

Innovative Research on Ideological and Political Work from the Perspective of New Public Management Theory

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Abstract: With the rapid development of China's economy and society, the construction of democratic rule of law is becoming more and more perfect with profound changes in the masses' ideological concept, and the traditional ideological and political work constantly puts forward new requirements. We should closely follow the pace of development of the times, advance with the times, open up and innovate, draw on advanced theory, draw lessons from successful experiences, and actively explore and innovate novel modes and methods of ideological and political work. From the perspective of the new public management theory, this paper focuses on exploring the innovation of ideological and political work and strives to provide some valuable references for ideological and political work in the new era.

Keywords: New public management theory; Ideology and politics; Work innovation

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1. Introduction

Ideological and political work is our Party's fine tradition and political advantage, and it is the lifeline of all other work. In the process of China's economic and social development, ideological and political work often plays an important role in gathering social consensus, improving management efficiency, and promoting common development^[1]. At present, with the development and progress of the times, the pertinence and effectiveness of traditional ideological and political work have weakened, and innovative development faces many difficulties and challenges. The new public management theory adopts management methods in line with the development trend of the times, attaches importance to the output efficiency of public services, improves the quality of public services and satisfaction, and provides useful references for the innovation and improvement of ideological and political work in the new era.

2. Connection between new public management and ideological and political education

There is a close relationship between public management and ideological and political education. The two influence and interact with each other, and at the same time complement each other. With the help of public management, ideological and political education can be carried out more efficiently and the effectiveness of ideological and political education can be improved. Ideological education is an important prerequisite and basis for public management ^[2]. The development and implementation of public management show the significance of ideology and politics. The lack of ideological and political education in the process of public relations management will make it lose direction. Therefore, ideological and political education strengthens the value and power of public management. Public management guarantees the achievement of ideological and political education. Therefore, there is a close relationship between public management and ideological and political education.

3. Functions of ideological and political work in the new era

3.1. Focusing on new goals in the new era

Since the 18th CPC National Congress, socialism with Chinese characteristics has entered a new era, and so has ideological and political work. Against this backdrop, in the process of building a moderately prosperous society in all respects, realizing socialist modernization, and achieving the goal of common prosperity for all people, ideological and political work has played an important role in uniting people's hearts ^[3]. At this crucial moment when the whole Party and the people of all ethnic groups in China are embarking on a new journey to fully build a modern socialist country and march toward the second centenary goal, it is necessary to continue to maximize the traditional advantages of ideological and political work and constantly break new ground for socialism with Chinese characteristics.

3.2. Solving new problems in the new era

Ideological and political work is an important component of the Party's overall work. Helping resolve social contradictions and promote the development of the cause of the Party and the state and social progress through effective ideological and political work are important experiences that our Party has gained in the long course of revolution, construction, and reform. At the beginning of reform and opening up, the principal contradiction in Chinese society was the contradiction between the people's ever-growing material and cultural needs and backward social production. In the new era, the principal contradiction facing Chinese society is between the people's ever-growing need for a better life and unbalanced and inadequate development ^[4]. The development and changes in the principal contradiction in society have set new requirements for the goals and tasks of ideological and political work. Ideological and political work should also keep pace with the times, engage in novel thinking around new contradictions, and thus provide new ways to resolve them.

3.3. Providing new solutions for a new era

Ideological and political work is practical and innovative, and constantly develops and changes with the progress of the times. Our Party always gives top priority to its ideological and political construction, which is an important way for our Party to enhance its cohesion and combat effectiveness ^[5]. In the new era, the main core of ideological and political work is to solve the "China problem" and contribute "Chinese wisdom" to global development and political civilization construction, and the practice of ideological and political work has highlighted its important significance as a "lifeline." Entering the new era, we should pay more attention to

ideological and political work, so as to promote the progress and development of various undertakings.

