

# An Introduction to the Important Role of Ideological and Political Work in State-Owned Enterprises in Guiding Mass Work Practice

**Bin Guo\***

Radio, Film and Television Design and Research Institute Co., Ltd., Beijing 100045, China

\*Corresponding author: Bin Guo, 86573105@qq.com

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**Abstract:** Starting from a brief discussion of mass work in the party's grassroots organizations, this paper focuses on the important role of ideological and political work in state-owned enterprises in guiding the practice of mass work, as well as how that role can be continuously played through ideological and political work. The paper draws the following conclusions: the ideological and political work in state-owned enterprises can enhance the masses' sense of identification with the party's leadership, enhance the grassroots organizations' ability to work with the masses, harmonize labor relations and social interests, and solidify the mass work's important position. To continuously play the above roles, it is necessary to enrich the content of the ideological and political work of state-owned enterprises, innovate the working methods, and improve the supporting working mechanisms.

**Keywords:** Civic and political work of state-owned enterprises; Mass work; Role; Methods

**Online publication:** July 26, 2024

## 1. Introduction

The mass work of the party's grass-roots organizations is the foundation of the Chinese government's leadership in the cause of socialist modernization and construction, as well as the basis of the Chinese government's long-term rule. The work has important significance in special historical periods and new periods, so it needs the party grass-roots organizations to seriously study and grasp the new changes in China's social life, and do a good job of mass work based on the characteristics of mass work. As an important pillar of China's economic and social development, state-owned enterprises need to guide and promote the practice of mass work through the ideological and political work carried out continuously by grass-roots party organizations, to play a positive role in the ideological and political work of grass-roots party organizations of state-owned enterprises.

## **2. The important role of state-owned enterprises' ideological work in guiding the practice of mass work**

### **2.1. Enhancing the identification of the masses with the party's leadership**

One of the focuses of the mass work of the party's grass-roots organizations is to enhance the sense of identification of the masses of all ethnic groups with the great motherland, the Chinese nation, Chinese culture, and the road of socialism with Chinese characteristics. The ideological and political work of state-owned enterprises is exerting an in-depth influence and role in this aspect.

First of all, the grass-roots party organizations of state-owned enterprises are carrying out educational work regularly, publicizing the party's guidelines and policies, and the party's historical and excellent traditions and spiritual connotations, thus bringing the masses closer to the party and letting the masses feel that the party is right beside them. In dissemination, grass-roots party organizations also use the language familiar to the masses to open up listening channels, the masses through the rich, vivid, close to their cultural level and working life of the language, to obtain more convincing knowledge, but also with the educational work, and the party's work to reach emotional resonance. In addition, in the daily dissemination, the party organizations of state-owned enterprises will also take the initiative to break the shackles, face up to the problems that they dare not say or cannot say, respond to the concerns of the masses, and form a consensus, so that the masses can enhance their sense of identification with the party at the level of faith.

Secondly, compared with presenting facts and reasoning, the party organizations of state-owned enterprises are more adept at increasing the positive publicity of political party leaders by setting up typical models, influencing the masses with the charisma of typical figures, and actively listening to the opinions and suggestions of the general public. In that part of the work, the party is rooted in the masses and sincerely brings the masses together, and the party's work theory and so on will be presented visually in front of the masses, which will help the masses to understand the party's management mode through specific people and real things, to enhance the masses' understanding of the party <sup>[1]</sup>.

### **2.2. Enhance the mass work ability of grassroots organizations**

The ideological and political work of state-owned enterprises through internal ideological and political education can further enhance the practical working ability of the organizational structure of state-owned enterprises so that they can play a leading role in organizing the political life of the masses and mobilizing the enthusiasm of the masses for work.

For one thing, the grassroots organizations of state-owned enterprises have been carrying out purpose education internally, requiring the party-building staff to work wholeheartedly for the benefit and development of the masses as a way to enhance the sense of responsibility and commitment of the grassroots staff. In the work for the masses, the party-building leaders and cadres will have a correct outlook on career, work, and performance, and will be able to make real efforts, seek practical results, fulfill their personal duties, and embody the Marxist worldview, outlook on life, and values in the aspect of good service for the masses. Through the purpose of education, the decision-making ability, execution ability, coordination ability, and adaptability of the grass-roots party organizations will also be continuously improved in practice, and ultimately play a role in fighting for the legitimate interests of the masses.

