

# *Analysis on the three dimensions of Marx and Engels' thought of shaping the image of proletarian*

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**Abstract:** Shaping a good ruling image is an extremely important issue in the construction of proletarian political parties. Although Marx and Engels did not specifically talk about the image construction of political parties, they can sort out and summarize their thoughts and views on the major issue of the image building of proletarian parties in their discussions on the nature of the proletarian party's program, value orientation, construction principles and so on. In Marx and Engels' theoretical system of party building, the proletarian party is endowed with the necessary image of maintaining advanced, representing the people, carrying out democracy and making revolutionary progress; At the level of practice path, we should build the excellent image of the political party by paying attention to the struggle program of the political party, shaping a good government image, and paying attention to the image publicity of the political party. The thinking and exploration of Marx and Engels on this issue has inspired the overall macro-design of the ruling image of the proletarian party in the world, the strengthening of the image construction of leading cadres, and the innovation of the means of party image publicity in order to create a good image of the party.

## 1. Introduction

As an important governing heritage and internal soft power, the image of a political party is related to enhancing the cohesion and influence of a political party, and is a prerequisite for the long-term governance of a political party, and is of great significance to the stable and long-term development of the cause led by a political party. The proletarian party must plan its layout around the problems of what kind of party image to build and how to build the party image, and the examination of these problems must look for the answer from Marx and Engels' proletarian party image construction thought. Although there is no special discussion on the building of the image of the party in the classic works, in the theory of proletarian party construction established by it, the discussion on the nature, purpose, goal program, organizational principles and other aspects of the proletarian party has outlined the principle requirements and core significance of the image building of the proletarian party. This provides a theoretical source for the systematic study of Marx and

Engels' thought of shaping the image of proletarian political parties, and also provides a basic basis for the image construction of proletarian political parties around the world, which has a very rich theoretical and practical value.

## **2. The basic meaning of Marx and Engels' thought of shaping the image of proletarian party**

Marx and Engels compared the proletarian party to "The ghost of communism" in "Manifesto", which vividly reflected the distinct image of the proletarian party that the reactionaries feared. Specifically speaking, when Marx and Engels constructed the theoretical system of proletarian party construction, they endowed the proletarian party with the appropriate image of always maintaining advanced, adhering to the people's position, resolutely implementing democracy, and always making revolutionary progress.

### **2.1. Always maintain a progressive party image**

The advanced nature is the distinctive feature of proletarian revolutionary parties that distinguishes them from other parties. The proletariat is an advanced class that arises along with the development of industrialization and does not independently occupy the means of production. It is the product of the development of social productive forces. It is itself a model representative of the advanced productive forces of society. It also has unique advantages. Theoretically speaking, compared with the ordinary proletarian masses, "their advantage over the rest of the proletarian masses lies in their understanding of the conditions, progress and general results of the proletarian movement" [1]. The proletarian party engages in the great class struggle activities through the study and application of revolutionary theory, and focuses on criticism and summary in the concrete practice process, constantly enriching and improving the proletarian revolutionary practice theory, and then promoting the progress and reform of the whole society. In the process of coupling theory and practice, the scientific understanding of class struggle activities of proletarian party members provides a theoretical basis for their advanced nature. From the practical level, "the members of the proletarian party are the most resolute and always playing a driving role in the workers' parties of all countries" [2], which also confirms that only the most advanced part of the working class is qualified to become the main members of the party, and also requires that the proletarian party members must have a firm revolutionary determination and a clear direction of struggle. In addition, Marx and Engels also put the advanced nature of the proletariat into the explanation of the interests pursued by the revolutionary practice. On the one hand, the proletarian party pursues common interests that transcend national boundaries in the struggle practices of different nations. On the other hand, the advanced stipulation that "always represents the interests of the whole movement" [2] runs through all stages of development in the struggle against the bourgeoisie, emphasizing the internal consistency of core interests between the proletarian party and the proletariat.

