

Analysis of the Connotation of Ideological Work in State-owned Enterprises

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ABSTRACT

In recent years, with the rapid development of new media technology, profound changes have taken place in the media landscape and public opinion ecology. The environment of social public opinion tends to be complex and changeable, and the difficulty of ideological guidance is increasing. State-owned enterprises are the foundation of the Communist Party's administration and an important force for maintaining political stability. They must follow the requirements of the Party Central Committee, strengthen party management and propaganda, and control ideology. By analyzing and defining the connotation of ideology, this article provides a basis for defining the scope and content of ideological work in state-owned enterprises.

Keywords: *ideological work, public opinion, propaganda*

1. Instruction

The term "ideology" was first proposed by French philosopher and politician Tracy in his book "Elements of Ideology". He defined "ideology" as "ideal science", which provided the real foundation of philosophy of science for all thoughts. [1]

For a long period of time thereafter, the term ideology gradually separated from its original meaning, and its connotation became more abundant and diverse. Because Tracy and his colleagues advocated republicanism, which was contrary to the needs of the rulers at the time, Napoleon made a strong attack and criticism on Tracy's views. The meaning of the word ideology develops into "abstract, fantasy, conceptual, and despised ideology." In the years that followed, although the term ideology gradually returned to a positive or neutral meaning, it could no longer return to its original meaning—the positive spirit that characterizes the Enlightenment.

2. Connotation of Ideology

2.1. Definition of ideology

Marx and Engels gave a new definition to the term "ideology" in the book "German Ideology". They consider ideology a peculiar phenomenon of class society. The ideology of a specific historical period is usually reflected in the thinking of the ruling class, a spiritual tool for the ruling class to whitewash and rule, and a soft facility part of the superstructure that protects the interests of a few rulers. They believe that any system of ideas, such as economics, politics, law, morals, religion, philosophy, art theory, etc., as a general ideological system, is just the

result of people's abstract understanding of related objects. However, once it went beyond the realm of pure cognition and began to defend the legitimacy of the interests of the ruling group, with obvious tendencies and positions, it ceased to be a common theoretical doctrine, and began to perform deceptive functions and become ideology. Therefore, ideology is a concept that does not specifically refer to any idea or doctrine that fulfills the interests of defending the ruling group. [2] This idea or doctrine contains a specific position and value orientation, that is, ideology is always associated with domination. The ideas that constitute ideology are always linked to class dominance in some way and directly affect the way people feel, think, understand, explain, and handle reality. Since then, Lenin has developed and perfected the neutral understanding and interpretation of the concept of ideology.

He believes that every class needs to express its demands and positions through ideology. Therefore, when one class replaces another class to gain dominance, it is necessary to re-establish an ideology that conforms to its own interests. At the same time, Lenin closely combined ideology with the power of the state power, and regarded the two as a symbiotic relationship. He believes that as long as there is an opposition of national interests, there must be an ideological struggle, so the proletarian state also has ideology.

Since the 20th century, modern Western scholars have stood on their respective positions and redefined ideology. For example, Lukacs believes that ideology is a weapon for people to fight reality; Louis Althusser believes that ideology is the idea and appearance system that governs the human spirit, the reproduction of the imaginary sexual relationship between the individual and his true state of existence, and the state machine that dictates the rule of the ruling class; Terry Eagleton believes that ideology is the way people speak and believe, that is, the modes of emotion, evaluation, perception and belief, which are

related to social power relations and power structures; Clifford Geertz believes that ideology is a mask or weapon of human survival interests; Fredric Jameson believes that ideology is an auxiliary tool for the ruling class's violent rule and is a rhetoric for the legalization of ruling power; Jürgen Habermas proposes that ideology is deceiving with language itself; Dani Cavallaro said that ideology is the wrong value that controls people, a set of habits or rituals, and the embodiment of the dominant power in the power structure; Slavoj Žižek said that ideology is a symbol and practice system that jointly maintains ruling order, such as material-ritual, idea-discourse, and unconscious ideas.

Although various scholars have different definitions of the concept of ideology, their main ideas are still consistent with those of Marx and Engels. Ideology does not refer to the ideology and concepts widely existing in society, but generally refers to social superstructures based on specific economic foundations. It is a power ideological system with the purpose of maintaining and consolidating political power. Ideology itself has a certain political colour and distinct class meaning, mainly reflecting the will of the ruling class and the concentrated expression of class interests, usually a discourse system serving politics and political parties.

