

Study on the Effectiveness and Implications of Marxist Theory Propaganda in the Early Period of the Founding of New China

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Abstract

At the beginning of the founding of the People's Republic of China, China's society was in a critical period of transformation. Against a special historical background, the Party attached great importance to the propaganda work of Marxist theory during this period and took a series of measures, which made the propaganda work achieve good results, popularized Marxist theory, increased the people's identification with the regime, and outlined brilliant colors for the Party's propaganda work. Studying the effectiveness of Marxist theory propaganda in the early days of the founding of New China and summing up the revelations is of great significance as a guide for propaganda work in the new era.

Keywords

Marxist theory; Publicity; Effectiveness; Revelation.

1. The Background of The Times of Marxist Theory Propaganda in The Early Days of The Founding of New China

"To clarify a certain time and a certain space in which the problem under study occurred, and to study the problem as a historical process under certain historical conditions" [1]. Thus, to study the characteristics and effectiveness of Marxist theory propaganda in the early years of the founding of New China, we must first explore the historical background of this particular period in the early years of the founding of New China. Socialism continued to grow. On the other hand, as soon as New China was established, the Soviet Union established diplomatic relations with China and provided China with a great deal of economic aid and material support, giving great assistance to China, which was recovering from the wounds of the war and building a new democracy. The relatively favorable international environment at the beginning of the founding of New China was more conducive to the propagation of Marxist theory during this period, and provided conditions for the smooth development of Marxist theory propaganda work.

1.1. International Environment Section Headings

On the one hand, the Second World War completely changed the face of the world and deeply influenced the course of world history. The war not only completely destroyed fascism and made people of all countries reflect deeply on it, the idea of pursuing peace and progress took root in their hearts, but also dealt a heavy blow to the imperialist countries, the imperialist colonial system gradually collapsed, many people's democracies appeared in the world one after another, and the power of socialism continued to grow. On the other hand, as soon as New China was established, the Soviet Union established diplomatic relations with China and provided China with a great deal of economic aid and material support, giving great assistance to China, which was recovering from the wounds of the war and building a new democracy. The relatively favorable international environment at the beginning of the founding of New China was more conducive to the propagation of Marxist theory during this period, and provided conditions for the smooth development of Marxist theory propaganda work.

1.2. Domestic Environment

1.2.1. The Need to Consolidate the New Regime

At the early stage of the founding of New China, the CPC attached great importance to the integration of ideology in order to consolidate the new people's power, and wanted to influence the cognition, beliefs and values of the people through the propaganda of Marxist theory, so that all the people could accept and master the Marxist worldview, outlook on life and values, and generally establish their belief in Marxism-Leninism and Mao Zedong Thought, and gradually establish the dominant position of socialist ideology, so that the people would identify with, support and be loyal to the new people's power.

1.2.2. The Urgent Need to Restore and Develop the National Economy

At the early stage of the founding of New China, the Communist Party of China was faced with a mess left by the old China, with soaring prices, inflation and market chaos, and the national economy was once on the verge of collapse. In order to improve the situation and to make the economic measures implemented effectively and steadily, a group of cadres and management talents with knowledge of Marxist theories were needed, while the reserve of talents at the beginning of the new China was insufficient. To mobilize the productive enthusiasm of the workers and peasants, and to collectively promote the economic recovery and development of the new China.

1.2.3. The Need to Transform People's Ideology

At the early stage of the founding of New China, due to the existence of non-proletarian ideas, a pluralistic state was then present in the field of ideology. From within the Party, there were undesirable tendencies such as seeking personal gain with power, bribery, bureaucracy, and greed for pleasure. From the point of view of the general public, the ideological situation of the people at that time was complicated, they were old-fashioned, comfortable with the status quo and had deep feudal superstitions, and even thought that confiscating the property of landlords was "injurious to God and reason". From the intellectuals' point of view, some intellectuals are extremely idealistic and individualistic, and they are arrogant and despise the peasants. From these aspects, it is particularly important to reform the minds of party cadres, workers and peasants, as well as intellectuals, and to carry out propaganda work on Marxist theory.

