On the Essence of New Urbanization Management from the Perspective of Marxist Ecological View

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Abstract. New urbanization is the symbol of social progress and development, and its connotation lies in the urbanization of "people". Under the guidance of Marxist ecological concept, we should steadily promote the understanding about managing the objective nature of urbanization, so as to increase people's positive feelings about it and realize the true purpose of human existence.

1. Introduction

I remember Premier Li Keqiang clearly put forward at the fourth session of the 12th National People's Congress that one of the goals and tasks during the 13th Five Year Plan period is to further promote the new type of urbanization with people as the core, to realize the settlement of about 100 million agricultural transfer population and other permanent residents in cities and towns, and to guide about 100 million people to live urbanized life in their nearby areas in Central and Western China. By 2020, the urbanization rate of permanent residents reached 60%, and the urbanization rate of registered population reached 45%. The realization of new urbanization with human as the core means that urbanization is not only the urbanization of material, but also the urbanization of people. This fully conforms to the essence of Marxists' social management thoughts.

2. Implementation of Ecological Ethics Education: Practical Rationality of New Urbanization Management

Ecological ethics is the dual evolution product of nature and culture. To grasp the essence of ecological ethics in urbanization is to realize the internal unity between urbanization and ecological ethics. Nowadays, the contradiction between the increasing social demand and the increasing scarcity of irreversible resources is becoming increasingly prominent. All the ecological ethical problems faced by human beings are the inevitable result of the conflict between the long natural evolution and the speeding cultural evolution. In this regard, the concept of ecological civilization should be clarified as soon as possible, the concept of sustainability should be established as soon as possible, the concept of environmental responsibility should be promoted as soon as possible, and the concept of environmental ethics should be implemented as soon as possible. The education of ecological ethics is an indispensable practical rational activity of new urbanization, which must be carried out in the whole process of urbanization.

The ecological ethics education mainly starts from the dual perspectives of the "natural evolution" and human "cultural evolution" history. From the macro-perspective of contemporary Chinese Marxist ecological ethics, we pursue to use dynamic comparative research methods to study the objective laws of the occurrence and evolution of ecological ethics, and to study the causes of ecological ethics problems, as well as their impact on human society and the corresponding solutions. In order to provide scientific and rational guidance for the sought of the scientific and rational countermeasures to solve the ecological ethical problems in the process of urbanization, and to seek the consciousness, rationality and sustainability of urbanization development, we should cultivate the public to understand and accept the healthy and objective ecological ethics concept. Marx once said: "society is the unity of man and nature, which is the real resurrection of nature." Urbanization reflects the real development process of a society, and its highest goal is to realize the real unity of human and nature.
3. Practice with Steady Progress: Objective Features of New Urbanization Management

Urbanization is a systematic project, which will inevitably encounter the contradiction between man and nature. Therefore, the long-term planning of urbanization is necessary. Just as Liu Taige, the "father of Singapore's modern planning", has argued that there is a lot of work behind urbanization that are not seen by people. Planning should be done reasonably, infrastructure should be constructed well, and people's life, education and employment opportunities should be secured. Only on the basis of setting these preconditions up then can we talk about how to shape the image of a city. At the same time, the long-term planning should be completed with patience and without anxiety, urban construction philosophy should be people-oriented and respect the natural environment and history. I remember Su Hainan, vice president of the China Labor Association, once said: to integrate migrant workers into the city and create conditions to promote their transformation into modern urban citizens, efforts should be made to realize ten conditions (called "ten haves", "shi you" in Chinese), that is, "there are jobs in cities, contracts for labor work, guaranteed remuneration, measures for insurance coverage, training for posts, channels for rights protection, improved accommodation, education for children, life with culture, and pursuit of purposes". These ten conditions would strengthen migrant workers' sense of belonging in city. Only by gradually improving the training, accommodation and spare time life condition, and giving the future development prospects, can the migrant workers meet their needs and integrate themselves into the city life.¹

