

# The Experience and Enlightenment of the Party's Ideological Construction Since the Founding of New People's Republic of China

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**Abstract:** The construction of ideology is extremely important, which is related to the future and destiny of the party and the country. It is a work highly valued by the Communist Party of China. In the past 70 years of new China, the party has accumulated rich experience in Ideological Work: adhering to the guiding position of Marxism, correctly handling the relationship between ideological work and economic construction, and actively promoting ideological construction in various forms. Experience tells us that we must firmly grasp the leadership of ideological work, adhere to actively innovative the means of ideological construction, strengthen overall coordination and form a joint force of ideological work.

## 1. Introduction

Since the 70th anniversary of the founding of the People's Republic of China, the Communist Party of China has always attached great importance to ideological construction in the process of construction and reform. Although the social development stage and the background of the times are different, it has always adhered to its leading position in the field of ideology, constantly improved its control ability in the field of ideology, constantly strengthened the cohesion of the party's ideology, and promoted the party today with rich experience. The construction of dynamic ideology provides historical enlightenment.

Adhere to the guiding position of Marxism in the field of ideology Marxist theory reveals the essential laws of the world and human development, and leads the social trend of thought with its truth and reality. The Communist Party of China chooses and determines Marxism as the guiding ideology, which is not determined by the subjective will of a party, but by the choice of history and the choice of the people, which is also the basis for the effectiveness of ideological work. Marxism is the fundamental guiding ideology and scientific guide for the development of the party and the state, the theoretical basis and ideological banner for the construction of the party's ideology, and has decisive significance for the nature and development direction of the ideological work of the Communist Party of China. Since the founding of the People's Republic of China, Marxist ideology has played a leading role in the whole Party and even in the whole country. It is the core and soul of the party, the fundamental principle and guiding ideology of major issues such as the direction and road of national development. The Chinese Communist Party has taken a scientific attitude towards Marx doctrine and has made unremitting efforts in upholding and developing Marx doctrine. It will adhere to the unity of development and constantly promote theoretical innovation on the basis of practice, resulting in the two theoretical achievements of the Chinization of Marx, and the ideological system of socialism with Chinese characteristics in the new era of Xi Jinping. We will steadily promote the construction of ideology.

In the early days of the founding of the People's Republic of China, the Chinese society is undergoing a century of historic changes. The Communist Party of China insists on arming the whole party with scientific theories, educating cadres and the people, and unifying and uniting the whole people with advanced ideas. At this time, Marxism Leninism and Mao Zedong thought were deeply rooted in the hearts of the people and became the consensus of the whole nation. In general, they established the guiding position of Marxism in the ideological field and laid the ideological foundation for the smooth completion of the socialist transformation and the establishment of the

socialist system in China. In the late 1970s, China entered a new era of reform and opening up. Deng Xiaoping spoke highly of the historical position of Marxism in the south. At the 14th National Congress of the Communist Party of China, he insisted on Marxism Leninism and Mao Zedong thought, promoted the innovation of Marxist theory, systematically and comprehensively expounded the construction of socialism with Chinese characteristics, and completed the creative reconstruction and history of the party's ideology. Historical transformation, more attractive and cohesive. Facing this problem, Jiang Zemin pointed out: "if we can't consolidate the guiding position of Marxism in the field of ideology, the east one doctrine and the west one doctrine will inevitably lead to social and political turmoil due to ideological confusion."<sup>[1]</sup> Hu stressed that whether the party and the people can always move in the right direction, unite and unite as one, depends on whether they can always adhere to and consolidate the guiding position of Marxism. At the August 19, 2013 National Conference on disseminate and ideological work, general secretary Xi Jinping pointed out that in the face of diverse and changeable trends of thought, we must always adhere to the belief of Marx. Disseminate and ideological job play an extremely important role and reality in our adhering to the positions of Marx's Ideology. It is also the ideological basis for consolidating the concerted efforts of the whole nation. General Secretary Xi stressed the development of China's Marxism in the 21st century, insisted on a high degree of theoretical confidence, insisted on Marxism unswervingly, never allowed to maliciously misinterpret, slander, deviate from or give up Marxism, and wavered in the unified position of guiding ideology. Otherwise, once the guiding position of Marxism in the field of ideology is lost or abandoned, it will inevitably lead to a great disorder of people's minds and the whole world. At the same time, we must pay attention to the propaganda of Marxism, improve the propaganda system of Marxist theory, and publicize the ideological front with the overall situation in mind. In order to enrich and develop Marxist theory, we should carry out in-depth study and Research on Marxist theory, continue to carry out in-depth interpretation, further strengthen research on major theoretical and practical issues. We should carry out the education of socialist core values, make it the basic principle of people's daily work and life, and do a good job in the fundamental work of gathering spirit and gas.