2. The main contents of Marxist Theory Propaganda in The Early Period of the Founding of New China

Marxism has extraordinary advantages and unique significance in helping people establish a scientific worldview, outlook on life and values, and in guiding people to form scientific thinking, master scientific methods and take correct actions, which is incomparable to any ideological theory in history. The profound connotation of Marxism requires that our Party cannot ignore its importance in any period and should promote it as an important part of the Party's propaganda work. With the establishment of New China, China began to enter the stage of socialist construction. As the ruling party, the CPC had more resources and better conditions to carry out propaganda work than before the founding of the country, but at the same time, it also put forward higher requirements for the CPC, not only to consolidate the new regime, restore and develop the national economy as soon as possible, but also to establish the guiding position of Marxism-Leninism in the ideological field, which is undoubtedly a difficult challenge. This was undoubtedly a formidable challenge. Faced with the complex environment in the early years of the founding of New China, the formulation of propaganda work plans was particularly important. The main contents of the propaganda work of Marxist-Leninist theory in the early period of the founding of New China included the propaganda work system with Marxism-

Leninism-Mao Zedong Thought as the core, the construction of a new radio network system, the adjustment of the newspaper system, the transformation and innovation of the propaganda system under the old social form, the training of Party propaganda talents, and the active development of propaganda practice.

The Party's propaganda work has always been centered on Marxism-Leninism-Mao Zedong Thought, and in line with the central work of the Party and the State during this period, the Party's propaganda work has undergone radical changes and achieved fruitful results.

3. The Effectiveness of Marxist Theory Propaganda in the Early Years of New China

3.1. Popularized Marxist Theory

If you follow the "checklist" your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

Marxist theory propaganda work always adheres to the basic line of the masses and occupies the ideological front with socialist ideas.

During the period of the New Democratic Revolution, due to the suppression of counter-revolutionary forces such as the Kuomintang and the imperialist powers, the propaganda of Marxist theory by our Party was mostly secret and small in scope, and the nationwide propaganda of Marxist theory was extremely inadequate. At the beginning of the founding of New China, the Communist Party of China became the ruling party, which created the conditions for the propagation of Marxist theory on a national scale. Liu Shaoqi pointed out, "With the victory of the Chinese revolution, no one has forbidden us to propagate Marxism-Leninism, which gives us better conditions to propagate Marxism-Leninism". [2] Through long-term and continuous Marxism-Leninism propaganda and education, the Communist Party of China has transformed the concepts and methods of the theory into a discourse close to the people's lives and easy to understand and learn. In the process of widely spreading and popularizing Marxism-Leninism-Mao Zedong Thought, it has been made truly accessible to the people and to all of China, raising the theoretical level and consciousness of the Chinese people, strengthening the fighting power of the CPC, and laying a solid ideological foundation for the Party to lead the people in building socialism together.

3.2. Increased Public Recognition and Support for The New Regime

At the early stage of the founding of New China, the CPC's propaganda of Marxist-Leninist theory made the general public realize that the CPC's seizure of power was in line with the laws of social development, and the concept of socialism continued to penetrate people's hearts and minds, increasing the general public's identification with the new regime. In *The Origin of the Family, Private Ownership and the State*, Engels pointed out the following five stages of human historical development - primitive clan society, ancient slave society, medieval serfdom, modern wage labor society, and future communist society. The modern history of China is not only a history of the humiliation of the Chinese people, but also a history of the struggle of the heroic Chinese people, as well as a history of the exploration of the road to national salvation by the Chinese people. After the Opium War, the country was plagued by internal and external troubles, and the enemy was at its back. In order to achieve national independence and national prosperity, various classes in China were constantly exploring different solutions for national salvation. The peasant class in China fought against imperialism and the resumption of feudal dictatorship, which ended in failure. Neither the "constitutional monarchy" nor the "democratic republicanism" promoted by the bourgeois royalists or the bourgeois revolutionaries could save China. The October Revolution in Russia brought Marxism to China and promoted the

spread of Marxist theory in China. In 1921, the Chinese Communist Party was founded and led the Chinese revolution in a new direction - socialism - with Marxist ideas as its guide. Under the leadership of the CPC, a new revolutionary party, armed with Marxist theory, a new revolutionary theory, and guided by socialism, a new path of development in China, the new democratic revolution was won and the People's Republic of China was established, opening up a new era in Chinese history, making the Chinese people stand up and become the master of the country. The great national spirit of the Chinese people was greatly invigorated, and the Chinese nation has stood in the forest of the world's nations with a new attitude ever since.

After the founding of New China, the Party and the People's Government led the construction of economic, political, ideological and cultural aspects, which played an important leading role in advancing the cause of the Party and the people. Under the leadership of the Party as well as the government, the revolutionary enthusiasm of the people of all ethnic groups throughout the country was high, and the land of China presented a situation of renewal. The workers and peasants turned themselves into masters and began to rebuild their homes and resume production on the ruins of the war. Young students and intellectuals were full of confidence and enthusiastically participated in revolutionary work. Based on this, the propaganda of Marxist theory was indispensable for the people's recognition and support of the new regime in the early years of the founding of New China.

