

# Grassroots Party Organizations Practice the Mass Line in the New Era: Predicament and Outlet

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**Abstract:** The mass line is the lifeline and the fundamental work line of the Communist Party of China. Since the 18th NATIONAL Congress of the CPC, socialism with Chinese characteristics has entered a new era, and the practice of the mass line by primary-level Party organizations for the new era has new connotation and practical requirements. Therefore, grassroots Party organizations should adhere to the idea of "people-centered", strengthen the construction of party-mass communication system, take the "integration of the new three social organizations" as the starting point, and scientifically use information technology to actively explore and practice the optimization path of the mass line in the new era, and fully transform the mass line system into grass-roots governance efficiency.

**Keywords:** Mass line, Primary-level Party organizations, New era, Interaction between the party and the masses.

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## 1. Problem Raising and Literature Review

The mass line is the lifeline and fundamental working line of the CPC. In the new era, thoroughly implementing the Party's mass line of "from the masses, to the masses" is of great practical significance for realizing socialist modernization with Chinese characteristics. Basic level is the part that contacts the masses most closely, also be the first-line scene in our country modernization management. The practice of the mass line in the new era by grassroots Party organizations has its significant connotation of The Times and institutional advantages. However, in the new period of profound changes in the world, national conditions and party conditions, there is a certain tension between the mass line and the traditional rural governance of minimalism practiced by the grassroots Party organizations. General Secretary Xi Jinping has stressed that "primary-level Party organizations and cadres are the most basic, direct and effective force to do a good job in mass work...We need to help community-level officials improve their ability to work for the masses under new circumstances [1]."Admittedly, it is a difficult task for grassroots Party organizations to implement the Party's mass line in the new era. Practicing the mass line in the new era plays an irreplaceable role in consolidating the Party's ruling foundation and ruling position and promoting the modernization of national governance system and governance capacity.

Further, the mass line of the Party is currently a topic of more attention in the academic circle, and most of its research is carried out around the essence and connotation of the mass line, and then from a top-down perspective to build a macroscopic theoretical framework and clarify the discussion of the implementation path. For example, Lv Dewen believes that the mass line is a contradictory body, whose internal mass viewpoint and mass method are opposites and unity. The relatively mature working mechanism of the mass line encounters difficulties in practice, so the central position of the mass line in national governance should be rebuilt [2]; Heng Xia believes that the mass line needs to be institutionalized through the law-based governance of grassroots society, through the effective construction of the

community of co-construction and co-governance and sharing of social governance and innovation of the function of grassroots autonomous organizations to jointly create as the goal, and then the correct proposition of the Party into the conscious action of the masses [3]; Wang Shaoguang compared the mass line with various modes of public participation, believing that the mass line is a reverse mode of participation, and party members and cadres and other decision makers need to take the initiative to go deep into the masses, rather than waiting for the masses to participate[4];By comparing the mass line with participatory democracy, Zhang Guanghui and Dong Yehong hold that the internal logic and value orientation of the two are consistent, and hold that the mass line should be institutionalized in order to better play the expected function of the mass line[5].Theoretically, the practice of grassroots mass line needs to be guided by grassroots Party building, and the benign interaction between grassroots party building and grassroots governance needs to be fully considered. With the continuous transformation of China's economy and society and the rapid reform of rural governance system, the practice process of rural governance gradually presents the trend of "depoliticization". Due to the lack of effective system as the carrier of embedding, grassroots Party building often falls into the idle formalism, which is difficult to effectively connect with grassroots governance. The mass line is a typical participatory politics whose basic features are participation, service and openness. In fact, a large number of grassroots Party organizations in rural governance fields have not endowed the mass line with these characteristics. Most grassroots Party organizations still focus on the centralization of power, reflecting power in the visual "people's livelihood", and rarely transform power effectively into the endogenous resource of "democracy". This often leads to the mass line floating above the publicity of rural governance, the emergence of grassroots party organization internal mobilization. Therefore, the practice of the mass line needs two dimensions to complement each other, one is the mass view, the other is the mass work method. The former belongs to the field of ideology and is the premise and guarantee of practicing the path of mass work. Its core essence is "everything depends on the people and everything is for the

people". The latter belongs to the field of material practice and is the concrete realization path of mass line in the field of rural governance. In these two dimensions, it embodies the unity of opposites between "grassroots Party organizations" and "grassroots masses". Party organizations at the grassroots level need to fully contact the masses and play a leading role in order to avoid the mass viewpoint being abstract and unable to be implemented in the mass work method. At the same time, grassroots people need to actively cooperate with the leadership of the Party organization, actively participate in grassroots political life, activate the interaction scene of the party and the masses, so as to effectively curb the internal mobilization of the organization brought by the rational expansion of the bureaucratic system.

2021 marks the 100th anniversary of the founding of the Communist Party of China. Based on this, in the new era of mass line how to actively seek effective solutions to the communication between the party and the masses under the background of modern governance, grassroots party organization mass thought and mass line depth coupling to strengthen the integration of the party and the masses has important value and practical significance. Supply party organization at the same time, the new era background what is the practice connotation and the necessity of the mass line, grass-roots party organizations how to better practice of the mass line to make their efforts lead rural governance, the strong solidarity by mobilizing the masses battle fortress, how to deal with the internal relations in the interaction between scenes, all is the need problem discussed in this paper.