Since the founding of the People's Republic of China, the Communist Party of China has constantly been innovating Marxism and given it new vitality. The process of enriching and developing Marxist theory is exactly the process of guiding national construction and reform by the party with correct thought. The Communist Party of China unswervingly adheres to Marxism, so that the ideological construction of the party can keep pace with the times, gather people's minds, promote the development of the country, and in the early stage of national construction, resolutely resist the western "peaceful evolution" plan in time, and constantly consolidate the security of national system. Since the reform and opening up, the party has adhered to the guiding position of Marxism in the field of ideology, attached importance to the issue of diversified social thoughts, resolutely defended the security of the ideological field and guaranteed the correct direction of reform and opening up. Therefore, if we do not adhere to Marxism, the ideological construction of the party will lose its direction, fall into chaos and hinder the development of the country. At any time and under any circumstances, we must adhere to the guiding position of Marxism, otherwise, the career of the party and the state will lose its way because there is no correct guiding ideology, which will lead to failure.

## **2. Correctly Handle the Relationship between Ideological Work and Economic Construction**

The economic basis determines the superstructure. As an important part of the superstructure, ideology is based on a certain material basis. Marx and Engels pointed out that "the proletariat will use its political rule to seize all the capital of the bourgeoisie step by step, and increase the total amount of productivity as soon as possible."<sup>[2]</sup> Vigorously developing productive forces, carrying out economic construction and safeguarding the material needs of the people are the most important means to ensure the consolidation and development of the socialist system, the fundamental task of socialism and the material basis of the ideological construction of the Communist Party of China.

After the founding of new China, the Communist Party of China has fully understood the interaction between ideology and economic foundation. The development of ideology is based on economic development. It is essential to grasp the relationship between economic field and ideological field. Only if we properly deal with the relationship between ideological work and economic construction, which is of great theoretical and practical significance to promote ideological construction, can we gain more trust, support and recognition from the people.

In the early days of the founding of the People's Republic of China, Mao Zedong scientifically analyzed the relations between ideology, politics and economy, and required the whole party to attach great importance to and correctly understand these relations. Later, while emphasizing the importance of ideology, it further analyzes the relationship between ideology and economic work. Since the reform and opening up, Deng Xiaoping, Jiang Zemin and Hu Jintao have all stressed the importance of dealing with the relationship between ideology and practical interests. The Communist Party of China believes that "people's livelihood must be paid close attention to at all times. It is the focus of Ideological Construction in the new era to face up to the interest adjustment and the construction of harmonious interest relationship in the process of reform and development of the people's internal, and to make value judgment by solving the most needed interest needs of the people. "Since the eighteen years of the general secretary Xi Jinping has always attached importance to the relationship between ideology construction and economic construction.<sup>[3]</sup> The two tasks are the very important work of the party, the central position of economic construction, and the extremely important ideological work. We must correctly handle the relationship between the two tasks. Economic construction provides a solid material guarantee for ideological work. Ideological work lays the ideological foundation for economic construction. It has both hard strength and soft strength, and both hands cannot be relaxed.

A real Marxist party will devote itself to the development of productive forces, the gradual improvement of people's living standards and the satisfaction of people's needs in the process of governance. It is also necessary to pay special attention to the ideological construction and properly handle the relationship between the two. The satisfaction of material needs will enable the people to have a direct and perceptual understanding, understanding and recognition of the party's Marxist ideology and program, line, policy and policy. For a long time, the party has been insisting on economic construction as the center and putting ideology in an important position, because ideology can restrain the economic behavior and coordinate interests of economic subjects, enhance the vitality of economic subjects, and create a good social environment and operation mechanism for economic development. Therefore, if the relationship between ideology and economic construction is properly handled, the economic construction will follow the correct ideological line and goal, and also can better promote the ideological construction of the party in the process of economic construction.

### **3. Actively Promote Ideological Construction in Various Forms**

Whether the ideology of the Communist Party of China is understood by the masses or not is closely related to the form and means the party uses to promote the ideological construction. Since the founding of the People's Republic of China, the Communist Party of China has used various forms to promote ideological construction, to create an atmosphere of learning and believing in Marxism, to be understood and accepted by the public, to shape a good image of the country and to show the image of an advanced Marxist party, which is more cohesive and attractive. It is an important experience that ideological work is carried out in many ways.