3.4. Undertaking new tasks in the new era

At present, the world is undergoing profound changes unseen in a century, and the great rejuvenation of the Chinese nation has entered a critical period. The way we respond to these circumstances and foster and open up new opportunities is a test of our ability and wisdom. To build a community with a shared future for mankind in response to changes in the world, to seize the initiative for development in response to changes in the times, and to innovate the Chinese way of modernization in response to changes in history, we cannot do without the heirloom of ideological and political work ^[6]. We must keep up with the trends of the times, firmly grasp the pulse of the times, give full play to the role of ideological and political work, and have the courage to assume the new missions entrusted by the times.

4. Core implications of the new public management theory

4.1. Establishing the value concept of “customer” first

Under the new public management concept, the government is regarded as the main provider of public services, advocating the principle of “customer first,” and citizens are the “customers” who receive and enjoy public services. Under the new public management concept, the main responsibility of the government is to provide high-quality social services to “customers” according to the actual needs of citizens and the current social situation. Only by adhering to the “customer-oriented” principle can the diversified social needs be better met. The evaluation of public service quality should take “customers” as the main body. In the process of implementing public services, it is necessary to put ourselves in the shoes of “customers.” Only in this way can we ensure that the public services provided can meet the actual needs of the masses, so as to improve the quality of public services ^[7].

4.2. Advocating the introduction of a competition mechanism

Under the new public management concept, it is advocated that government management departments should introduce a market competition mechanism, through which the quality and efficiency of public services can be improved. Limited administrative resources can be transferred from places with low production efficiency to places with high production efficiency, so as to realize the optimal allocation of resources and save costs more effectively. At the same time, the market competition mechanism can prompt the government to respond quickly and effectively to the actual needs of the masses, so as to better meet the actual needs of the masses.

4.3. Advocating “results-oriented” concept

The core of the new public management concept is the pursuit of efficiency, which is the ultimate starting point and goal of various public management activities. It has been gradually integrated into all aspects of social public management. Under the guidance of this concept, we advocate the results-oriented implementation of performance target control, in order to improve the efficiency of public management ^[8]. In order to achieve this goal, we must first define specific performance targets for individuals and organizations, which should be measurable, attainable, and realistic, so as to better guide the practice of public management. On the basis of determining the target, we sign the relevant performance contract to clarify the rights and obligations of both parties. The performance contract not only helps to strengthen the goal orientation but also can enhance the sense of responsibility in the process of public management.

5. Enlightenment values of new public management theory to ideological and political work

5.1. Adhering to the people-oriented principle

To do our ideological and political work well, we must adhere to the principle of putting people first, thinking what the people think, responding to their urgent needs, having a deep love for the people, always seeking ways to enrich the people, doing things for the broad masses of the people with sincerity, and enhance the persuasiveness and appeal of our ideological and political work. Adhering to the people-oriented principle, the focus is to do our work well in three areas^[9]. Firstly, we will promptly respond to the needs of the people. The needs of the people vary greatly; only by sinking to the ground level, taking in their emotional pulse, and grasping the general needs of the people in a timely manner can we focus our ideological and political work. Secondly, we should focus on strengthening classified guidance. Due to the differences in the people's education level, social background, age, ideological cognition, and many other aspects, we need to carry out a comprehensive and in-depth analysis of the actual needs of each person, and take targeted ideological education and guidance work. Thirdly, we need to effectively solve practical problems. To a large extent, the ideological problems of the people stem from the difficult problems encountered in the course of life and production. We must earnestly care about the core interests of the masses, take their actual needs as a starting point, understand in detail the difficulties of the broad masses in their work and life, and put forward targeted solutions, so as to truly implement the ideological and political work in the hearts of the masses, and constantly improve their satisfaction and sense of gain.

5.2. Promoting innovation in ways and methods

As China's economic strength has increased significantly, its society has become more complex and diverse, and its ideas have become more open and varied, traditional ideological and political work has been unable to effectively meet the actual needs^[10]. This is mainly reflected in the weak sense of innovation in ideological and political work, simple and crude working methods, and certain limitations in methods, ideas, and viewpoints. The form and content of ideological and political work are outdated and old-fashioned, some of them are separated from the ideological and professional work of employees, and the combination of hot and difficult issues is insufficient. To promote innovation in ways and methods, we must focus on two aspects of our work. Firstly, we will strengthen training and education. Through strengthening communication and cooperation with training institutions and relevant colleges and universities, the majority of cadres should systematically study and master the Party's principles, and improve their ideological quality and comprehensive ability. Secondly, we need to provide supporting services. Relevant organizations need to provide supporting policies, set standards for their work, strictly assess their work, and promote constant innovation in ideological and political work.

