

# On the Current Situation and Inheritance Path of the Spirit of Party Building

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## Abstract

In a hundred years of struggle, under the leadership of Chen Duxiu as the leader of the great revolutionary predecessors, in the fierce anti-imperialist and anti-feudalism struggle, our party was founded at the beginning of the formation of the truth, adhere to the ideals, the practice of the original heart, take up the mission, not afraid of sacrifices, heroic struggle, loyalty to the party, not to the people's spirit of the founding of the great party. In order to implement the 'carry forward the glorious tradition, continue the red bloodline' important instructions, the author will focus on the hometown of Chen Duxiu in Anqing City, Anhui Province, found that Anqing City, in the dissemination of Chen Duxiu's deeds of building the party, there is a single dissemination of the main body of the government's lack of concern, the dissemination of the audience dispersed, positioning ambiguity, the dissemination of boring content, a single form of dissemination channels, the lack of traditional and other issues. and too traditional problems. In view of the above problems, this paper puts forward feasible suggestions from the four aspects of shaping a government-led communication system for the Party's founding deeds, realising niche communication with distinctive and innovative communication contents and forms, increasing communication channels, and constructing a two-way communication structure.

## Keywords

Chen Duxiu; Communication strategy; Party building spirit

## 1. Introduction

Chen Duxiu was an outstanding patriot, revolutionary, Enlightenment thinker and democrat in modern Chinese history, as well as one of the main founders and early leaders of the Communist Party of China. From his youth, he devoted himself to the great revolutionary struggle for the freedom and liberation of the Chinese nation, pioneered a new way of party building, and his ideas on party building truly recorded the arduous course of the party's creation. It can be said that understanding Chen Duxiu's party building deeds and inheriting his party building spirit play an important role in improving the status quo of contemporary youth who do not think of making progress and are contented with enjoying themselves.

The 20th Party Congress stressed that 'we should continue to carry forward the glorious tradition and continue the red bloodline'. In order to carry forward the red deeds of the great revolutionary party members and promote the red spirit to immerse into the youth education, the author will investigate the inheritance status of Chen Duxiu culture in the local area in Chen Duxiu's hometown of Anqing, Anhui Province, study the dissemination status and influencing factors of Chen Duxiu's deeds of founding the party, and put forward feasible development suggestions for the dissemination and development of Chen Duxiu's spirit of founding the party.

## 2. Chen Duxiu's Revolutionary Activities to Build the Party Spreading Way in Anqing

### 2.1. Theatre culture dissemination

Opera culture dissemination plays a crucial role in the dissemination of the spirit of party building. By combining the profound connotation of the spirit of party building with the unique charm of opera art, touching the audience's emotion and triggering resonance in the form of vivid and imaginative performances, it not only helps to enhance the cultural self-confidence and sense of national pride, but also promotes the prosperous development of the art of opera, strengthens the party's propaganda and education work, and fosters patriotic feelings among young people, so as to comprehensively promote the development of party building spirit in Anqing City. Thus, it can promote the spirit of party building in a broader social level to be inherited and carried forward in an all-round way.

After the explosion of 'The Age of Awakening', Anqing, as the 'hometown of Huangmei Opera', relied on the local resources of Huangmei Opera to create and rehearse the Huangmei Opera 'The Age of Youth' to celebrate the revolutionary story of the age of awakening. In addition to the Huangmei Opera, the stage play 'The Age of Awakening' produced by Shanghai Dramatic Arts Centre also triggered strong resonance among audiences of all ages, making countless people weep, and played a greater role in spreading the story of Chen Duxiu's founding of the Party and the spirit of his founding of the Party.

