

## **A Preliminary Study on the Propaganda Network of State-owned Enterprises in the Early Days of New China——take northeast may third factory as an example**

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**Abstract:** The propaganda net system is a huge propaganda system established by the communist party of China in the early days of the founding of new China. The construction of the publicity network of the northeast may third factory plays a leading role in the national state-owned enterprises. This paper analyzes the historical process, work content and running characteristics of the propaganda network of the may third factory, and probes into the political function and historical significance of the propaganda network of state-owned enterprises in the early days of the founding of new China.

After the founding of the People's Republic of China, propaganda network system is a set of top-down network mechanism and channel for mass political mobilization in order to consolidate the new political power and strengthen the people's centripetal force to the new political power. At present, the research on the propaganda network system in the early days of the founding of the People's Republic of China includes both the overall discussion on the propaganda network system in the macro level and the in-depth research on the micro level, but there are few specific researches on the state-owned enterprises in the early days of the founding of the People's Republic of China. As a model factory in the early days of the founding of the People's Republic of China, the state-owned may third factory was one of the earliest in the state-owned factories to establish the propaganda network system. Therefore, this paper takes the state-owned may third factory as a case, combined with relevant archives, to specifically explore how the party and the state gradually constructed political identity through the construction of the propaganda network system in the early days of the new China.

### **The Background of the Propaganda Network Construction of State-owned Enterprises**

In the early days of the founding of the People's Republic of China, the party and the state were faced with severe political challenges. The imperialist countries are sabotaging and obstructing the political power of the new socialist countries, while the feudal remnants in China are hindering the development of the new political power. The communist party of China has just completed the takeover of major cities and enterprises. The old system and organizational structure have not been completely changed. The disorder of social order and enterprise order has seriously affected the

quality and development of workers. There are many unemployed workers. The factory shutdown and the destruction of the factory make a large number of workers out of work and on the streets, and their basic life is not guaranteed. Some workers even steal, rob for business, to bring harm to public security. The unemployment and poverty of the workers have caused serious dissatisfaction among the workers, and even intensified social contradictions, which to some extent seriously restricted the centripetal force of the working class towards the new regime. At the beginning of the founding of the People's Republic of China, the new regime is not stable and the internal organization and structure of enterprises need to be rectified and reformed, and the old workers also need to be disciplined.

How to make the theoretical leading class fully possess the basic qualities of socialist workers, to make workers feel that they are the masters of the country, and to actively put into production has become the primary problem of the Chinese Communist Party in the early days of the founding of the People's Republic of China. After the founding of new China, in accordance with the instructions of the party and the state on relying on workers, it has always been an important strategic task to continuously improve the political, cultural and technical quality of the workforce. through the construction of the publicity network system, the mainstream values of the country have been transferred to the interior of factories, and workers have been mobilized and reshaped to actively participate in the construction of socialist labor.

### **The contents of the propaganda network construction of state-owned enterprises**

Since the founding of new China in the early fifth third factory factory party committees and leading cadres positive response national policy, establish the enterprise internal propaganda network, gradually transform the ideas behind the old worker discipline to serve the socialist construction of new workers, work closely with the fifth third factory of democratic reform and the reform of production as well as the Korean political movement. The pilot program in northeast China began in the spring of 1950. Through the establishment of the propagandist system and the division of responsibilities of propagandists, the pilot took various ways and means of publicity and education to go deep into factories, rural areas, government offices and schools to carry out extensive political mobilization and propaganda.

First of all, may third factory under the leadership of the factory party committee, set up a very strong propaganda team. "The factory has 12 teams of propagandists, 248 propagandists, 157 active propagandists and 7 rapporteurs. Under the unified control of the propaganda network, there are 12 broadcasters, 30 radio listening groups (500 participants), more than 60 broadcasting groups (more than 500 participants), eight broadcasters, a cultural and engineering team, a music team, and 11 cultural and engineering groups. Plus all the cadres, party members, league members and activists, this is a powerful propaganda team" [1]. Under the leadership of the party, this team carried out extensive and in-depth propaganda and agitation work around each central work and production movement, which played an important role in the party committee's realization of political and ideological leadership, guarantee and supervision of production.

Secondly, in order to strengthen the leadership of the propaganda network, the party committee has established and adhered to the following systems:

(1) Publicity general meeting, held by the party committee, at least twice a month, the content is the layout of work, summary of work, promotion and exchange of publicity staff work experience and branch leadership publicity staff work experience, praise the good, criticism of the bad.

(2) Workshop publicity staff team meeting, once a week, the content is in accordance with the instructions of the party committee, specific study of the workshop practices, according to the propaganda object division, criticize the bad, praise the good.

(3) The group leader of the propagandist (usually concurrently served by the branch secretary) will have a meeting called by the party committee every two weeks.

(4) The sole responsibility system for propagandists is that the propagandists of each workshop divide the scope according to their specialties and specific conditions of production work and implement specific division of labor. They master the propaganda tools and implement the sole responsibility system for propagandists.

(5) Publicist forum. After the task is assigned, the party committee learns the difficulty that propagandist encounters in the job and problem specifically, try to solve in time, convene irregular small symposium.

(6) Publicity staff work diary. By the party committee to each propagandiser a diary, the branch is responsible for leadership and control, propagandiser every two days to their work and the masses of dynamic, reflection, write in the diary, to the branch.

(7) Propaganda and agitation work inspection team. The task is to check the workshop poster, cartoon, slogan and other propaganda work, find out the problem and correct it in time, so as to ensure the high political ideology of propaganda work.

(8) Irregular publicity "training class". According to work need and the circumstance that propagandist net new composition increases, use spare time, compose propagandist to study superior instruction, propagandist business and communication work experience, time is a week or so.