5.3. Improving incentive and restraint mechanisms

Motivation is to stimulate people's subjective initiative and career enthusiasm, so that they work towards the right goal and direction. The traditional "permanent employment system" makes civil servants prone to slacking after entering the establishment. Under the new public management concept, improving the incentive mechanism is helpful to stimulate the internal motivation of the staff and realize the unity of their own value and social values^[11]. To improve the incentive and restraint mechanism, we can start from two levels of ideological education: subject and object. The first level is the subject level of ideological and political education. We should strengthen the system of core socialist values, enhance their sense of mission and honor in their work, guide them to actively meet the needs of the people, and improve the quality and efficiency of services. For outstanding workers, we need to innovate ways and means of motivating them, expand the demonstration effect

of motivating them, and make ideological and political work more effective. The second level is the object level of ideological and political work. It is necessary to deeply understand and grasp the general needs of the masses, and take targeted means to educate and guide them. We should build learning platforms, clarify model standards, and increase publicity efforts to create a positive social atmosphere.

5.4. Applying the concept of management by objectives

The traditional mode of government management focuses on command control and neglects management by results and objectives. The new public management theory advocates the result-oriented concept and introduces the management by objectives mode, in which the management by objectives is of great value. Ideological and political work is a systematic project that needs to determine the specific goals of individuals and the masses, conclude performance contracts with relevant institutions, determine assessment standards, and evaluate the actual completion. In the process of implementing management by objectives, we need to pay attention to four key links ^[12]. The first link is setting clear goals. Ideological and political work is directional and purposeful, which is the starting point of management by objectives. It should have clear content and details for easy implementation and evaluation. The second link is formulating a clear plan. It is a road map for achieving the goals of ideological and political work and should include specific steps and actions, as well as related timetables and responsible persons. The third link is implementing effective implementation. This is the key to translating the goals and plans of ideological and political work into practical actions and results, which requires good organization and execution capabilities. The fourth link is continuous improvement. This is to continuously optimize and refine ideological and political work, so as to achieve better results.

5.5. Improving the performance evaluation mechanism

Performance evaluation mechanism refers to the continuous circular process of performance plan formulation, evaluation, result application, and target improvement jointly participated by managers and employees at all levels in order to achieve organizational goals, with the purpose of continuously improving the performance of individuals, departments, and organizations ^[13]. Centering on the goals and tasks of ideological and political work, the establishment and improvement of the performance evaluation mechanism plays an important role in changing the mindset, improving the quality of service, and enhancing work efficiency. To establish a scientific performance evaluation mechanism, we need to grasp three key points ^[14]. The first point is defining the target of evaluation. The assessment targets should include departments, institutions, and ideological and political staff. The second point is establishing evaluation standards. It should be based on the strategic objectives of the organization, the external environment, and the level of competition and other factors should be comprehensively considered, and formalism should be avoided. The third point is following scientific principles. We should adhere to the principle of seeking truth from facts, according to the objective conditions of different regions and departments as well as the actual situation, determine the assessment content and specific standards scientifically and reasonably, and effectively ensure the fairness and justice of performance evaluation.

6. Conclusion

Ideological and political work is a science about people, with people as the object of study. Man is a complex object, including his thoughts, viewpoints, and positions, with his own research system and object range ^[15]. To do ideological and political work in the new era well, we need to have a thorough grasp of the characteristics, laws, and requirements of the new era as well as people's psychological characteristics and ways of thinking,

and strive to contribute wisdom and strength to high-quality economic and social development.

Disclosure statement

The author declares no conflict of interest.

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