### 2.2. Film and television works dissemination

Film and television works are an intuitive way of vividly disseminating information in the new era, and have a special and important role in the inheritance and promotion of the spirit of the founding of the Party. On the one hand, film and television works can make the spirit of the founding of the Party more intuitively and vividly presented in front of the audience through figurative audio-visual language and popular expression, so as to enhance the audience's sense of entry and identity. This intuition makes the audience understand the connotation and value of the spirit of the founding of the Party in a deeper way, so that they can believe and practice these spirits more firmly. On the other hand, film and television works have a broad audience base and strong communication power. Through the dissemination of film and television works, the spirit of the founding of the Party can reach a wider range of people, including viewers of different ages, occupations and regions. With a wide range of dissemination and great influence, the works related to the founding of the CPC can achieve more far-reaching dissemination in the process of sharing and exchanging views among the audience. For example, 'The Age of Awakening', an outstanding work in the 'Outstanding TV Drama Showcase in Celebration of the 100th Anniversary of the Founding of the Communist Party of China', shows the dramatic history from the New Culture Movement to the establishment of the Communist Party of China, and tells about the life in the age of awakening. After its screening, the film won many honours and achieved good publicity effect within the society, and many people had a deeper understanding of the magnificent history of the founding of the Party and Chen Duxiu himself through the 'Age of Awakening'.

### 2.3. Propaganda dissemination

With 'small topics' vividly reflecting 'big themes' and flexible forms and carriers, preaching can better realise the 'face-to-face' dissemination of the spirit of the founding of the Party. Through the speech, the core essence of the spirit of the party, the historical background and practical requirements can be conveyed to the audience in a direct and clear way, so that they have a deeper and more comprehensive understanding of the spirit of the party. Preachers often have rich knowledge reserves and deep emotional experience, and can resonate with the audience's

emotions through vivid language and touching stories. In addition, the preaching also has the characteristics of flexibility and pertinence, according to different groups of listeners and preaching occasions, adjusting the content and way of preaching, to ensure that the preaching effect is maximised.

Anqing Duxiu Park make full use of their own red resources, from 2021, Duxiu Park and Anqing City, secondary schools and community cooperation, with a frequency of about 20 times a year to carry out the 'red lecture into the campus' 'red lecture into the village' 'Red Lecture into the community' series of activities. Lectures through detailed historical information, with Chen Yannian, Chen Qiaonian martyrs generosity to the righteousness of the topic, leading to the spirit of the founding of the Party's major themes; in major events, Duxiu Park will invite Chen Yannian, Chen Qiaonian's niece, Chen Changpu, into the colleges and universities, in the 'face-to-face' exchanges of the Party's history of education in the special lectures, the history of the Chen family The history of the Chen family is narrated in the 'face-to-face' exchange of party history education lectures.

## **2.4. Red education base visit dissemination**

Red education base visit research has far-reaching significance in passing on and carrying forward the spirit of founding the Party, and it is one of the most direct and simple ways for the audience to understand red culture. Through visiting research, people can deeply understand the glorious course and great achievements of the CPC, intuitively feel the hardship and greatness of the revolutionary history, deeply appreciate the heroic deeds and selfless dedication of the revolutionary martyrs, and stimulate patriotic feelings and sense of responsibility. This process not only helps to maintain the party's advancement and purity, but also inspires people to more actively participate in the great cause of national construction and national rejuvenation, and injects a strong spiritual impetus for social harmony and progress.

In order to strengthen their ideal beliefs and draw strength for advancement, students, government agencies and enterprises often get in touch with Duxiu Park and go there to carry out theme party day activities and study activities. The organs usually visit the Chen Duxiu Life Story Exhibition Hall under the guidance of the lecturer to learn about the great party building deeds of Chen Duxiu, and then visit the Memorial Garden of the New Culture Movement in Duxiu Park, laying a flower basket in front of the bronze statue of Chen Duxiu in memory of the martyrs. For enterprises and institutions, the party day activity held in Duxiu Park is conducive to draw the power of progress, and put into the organisation, organization and other work with more enthusiasm; for young students, the red cultural travel beyond the limitations of textbooks and classrooms, so that students in the vast world to accept the red cultural education and baptism of the spirit, and in the cultivation of sentiments, growth of knowledge, and stimulate the patriotism of the sentiment, etc., to produce a positive impact. The influence of the red culture is positive in cultivating the temperament, increasing knowledge and stimulating patriotism.

## **3. Exploration of the Difficulties of Chen Duxiu's Deeds of Establishing the Party**

Based on the field research conducted by the author in Anqing Duxiu Park, the problems existing in the dissemination of Chen Duxiu's deeds of founding the Party in Anqing are now analysed in four aspects: dissemination subject, dissemination audience, dissemination content, and dissemination channels.

