Zhu De's Thoughts on Art of Propaganda and Education During the Anti-Japanese War

Zhi-Qiang MAO¹ and De-Hui YANG²,*

¹Department of Ideology and Politics, Yunnan University of TCM, Kunming 650500, P.R. China
²Department of Assets, Yunnan Normal University, Kunming 650500, P.R. China
*Corresponding author

Keywords: Zhu De, Art on Propaganda and Education, Anti-Japanese War

Abstract. The effectiveness about the ruling party's art of propaganda and education is an important way for the ruling party to win legitimacy. Zhu De made a series of explorations on the importance, objects, tasks and forms of art on publicity and education of CPC during the Anti-Japanese War, analyzed the advantages and disadvantages of art on publicity and education, and formed a relatively rich thought on CPC's art of publicity and education, that is, the target of publicity is the Chinese people and the army, the art propagandist is the artist with Marxist thought, The appropriate form of propaganda is the art form of national and folk.

1. Introduction

History has proved that guns and pens have played an important role in the Victory of Chinese revolution. The penholder here refers to propaganda and ideological work. “The Propaganda and ideological work is to consolidate the guiding position of Marxism in the ideological field and consolidate the common ideological basis for the unity and struggle of the whole CPC and the whole nation.”[1] The Propaganda and ideological work is an important part of the CPC's work, and artistic propaganda has become an important form of propaganda and ideological work by virtue of its own characteristics and advantages. During the Anti-Japanese War, the artistic propaganda made the CPC's anti-Japanese propaganda more vivid and typical, which was easy to understand and accept for the common people and made the anti-Japanese propaganda effective. During the Anti-Japanese War, the enemy's secret service in North China controlled news magazines and books, organized various deceptive propaganda organizations, published a large number of newspapers, magazines, leaflets and so on to publicize the so-called "New East Asian Order" and carry out various propaganda to alienate the people from the CPC. In view of this situation, Zhu De put forward the thoughts on art of Propaganda and education of CPC. Its contents are as follows.

2. Starting Point: Revealing the Advantages and Disadvantages of Propaganda and Ideological Education

The Propaganda and ideological work is CPC's fine tradition. The CPC has always regarded propaganda and ideological work as an important task, whether in wartime or in peacetime. Zhu De believes that the advantages of CPC's propaganda and ideological work mainly include three aspects: Firstly, the advantages of propaganda contents. The propaganda work is specific and historical. The content of the propaganda and ideological work of the CPC is also different in different periods and different environments. The core content of the propaganda and ideological work of CPC during the Anti-Japanese War is to persist in the war of resistance and unity, and point out the future of the new-democratic China. This content about propaganda and ideological work put forward the demand for resistance to Japan and pointed out the prospect of the future revolution. The content of such propaganda ideas is deeply popular with the people and can be easily accepted by ordinary people to meet the requirements of the development of the times. Secondly, the advantage of the propaganda subject. On one hand, we have special propaganda departments and teams. On the other hand, our anti-Japanese propaganda has the support and full cooperation from
the anti-Japanese regime, army officers and soldiers and ordinary mass groups. Thirdly, the advantages of propaganda form. During the Anti-Japanese War, we published a large number of books, cartoons, newspapers and other propaganda materials to Propaganda the CPC's anti-Japanese ideas and concepts, and distributed the propaganda materials to every soldier and widely spread among the people. In a word, Zhu De believes that the advantage of our propaganda and ideological work is that we hold the truth, we stand on the side of justice and truth, and always represent the interests of the people, so that the masses can recognize the correctness of the CPC from practice, and actively support the Communist Party of China. However, our CPC's propaganda and ideological work also has shortcomings, it is far less than Japanese imperialis in propaganda means, mainly because we are limited by technical and individualistic conditions. Therefore, in order to achieve better propaganda effect, Zhu De believed that propaganda and ideological work should be combined with art.

3. The Three Contents: the Thoughts on Art of Propaganda and Education

3.1 Recognizing the Propaganda Objects-Chinese People and Army

In order to achieve the desired effect, we must first identify the object of the propaganda. "Our art propaganda is aimed at the masses and soldiers. It can be seen that the object of our CPC's art propaganda is extremely extensive and is aimed at most people. Therefore, it is necessary to recognize that the propaganda object of art is the broad masses and the army."[3] Only by recognizing the target of propaganda can we make art propaganda targeted and enhance the effectiveness and sustainability of propaganda so as to achieve the desired effect.