### **2.2. The image of a party that adheres to the people's position**

The proletarian party is an advanced party that always adheres to the people's position. Marx and Engels clearly explained the purpose of the struggle of political parties: "They are not special parties opposed to other workers' parties, they have no interests different from the interests of the proletariat as a whole" [3] "The proletarian movement is the movement of the vast majority of the people, for the independence of the vast majority of the people" [4]. This shows that the revolutionary movement led by the proletarian party is a struggle for the interests of the broad masses of the people, profoundly illustrates the distinctive feature that distinguishes the proletarian party from other political parties, and that unlike parties that seek the interests of the minority, the

revolutionary aims of the proletarian party not only transcend national boundaries, but also transcend national boundaries. Moreover, it transcends the concrete and historical dimension of revolutionary practical activities, because the "vast majority" of the proletariat has no special interests of its own, always puts the interests of the masses of the people in the first place, its party is intrinsically united with the working class, and always strives tirelessly for the cause of human liberation.

### **2.3. Firmly implement the image of a Democratic Party**

When reorganizing the League of the Just, Marx and Engels deeply analyzed the power operation mode of other workers' organizations in Western Europe at that time, and realized that if the power of political party organizations is too concentrated, it will give rise to a strong color of dictatorship, resulting in practical activities being seriously separated from the toiling masses and losing the basic driving body of proletarian revolutionary activities. It had a serious negative impact on revolutionary activities and the development of political parties. Because of this, Marx and Engels reorganized the League of the Just into the advanced Communist League by using the ideas and principles of democratic centralization, and shaped the true sense of democracy in the level of power operation within the party. Specifically speaking, in terms of the relationship between the members of the proletarian party, Marx and Engels stipulated the basic principle of equal status of the alliance members and the basic principle that the internal affairs of the alliance should be resolved jointly by the alliance members and representatives through the articles of association, emphasizing the basic principle of equality of all members, and shaping the democratic image of the party on the basis of equality, consultation and mutual assistance among party members. At the level of power construction of proletarian parties, Marx and Engels advocated that democratic construction should run through all aspects and the whole process of proletarian party construction, and outlined the basic blueprint of intra-party power construction in detail. Through the construction of proletarian party people's congress system, intra-party election and supervision system, etc. It stipulates the election methods of organizations and leaders at all levels and the operation methods of each power operation organ, creates the basic operation model of intra-party democracy, and fully presents the democratic image of the proletarian party political power construction level.

### **2.4. Always revolutionary and enterprising party image**

Marxism is a scientific theory that guides the proletariat to carry out revolutionary practice. In the interactive exploration of theory and practice, Marx and Engels repeatedly emphasized that the proletarian party should have a distinctive revolutionary character and advocated the innovative development of theory and practice in the concrete revolutionary practice. Specifically speaking, at the level of revolutionary theory, thorough scientific theory should be used to guide practical activities. Marx and Engels believed that "as long as the theory is thorough, people can be persuaded" [5], so they founded scientific and thorough Marxism, and thoroughly criticized various reactionary social trends of thought at that time in the Manifesto. A scientific analysis and evaluation of utopian socialism was carried out, and the nature, purpose, revolutionary principle and ultimate goal of the political party as the vanguard of the proletariat were systematically expounded, thus maintaining the thoroughness of Marxist theory. At the level of revolutionary action, Marx and Engels advocated that the communist revolution should draw a clear line with traditional ownership, so in concrete practice, "everywhere supports all revolutionary movements against the existing social and political systems" [6], deeply explaining the thorough critical thinking of the proletarian party. On the level of revolutionary methods, Marx and Engels advocated that the proletarian party

should follow the guidance of scientific theories and carry out revolutionary movements flexibly, and under the understanding of this basic revolutionary principle, Marx and Engels insisted on flexibly adjusting revolutionary countermeasures according to the specific changes in the revolutionary situation. In the exploration stage of leading the proletariat to carry out the revolutionary movement, Marx and Engels believed that the decadent rule of the bourgeoisie could be overthrown by launching several large-scale violent revolutions. However, with the failure of the European revolution, Marx and Engels discovered the self-reconciliation of the capitalist system to a certain extent, and then they gradually adjusted the action strategy of the violent revolution. After the failure of the Paris Commune, Marx and Engels began to combine violent revolution with peaceful propaganda, fully demonstrating that the proletarian party should flexibly adjust its revolutionary strategy in light of specific environmental changes.

### **3. Marx and Engels' choice of the path of shaping the image of proletarian party**

While outlining the connotation of the image building of the proletarian party, Marx and Engels also laid out the practice path of building the image of the proletarian party, which was specifically divided into three aspects: emphasizing the struggle program of the party, building a good government image, and paying attention to the image publicity work of the party. It provides a scientific action guide for the image building of proletarian parties all over the world.

