

New Methods of Ideological and Political Work under the Background of Marxism Sinicization

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Abstract: CPC's ideological and political work innovation under the background of Marxism sinicization is the development lifeline of ideological and political work in the new era. Strengthening the ideological and political work innovation is closely related to CPC and the country's ideological work and the country's ideological cohesion.

Keywords: Marxism Sinicization; Ideological and Political Work; New Methods

Introduction

The ideological and political work under the guidance of Marxist theory is based on the unwavering inheritance of China's advanced cultural development. With the continuous progress of economic level and science and technology, China has entered a new stage of development. Concerning how to carry out ideological and political work in the new situation, one of the very important topics is to strengthen the promotion of its work content. Therefore, optimizing the content of the traditional ideological and political work, strengthening the practice and innovation of the work, and cultivating people's awareness of ideological and political work play an extremely crucial role in promoting the further development of ideological and political work.

1. Deeply understand the importance of ideological and political work

People's heart is the greatest politics. Since the 18th CPC National Congress, the CPC Central Committee has attached great importance to ideological and political work and adopted a number of important measures to effectively promote the construction of ideological and political work. Currently, the situation at home and abroad is complicated, the volatility of economic development is worsening, market competition is increasingly fierce, which indicate that all kinds of development risk pressure increases. Affected by the macro environment and so on, people's thoughts, concepts and behaviors which have seen great changes, new contradictions and new problems are constantly emerging. Especially, people are facing with severe challenges with regard to how to rapidly develop ideology in a healthy way when encountered with competitions. Thought decides way out, direction decides road. Ideological and political work is an important spiritual foundation of socialism with Chinese characteristics and an important pillar and strength to rely on for governing and rejuvenating the country. In the context of the new era, innovation in promoting ideological and political work is conducive to unifying ideological understanding, sticking to the development direction, strengthening the sense of service, promoting competition for excellence, and has positive and far-reaching significance for promoting high-quality development^[1-2].

1.1 Promoting ideological and political work driven by innovation is an inevitable requirement for adhering to the right direction

Only moving towards the right direction, can the development speed be accelerated. As China's economy entering a new normal, it faces daunting tasks in structural adjustment, transformation and upgrading, and innovation-driven

development. As the spiritual force leading the development of national economy, ideological and political work should take the lead and play a leading role in reform and development. Strengthening ideological and political work can raise the ideological understanding level of party members, guide them to adhere to the principle of serving the people wholeheartedly, and guide them to become an important force for implementing the new development concept and carrying out comprehensive and in-depth reform, and for strengthening overall national strength, promoting economic and social development, and ensuring and improving people's livelihood.

1.2 Promoting ideological and political work driven by innovation is an important cornerstone for enhancing competitiveness

Strengthening ideological and political work can better unite the party members in a broad range, constantly condensing advanced and magnificent ideological force. That will be conducive to adhering to the development principle of people-oriented and serving the people, and the development philosophy of serving the country by the industrious and hard-working endeavor. Always take advancing socialism construction as the goal and direction of endeavor, test the results of our ideological and political work with the achievements of reform and development in a bid to facilitate high-quality development.

1.3 Promoting ideological and political work driven by innovation is a significant guarantee to facilitate sustainable development

To promote sustainable development is a systematic project that requires the concerted efforts of production and operation management, human resources development, spiritual cultivation and cultural construction. Ideological and political work can better demonstrate the role of "soft property" to solve the people's doubts in thoughts, relieve their anxiety in mental state, meet their needs in culture and release their pressure in heart. Cultivating the spirit of striving for communism and enhancing the strategic focus featuring the quality of "regardless of the strong wind and waves, we still remain calm like leisurely strolling in a courtyard", we should ignite the efforts and intelligence to make contributions for development, so as to promote sustainable development^[4].

2. Highlight the diversity of ideological and political education and innovate the education form

First, strive to offer comprehensive content. Ideological and political education should be carried out in accordance with the latest requirements of the CPC Central Committee and The State Council and social trends, so that ideological and political education can always grasp the trend and follow the trend.

Second, strive to normalize ideological and political education. We need to institutionalize ideological and political education in a regular way, fix the time period for carrying out activities, and make detailed arrangements in light of actual conditions to ensure that ideological and political education is in-depth and covers all party members.

Third, strive to achieve new forms. On the one hand, we should broaden the coverage of ideological and political education, dig into the relevant education resources according to the practical conditions to carry out ideological and political education through creating situation such as poetry recitation, theme preach and performance, thus to realize the transformation from "simplified" preaching to "humanized" counseling and "diversified" infiltration, and truly achieving the "grounding and popular support" of ideological and political education. On the other hand, since both traditional methods and the Internet have been promoted simultaneously, we must promote ideological and political education vividly, and actively develop "Internet plus ideological and political education" to make the Internet a "new base" for ideological and political education.

At present, short video platforms represented by Tik Tok are popular with the people, which need ideological and

political education to take the initiative to integrate, and actively develop short videos for ideological and political education in understandable language and accessible form. When telling the stories of ideological and political education, we should improve the transmission power, appeal and influence of ideological and political work in a more real and vivid form, and boost the development of ideological and political work in depth.

3. Innovate ideological and political work and integrate it into cultural construction

Ideological and political work and cultural construction are the integration and complement to each other, and their common goal is to promote high-quality development and achieve lasting prosperity.

On one hand, ideological and political work and cultural construction should be united into one. That calls for adhering to the people-oriented principle, integrating effective resources centering on promoting the common goal, demonstrating party members' self-motivation and sense of ownership and strengthening the shared thought foundation of enhanced ideological and political education, so as to elicit people to strive and make contributions for development and offer strong spirit and intellectual support for high quality development^[5].

On the other hand, the efforts for ideological and political work and cultural construction should be directed with clear objectives. Ideological and political work has distinct ideological content and belongs to political category in essence. Cultural construction has obvious manageability and belongs to economic category in essence. In the specific work, we should attach importance to the combination of unity and division, highlight the "common" characteristics of ideological and political work, take into account the "personality" of cultural construction, and promote the work in different ways and methods with different emphasis, so that the ideological and political work and cultural construction "bloom differently".

Conclusion

Suffice it to say, with the continuous development of modern society and economy, China need to pay attention to the innovation and development of ideological and political work under the background of Marxism sinicization, keep up with the pace of the times, strengthen the development of ideological and political work, and ensure the stability of ideological and political work under the background of Marxism sinicization. At the same time, under the background of Marxism sinicization, the innovative development of ideological and political work should be combined with the work and learning of party members to help ideological and political work to find a new development path. However, it should also be clear that there will be some problems in the current practical ideological and political work, which should be solved in a timely manner. On the basis of ideological and political innovation, the work content should be improved, so that the ideological and political work under the background of Marxism sinicization can be further developed and our country can find the development path with the ideological and political work innovation under the background of Marxism sinicization.

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