Secondly, the grass-roots party organizations constantly carry out education on style, requiring the majority of party members and cadres to be closely linked to the masses in all their work, be

responsible to the masses, and act in the fundamental interests of the masses. It also implements the requirements of the three major styles, the two musts and the two oppositions to further strengthen the advantages of grassroots party organizations in mass work. In this way, the ideological and political work of state-owned enterprises can promote the masses' work on the ground. Moreover, it can set up role models for the masses to guide them to overcome the difficult conditions of the real environment and maintain a hard and simple working style. The grass-roots party organizations have not only become the object that the masses can emulate and learn from, but also become the organizational unit that organizes the masses' power to overcome difficulties and have a sense of trust <sup>[2]</sup>.

Thirdly, under the background of the continuous improvement of the socialist market economic system, grass-roots party organizations have been insisting on advancing with the times, studying the methods of mass work, and further improving the methods of mass work through the cooperation with grass-roots trade unions, the Communist Youth League, the Women's Federation, and other organizations. For example, they have set up mobile red flag stations, mobile party members' rooms, and enterprise activity rooms to closely communicate with the masses daily, as well as to go deeper into production, to understand the difficulties of the masses' lives, and to coordinate resources from all sides to solve their real problems. In the process, they unite the masses, guide them, and resolve their internal conflicts.

### **2.3. Coordination of labor relations and social interests**

Against the background of a complex social and economic environment, the subjects of interest conflicts are diversified, and so are the interests of the masses. The ideological work of state-owned enterprises plays an irreplaceable role in coordinating labor relations and social interests and building intimate and harmonious party-group relations:

For one thing, the grass-roots party organizations of state-owned enterprises will make use of value education and dissemination to guide the masses to correctly look at the problem of interest polarization within the enterprise from the perspective of ideological concepts. They also open up channels for the masses to express their interests, actively communicate and negotiate with the leadership of the enterprise, and finally make comprehensive use of policy, administration, and other means to deal with the interests reflected by the masses.

Secondly, the party organizations at the grassroots level of state-owned enterprises coordinate with human resources departments to achieve the purpose of coordinating labor relations using interest constraints. For example, they make comprehensive use of both rules and regulations and occupational moral constraints, of which the rules and regulations are mainly to agree on the working life and ways and means of the people in the enterprise so that they can fulfill their duties and fight for their interests within the legal scope. Professional moral constraints are mainly through daily ideological education and staff training, to strengthen the moral norms of the masses' interest motivation, and guide them to generate correct interest behavior under the reasonable interest objectives. This in turn leads to fewer labor disputes within the enterprise and conflicts of interest being resolved <sup>[3]</sup>.

On this basis, the party organization of state-owned enterprises also coordinates with other groups and organizations and enterprise management to regulate and appropriately compensate for interests. For example, it guides the enterprise to introduce a positive competition mechanism within the enterprise, balances the supply and demand system, and takes into account the interests of different employee groups. Actively emphasize the interests of non-self-factors caused by the group,

material, spiritual, and other compensation, and timely resolution of differences in interests, so that the enterprise's internal labor relations are more stable and harmonious.

## **2.4. Compacting the important position of mass work**

The mass work of state-owned enterprises should be carried out through a variety of effective carriers, and the ideological and political work within the enterprise plays an important role in consolidating the mass work position.

For example, in the new period, the rapid development of integrated media has the advantages of timely interaction, flexibility, and diversity. State-owned enterprises in party building and ideological work can search for ways and means to use the network to open up a new position of ideological education. Through this work, the mass work also has a new battlefield, a new position. Party organizations to lead the correct network of public opinion promptly, defuse the network of public opinion crisis, the consolidation of such positions, occupying the network of ideological education, the dominant right of mass work. For example, a state-owned enterprise has taken advantage of network communication to establish a network of party group contact mechanisms, which makes the grassroots party organization extend into the daily life of the masses, understand the reasonable demands of the masses, and take care of the feelings of the masses through effective online communication. At the same time, with the help of network means of public opinion regulation, including regular push laws and regulations, professional ethics, industry guidelines, and other content, increase the tracking and management of undesirable network information, timely clarification of network rumors, and intervention in network violence. This not only fully respects the masses' right to online discussion but also guides the masses to always adhere to the correct value orientation and follow the network ethics <sup>[4]</sup>.

## **3. Ways to continuously play an important role in guiding the mass work practice of state-owned enterprises' ideological and political work**

### **3.1. Enriching the content of ideological and political work**

To further satisfy the material and cultural needs of the masses through ideological work, and to improve and enhance the quality of mass work, the party organizations of state-owned enterprises need to pay attention to enriching the content of ideological work.