3.2 Be a Good Art Propagandist-Marxist Artist

Thought itself cannot be realized by directly acting on other things, but must rely on people who can use thought to act on practice. Therefore, in order to achieve good results in ideological propaganda, the key is to see the main body of propaganda, so how can we become an excellent art propagandist? Zhu De has his own thoughts on this. First, the requirements of the main professional field of art propaganda. In addition to mastering art professional knowledge and possessing artistic accomplishment, art propagandist must also learn Marxism and Mao Zedong Thought to enhance their political accomplishment, because an artist who understands Marxism should be a good propagandist. If you want to be a Marxist artist but don't understand Marxism, the problem will arise here. Therefore, the artists must constantly improve their Marxist theoretical accomplishment so that art propaganda can be done well. Second, the practical requirements of the subject of art propaganda. A good artist is a person with rich practical experience and life experience. Zhu De believes that most of the good propaganda works come from the masses and are inspired by the artist's creation in-depth life. Because "the people are the source of literary and artistic creation, once they leave the people, literature and art will become rootless duckweed, disease-free moan and soul-free body."[2] Art works combined with the people can not only win the recognition of the people, but also have a good publicity effect. Third, the character requirement of the art propagandist. The art propagandists should become advocates of the national and national spirit, and account for the great practice of the people by creating more literary works. The art propagandists should constantly improve their own cultural accomplishment and strengthen their study. Fourth, the learning requirements of the art propagandists. Zhu De believes that a good art propagandist is to find a good learning object, namely, learn from the masses modestly. The art propagandists can't be solitary flower in love with its own fragrance. They always think that "the article is their own good, the work is their own good", so they can only make themselves farther and farther away from the masses. Therefore, we must accept the opinions of the masses with an open mind, learn from them and consult them before we can become one with the object of propaganda. The art propagandist should study military theory and participate in military practice. Zhu De believes that having military knowledge and participating in military practical struggle is a call from the broad masses for art propagandist in the war era.
3.3 Appropriate Propaganda Form-National Form of Art and Folk Form of Art

Methodology of specific analysis of specific problems in Marxism tells us that the propaganda methods adopted should be different because of different propaganda objects. Our propaganda target is the vast Chinese people and the army, so what kind of propaganda form should we choose? Zhu De believes that we should adopt the national forms of art and folk forms of art. This form of propaganda has the characteristics of nationality, typicality and popularization. Zhu De believes that the main reasons for choosing the national form and folk form of art as the way of propaganda are as follows: Firstly, such forms of propaganda are easy to understand, vivid and appealing, easily arouse people's resonance and play a role of getting twice the result with half the effort. Secondly, the national form of art is to absorb and accept the fine things in the national cultural tradition, which has achieved practical results. Such as close to the masses, close to life and close to reality in creative works, have been welcomed and loved by the masses of the people. Finally, this form of propaganda stands with the people. Zhu De believes that the responsibility of artists is to arm the whole nation with literature and arts in future. This task determines our position and stands with the people. The national character of art determines that only when we truly stand with the people can make them willing to listen, thus making propaganda more timely. In short, to become an excellent anti-Japanese art propagandist, all three aspects are indispensable. They cooperate with each other and promote each other. With the basic victory in the War of Resistance Against Japan, Zhu De put forward the task of the new era for the writers and artists: "Inspire the whole nation with literature and art, and in order to accomplish this task, the writers and artists are united with the broad masses and strive to correct their own shortcomings and jointly build a new socialist China.” [4] From the above, we can see that Zhu De's requirements for art propagandists are the product of specific historical conditions, with obvious characteristics of the times, but some requirements still apply to the art propaganda work in the current peaceful era.

4. The Advantages of CPC's Propaganda and Ideological Work.

Zhu De believes that the advantages of our Party's propaganda and ideological work mainly include: First, the advantages of propaganda contents. The propaganda work is specific and historical. The content of the propaganda and ideological work of the Communist Party of China is also different in different periods and different environments. The core content of the propaganda and ideological work of the Communist Party of China during the Anti-Japanese War is to persist in the war of resistance and unity and point out the future of the new-democratic China. Such propaganda and ideological content put forward the demand for resistance to Japan and pointed out the future of the future revolution. The content of such propaganda ideas is deeply popular with the people and can be easily accepted by ordinary people to meet the requirements of the development of the times. The second is the advantage of the propaganda subject. On the one hand, we have special propaganda departments and teams, and on the other hand, our anti-Japanese propaganda has the support and full cooperation of the anti-Japanese regime, army officers and soldiers and ordinary mass groups. Third, the advantages of propaganda form. During the Anti-Japanese War, we published a large number of books, cartoons, newspapers and other propaganda materials to publicize the Party's anti-Japanese ideas and concepts, and distributed the propaganda materials to every soldier and widely spread among the people. In a word, Zhu De believes that the advantage of our propaganda and ideological work is that we hold the truth, we stand on the side of justice and truth, and always represent the interests of the people, so that the masses can recognize the correctness of the Communist Party of China from practice, and actively support the Communist Party of China.