Ideological and political education is a powerful tool for the proletariat and its political parties to establish a socialist society, our heirloom, and the main way for the party to promote ideological construction. Our party has always attached great importance to ideological and political education. In the early days of the founding of the People's Republic of China, the Party Central Committee asked the party's senior cadres "to make themselves experts in political and economic work on the basis of improving the level of Marxism Leninism."<sup>[4]</sup> So as to improve the ideological work ability of the party. Since the founding of new China, whether in the period of construction or reform, the

party has always regarded ideological and political education as the lifeline of all work, adheres to the overall situation of serving the whole Party and the whole country, adheres to the reality, closes to life and keeps close to the masses, continuously enhances the charisma and penetration of Ideological and political education work, adheres to typical guidance, and demands the advanced nature and universality. In combination, we should adhere to the principle of positive guidance and properly deal with problems in the ideological field. By continuously strengthening the ideological and political education, the Communist Party of China explores new ways of ideological and political education, guides the people to establish lofty ideals and beliefs, changes the people's spiritual outlook, coheres people's minds, keeps Marxism in a guiding position, and ensures that the construction of the party's ideology goes in the right direction.

The new platform of ideological work relies on the carrier of developing advanced culture and building socialist core value system. Spiritual and cultural products have a subtle impact on people's ideas and value judgments, which has a unique role in promoting the construction of the party's ideology. Our party infiltrates its ideological requirements into the creation of spiritual and cultural products, and strives to form a good cultural ecology conducive to the construction of the party's ideology. In 1956, under the initiative of Mao Zedong, the Communist Party of China formally put forward the policy of “a hundred flowers bloom, a hundred schools of thought contend” to promote scientific progress and the prosperity of socialist culture and art. Since the reform and opening up, Deng Xiaoping put forward a new theory of socialist spiritual civilization construction. Jiang Zemin pointed out that the Communist Party of China, as a faithful representative of China's advanced culture, should grasp the development trend and direction of advanced culture and vigorously develop socialist culture. Hu stressed the need to thoroughly implement the scientific outlook on development and further clarified the need to promote the construction of socialist harmonious culture. Xi Jinping pointed out that we always develop the advanced socialist culture, inherit and carry forward the fine traditional Chinese culture, constantly innovate and build the national scientific and mass socialist cultural work, and constantly enhance the cultural affinity, cohesion, charisma and competitive power of ideology, so as to enhance the national soft power. We should bring the promotion and cultivation of national spirit into the process of national education and spiritual civilization construction, actively absorb the excellent achievements of civilization from all over the world, constantly give new era connotation to Chinese spirit, develop advanced culture, spread mainstream value, enhance the sense of belonging of the people, effectively resist the influence of various errors and decadent ideas, and lead the diversified social thoughts of our country, so as to grasp the culture. The relationship between modernization and ideology, to ensure the correct direction of the construction of harmonious culture, is an effective measure of the ideological construction of the Communist Party of China.

As an important part of the superstructure, news media is an important position of the party's ideological propaganda, which has a profound impact on the people's ideology and spirit. It is of great importance to promote the construction of the party's ideology to adhere to the correct guidance of public opinion, to adhere to the principle of positive publicity, and to build up the main ideological position of the mainstream media. Our Party attaches great importance to the guidance of public opinion in the news media, adheres to the unity of the party spirit and the people's nature, and requires the media publicity to have the correct political direction. On the one hand, it should be in line with the CPC, on the other hand, it should have a distinct people's position and people's feelings, and focus on expressing the people's interest demands. In 2016, general secretary Xi Jinping emphasized the “four firmly sticks” in adhering to the correct political direction, the party spirit principle is the first, the correct public opinion orientation is the life, the positive propaganda is the basic principle, and the political orientation in the first place is the premise of “four firmly sticks”. Therefore, the Communist Party of China has continuously improved its ability to guide the news media, constantly strengthened the construction of the public opinion position of the news media as the “ears and eyes” and “mouthpiece” of the party and the government, so as to serve the party's ideology, guide the people with correct public opinion, improve the dissemination, guidance and credibility of the news public opinion, actively publicize the positive energy information, sing

the main melody, and let the people strengthen ideological identity in a subtle way. It is beneficial to adhere to the unity of the guiding ideology of Marxism, consolidate the common ideological basis of the unity and struggle of the whole nation, firmly grasp the ideological leadership and discourse power of the party, better unify the party's ideas and the people's voice, and concentrate on the realization of the Chinese dream.

#### **4. Enlightenment from the Ideological Construction of the Communist Party of China in the Past 70 Years**

In the past 70 years of new China, the party has made arduous exploration and accumulated rich experience in ideological construction, which provides a lot of useful enlightenment for the party to carry out ideological construction in the period of building a well-off society in an all-round way.