#### **3.1. Attach importance to the struggle program of political parties**

The program of a political party is a concentrated embodiment of its political views and a declaration of struggle that openly reveals the society. It defines the way forward and the goals of a political party. It plays an important guiding role in shaping a good ruling image and is a powerful starting point for strengthening the image construction of a political party. Marx and Engels attached great importance to the programme construction of political parties, and once said in this regard, "A new programme is, after all, always a banner erected in public, and the outside world judges the party according to it." [7] It is clear that the party program is an important resource for external public evaluation and approval; Secondly, the program of the proletarian party also plays an important guiding role in the internal development of the party organization, not only clarifying the nature, purpose, goal of struggle, road choice and other issues of the party at the theoretical level, but also providing theoretical guidance for specific revolutionary activities at the practical level. Therefore, the proletarian party must formulate a scientific and reasonable program according to its own direction of struggle and the actual situation, so as to create an excellent and good image of the party. Specifically speaking, in shaping and strengthening the ruling image of the party through the struggle program, we should follow the following two principles: First, we should practice the content of the program through concrete practical activities to shape the image of the party, Marx once pointed out: "a practical movement is more important than a dozen programs." [8] It is emphasized that revolutionary activities should not only remain at the theoretical level, but should be good at carrying out practical activities under the guidance of the scientific program and achieving the goals stipulated in the program through concrete practice. Second, in the process of practice, it is necessary to constantly examine and adjust the program to shape the image of the party. Marx once pointed out that the party's program is "a milestone for people to measure the level of the party's movement", because the party's goals and practical strategies are not immutable, and should be flexibly adjusted with the changes of the revolutionary environment. The proletarian party must be good at constantly testing and perfecting its program in practice, so that the outside world can make a critical evaluation of the degree and level of the realization of the proletarian program.

### 3.2. Build a good image of the government

Government is an important form of realization of party power and an important subject of evaluation and recognition by the outside public. The party image of the proletariat is reflected by the government to some extent. Therefore, Marx and Engels attach great importance to the construction of the image of the government and take a series of actions and measures to create a "cheap government" image that represents the image of the proletarian party itself. Specifically speaking, the first thing to do is to build a good image of government workers, because government workers are the Windows and channels of direct communication with the outside public, so to a certain extent, government workers represent the image of the government, and will also have an impact on the public's evaluation of the proletarian party. Marx and Engels focused on the quality and characteristics of the "cheap government" staff, they believe that the government staff is only part of the administrative work of the manager, in addition to no privileges, can not rely on the power to seek personal interests, otherwise it will deviate from the proletarian party's organizational principles and purposes of struggle. Secondly, to create a "cheap and economical" government image, Marx and Engels believe that various measures should be taken to build a "cheap image" of the government, which will play a great role in promoting the good image of the proletarian party. On the one hand, "ban the non-productive activities and misdeeds of the state parasite, and eliminate the waste of a huge amount of national products in feeding the monster of the state from the root" [9], which clearly requires the elimination of wasteful activities except basic social production from the macro theoretical level. On the other hand, it clearly points out that unnecessary expenditures should be reduced, such as eliminating useless departments and posts, which puts forward requirements for building a "cheap government" from the practical level. The standardized requirements of Marx and Engels on government staff and government expenditure have played an important role in building a good political party image.

### 3.3. Pay attention to the image publicity of political parties

Strengthening external publicity is an important means to build a good image of a political party. Marx and Engels attached great importance to the driving role of external publicity in the image construction of political parties, and put forward a series of innovative measures to reform the means of image publicity of political parties. Specifically speaking, first of all, it is necessary to reform the concept of party image propaganda. The proletarian party propaganda in the understanding of Marx and Engels is not propaganda because of propaganda in a simple sense, but a work based on multiple viewing dimensions. Party image propaganda cannot be understood as regular media propaganda work, but needs to be analyzed from multiple perspectives. The propaganda work of the proletarian party should start from different points of emphasis and strengthen the image propaganda work of the party in various aspects, such as the historical inheritance of material and spirit, the economic and social progress and development, and the individual development of party members. Secondly, it is necessary to clarify the object orientation of the revolutionary propaganda of the proletarian party, and on the basis of figuring out how to carry out the propaganda work of the party, it is necessary to clarify the propaganda to whom, so as to avoid becoming a "preacher in the desert." Marx once pointed out in one of his letters, "How difficult it is to write for a newspaper published on the other side of the ocean without knowing the reader, etc." [10] It is enough to show that Marx attached great importance to the object-oriented propaganda work and his profound thinking on the propaganda work, so the propaganda work of proletarian political parties should formulate propaganda plans according to the special circumstances of the object-oriented group characteristics and individual demands, so as to maximize the efficiency of the image building of proletarian political parties. Finally, to use the live

