

## An Analysis of Ideological and Political Education under the Condition of Market Economy

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**Abstract:** Ideological and political education is the primary content of China's spiritual civilization construction, and it is also one of the main ways to solve social contradictions and social problems. From the perspective of economics, we master the interaction between ideological and political education and economic development, and analyze the dilemma of ideological and political education under the current market economy. We will explore the deep-rooted and underlying reasons from the perspective of the basic theories of economics in order to confront the dilemma of the current ideological and political education, striving to promote the development of ideological and political education.

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### 1 Ideological and political education under market economy

#### 1.1 The development status of ideological and political education under market economy conditions

Ideological and political education activities appear to meet the needs of social development and changes, and are inextricably linked to social development. It provides methods and ideas for solving social contradictions and social problems. Looking at the current development of ideological and political

education in China, especially under the conditions of a market economy, China's ideological construction is relatively fatigued. The existing research results of ideological and political education have thoroughly studied many specific issues. The answers to some difficult questions are also quite specific, but they lack integration. The internal laws of ideological and political education need to be further explored, and systematic thinking needs to be refined. In the era of social transformation, there are questions about how to uphold and improve the socialist system with Chinese characteristics, and how to promote the modernization of the national governance institution and capabilities. The current ideological and political education has not contributed enough methods.

#### 1.2 The relationship between economic development and ideological and political education

Ideological and political education serves the economic foundation, while economic development promotes ideological and political education that advances with the times. The relationship between the two can be compared to the construction of material civilization and the construction of spiritual civilization, and they mutually influence and complement each other. We must reasonably grasp and coordinate the relationship between the two so that they can complement each other dynamically, produce a comprehensive effect as a whole, and unite politics and economy. Moreover, it can stimulate the respective advantages of economics and ideological and political science, innovate the teaching mode and teaching theory of ideological and political education, and improve the operating efficiency of the ideological and political education system. Both economics and ideological and political education

have common subjects and goals. Therefore, exploring ideological and political education from the perspective of economics will provide a beneficial way for them to solve their own development difficulties and explore how to better promote economic development.

### **1.3 The influence of market economy on ideological and political education**

The development of the market economy has promoted tremendous progress in social economy, politics, and culture, and has brought great historical progress to our country. It has also provided vivid materials and broadened the horizons for ideological and political education activities, which is a place for emancipating the mind and seeking truth from facts. Promoting the diversification of ideological and political education provides favorable conditions. The development of market economy leads to changes in the social environment, which in turn promotes reform in ideological and political education. However, changes in the social environment have also brought some negative impact on ideological and political education. Under the conditions of a market economy, people's thoughts are extensively unstable, due to the impact of various foreign ideology. These phenomena are unavoidable in the initial stage of the development of a socialist market economy. We must face the problem directly and believe that these problems could be solved, with the improvement of the market and the strengthening of the national macro coordination mechanism.

## **2 Exploration of the current ideological and political education from the perspective of economics**

### **2.1 Supply and demand**

We will understand the supply and demand of ideological and political education from the concept of economics.

#### **2.1.1 The content of supply and demand**

In China, changes in the main contradictions mean new requirements for ideological and political education. Compared with supply, the demand is more specific and realistic. The current supply and demand do not completely match each other.

#### **2.1.2 The supply side and the demand side**

Ideological and political education is an activity in which people are the subject and object. The subject of ideological and political education: educators and students can be regarded as the supplier and demander of ideological and political education. The relationship between the two is democratic equality, two-way interaction, and dominance. These relationships will reverse under certain conditions. In the new historical context, the establishment of a good relationship between educators and students is also affected by factors such as the social environment. An open, diverse, and complex social environment will bring instability to the balance of supply and demand.

### **2.2 Price and value**

In the economic society, supply and demand affect prices. Demand remaining unchanged, if the supply is too relatively high, then the price will decrease. Supply exceeds demand in the market, and the currency depreciates, resulting in inflation. In the field of ideological and political education, the amount of "supply" in the entire society is undoubtedly only increasing. As the Central Committee of Communist Party and many experts and scholars pay more efforts on this issue, the ideological and political education has developed vigorously in recent years and has excellent research results. In view of the whole society with a stable demand, if the content and scope of the supply is too much, it will cause the ideological and political education to fail to have practical effects. Under these circumstances, too much supply has become a direct factor causing inflation in the ideological and political field, and cannot promote economic development. And also, the value of ideological and political education itself cannot be highlighted, causing the phenomenon of "ideological depreciation". The ultimate goal of ideological and political education is to always reflect and give play to its own value, and avoid its value fluctuations due to changes in supply and demand.

