigation of the practice of the construction of service-oriented grass-roots Party organizations, we find that there are many dynamic mechanisms to promote the development of service-oriented grass-roots Party organizations, including practice driving force, main traction force, spiritual guiding force, institutional support force and knowledge and technology driving force. To fully develop and improve these dynamic mechanisms is of great significance to the selection of development strategies and the formulation of development strategies for grass-roots service-oriented Party organizations.


Grass-roots Party organization is an organizational existence, whose function and role transformation are closely related to the external environment. With the improvement of the complexity of organizational environment, it is a fundamental problem for grass-roots Party organizations to determine their tasks and activities according to the functional requirements of environmental changes. Since the reform and opening up, China's economy, politics, society and other significant changes have taken place. The inverted mechanism formed by the profound changes in the macro environment undoubtedly provides the original impetus for promoting the transformation of the functions of grass-roots Party organizations and the construction of
service-oriented grass-roots Party organizations.

Firstly, the starting role of market economy development. After the Communist Party of China came into power, with the establishment of highly centralized planned economic system, the Party's grass-roots organizations have achieved a high degree of integration with administrative power, covering almost all political, economic and social affairs, and become "super-political" organizations. The grass-roots Party organizations have absolute authority and strong political mobilization ability by virtue of their institutional advantages. After the reform and opening up, the development of socialist market economy has released personal space and social field, and the economic life field tends to be more and more free and independent. The traditional operating mechanism and working methods of grass-roots Party organizations are becoming more and more unsuitable to the new situation, which is particularly evident in the "two new" organizations. Therefore, the development of socialist market economy urgently requires grass-roots party organizations to change their functional characteristics and behavior patterns in time and make self-innovation reflecting the law of market economy. This requires strengthening the service function of grass-roots Party organizations, changing from the original administrative domination and single political control to the requirements of serving the main body of the market and promoting economic and social development, and building service-oriented Party organizations. Therefore, the construction of grass-roots service-oriented Party organizations is the inevitable requirement of the development of socialist market economy, and the development of market economy has also started the construction of service-oriented grass-roots party organizations.

Secondly, the role of social structure change in promoting. With the advancement and development of economic and political system reform, the profound changes of social structure have been brought about, and the autonomy and freedom of social members have been fully developed. At the same time, under the background of social differentiation and diversification, the game between different stakeholders is becoming more and more normal, and the contradiction of interests and social conflicts are aggravating. This puts forward new requirements for the ability of Party organizations to serve to resolve social contradictions and coordinate interests. Therefore, facing the challenges of social stratum differentiation, diversification of interests and even de-organization, it is urgent for grass-roots Party organizations to play a good role as service providers, to change from self-centered and relatively closed power operation logic to mass-centered and relatively open social service logic, to transform abstract organizational care into specific service supply, and to establish more effective service delivery. Improve the coordination mechanism of social care and interests to reconstruct the relationship with society, so as to win the hearts of the people, gather public opinions, and obtain more profound ruling resources. In short, the complexity of social structure is the external pressure faced by grass-roots Party organizations. To solve this problem, it objectively requires the reform of the existing grass-roots Party organizations'work content and activities, and the establishment of service-oriented grass-roots Party organizations.

3. The main traction: the core force of the construction of service-oriented grass-roots Party organizations

Undoubtedly, the profound change of social environment is a powerful driving force for the transformation of the functions of grass-roots Party organizations, which has profound objective inevitability. However, in order to really promote the construction of service-oriented grass-roots Party organizations smoothly, we also need to rely on the subjective initiative of the relevant subjects to turn the regular power into practical force. In practice, we find that the active advocacy and timely guidance of local political elites and higher Party organizations constitute the central link and the main driving force to promote the development of service-oriented grass-roots party organizations.

The key role of local political elites. It is undeniable that the local political elite and the establishment of service-oriented grass-roots party organizations have a very large correlation, or even play a key role. Taking the "three plus" model of Sheqi County in Henan Province as an
example, Zhang Mingti, former Secretary of the Party Committee of Sheqi County in Henan Province, is the representative of the local political elite. As the organizer and leader of the service-oriented grass-roots Party organizations in Sheqi County, he actively supports and tracks, participates in and guides the design of the system, the definition of the concept and the selection of the service contents and servers of the grass-roots Party organizations in the "three plus" model. He put forward suggestions and guidance for the innovation of system. At the same time, it also summarizes the successful experience of the "three plus" model in time, organizes propaganda and enlarges the influence of the "three plus" model. Facts show that it is precisely because of the enterprising spirit and bold innovative action of a group of local political elites that constitute the direct driving force for the development of service-oriented grass-roots Party organizations. Besides the value preferences of local political elites, performance evaluation is also an important source of motivation for local political elites to support and promote reform. Everything people strive for is related to their interests. [1] Innovative institutional arrangement is an important weight for local political elites to enhance their political competitiveness. Some of the pioneers who created service-oriented grass-roots party organizations have been fully affirmed and widely concerned by senior leaders, the media and academia. The promotion of political achievements and personal prestige has also prompted a group of local political elites to continue to promote service-oriented grass-roots party organizations.


It is a basic principle of Marxism to pay attention to the role of spiritual motivation in social development. Engels pointed out that "as far as a single person is concerned, all the motive force of his action must pass through his mind and must be transformed into the motive of his will in order to make him act". [2] It can be seen that spiritual motivation is the internal source of the smooth development of human social practice, which not only affects the choice of action objectives, but also restricts the results of action. Therefore, in the process of building service-oriented grass-roots Party organizations, to achieve the transformation from external pressure to subjective behavior often needs the support and guidance of spiritual strength. Its focus is to change the cognitive structure and psychological feelings of the majority of Party members and cadres, to influence their behavior choices and behavior patterns, and to form a stable and lasting internal motive force.