For one thing, it is necessary to do political literacy and business literacy education, centered on theoretical learning and other topics, synchronize political theory learning, safety education, skills education, and other work, and always take the interests of the masses as the fundamental purpose of all educational activities. Both leading cadres can inherit and carry forward the party's fine traditions but also guide the general public to consciously resist all kinds of corrupt ideas. This kind of teaching activities can be divided into systematic teaching and daily teaching two parts. Systematic education is mainly the use of three classes and one meeting to learn the basic theory of Marxism, for the general public to carry out patriotism, collectivism education, dissemination, and other policies and requirements of the party's style of clean government. It also goes deep into the lives of the masses and carries out education and training activities on democracy and the rule of law, civilized etiquette, and mental health. Daily education is mainly from the business technology, workflow, situation and policy, organizational life, and other aspects, guide the masses to correctly deal with the interests of individuals, collectives, the country tripartite, and develop a good habit of self-education, but also to facilitate a better unification of the masses' ideological understanding.

Secondly, the party should base itself on the actual situation of the enterprise and increase the special content of the ideological work. For example, coordinate party building with labor building, league building, and women building, and use the work of one enterprise with one characteristic and one branch with one brand to unite the fighting force of the masses and enhance their sense of identity and belonging to the enterprise. This includes coordinating the league organizations to carry out value-oriented education for young workers on love, dedication, and selfless devotion; using the creation of youth civilization to enhance the technical, professional, and comprehensive quality of the majority of young members and women workers, to provide a solid guarantee for the high-quality development of the enterprise.

### **3.2. Innovative civic and political work methods**

Civic and political work of state-owned enterprises should also have a new working method that fits the mass work, the laws of economic and social development, and the characteristics of enterprise development in the new period.

For one thing, the enterprise culture should be used as a carrier to stimulate the vitality of mass work and ideological work. This includes but is not limited to, perfecting tangible material culture and building intangible institutional and spiritual culture. For example, one can mobilize the enthusiasm of the majority of workers to participate in the construction of enterprise culture by holding various types of cultural and sports activities. Different types of rewards are awarded to workers who have outstanding performance or excellent results in activities such as knowledge quizzes, skill competitions, photography contests, and so on, to strengthen the workers' sense of conviction and pride in their activities, as well as to motivate and inspire other workers. It focuses on establishing corporate culture brands, promoting top-to-bottom corporate culture governance, adjusting the corporate culture construction system, closely linking culture construction with ideological and political work and party building, and comprehensively stimulating the production vitality of the enterprise.

Secondly, it can drive the backward workers by cultivating and establishing advanced models. Each production and operation grass-roots group and project unit can regularly declare the typical ones in terms of caring for public property, innovation, invention, solidarity with the masses, and so on, which will be openly selected by the enterprise and honored with honorary titles and awarded with prizes. Within the enterprise, from top to bottom, they can publicize and study the deeds of advanced people, and through setting up role models, they can motivate the workers to clarify the direction and strengthen their beliefs. Additionally, enterprises can set up pioneer groups and star studios around typical workers to further cohesion of a group of people, so that it can be externalized into the enthusiasm of officers and entrepreneurs, and also form a good atmosphere of learning, comparing, catching up and surpassing within the enterprise.

### **3.3. Improve the supporting mechanism**

To play the role of ideological work in the mass work of state-owned enterprises, there is also a need to have a complete set of working mechanisms. Through effective assessment and evaluation, scientific selection and employment, and healthy internal communication and feedback, the working ability of grassroots party organizations can be further improved.

For example, take full account of the laws governing the operation of ideological and political

work in state-owned enterprises in the new era, and establish an assessment and evaluation mechanism based on the characteristics of the market economy to adapt to the corporate governance structure of the company. Refine the evaluation indexes, differentiate the evaluation standards, quantify the assessment tasks, and enrich the subject of the assessment, and the final assessment results should be linked to the remuneration cash. In terms of selecting, employing, and educating people, enterprises should insist on taking the road of strengthening the enterprise with talents, focusing on cultivating high-level talents and composite talents and building an echelon talent team. Enterprises should select workers with political and labor talents in training technical backbone. The reserve talent should be provided with more practice exercise, training, and learning opportunities. Finally, through internal communication and feedback from the top to the bottom, enterprises should do comprehensive supervision and effective management of the ideological and political work, create a democratic atmosphere within the enterprise, and shape the good working style and professionalism of the political cadres of state-owned enterprises.

#### 4. Conclusion

To summarize, the ideological and political work of state-owned enterprises can play an irreplaceable and important role in guiding the practice of mass work. To maintain the role of sustainability and effectiveness, enterprises must guide political cadres to innovate the way and method of ideological work and enrich the content of work, to make it meet the requirements of the characteristics of the mass work in the new period and become an important cornerstone and carrier of the mass work.

#### Disclosure statement

The author declares no conflict of interest.

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