### **2.3 Cost and revenue**

In recent years, the Ministry of National Education has increased the investment in specific funds, specific research funds, and fund projects for ideological and political education. This is the tangible cost of investing in ideological and political

education; Meanwhile, the state's intangible investment is also massive in ideological and political education. In March 2019, General Secretary Xi Jinping hosted a seminar for teachers of the school's ideological and political theory course, which shows the great concern of the Party Central Committee on ideological and political education for talent training, and team building. The deep-rooted purpose of ideological and political education should be reflected in the effect of education, namely, the revenue. The reality is that there is a huge contrast between the costs invested in the process of ideological and political education and the benefits it generates. The country's gradual increase in investment has not made significant progress in the effect of education. The extent of progress is not commensurate with the investment. As a long-term mechanism and continuous investment, ideological and political education has not yielded long-term benefits.

### **3 Development direction of ideological and political education under market economy conditions**

#### **3.1 Accurately grasping the relationship between supply and demand and maintaining a balance between supply and demand**

Under the environment of market economy, economic development cannot be separated from the country's macro coordination, let alone the regulation of the market itself. We also follow this principle all the time in the process of ideological and political education. General Secretary Xi Jinping emphasized that the core values of socialism must be as ubiquitous as the air. At a sudden, all walks of people from the society practiced the core values of socialism in different ways, forming a good social atmosphere, and achieving remarkable results. This is the most intuitive embodiment of "macro-coordination". In addition, if major events or concentrated work in special periods are not considered, social development also has higher requirements for the supply of ideological and political education. Ideological and political education needs to actively move closer to the supply side to improve its own quality and connotation to strengthen the control and adjustment of the relationship between supply and demand from the perspective of supply.

#### **3.2 Enhancing the value of ideological and political education in the context of market economy**

During the Fourth Session of the 19th Central Committee of the Communist Party of China, the session has emphasized many times the development thoughts of adhering to the people as center. It was the essential requirement of the Communist Party to build a party for the public and govern for the people, enhancing the well-being of the people and promoting the overall development. In fact, any kind of education must pay attention to people's sense of gain in the end, and ideological and political education must pay more attention to the unification of theoretical education and personality education, and ultimately realize the overall development of people. It coincides with the purpose of economic development. The occurrence of educational activities gives ideological and political opportunities to move from theory to practice, from ideology to economy and effectiveness, and to return the achievements of ideological and political education to the promotion of economic development and exert economic value. The author believes that we should pay attention to its effectiveness and significance to enhance the value of ideological and political education. That is how it will have a positive impact on social politics, economy, culture and ecology, and play a positive role in the overall development of individuals in the society, promoting the normal operation and healthy development of the entire society.

#### **3.3 Establishing a concept of cost control and striving to maximize revenue**

Under the market economy system, production and operation are the eternal theme, and the pursuit of maximizing returns is the fundamental purpose of production activities. In the process of ideological and political education, we should always establish a cost concept to consciously save costs, strive to improve the quality of education, and enhance the effectiveness of ideological and political education. Ideological and political education does not exist solely for the sake of politics, and it cannot be invested at all without regarding to cost accounting. We should pay attention to "utility", implement the concept of ideological and political education income in practice, and overcome the concept of "just planting rice seedlings, regardless of harvest". We should avoid cost inputs that are separated from

economic benefits.

### **3.4 Studying the laws of market economy and accelerating the unification of economic and social benefits**

We should fully study the laws of the socialist market economy, so that ideological and political education can achieve the unity of economic and social benefits under the conditions of the socialist market economy. The main measures are: (1) analyzing the positive and negative effects of the market economy on ideological and political education in a certain period of time, strengthening the positive effects, weakening the negative effects, improving the effect of ideological and political education, and making the market mechanism of ideological and political education dynamic. (2) We should make ideological and political education more predictable and targeted, grasp the development and change rule of people's social psychology and thoughts, and adopt correct educational methods and measures to make it no longer passive in the rapid economic development of the times. (3) Regarding economic benefits as an important goal of ideological and political education, ideological and political work should obey and serve the economic construction as the center, closely integrate the tasks of building a well-off society in an all-round way, and ensure that the work achieves the material production of the people and the masses. In the actual activities of spiritual production, ideological and political education can truly provide a strong political guarantee and intellectual support

for the construction of material civilization, spiritual civilization and political civilization.

## **4 Conclusion**

In economic life, people's spontaneous consciousness needs to upgrade to political consciousness to form a political consensus, so as to promote the healthy and rapid development of economic construction, and ultimately realize the fundamental interests of the people, which coincides with the purpose of ideological and political education. In the context of market economy, especially when the economy is in the period of transition, we must firmly grasp the internal unity of economic construction and ideological and political education, enhance the value of it, establish a cost concept, and promote ideological and political education based on economic benefits. The results of work have enabled contemporary ideological and political education to create more benefits and greater miracles in the market economy.

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