

## Research on Serving the Masses Consciousness of the Village-level Party Organization of Communist Party of China

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**Abstract:** The service-oriented party organization is based on the principle of serving the people, taking the overall well-off society as the guide, consolidating the party's ruling foundation and promoting a socialist harmonious society, serving reform, service development, serving the people's livelihood, serving the masses, and serving the party members. The party organization at the above level serves the lower party organizations, and the party organizations and the party members serving the masses is a practical way, based on the improvement of the service consciousness and service ability of the party organizations and party members, and the guarantee of the corresponding systems and mechanisms.

### 1. Introduction

The Marxist view of mass history holds that the masses of the people are the creators of social material wealth and spiritual wealth. As a Marxist ruling party, the purpose of the Communist Party of China is to serve the people wholeheartedly. Its party building theory all reflects the idea of serving the people. Especially since the 18th National Congress of the Communist Party of China, the Party Central Committee with General Secretary Xi Jinping as the core has adhered to the "problem consciousness and people's sentiments" and put forward a new theory of "four comprehensive" and "five ideas" for the construction of rural grassroots party organizations.

In November 2002, the 16th National Congress of the Communist Party of China put forward the key points of rural grassroots party organization construction: strengthening the supporting construction of village-level organizations with the village party organization as the core. In October 2007, the 17th National Congress of the Communist Party of China proposed to comprehensively promote the construction of rural grassroots party organizations. In September 2009, the Fourth Plenary Session of the Seventeenth Central Committee of the Party emphasized the need to give full play to the leading role of rural grassroots party organizations in building a new socialist countryside. In November 2012, the party's 18th National Congress made a major strategic plan to strengthen the construction of grassroots service-oriented party organizations. In November 2013, the Third Plenary Session of the 18th CPC Central Committee proposed to give full play to the role of the battle bastion of grassroots party organizations. In October 2014, the Fourth Plenary Session of the 18th CPC Central Committee pointed out that it is necessary to give full play to the basic role of grassroots party organizations in governing the country according to law. In October 2015, the Fifth Plenary Session of the 18th CPC Central Committee emphasized the need to improve the system and mechanism for the party's leadership in economic and social development, strengthen the party's organization at all levels, and strengthen the overall function of the grassroots party organizations. A series of top-level designs for the construction of rural grassroots party organizations fully demonstrate the importance of grassroots party organization construction [1].

In the new stage of the new century, China's rural areas have undergone earth-shaking changes in political, economic, cultural, social, and ecological construction. However, with the emergence of various contradictions in rural society, problems in the construction of village-level party organizations and the problems they face The challenges are intensifying. It is urgent to strengthen the construction of service-oriented party organizations in rural areas and to change the traditional concepts and methods of rural grass-roots party organizations to meet the needs of building a new

socialist countryside.

## **2. The Characteristics of Village-Level Party Organizations**

The Regulations of the Communist Party of China on Rural Grassroots Organizations stipulates: "The township party committee and the village party branch are the grassroots organizations of the party in the countryside, the basis for all the work and combat effectiveness of the party in the countryside, and the various organizations and work of townships and villages."

The village-level party organization refers to the party organization that takes the party's purpose and the party's program as the general leader, directly contacts the broad masses of the people, and gives full play to the role of the battle fortress. The village-level party organization is the direct implementer and practitioner of the party's policies and policies in the rural areas, and is the expression and coordinator of rural interests. Village-level party organizations vary according to the layout of geography and the form of organization. The "village-level party organization" referred to in this article refers to the party organization divided according to administrative divisions, and the party organization existing in administrative villages or new rural communities. As the party's lowest-level party organization, the village-level party organization has its own characteristics [2].