(9) Workshop branch leader and propagandist study every half month. The content is publicist manual, current affairs manual. [2]

There are two main bodies involved in the propaganda network system of the third factory, the leading cadres and propagandists of the factory. The publicity network system is also the first exploration and implementation of the May Third Factory. Factory cadres and propagandists lack comprehensive cognition of propaganda network work, and some cadres even regard the establishment of propaganda network as a kind of burden. Some propagandists are conceited and isolated from the masses. Therefore, it is necessary to establish and adhere to the fixed propaganda network system, so that the factory leaders and propagandists lead by example, close relations with the masses, fully realize that the propagandists are the bridge between the party and the masses, must cultivate their modest quality, actively carry out propaganda work. In addition, propaganda and agitation should be highly political and should avoid erroneous or unthoughtful propaganda.

### **The characteristics of propaganda network construction of state-owned enterprises**

May third factory's propaganda form is various and the characteristic is prominent. "Pay attention to the thought, pay attention to the model, pay attention to the key" is the basic method of the May third factory propaganda work.

First, concentration of power. In the opinion of the party committee, in a certain period of time, for a goal, the organization and use of all forces to serve. Before each movement and center work begins, the party committee, through investigation and research, grasps the masses ideological situation, formulates the propaganda work plan, convenes the propagandist conference, transmits the arrangement work task. Call on all party members to do propaganda work. Such as in three-mirror movement, in order to guarantee to carry out the three-mirror movement and do a good job in production, the party propaganda network except through blackboard newspaper, radio station, reports, large classes of education system, in order to deeply to three-mirror education combined with production, publicity network through culture and education committee of the party's publicist and unions, assist each workshop organized a cultural publicity team of more than two hundred and forty people (the war drama, crosstalk, drums, YangPian, yangge dance, rap, and

other groups), within a month, only they create and perform the 49 show, through cultural propaganda, The widespread publicity among workers and family members encouraged all employees and their families to take part in the tiger fighting and increased their enthusiasm for production. [3]In the past, during the new record campaign, when a model worker came home late from remaking a machine, his wife wouldn't open the door for him, so he had to sleep in the dust floor of the factory. 1952 when we are sending award to the worker, use this opportunity to send congratulatory letter to the family member of award worker, this has very big education effect to the family member of the worker. When the family members of model workers received congratulatory letters and prizes, they publicized them to other family members. This affected the family members of the workers who did not win the prize, and encouraged her husband to work hard and strive for the model. [4]

Second, we need to work closely with reality to solve key problems. The publicity work runs through the systematic and in-depth investigation and research work, and based on this, we can work out practical plans, organize forces around key issues, use various forms of publicity and encouragement, educate and inspire the production enthusiasm of the masses, solve the existing problems in production, and form a powerful force to promote production. If there is a group of 100 shift and night shift two production leader is not united, often quarrel, affect the production of this group. In view of this problem, the branch through the union, to send them a slogan old cao, old sun you two see, how to increase production and save? United as one, save food 100,000 tons. Next to their machines. Lao sun was so worried that he went to Lao cao and said, look, this is for our disunity. After three days, they came up with three tips to improve the technology.[5]

Third, highly thoughtful. Every propaganda work, each kind of propaganda content, have rich political and economic significance of the center of the current and the specific work with national general situation, task, and the vision of socialism, tireless to the worker for the current interests and long-term interests, personal interests and national interests consistency of education, as well as the superiority of the socialist enterprise education. In this way, the political and ideological level of the workers has been fundamentally improved, and the working masses have been encouraged to give full play to their enthusiasm for Labour. Such as constantly against the criticism of pure economics and negative factors. It criticizes and corrects the propaganda task that does not combine with the political meaning and the advanced thought that does not combine with the advanced task and isolates the propaganda advanced figure to improve the quantity quality and so on; Corrected the second workshop because a worker sing waste products, repeatedly quit, and ready to give this person to insert waste king flag wrong practice.

Fourth, the mass nature of propaganda. The use of propaganda forms determines the acceptance of the masses. Propaganda must carry out the mass line: mobilize the masses, start work, and move from and among them. Three factories in the process of launch crowd has created a vivid and powerful propaganda form: blackboard, seize the quality of the red flag, holding various forms of seminars and lectures on advanced producers, please speak innovation recorder record their thoughts development and innovation of experience, to various forms of recognition and reward innovation recorder allegretto, drums, and acting, singing art form. If quality is checked greatly in motion, 3 workshops solve quality problem in order to start old worker, put forward old general to give a horse, a carry two slogan, started old worker rise. In the old days, when the young workers were performing their skills, the old workers were smoking and watching jokes. Now they are also performing. Then, we propagandised the slogan of 3 workshops in the whole factory, promoted each workshop to hold old general to give a horse conference, inspire old worker to participate in the enthusiasm of the movement. Other such as allegro, crosstalk, diffuse books and so on. The

characteristics of these forms of publicity are: short and concise, transparent and easy to understand. Carry out leadership opinion already, be welcomed by the masses again and receive. Through mass propaganda and agitation, establish a broad mass base, so that the mobilization effect is more significant. [6]

Propaganda network is the bridge between the party and the masses. The comprehensive propaganda network system of the May Third Factory plays a great role in spreading mainstream social values, promoting the popularization of Marxism, and criticizing the factory culture and internal organization that do not meet the needs of the new country. The May Third Factory through the propaganda work successfully transmits the socialist country's mainstream value idea to the worker, enables all the staff to devote to the national economy restoration and the development as the national master, consolidated the national new political power. For a long time after that, the propaganda network system became an important mechanism for the party's mass propaganda work and played an effective role in mobilizing and organizing political propaganda to ensure the smooth implementation of the party's tasks in the early days of new China.

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