In the "German Ideology" co-authored by Marx and Engels, "Every class striving for dominion, even if its rule requires the destruction of the entire old social form and all domination, like the proletariat, must first seize power. In order to speak of its own interests as universal interests, which it had to do in the beginning." "This historical outlook shared by all historians, mainly historians since the 18th century, is bound to encounter a phenomenon. Dominating will be increasingly abstract ideas, that is, ideas that have become more universal. Because every new class that tries to replace the old ruling class has to say its own interests are the common interests of all members of society in order to achieve its own goals. [3] This conceptual expression is: give your thoughts a universal form, and describe them as the only rational, universal thoughts. The revolutionary class, as far as it is against another class, has not appeared from the beginning as a class, but as a representative of the whole society. It opposes the sole ruling class in the attitude of the entire masses of society."

Therefore, the fundamental function of ideology for the state is to describe special interests as universal interests, that is, to provide a reasonable justification for the legitimacy of acts that maintain or subvert an existing interest pattern.

2.2. The scientific of Marxist ideology

As the mainstream ideology of our country, Marxism has the commonality of all ideologies, which is necessary to describe the special interests of the proletariat that they represent as universal interests. The fundamental difference between Marxist ideology and the exploiting class ideology in history is that the exploiting class uses the "universal" form of the universality of interests to

conceal its particular content of interests. It is fundamentally different from the exploitative class ideology in history. The exploiting class uses the "universal" form of interest universality to conceal its particular content of interest. But Marxism clearly expresses the conflicting nature of the class interests of the proletariat and the interests of the bourgeoisie through the scientific reveal of the inherent contradictions of capitalism and the historical position of the proletariat associated with socialized mass production. At the same time, it points out that the interests they represent are consistent with the general interests of mankind in essence and in the long run.

2.3. Category of ideology

There is a big difference between ideology and the social consciousness prevailing in life. Not all thoughts, viewpoints, opinions or judgments in various social consciousness are ideology. But various social consciousnesses contain ideological elements to varying degrees. Ideology is common in all kinds of social consciousness and is comprehensively expressed through the content of various social consciousness forms.

Therefore, we should pay attention to the following points in the category of grasping ideology.

First, ideology should reflect the contradictions and conflicts of interest between people. Any thought or spirit that does not reflect the conflicts of interest and conflicts between people is not an ideology.

The second is to reflect the contradictions and conflicts between special interests and common interests. If it is only conflicts and conflicts of interest between individuals, or even between different groups, as long as it does not involve the conflicts and conflicts of the special interests of a group and the common interests of the entire society, nor are these thoughts and spirits ideological.

The third is that the ideological manifestations are pluralistic. It can be expressed through a single form of political and legal thought, art, morals, religion and philosophy, but it is generally displayed through several forms of social consciousness.

3. Differentiation and Analysis of Ideology, Propaganda and Ideology

The three terms, ideology, propaganda and ideological work, and news opinion have similar concepts. Especially in the process of carrying out ideological work, it is easy to broaden and expand the concept of ideology, or to confuse propaganda and ideological work with news and public opinion, thereby blurring the conceptual boundaries of ideology. [4] Although the three concepts of ideology, propaganda and ideological work and news public opinion intersect, their origins, concepts and connotations are fundamentally different.

Table 1 Differentiation and Analysis of Ideology, Propaganda and Ideology

Name	Origin	Concept	Connotation
Ideology	Originally created by French scholar Tracy, it was widely used after being interpreted by Marx and Engels.	Social superstructure based on a specific economic foundation. It is a ideological system of power for the purpose of maintaining and consolidating political power, and embodies the ideological form of the interests and thoughts of the ruling group.	With the distribution system and principles recognized by the governors as the material basis, the political beliefs and social ideals proclaimed by the governors as the spiritual core, political programs and policies as the form of discourse, and administrative enforcement as the practical characteristics, the collection of politics and policies, Propaganda, education, and guidance as one. Through narrative, education, propaganda, and dissemination methods, we cultivate, shape, and unify the ideas, cognitive models, evaluation attitudes, moral sentiments, and ethical ideals of all members of the social group. On this basis, it can integrate and regulate the relationship of the whole society, and serve as a spiritual tool for maintaining and stabilizing the ruling order.
Propaganda and ideological work	It was proposed and unique by the Communist Party of China. It is a proper term for Chinese Marxism and has a unique meaning that is different from all other class ideological work.	Promote the political thinking of the proletariat and “perform socialist propaganda” “wake up the workers” and strengthen the connection between the world, mainly in Europe, this propaganda must implement the idea of moral influence.	General Secretary Xi Jinping proposed at the 2018 National Conference on Propaganda and Ideology that to do a good job of propaganda and ideology in the new situation, we must consciously undertake the tasks of raising the banner, gathering the hearts of the people, cultivating new people, promoting culture, and displaying image. It is necessary to strengthen the party's overall leadership of propaganda and ideological work, and to clearly adhere to the party's ideology of managing propaganda and party management.
Public opinion	Developed in parallel with journalism, the earliest discussion of news opinion in modern China originated from Liang Qichao. He paid attention to the guidance and transformation of news opinion to public opinion, and believed that news opinion was the “mother of opinion”.	Public opinion formed by reflecting public opinion through news means.	News opinion is the reflection and expression of news organizations' opinions on the latest developments through the news media. News opinion has the following characteristics: News opinion is collective opinion, media opinion and authoritative opinion.