The party organization consists of central organizations, local organizations, and grassroots organizations. The party's grassroots organizations refer to organizations established by the party in rural areas, neighborhoods, institutions, enterprises, schools, and the People's Liberation Army. The village-level party organization is subordinate to the party's grass-roots organization, the most basic organization of the party in the vast rural areas, and the most basic organization of the party embedded in the local society. As the most basic organization of the party, first of all, the village-level party organization is located at the bottom of the party's organizational structure and is in close contact with the broadest masses of peasants. Secondly, under the "pressure-based" political system, in order to accomplish the goals and tasks, the higher-level organizations decompose them and then distribute them to the subordinate organizations. The village-level party organizations are at the terminal of this power system and are the agents of the party in the countryside. "

A distinctive feature of village-level party organizations is that they are extremely direct and close to the masses of peasants. The village-level party organizations are located in the party's organizations at all levels, which are closest to the peasant masses and are rooted in the production and life of the peasants. The ideas, decisions, and behaviors of village-level party organizations are closely related to the masses of peasants. The village-level party organizations directly face the peasant masses and have extensive and close ties with the peasant masses. On the one hand, village-level party organizations go deep into the masses, understand what the masses think, think, expect, and demand, and respond to the needs of the masses to higher-level party organizations. On the other hand, the village-level party organizations directly implement the party's line, principles, and policies in the countryside. How the image created by the village-level party organizations in the peasants directly affects the party's image in the hearts of the peasants.

The village-level party organizations at the grassroots level are extremely direct and close to the peasant masses, and face various complicated natural and social environments. This makes the work of village-level party organizations need to face various complicated situations. First of all, the most basic village-level party organizations and village committees are in the same administrative village. Because the division of duties is not clear, the definition of power is not clear, resulting in frictions between the village committees and the two committees. This also gives the village-level party organizations Work has brought many challenges. Secondly, the direct and close contact with the peasant masses determines that the village-level party organizations are the expressions and appealers of the peasant masses and the defenders of the peasant masses. However, with the deepening of development, the working capacity of the village-level party organizations It has been unable to meet the diversified needs of the peasant masses, which has provided higher requirements for the work of village-level party organizations. Third, the village-level party organizations face a complex natural environment and social environment, which also hampers the work of village-level party organizations to a certain extent. Second, improve the strategy of the Party organizations at

the village level in China to serve the masses [3].

### **3. Strengthening the Ideological Construction of Village-Level Service-Oriented Party Organizations**

The practice of our party leading the long-term struggle of the people throughout the country fully demonstrates that ideological construction is the foundation of party building and an effective means of maintaining the party's advanced nature. Strengthening the ideological construction of village-level service-oriented party organizations is an important guarantee for improving the service awareness of village-level service-oriented party organizations. First of all, we must strengthen the ideological and theoretical construction of village-level party organizations. "The improvement of the party's ideological theory is the ideological guarantee of the country's construction and the development of the party's cause." To improve the ideological and theoretical level of the village-level service-oriented party organization, it is necessary to disseminate knowledge to party members through the online media, by inviting the county party committee teachers and Excellent local university students teach knowledge to party members and learn to use scientific theories to solve new problems encountered in the construction of new socialist countryside. Secondly, village-level service-oriented party organizations rooted in rural areas are mostly faced with remote, poor and backward environments. Due to the constraints of the environment and their own conditions, party members' ideas are conservative and solid. They pay attention to their own survival and development. Ignore the establishment and strengthening of service awareness. Therefore, it is necessary to strengthen the ideological construction of village-level service-oriented party organizations through regular convening of democratic life meetings, and guide the majority of rural party members to change their backward thinking, establish a sense of service for the people, forge the spirit of hard work, deeply rooted in the grassroots, and lead The peasant masses create a better life [4].

### **4. Strengthen the Construction of the Service Team of the Village-Level Service-Oriented Party Organization**

The construction of village-level service-oriented party organizations is inseparable from the construction of a strong service team. Facing the new situation and new tasks, strengthening the service team construction of the village-level service-oriented party organization mainly focuses on optimizing the establishment of village-level party organizations, strengthening the construction of village-level party members and cadres, strengthening the construction of village-level party members, and implementing the party's line. , guidelines, policies, promote rural development, promote rural social harmony and provide organizational guarantees.

Innovate and improve the establishment of village-level party organizations. The traditional model of establishing a party organization according to an administrative village can no longer meet the needs of today's rural economic and social development. The establishment of a village-level party organization should be based on the actual situation of rural industrial development, enterprise construction, economic cooperation organization construction, and the number of party members. When setting up village-level party organizations, break through the level boundaries, break through the boundaries of the industry, break through the boundaries of the village, and set up party organizations according to the actual situation, so that each party member is included in the party organization, so that each party organization can play a role in order to better Serve rural economic and social development.