5. The Enlightenment of Reality and Tis Reference Significance

When socialism with Chinese characteristics enters a new era, we are facing new Domestic contradictions, new international environment. How should we inherit and carry forward Zhu De's
thought on art of propaganda and education during the Anti-Japanese War? There are the following points.

5.1 Finding the Key Points -Unified Thinking

When socialism with Chinese characteristics enters a new era, we must regard unity of thought and cohesion of strength as the central link of propaganda and ideological work. We often say" As long as one heart, we can play a great power and overcome all difficulties. "Therefore, it is very important to unify our thinking and understanding. Propaganda and ideological work can effectively perform its basic duties around the center and serve the overall situation only if it takes the overall situation into consideration, grasps the general situation, focuses on major issues, finds the entry point and focus point of the work, and follows the trend, moves in response to the trend. We should strive to realize people's yearning for a better life, which is our goal. We should solve both practical and ideological problems. Only in this way can we strengthen confidence, rally the hearts of the people, warm the hearts of the people and build unity.

5.2 Doing Two Basic Tasks Well—the Publicity is Centered on People and the Thought of Socialism with Chinese Characteristics.

We should use socialism with Chinese characteristics to guide the propaganda and ideological work. We should Firmly Believe and Pursue Marxism. We should Arm our minds with them and educate the people. Faith is deeply embedded in our hearts, but it can form great power. History and practice have, countless times, proved to us the value and charm of the theory of socialism with Chinese characteristics. Only by solving the problem of Marxist belief can we stand the severe test. Without the strong support of faith, they will be defeated before interfering with the temptation. Whether it is the revolutionary years in bloodshed, the construction period in full swing or the reform era of tackling the difficulties, the strong support of faith has been inspiring the majority of Party members and cadres to advance and forge ahead and get great achievements.

We should explain and publicize Chinese characteristics to them. First, clarify the road choice. The inevitability of choosing the road of socialism with Chinese characteristics. Clarifying these will enhance our confidence in the road of realizing the "Chinese dream". Second, clarifying the Chinese spirit. Chinese Spirit is the pursuit of the national spirit precipitated from thousands of years of Chinese culture. To clarify this can enhance our spiritual consciousness of realizing the "Chinese Dream". Third, clarifying the socialist culture with Chinese characteristics. The excellent culture of the Chinese nation is the outstanding advantage of the Chinese nation. Only by clarifying these can we enhance our cultural confidence in realizing the "Chinese Dream". Fourth, clarifying the theoretical choice. Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics are the guiding ideology of CPC, which is the choice of history and people. Only by clarifying these can we enhance our theoretical confidence in realizing the "Chinese Dream". The fifth is to clarify the choice of system. Clarifying the socialist system with Chinese characteristics is a socialist system in which people are masters of their own affairs under the leadership of the Communist Party of China and implement democracy for the people. The socialist system with Chinese characteristics is the cornerstone of the system to ensure the realization of the Chinese dream. Clarifying these can enhance our confidence in the system to realize the "Chinese dream".

The public work should be centered on People, especially in artistic propaganda and creation. Literature and art are the clarion call of the times. It is hoped that the majority of literary and art workers will adhere to the people-centered creative orientation, adhere to the "two-for" direction (For the people, for socialism) and the "two-hundred" policy, adhere to creative transformation and innovative development, strive for perfection and hone with great concentration, create and produce outstanding works with the heart handed down from generation to generation, write and record the great practice of the people and the progressive requirements of the times, sing the main melody, transmit positive energy, shape the image of China, promote the Chinese spirit, strengthen people's confidence and inspire people's spirit, and provide a powerful spiritual force for realizing the goal of "two hundred years" and realizing the Chinese dream of great rejuvenation of the Chinese nation.
Reference

[1] Xi Jinping. Xi Jinping's thought about grassroots propaganda and ideological from important discussions since the 18th national congress [J], party building, 2015 (5), 6.

[2] Xi Jinping. Xi Jinping's Speech at the Symposium on Literature and Art. People's Network on October 15, 2015.

[3] Zhu De. Selected Works of Zhu De [M]. Beijing: People's Publishing House, 1983, 73.

[4] Wu Dianyao: Zhu De's Chronicle (Part 1) [M]. Central Literature Publishing House, 2006, 1339.