Research on Ideological and Political Education in the View of Marx's Need Theory

Hui-Qi WEN
Zhejiang University, School of Marxism, Hangzhou, Zhejiang, China
383455625@qq.com

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Abstract. The need category is important thought in Marx's theory. Marx's theory of need can provide theoretical support to realize the effectiveness of ideological and political education. First of all, ideological and political education as a spiritual production activity focuses on meeting people's spiritual needs; and then, the fundamental goal of ideological and political education is to realize the need of all-round development of human beings; In the end, to abandon the need for alienation is human’s internal requirement to ideological and political education.

Introduction

From the perspective of social production, from the perspective of social development and from the perspective of social criticism, Marx constructs the system need theory. First of all, the logical starting point of Marx’s need theory is the social material production. It is believed that material production is the basis for satisfying human needs. People not only have material needs, but also have spiritual needs. The satisfaction of spiritual needs depends on spiritual production. Ideological and political education as a spiritual production activity focuses on meeting the spiritual needs of people; Secondly, social development is essentially human's development. It is the constant upgrading of human needs. The fundamental purpose of social development is to realize the all-round development of human beings. Ideological and political education is the product of social development and social progress. The fundamental purpose of this special education form and special practice activity is to realize the all-round development of human beings. The development of society is an oxymoron and follow the negative rule. In the process of social development, there will inevitably be factors that negate the intrinsic strength of people, and then cause the alienation of human needs.

Ideological and Political Education as a Spiritual Production Activity Focuses on Meeting People's Spiritual Needs

The perspective of social production is the basic perspective of Marx's need theory. Marx starts from social production, and discusses the relationship between production and demand. Marx thinks that "production decision needs". Social production is a broad concept. It not only includes material production, but also spiritual production. "Spiritual production is a higher level of production. Although material production is the basis of human existence, spiritual production can reflect the human essence. It's human 'real production'." Mental production is also in line with "production decision needs". The decisive role of spiritual production to the needs is embodied in the adjustment and guidance of spiritual production practice for human needs.

Ideological and political education is a typical practice of spiritual production. And focus on meeting people’s spiritual needs."Ideological and political education is such an activity: It promotes the abundance of people's spiritual life and the improvement of people's spiritual and cultural quality. Ideological and political education is an important spiritual life, moral life and social life to meet the spiritual needs, moral needs, enjoyment needs and development needs."The interpretation of the spiritual production practice of ideological and political education is also based on the three
dimensions of productivity, production relations and production methods.

First of all, the productivity element of ideological and political education as the spiritual production practice is reflected in the thinking force to construct a correct outlook on life. In material production practice, productivity manifests as the ability to meet people's needs. In the practice of spiritual production, the productivity of ideological and political education is mainly reflected in the ability to satisfy the mental needs of human beings. That is to think about social and life. In particular, it refers to the cultivation of the ability to generalize, analyze and reflect the political behaviors and moral phenomena.

Secondly, the production relation elements of the spiritual production practice activities of ideological and political education are embodied in the form of value relationship. It aims to promote the formation of reasonable values. In the practice of material production, the production relationship manifests as a social form to meet the needs of human beings. "In the practice of spiritual production, the main expression of the production relation of the ideological and political education: Ideological and political education can provide ideas and values guidance for the coordination and proper handling of various social relationships. It includes economic relations, political relations, ideological and cultural relations, etc. It plays a role in ensuring and guiding."

Finally, the mode of production mode of ideological and political education is embodied in the mode of thinking to promote the correct world view of people. In material production practice, the mode of production is expressed as the way to meet the needs of people. In the spirit production practice activity of the ideological and political education, the mode of production is embodied in the mode of thinking. It aims to promote the correct world view of people. The fundamental purpose of ideological and political education is "to teach people to fish". That is, through the Marxism theory education, to form the correct view of dialectical materialism and historical materialism and the way of thinking under its guidance. Just as the mode of production is the unity of productive forces and production relations, the ideological and political education as the production mode factor of the production mode of the production mode is unified in the life of the productive elements and the values of the factors of production relations.

The Fundamental Goal of Ideological and Political Education is to Realize the Need of All-Round Development of Human Beings

Marx from the logic starting point of social development, the change process and the target point to three perspective to explore the theoretical system of the need to question about the power of social development, social development form problem as well as the fundamental measure of social development. The development of society is ultimately for the development of human beings. Social development provides the necessary social conditions for the realization of human's all-round development, such as the guarantee of political economy system, to meet the overall development needs of human beings. The comprehensive development of human beings needs to be the precautious retrospection of the "comprehensive and free development of human beings". The realization of "the comprehensive and free development of human beings" is ultimately to meet the all-round development needs of human beings. In 1894, Engels answered the request of the editor of the new era magazine in Italy---"The basic idea of the socialist era in the future with short words". He writes, "Apart from the following passage from the communist manifesto, I cannot find the right one: Instead of the bourgeois old society, which has class and class antagonism, it will be such a union, where everyone's free development is the condition for the free development of all." Based on this, it is necessary to understand the all-round development of human beings: Everyone's needs are met by the needs of everyone else. The all-round development of man is the essential requirement of socialism. The communist party of China has
built a socialist material civilization and spiritual civilization at the core of "people's all-round and free development". This has become "the objective requirement, the value goal and the inevitable choice of socialism with Chinese characteristics."

**To Abandon the Need for Alienation is Human’s Internal Requirement to Ideological and Political Education**

The theoretical charm of Marxism theory lies in its critique of the capitalist system. Marx from the perspective of social criticism, explored the institutional attribution of Marx's need theory. Under the capitalist system, because of its insuperable defects and contradictions, there must be a "need of alienation". The reasonable need of people "is severely hindered and distorted in the existing world political and economic order and in the framework of the capitalist system." The capitalist society is "the society of the general alienation", also the "one dimensional society". Therefore, the abandonment of the "need for alienation" must resort to the superiority of the socialist system. Ideological and political education is a special education form with Chinese characteristics. It is the product of socialism with Chinese characteristics. Although the need for dissimilation must depend on the "net force" of socialism, the ideological and political education shoulders the responsibility that cannot be shirked. The institutional regulation of education of ideology and politics requires that it should abandon "alienation needs" as its main practical task.

In the socialist market economy and the double space-time situation of the information society, the demand for ideological and political education is alienated. It is mainly embodied in the material demand in the market economy ("the materialization of need") and the use of human needs in the virtual network society ("necessary instrumentalization"). Market economy and informationization are not negligible. To survive and grow up, ideological and political education must confront the problem of "alienation" in these two fields. Therefore, the abandonment of the "alienation need" has not only the inherent institutional regulation, but also the inevitability of The Times in the environmental field.

**References**