Secondly, the exemplary role of advanced models within the Party. The power of example is infinite. The advanced people's concern for the future and destiny of the organization, their expectation for organizational change, and their sense of responsibility and mission spirit are undoubtedly indispensable spiritual elements to promote the development of the organization. Therefore, in the process of promoting, we should not only pay attention to discovering and cultivating advanced models, effectively and targeted propaganda of advanced models, but also pay attention to the scientific evaluation of advanced models and the reference of learning, so that advanced models can become learning models of grass-roots Party organizations and the majority of Party members and cadres, so as to be promoted by point-to-point, face-to-face and demonstration. In practice, Huairen in Guizhou has continuously strengthened the promotion, cultivation, propaganda, guidance and management of typical deeds, encouraged grass-roots Party organizations and Party members to actively serve the grass-roots units, the masses and the development of services, and formed a strong atmosphere of "comparison, learning, catching up, helping and exceeding". [4] In a word, we should give full play to the guiding role of advanced models, stimulate the pride and responsibility of Party members and cadres, make them change from "want me to serve" to "want to serve", and condense the positive energy to promote the construction of service-oriented grass-roots Party organizations.

Firstly, the activation of incentive system. The purpose of incentive system is to integrate the objectives of the members of the organization with those of the organization, and ultimately to achieve the sum of a series of means, methods and systems of organizational goals. In the process of designing and arranging the incentive system of service-oriented grass-roots Party organizations, we can focus on how grass-roots Party organizations and Party members and cadres provide services, whether to achieve the desired results, whether to meet the needs of the masses and other aspects to develop a classification assessment system for grass-roots Party organizations and Party members and cadres, highlight the weight of mass evaluation, and incorporate the assessment into grass-roots Party organizations and the Party. In the system of performance appraisal, promotion and reward for cadres. In addition, while paying attention to material incentives, we should also pay attention to the role of political incentives and spiritual incentives, so that Party members and cadres in the practice of serving the masses can be recognized by society and organizations, in order to stimulate the enthusiasm and enthusiasm of grass-roots Party members and cadres in serving the masses. For example, in order to ensure that the "front-line work method" achieves tangible results, at the end of each year, Yangpu District of Shanghai organizes community cadres and the masses to carry out "satisfaction" evaluation by quantifying the attendance, mental state, service consciousness for the people and problem-solving ability of leading cadres in the work of fixed-point contact, and incorporates them into the annual performance appraisal. [5] In short, through the establishment of a targeted incentive mechanism, the goal of building service-oriented grass-roots Party organizations will be internalized into the personal needs of the majority of Party members and cadres, and strive to achieve personal values and Party building work, so as to inject lasting momentum into the construction of service-oriented grass-roots Party organizations.

Secondly, the regulatory role of the binding system. Restrictive system is an effective complement to incentive system, which has the function of correcting behavior deviation and preventing organizational alienation. The system restraint of grass-roots Party organizations and Party members and cadres is mainly to strengthen the consciousness of Party organizations and Party members and cadres in serving the masses through the pressure-driven mechanism. Specifically, we can consider from the following aspects: on the one hand, improve the mass supervision and accountability mechanism. According to the principle of "advanced and advanced, the masses have the final say", we should expand the right to know, participation and decision of the masses, so that the masses can enter the process of selecting people, evaluating things, supervising "seats" and deciding "hats", so that grass-roots party organizations and Party members and cadres can not relax at all times under the supervision network of the masses, and change supervision pressure to serve the masses. Power. On the other hand, we should establish a long-term mechanism for communicating with Party organizations and Party members and cadres and serving the masses, upgrade the mature experience in mass work into a system norm, gradually get rid of the traditional mode of sports, activities and meetings, move towards a scientific, normalized and effective way, and transform the binding force of rigid system into an important driving force for serving the masses. In a word, it is an important guarantee to promote the sustainable development of grass-roots service-oriented Party organizations to truly transform the work of serving the masses into a rigid system constraint of grass-roots Party organizations and Party members and cadres.

To sum up, the motive mechanism of the construction of service-oriented grass-roots Party organizations is a system with distinct levels and rich contents. In this system, the dynamic forces are interrelated, interacted and inseparable, forming a unified whole with internal logic. Specifically, the profound change of the external environment is the original motive force for the construction of service-oriented grass-roots Party organizations, which stipulates the behavior logic and development status of service-oriented grass-roots Party organizations in general; the positive action of the relevant subjects is the central link to turn external pressure into realistic driving force, constitutes the direct driving force for the construction of service-oriented grass-roots Party
organizations, and has a profound impact on service-oriented grass-roots Party organizations. The progress and development track of organizational construction; spiritual guidance is a necessary link from the original power to the direct power. Without this link, the construction of service-oriented grass-roots Party organizations can be promoted by political force in a specific period, but it is difficult to maintain. It can be said that spiritual force plays a value support and psychological support for the development of service-oriented grass-roots Party organizations. The incentive and restraint functions of the system provide the statutory guarantee for the normal operation of the whole service-oriented grass-roots party organization power system, which mainly provides sufficient and sustained institutionalized power for the construction of service-oriented grass-roots party organization from the aspects of behavior initiation, behavior orientation and behavior restriction. Therefore, the requirements and development of the external environment, the subjective consciousness and practice, the spiritual cohesion and integration, the arrangement and orientation of the system, answered the realistic foundation, core strength, internal source, statute guarantee and support tools of the construction of service-oriented grass-roots party organizations, and jointly constituted the driving mechanism of promoting the sustainable development of service-oriented grass-roots party organizations. Of course, this is also a long process, which requires our continuous attention.

References