3.1. Different political meanings

The two concepts of ideology and propaganda and ideological work have distinct political colors and class characteristics.

The class characteristics of news public opinion are relatively weak, mainly representing public opinions, and the content they reflect is relatively more objective, without obvious political color and class attributes.

3.2. Different functions and purposes

Ideology serves as a spiritual tool for maintaining and stabilizing ruling order, and its purpose is to provide a reasonable justification for the legitimacy of acts that maintain or subvert an existing interest pattern. Propaganda and ideological work is to guide and guide the people with the political ideology of the proletariat. News opinion simply reflects and expresses opinions on the latest developments.

3.3. Different representative groups

Both ideology and propaganda and ideological work have meanings that represent class interests. But compared with propaganda and ideological work, the meaning of ideology is broader. It generally represents the interests of all ruling classes, while propaganda and ideological work only represents the interests of the proletariat. News opinion does not have a clear class tendency, mainly reflecting public opinion, and is mostly a neutral and objective statement of the incident.

3.4. Different means

Compared with the three, ideological work has the most abundant forms, including narrative, education, propaganda, and communication, and penetrates into all aspects of people's lives. Propaganda and ideological work focuses on propaganda, which mainly adopts news propaganda, literary and artistic works, and cultural dissemination to have a subtle influence on people. News opinion must be realized through news media, and the means are relatively simple.

4. Conclusion

For state-owned enterprises, ideological work is to develop and improve socialism with the times through theoretical research, literary propaganda, education, regulations, corporate culture, and other means on the basis of unwavering Marxism Ideology, consolidate the leading position of socialist ideology, make every effort to

maintain the security of socialist ideology, and constantly strengthen the cohesion and leadership of socialist ideology. Then promote socialist ideology to become the mainstream value concept in line with the general interests of the people and to obtain the recognition and support of the people. Its essence is to give full play to the company's creativity and responsibility, rely on the company's credibility and influence, and use various methods of publicity and education to help cooperate with the CPC Central Committee's ideological work and demonstrate to the public by means of theoretical demonstration, logical reasoning and value judgment Dissemination of the correctness and rationality of socialist ideology, and the universal representation and applicability of the proletarian interests it reflects. [5] That is to say, state-owned enterprises provide defense and propaganda for the rationality of socialist ideology and the universal representation of class interests by exerting their own advantages, so that they can obtain the greatest degree of social recognition.

4.1. Theoretical

Different from general press and propaganda and ideological education work, the foundation of ideological work is to first establish a set of value systems that are inherently clear in logic, meet the needs of national rule and the interests of the ruling class, and at the same time can meet the needs of the people's interests to the greatest extent. It not only needs to make accurate and reasonable value judgments on the interests of different classes, strata or groups, but also needs to demonstrate the rationality of its representative interests through logical forms of concept, judgment and reasoning. Socialist ideology is born of contemporary Chinese Marxism rooted in Chinese practice. It is scientific, truthful, people-oriented, practical, open-minded, and era-oriented. It is an ideological system with a solid theoretical foundation.

4.2. Practical

Ideology belongs to the category of ideological superstructure that reflects the economic foundation. It is generated, formed, and developed based on practice, and will continue to change with changes in practice and social relations. Therefore, ideological work must also be closely integrated with practice. Ideology that is out of practice is false ideology, which is essentially a distortion and obscuration of the real production relationship, with great illusion and deception. The ideology of divorce from practice is to turn ideology into an air tower that exists only in the spiritual world, and its existence is meaningless. The socialist ideology comes from the latest achievements of Marxism in China, from the practice of the Chinese people, and has a strong explanatory power and guiding power to Chinese reality.

4.3. Universality

Ideology generally exists in various forms of social consciousness, such as philosophy, religion, morals, art, politics, law, science, etc., and is comprehensively expressed through the content of various social ideological forms. But not all thoughts, opinions, views, or judgments in various forms of social ideology are ideologies. This feature of ideology makes the ideological work area bound to be very extensive, and the discovery and judgment of ideological issues will become more complicated.

4.4. Representative

The most essential difference between socialist ideology and capitalist ideology is that socialist ideology represents the general interests of the masses.

The capitalist ideology expresses their unanimity unrealy, and its essence is to safeguard the special interests of the bourgeoisie.

4.5. Holistic

Although ideology belongs to the ideological and spiritual category, its practicality determines that there is an inseparable relationship between it and the material foundation. In order to convince the public of socialist ideology, the blueprint of the people's good life described in socialist ideology must be gradually reflected in real life. Therefore, the scope of ideological work must not only include spiritual work, but also some corresponding practices.

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