media propaganda platform, Marx and Engels attaches great importance to the important role of newspapers and newspapers in the propaganda of political parties, and advocates to adopt flexible and diverse ways to carry out propaganda work, Marx has also on newspapers and newspapers can only be interpreted: "The biggest advantage of the newspaper is that it can intervene in the movement every day, can become the mouthpiece of the movement." [11] It deeply points out the propaganda role of newspapers and periodicals in the proletarian revolutionary action. On the one hand, it can not only publicize the revolutionary movement through newspaper articles, but also expand the scope of influence; On the other hand, it can flexibly adjust the orientation of intervention and the focus of propaganda according to the changes of the specific revolutionary struggle situation. In Marx and Engels' view, we should carry out revolutionary propaganda work with clear goals, at the same time, we should also pay attention to the ways and methods in the specific propaganda process, give full play to the subjective initiative, and flexibly adjust the means of external propaganda.

#### **4. The value revelation of Marx and Engels' thought of shaping the image of proletarian party**

Marx and Engels made useful thinking and exploration on the image construction of the proletarian party, and their theoretical thinking results and practical exploration experience have become an important part of the theory of proletarian party construction, providing an important reference and inspiration for the current image building work of the proletarian party.

##### **4.1. Strengthen the overall design of the image of governance**

Marx and Engels' characteristic principles for the image building of proletarian political parties inspire us to attach great importance to the design of the image of political parties, and to clarify the basic principles and construction objectives of the image building of political parties before carrying out the construction of the ruling image, so as to ensure that the image building project of political parties can provide scientific and reasonable direction guidance. For different proletarian parties, due to the differences in the subjective principle, specific standards and attention content of external evaluation, there is no uniform standard for the image design of proletarian parties. According to the actual development of the party itself, the design of its own party image should be considered from the perspective of international and domestic, outside and inside the party. And treat it as the primary issue of party image building, through scientific planning and reasonable deployment, design a political party should be in line with the actual construction of its own image, and provide a clear target orientation for the subsequent image building project.

##### **4.2. Strengthen the image of leading officials**

The systematic exposition of Marx and Engels on the image building of the proletarian party tells us that to strengthen the construction of the ruling image of the party, we must firmly grasp the important starting point of the image building of leading cadres. As a special role within the party, leading cadres shoulder important responsibilities and missions, and they represent the image of the party to a certain extent. Therefore, we must do a good job in shaping the image of the key minority of leading cadres. Specifically speaking, first of all, at the specific work level, efforts should be made to improve the working ability and level of leading cadres for the daily affairs of the party, so that they can reflect a good working state in their own work, and then obtain a true and good image evaluation from the outside world. Secondly, at the level of basic principles, it is necessary to ensure the continuation and institutionalization of the image building work of leading cadres, because the image construction work is not achieved overnight, and needs institutional guarantees

and long-term efforts. Finally, at the level of ideological guidance, it is necessary to effectively strengthen the ideological and political education and guidance of leading cadres in the Party, not only to consciously abide by norms and maintain personal image at the practical level, but also to effectively improve their own consciousness at the ideological level, attach great importance to their own image construction, and consciously align with and draw closer to excellent party members.

### 4.3. Innovating the means of party image publicity

The practical exploration of Marx and Engels on the image building of proletarian political parties inspires us that we must firmly grasp the central right of discourse in the image publicity of political parties, take various measures to broaden the channels of external publicity, and use live news, newspapers and other media platforms to effectively strengthen the image publicity work of political parties. In addition, we should fully realize the core role and main position of the party's image building in the ideological field, firmly grasp the party's image construction work in our own hands, and ensure that new media channels can timely and accurately voice for the party. At the same time, it is necessary to enhance the popularity and universality of the party's propaganda discourse, use vivid multidimensional carriers to shape the image of the party, constantly innovate the means and channels of image publicity, optimize the use of the Internet and new media, build a network publicity working mechanism that keeps up with the development trend of The Times, formulate methods for monitoring the effectiveness of network publicity, and present a good state of the party to the outside world.

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