Firstly, firmly grasp the leadership of ideological work in the new era. The new era is the key word of our historical position today. As China enters a new era, we should firmly grasp the leadership of ideological work, and constantly improve and upgrade the capacity and level of ideological construction. Historical experience tells us that the Communist Party of China adheres to Marxism, plays its leading role, combines Marxism with China's specific practice, constantly opens up a new realm of Chinization of Marxism, strengthens the realistic persuasion and explanatory power of Marxist theory, occupies the commanding height of the theory, and makes the ideological construction of the party have a correct political direction. With the development of industrialization, marketization and internationalization in China, there are many kinds of ideological components. The party should adapt to the requirements of today's development, firmly grasp the leading power of ideological work in the new era, give full play to the guiding and leading role of Marxism, firmly adhere to Marxism, constantly use innovative Marxism to explain new era problems, make them better understood and accepted by the majority of Party members and democracy, and safeguard the guiding position of Marxism; to construct philosophy and social science with Chinese characteristics, to realize the complementation of political discourse and academic discourse, and to play the educational function; adhere to the correct guidance of publicity and public opinion, adhere to the party's management of the media, and sing the main melody; build a good network space, strengthen the safety of network ideology, cultivate a positive and healthy network culture, and create a positive and good network atmosphere; fully implement the responsibility system for ideological work, rationalize our thinking, build a good position, grasp the ideological situation and dynamics in a timely manner, and dare to show the sword to all kinds of wrong ideas, and dare to manage and grasp all kinds of political and guiding issues.

Secondly, adhere to the means of actively innovating ideological construction. Since the founding of new China 70 years ago, the Communist Party of China has used various forms to promote ideological construction and achieved fruitful results. At present, China's development is in a period of rapid rise and profound transformation. The environment of ideological work has changed a lot, and the object and scope of ideological work have been expanding. The Communist Party of China should create the ways and means of ideological construction to make it more targeted, effective and affinity. We should strengthen and innovate the pertinence and methods of ideological and political education, constantly explore the new mechanism of ideal and belief education and ideological and moral construction, firmly grasp the direction of socialist advanced culture, pay attention to the interpretation of excellent traditional culture and the excavation of contemporary value, adhere to the unity of social responsibility and creative personality, promote the unity and diversity of theme, and make culture communication more attractive; the broadcast content is more attractive; the timeliness of news publicity should be effectively enhanced; news media culture communication should reshape its influence through new genres and methods close to life and the masses, and give full play to the role of the main channel; innovate external publicity methods, tell Chinese stories and spread Chinese voice; attach great importance to the construction of the Internet, enrich communication means and strive to create people's health to the new space of spiritual and cultural life. Constantly innovate the means of ideological construction, combine penetration with indoctrination, and expand the cohesion and control of the ideological field of the

Communist Party of China under the current development trend.

Thirdly, we need to strengthen overall coordination and form a joint force in ideological work. The goal of the party's ideological construction is to make its ideology understood and recognized by the people, and internalize it in daily life. This is the process of political socialization, which is completed through many aspects of work, and it is a complex system project. Therefore, it is necessary to strengthen overall coordination and form a joint effort of ideological work. Since the founding of the People's Republic of China 70 years ago, the Communist Party of China has adhered to the combination of comprehensiveness and systematization, formed a joint effort in ideological work and achieved effective results. In the new era, the environment of the party's ideology is more complex. To ensure the implementation of the party's ideological work, we must strengthen the coordination of all parties. First of all, we should grasp and handle the relationship between economic construction and ideological work, adhere to the advanced nature, and constantly strengthen the building of the Communist Party of China and the building of democratic politics, so as to provide a strong guarantee for ideological construction. Secondly, all forces of family, school and society should work together to give full play to the advantages of school education and family education in the social background, realize the integration of social forces, let the whole society participate in the ideological construction, and constantly strengthen the ideological work and position construction of the whole system. Strengthen the party's overall coordination of ideological work,

We should do a good job in macro guidance, organization, coordination, planning and deployment of the ideology of various social forces, and fully mobilize enthusiasm. Finally, the party and the government should pay attention to the joint management, the unified leadership of the Party committee, and each department should perform its own duties, so as to form a large disseminate work pattern of organization and coordination of the disseminate department and division of responsibilities of the relevant departments. Only by bringing together all forces to strengthen overall coordination, giving full play to the overall effect and forming a joint force of ideological work can we benefit the party's ideological construction.

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