4. The Reality of Marxist Theory Propaganda in the Early Period of the Founding of New China

Building a strong cohesive force and leading socialist ideology, is a strategic task that the whole party, especially the propaganda and ideological front must take up. Do a good job of strengthening Marxist propaganda work is the new situation to undertake a good flag, gather the people's hearts, educate the new people, culture, the image of the mission task of the fundamental guarantee. Strengthen Marxist propaganda, is our party's basic practice and successful experience in unifying ideas and advancing the cause, to do a good job of propaganda and ideological work under the new situation is the key.

4.1. Must Adhere to The Leadership of the Party

The leadership of the CPC is a great blessing for China, the Chinese nation and the Chinese people; it is the most essential feature and the greatest institutional advantage of socialism with Chinese characteristics; and it is the fundamental political premise and guarantee for all the development and progress of contemporary China.

work in socialism with Chinese characteristics as the banner, and in ideological and political consistency with the Party Central Committee, "people-oriented, adhere to the correct political direction, stand firm on political positions, resolutely maintain a high degree of consistency with the Party Central Committee, the Party's ideological consciousness advocated and reflect the people's voices organically combined." [3] The function and role of publicity work itself can be sustained and effective.

4.2. Must Face the Masses and Rely on The Masses

The people are the true creators of history, the solid foundation of the Republic, and the greatest strength of our party in power. Marx said: "The weapon of criticism is certainly no substitute for the criticism of weapons, and material power can only be destroyed by material power. But once the theory has mastered the masses, it will also become material power. Theories can master the masses as long as they convince people; and theories can convince people as long as they are thorough." [4] This means combining the role of the people with the propagation of Marxist theory in order to unite the people and promote the development of the country.

In the early days of the founding of New China, Marxist theory was propagated to all the people. In the process of propaganda, the Communist Party of China adhered to the mass line and the purpose of serving the people wholeheartedly, tied propaganda work closely to the people, and constantly met the needs of the people. Liu Shaoqi believes that the propaganda organs should pay attention to improving the working methods, to "study the situation, make plans, issue instructions, supply propaganda materials, summarize propaganda experience, review whether the propaganda content is in line with the principles of Marxism-Leninism, whether the methods are suitable for the needs of the masses, and whether the propaganda agencies are sound". It is easy to see that Liu Shaoqi attaches importance to the Party's work to be closely linked with the masses, for the masses to carry out propaganda work, and rely on the masses to carry out propaganda work, so as to enhance the cohesion of the Party to the people and the enthusiasm of the people to join the great cause, and to better maintain national stability and social unity.

The mass line is the fundamental working line of our Party, as well as the fundamental leadership style and working method of our Party, and is the concretization of the Party's view of the masses. The Party's mass line reflects the epistemology of Marxist materialism and highlights the practical subject of the new era of socialism with Chinese characteristics. In the new era, propaganda work should be carried out to adhere to the mass line, to turn the correct ideas of the Party into the conscious actions of the masses, so that the people consciously support the Party's leadership and actively promote the cause of socialism with Chinese characteristics.

4.3. It Is Necessary to Innovate Publicity Methods to Enhance the Effectiveness of Publicity

To make theory play its proper role in bringing people together and leading social change, it is necessary to create effective ways to promote theory.

According to the characteristics of Marxist theoretical propaganda in the early days of the founding of New China, it can be seen that the Chinese Communist Party would adopt different propaganda methods for Marxist theoretical propaganda according to different tasks and objects. In addition to translating classical works, it also made full use of theater, movies, literature, art, newspaper reading groups and other channels to carry out all-round Marxist ideological education, achieving twice the result with half the effort. At present, we are in the twenty-first century, China's scientific and technological development has made "heavyweight" progress, showing the vigorous vitality of the rapid changes, in adhering to and improving the traditional means of communication based on the full use of modern media, through the establishment of websites, opening forums, official microblogging, enhance the affinity of Marxist theory propaganda, attractiveness and appeal, the new Marxist theory. The combination of old and new methods and innovative propaganda methods will be of great benefit in expanding the propaganda power of Marxist theory.

The multi-level and all-round theoretical propaganda system has played a positive role in consolidating the dominant position of Marxism, and the continuous exploration of new ways of theoretical propaganda is an important part of strengthening ideological education.

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