Insufficient service capacity is an important issue facing the construction of village-level service-oriented party organizations. Improving service capacity is an important guarantee for village-level service-oriented party organizations to solve problems for the people, close the relationship between the party and the masses, and promote the construction of a new socialist countryside. As the party's core leadership at the village level, the village-level service-oriented party organization leads the development of various village-level undertakings. However, under the

current conditions of complicated rural environment and diversified farmers' needs, the service capacity of village-level service-oriented party organizations is even more insufficient. Strengthening the service capacity building of village-level service-oriented party organizations can start from the following aspects: First, play the role of the leader in the village-level party organization, recommend party members with strong sense of service, strong service ability, development consciousness and innovation consciousness. Serve as the leader of the party organization and promote the improvement of the party organization's service capabilities. Second, the implementation of the party's internal care mechanism and the party's internal support mechanism, serving party members, helping the difficult party members to solve problems in life and work, party members with strong business ability to help party members with weak business ability, through the party to help upgrade the village level The overall service capacity of the service-oriented party organization to better serve the broad masses of peasants. Third, implement a party member training mechanism. Improve the service ability of party members by convening party members to watch videos to learn and transport party members to participate in skills training. Fourth, the village-level service-oriented party organization leads the other organizations at the village level to jointly build the service main body and form a service synergy. The village-level service-oriented party organization gives full play to the core role of the leadership, respects the position of the village committee in the village-level governance, and correctly handles it properly. The direct relationship between the two committees of villages and villages, the direct relationship between village-level party organizations and other village-level organizations provides a broader service path for the masses of peasants.

Deng Xiaoping once pointed out: "The mistakes we have made in the past are of course related to the thinking and style of certain leaders, but the problems of organizational systems and working systems are more important."

This shows that institutional construction is a key factor in party building. To build a village-level service-oriented party organization, it is necessary to strengthen the construction of the service system to achieve standardization, normalization, and long-term service work. To strengthen the construction of village-level service-oriented party organizations, we must always adhere to the close integration of the party's service system construction and service system innovation, and inject vitality into the construction of a new socialist countryside. Institutional issues are fundamental, holistic, stable, and long-term. Only when the system is implemented can it be effective [5].

Adhere to the close integration of the party's service system construction and service system innovation. To strengthen the system construction of village-level service-oriented party organizations, we must first implement our party's system, such as the party's democratic decision-making system, the "three sessions and one lesson" system, and the democratic life meeting system. The top-level design of the system has universal guidance. However, due to the particularity of the village-level party organization, in the system construction of strengthening the service-oriented party organization, it is necessary to formulate a system that highlights the "service" concept and is more operational according to the actual situation. For example, the "public direct election" system adopted by Pingchuan County in Sichuan for the first time, that is, the combination of party members, mass promotion and party member elections, elected village party branch secretary and branch committee members to provide channels for the realization of mass rights; The "party members serve enterprises and enterprises serve the masses" system in the township, with enterprises as the carrier, promote the realization of the party organization to serve the rural economic development and serve the masses; the Mawangxi Village of Suixi County in the Xiangxi Miao and Tujia Autonomous Prefecture "one core, two columns and three The "level" system, the village party work and the village-level affairs management work, not only strengthen the responsibility of the "village branch two committees", but also improve the enthusiasm of the "village branch two committees" members, and increase the participation of the majority of villagers in the village The enthusiasm of level management.

## 5. Conclusion

The party's construction is an important part of adhering to and developing socialism with Chinese characteristics. The party's 18th National Congress has made a major strategic deployment of building a service-oriented political party. Strengthening the construction of a village-level service-oriented party organization is the focus of consolidating the party's ruling foundation in the countryside. At present, the construction of village-level service-oriented party organizations has achieved certain results, but there are still problems in the village-level party organizations that lack service awareness, lack of service capabilities, lack of service conditions, lack of effective service system mechanisms, and insufficient implementation. I have analyzed the problems existing in the construction of village-level service-oriented party organizations and the reasons for their problems, and provided feasible ideas for strengthening the construction of village-level service-oriented party organizations. I hope to provide certain support for the construction of village-level service-oriented party organizations. The value of reference.

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