### **3.1. Single dissemination subject and lack of government concern**

Official government policies and documents have a leading and instructive role for citizens and organisations. In the case that the official government pays little attention to the dissemination

of Chen Duxiu's deeds of founding the Party, it is difficult for Chen Duxiu's deeds of founding the Party to carry out dissemination activities on a wide scale. According to the research results, the current Chen Duxiu propaganda activities are mainly led by the Duxiu Park, the government since 2021 after the 'Age of Awakening' burst into flames, only in the people's voices under the resumption of the former residence of Chen Duxiu Chen Yannian Chen Qiaonian, and never again splash, so far, has not been open to the public. The government, which should have been the leading subject of serious topics such as party history, 'lost its voice' in the dissemination process.

### **3.2. Dispersed audience, vague positioning**

Audience classification standards are diversified, age, occupation, purpose, education level and so on can be used as indicators to classify audience groups, but in Duxiu Park there is no detailed classification of the audience, presenting a 'one-size-fits-all' state. Duxiu Park presents the history of Chen Duxiu's founding of the Party in the form of illustrations and texts, and there are new media television and projection technology, but they are not used much, and no consideration is given to special groups, such as the visually and hearing impaired. At the same time, the visiting group is getting younger and younger, while the content and way of explanation are still relatively traditional, without the purpose of visiting team and different age of the audience, etc. to divide and cope with and can't cause young people's empathy, resulting in the situation of poor communication effect.

### **3.3. Dull communication content, single form**

The activities carried out by Duxiu Park are single, only one form of preaching, and since 2021, the content of sending exhibition preaching are Chen Yannian Chen Qiaonian two martyrs, and not much propaganda on the spirit of Chen Duxiu founding the party. At this stage, Chen Duxiu red celebrity resources and natural environmental resources, folk culture resources, historical and cultural resources, etc. lack of linkage, the dissemination of content should be with local characteristics without combining innovation, the form of old, boring content, difficult to cause resonance.

### **3.4. Lack of communication channels, too traditional**

The mass media is gradually moving towards a new stage of diversification, integration and three-dimensionality, and the core of these transformations lies in a high degree of interactivity and extensive audience participation. On the contrary, Duxiuyuan's communication channels appear to be relatively single, limited to the release of information on the public number, while its official figure has not been seen on social media platforms with a large user base such as Jitterbug and microblogging, resulting in the dissemination of information presenting a unidirectional nature and the lack of the necessary interactive links. For the audience, this means that their voices and opinions are difficult to find an outlet for feedback, and the main body of communication is thus unable to capture the real needs of the audience in time, forming a gap in information dissemination.

## **4. Strategies for Spreading Chen Duxiu's deeds of Founding the Party in Anqing**

In view of the problems in the dissemination of Chen Duxiu's deeds of founding the party as proposed above, the strategy is now analysed, and the proposed countermeasures and suggestions can be summarized in the following aspects:

### **4.1. Strengthen government leadership and industrial integration and linkage**

Officials play the role of 'navigator' and play a key leading and guiding role in the process of information dissemination. For Chen Duxiu as an important historical figure resource, the

official institutions should pay full attention to it, and actively cooperate with the cultural and tourism departments. Specific measures include restoring Chen Duxiu's former residence, accelerating the pace of its opening to the public, and linking with attractions such as the Duxiu Park to create a party-building themed tourism route. This initiative is aimed at dispersing the up to 200,000 annual visitors to Duxiu Park, while promoting the prosperous development of the red tourism industry. On this basis, local material and cultural resources such as cuisine, lodgings and special crafts should also be deeply explored and integrated, blending them with Chen Duxiu's Party-building spirit, thereby enhancing the popularity and influence of the relevant resources.

In addition, with the community as the basic unit, widely mobilise the public to participate in volunteer services for red tourism. Especially during the peak holiday tourism season, residents are encouraged to provide volunteer services for red tourism attractions in their neighbourhood. To this end, professional skills training should be carried out, which not only fosters a group of professional communication talents, but also deepens the public's knowledge and understanding of Chen Duxiu's culture in a subtle way.