The success of urbanization lies in management. In order to make the farmers become willing to stay in the city, the first problem to be solved is the issue of residence, as well as the livelihood problem, these are the basic ecological ethics connotation. In addition, urbanization is bound to stress the citizenship of population and the quality and manner of citizens; therefore, urbanization and environmental protection quality of people are destined to be improved simultaneously. With the gradual increase of rural population in urban areas, the overall consumption capacity would be improved, and the domestic demand that met would stimulate the economy and no longer depend on export. However, urbanization needs to proceed from reality and follow natural law in reality, as radical urbanization measures would not achieve positive effects. Otherwise, urban problems will emerge: overheated economy, congested cities, traffic jams and environmental contamination. The existence of such "semi-urbanization" phenomenon is a prominent problem emerged during the quality management process of urbanization. The so-called "semi-urbanization" refers to the fact that farmers have already gone to cities to work and do business, and have realized non-agricultural transformation. However, they are still farmers and have not fully obtained their urban citizenship, so they can not enjoy the same rights and benefits as urban residents. According to the Marxist ecological view, if the concept of ecological ethics has not internalized itself into the concept of urbanization, then "human nature" will not be reflected, and such practices cannot be identified as healthy practices.

4. The Essence of Positive Feelings of People: the Yardstick of Measuring Quality Management of New Urbanization

Urbanization itself is a problem of development, and development must be placed under the ethic norms. This is because the urbanization of "material things" is the means, while the urbanization of "people" is determined as the purpose. In the past, we have been influenced by the Western industrial civilization development concepts and seldom consider the ethic factors in the development process. Ethic issues are within the realm of human's internal beings, and human ethic matters are not equal to material and external physical beings. However, in the sense of life, human relations can be extended to things and nature. This puts forward the complete fundamental ethic appeal for urbanization. I remember president and chairman Xi Jinping's remarks about how to vigorously promote the construction of ecological civilization, which include two points: first, a good ecological environment is the most popular welfare for people's livelihood; second, to protect
the ecological environment is to protect the productive forces. Indeed, many countries have gone through the process of "pollution before management", the eternal costs are usually much higher than the original wealth created and obtained. It is necessary for us to approach and understand the idea of sustainable development from dialectic perspectives.

Development is the theme of our era, but development is also the problem of our present times. Because in the process of development, there is bound to be contradictions between human and nature. The solution of the problem lies in striving for a balance between human & nature and realizing the golden mean (also called zhong yong in Chinese). Of course, we can't mechanically find the golden mean, just as the number "six" is the middle term of the number "ten" and the number "two", and "six" is very difficult to find. However, Aristotle once said, "it is the best for us to try to feel the middle point in the right motivation, the right conditions, the right people and the right things." This shows that the solution to the contradiction between human beings and nature cannot be separated from various conditions in reality. Among the existing conditions, we can find the best "degree" of sustainable development. In practice, the strategy of sustainable development is to find a balance between developing countries and developed countries, also a balance between contemporary people and future generations. Theoretically speaking, the strategy of sustainable development is to strengthen the concept of ecological ethics in epistemology and methodology, and to realize the isomorphism between ecological ethics consciousness and urbanization. Today, carrying out ecological ethics education and management plays an irreplaceable role in alleviating ecological ethical problems. Education is not omnipotent, but the normal development of ecological ethics education and management, at least will make people suffer from less mistakes in ecological ethics practice.

5. Realizing the True Meaning of Human Existence: the Fundamental Gist of New Urbanization Management

At present, the research on international ecological ethics education and management needs to be further explored, and the international community should pay more attention to it. In the future, to carry out the education and management of ecological ethics under the background of urbanization, our work should be based on a comprehensive understanding of ecological ethic issues, in order to "know why"; it should be based on exploring the structural causes of ecological ethics problems, in order to "understand how"; and it should be based on education and management of the substantive problems of urbanization, we should seek the support of "natural evolution history and cultural evolution history" and develop a sense of social responsibility. Therefore, the ecological ethics education and management in the new urbanization era need to realize the innovation theory research and the reconstruction of the specific implementation scheme of urbanization under the guidance of the development concept during the new era. Otherwise, the education and management of ecological ethics will only stay on the level of attempting ineffective solutions, and the ecological ethics and management of urbanization will always become a problem. In short, the starting point and destination of urbanization is to realize the true meaning of human existence and realize the essential unity of human and nature. We should focus on the concept of people-oriented, actively promote the new type of urbanization, and use scientific management methods to realize the benign path of urbanization, so as to eventually improve the quality of people's urbanization.

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Major Research Direction: the Basic Tenets of Marxism; Ideological and Political Education

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