#### **4.2. Segmentation of the target audience and realisation of niche communication**

Abandon the 'indoctrination' means in the past, collect people's interest points through the big data platform, provide targeted content output and feedback to users, and provide differentiated services to different audience groups. According to the age division, the audience group is divided into middle-aged and old people, young people and children, noting that the middle-aged and old people are more inclined to traditional and simple communication methods, and it may be easier to be accepted through television, opera and other means of communication [5]; young people have a strong curiosity, boldly introduce new technologies, set up digital virtual exhibition halls or VR interactive equipment, so that young people can feel the spirit of the founding of the party in the practical experience. For the children's group, Chen Duxiu's deeds of founding the party can be made into an animated film or puzzle game, and the summer and winter holidays can be used to hold a special study camp on the founding of the party and revolution, so that the children can more deeply experience the red culture.

It can also be further subdivided according to criteria such as audience needs, such as party members, students, rural residents and social organisations. For party members, collective learning through party branches can be used to teach in-depth the connotation, formation mechanism and practical requirements of the great party-building spirit; for students, online platforms can be used for 'interactive' learning, encouraging them to express their views; for rural residents, it is necessary to strengthen the emotional exchange and daily integration of the spirit of the party-building into production and life, leading the masses to lead their lives; for social organisations, it is necessary to integrate the spirit of the party-building into the production and life, leading the masses to lead their lives. For social organisations, it is necessary to take into account their form, nature and characteristics, and use advanced communication technology and industrialised means to build an appropriate communication model.

#### **4.3. Updating communication contents and innovating communication forms**

Chen Duxiu's broad history of founding the Party is of great communication value, and it can be cleverly integrated with local characteristics of non-legacy culture, such as Huangmei Opera and Flower Drum Lanterns, etc., so as to jointly shape a unique cultural brand. At the same time, the disseminator can rely on the advantages of the venue, follow the trend of entertainment in the times, recruit young creators, create homemade 'script killing' and 'secret room escape' games, and cleverly incorporate the scientific content of Chen Duxiu's party building deeds, so



that young people can enjoy the entertainment and also learn more about Chen Duxiu's history. At the same time, young people can also gain a deeper understanding of Chen Duxiu's historical contributions.

In addition, with the rapid development of information technologies such as big data, blockchain and artificial intelligence, society is accelerating from 'digitalisation' to 'digital intelligence', which poses new challenges and requirements for the dissemination of the discourse on the spirit of the founding of the Party. Disseminators should keep pace with the times and actively build a digital resource base of red memory, which not only completely reproduces the red physical archives, but also carefully selects authoritative information, guides the audience to immerse themselves in the historical narrative of red culture, and creates a deep and strong emotional resonance with the spirit of the great founding of the Party.

#### **4.4. Enrich communication channels and improve feedback mechanism**

In order to maximise the effect of communication, it is necessary to integrate and enrich communication channels and make efficient use of mass media. The new media platform, with its audio-visual combination, convenient and fast advantages, breaks the time and space limitations of communication and caters to the needs of the audience. Therefore, opening the official accounts of Duxiu Park and other red education bases in various social media, and developing digital museums and virtual exhibition halls for Chen Duxiu's party history education play an important role in the dissemination of Chen Duxiu's deeds of founding the party. At the same time, giving full play to the role of red education bases such as Duxiu Park and making reasonable use of local red resources, which have a systematic and comprehensive knowledge reserve inside, not only facilitates the collection of information by the audience, but also allows the audience to directly participate in the experience of red culture, which can produce a good dissemination effect.

In terms of feedback mechanism, a 'suggestion box' can be set up online and offline to collect opinions and feedback from the public and make regular replies, and an information feedback platform can be set up online to ensure the two-way interactivity of communication. It is necessary to strengthen the dialogue with the audience and actively accept feedback. The powerful interactive function of new media provides a platform for dialogue between the communicator and the audience, and the communicator should interact with the audience in positions such as the client and the comment area of the official media account to answer their questions and enhance the enthusiasm of their participation.

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