## **2. Mass work in the New Era Requires the Mass Line of the New Era**

### **2.1. Connotation of the Mass Line for the New Era**

MAO zedong published in 1943, the problems about leadership method, put forward the marxist scientific leadership method is usually combined with individual, method of combining the leadership with the masses, at the same time points out that "in the midst of all the practical work of our party, all correct leadership, must come from the masses, to the masses." From then on, the mass line theory took shape. In 2017, the 19th CPC National Congress made a major historical judgment on China's development, ushering in a new era of socialism with Chinese characteristics. Since the 18th NATIONAL Congress of the CPC, the CPC Central Committee with Comrade Xi Jinping as the core has attached great importance to the practice of the mass line by grassroots Party organizations. The mass line in the new era has been deeply implemented by the Marxist party's "people-centered" concept and combined with the world conditions, national conditions and party conditions in the new era. As socialism with Chinese characteristics has entered a new era, the working method of grassroots Party organizations practicing the mass line also has a new connotation of The Times.

#### **2.1.1. Always Adhere to the People-centered Value Orientation**

Marxist historical materialism points out that the masses are the creators of history. Adhering to the people-centered thought is the inheritance of Marxist theory, and adhering to the people-centered value pursuit is a vivid embodiment of the Party's practice of the mass line in the new era[6].The mass line includes the views of the masses and the methods

of mass work. The process of practicing the mass work method is to deeply implement the "people-centered" mass view into the mass work method, so that the relationship between the party and the masses reaches the realm of "fish-water relationship". The CPC was born and developed in a period of arduous revolutionary war. "Upholding the principal position of the people" is the basic experience that the CPC has gained in leading the revolution, construction and reform. In jinping new era under the guidance of the theory of socialism with Chinese characteristics, the CPC Central Committee with comrade xi as the core continuously improve work style, to "four winds" problem as the mass work method, from the masses, to the masses, the mass work method continuously institutionalized.

#### **2.1.2. China Will Continue to Follow A New Development Philosophy and Broaden Its Path**

The new concept of innovative, coordinated, green, open and shared development scientifically answers the purpose, motivation, ways and paths of the development of socialism with Chinese characteristics in the new era. As socialism with Chinese characteristics has entered a new era, both China's international environment and its domestic situation are undergoing profound and complex changes. The world is facing profound changes unseen in a century, and the impact of the pandemic has impacted both the international order and the global governance system. Therefore, adhering to the bottom-line thinking and fully and accurately implementing the new development philosophy is an inevitable requirement for China's development in the new era, and also a fundamental guarantee for the Party to implement the mass line. Upholding and implementing the new development concept is in line with the mass line practiced by primary-level Party organizations and advancing with The Times. A new era of new development concept is the summary of the communist party of China reform and development under 40 years of experience to make response to the economic development into the new normal fundamental, it closely combines the practice of our party the inherent requirement of the mass line, take the people as the center, continuously through the concept of innovation and reform, development and enhance the people's well-being and the acquisition.

#### **2.1.3. Develop the Networked Mass Line and Enrich Communication Channels Between the Party and the Masses**

With the rapid development of Mobile Internet technology and the popularity of mobile smart devices in China, the number of Internet users in China has reached 989 million by December 2020.The network mass line has become a new form for China's grassroots Party organizations to practice the mass line in the new era. Grassroots Party organizations actively broaden the channels of party-masses interaction through information technology. For example, grassroots cadres can better release information and respond to the demands of the masses through wechat groups, official accounts and other information communication platforms, thus realizing grassroots governance online. Therefore, the network mass line endows the mass line with the new connotation of The Times, and plays an important role in regaining the deficiency of the offline governance scene and innovating grassroots governance.

## **2.2. The Necessity for Grassroots Party Organizations to Practice the Mass Line in the New Era**

Grassroots communities are the basic unit of national governance and the first line of social governance, in which grassroots Party organizations are the most direct and effective force in grassroots governance. It is of great significance for grassroots Party organizations to thoroughly implement and practice the Party's mass line to meet the differentiated needs of the masses, improve grassroots governance mechanism and promote the transformation and upgrading of the interaction scenes between the masses and cadres.

Grassroots Party organizations practicing the mass line of the new era is conducive to realizing, safeguarding and developing the interests and needs of the broad masses of society. The mass line is the lifeline and fundamental work line of the CPC, and the maintenance and realization of the people's interests are the value pursuit of the grass-roots Party organizations to practice the mass line. The mass stand is the basic political stand of the grass-roots Party organizations to practice the mass line. The ancients said: "for the long wood must be solid its root, to flow far must be dredged its fountain." Under the new situation, with the transformation of social contradictions in China, the needs of the masses are differentiated and diversified, not only in material interests but also in spiritual interests. Therefore, the grass-roots party organizations to practice the mass line must stand in the position of the masses to achieve "solid work, grasping iron traces", maintain the party and the people's flesh and blood contact, and then enhance the collective interests of the social masses.

Grassroots Party organizations practicing the mass line of the new era is conducive to grassroots Party organizations correctly understanding and properly dealing with the contradictions in the actual governance scene. Because of the "top-down" local government-led grassroots governance that has been implemented in China for a long time, the grassroots governance model is often relatively simple, which is not conducive to the expression of the interests of the social masses. The practice of mass line by grassroots Party organizations is a kind of reverse political participation mode. Grassroots Party organizations actively integrate into the masses to listen to their demands and solve their difficulties, which forms a benign two-way interaction with participatory governance. First of all, grassroots Party organizations actively sink their work into grassroots communities and formulate policy paths according to the status quo at grassroots level and the demands of the masses. Secondly, the grass-roots people actively participate in the policy making of party members and cadres, and open their opinions widely. This two-way interaction mechanism of "top-down + bottom-up" is conducive to reducing the cost of communication between the party and the masses and understanding the practical contradictions, and then solving the contradictions through grassroots democratic consultation.

Grassroots Party organizations' practice of the mass line in the new era is conducive to improving grassroots governance mechanism and promoting grassroots governance innovation.

The fourth Plenary Session of the 19th CPC Central Committee proposed to build a new pattern of social governance at the grassroots level. The innovation of grassroots governance pattern lies in the continuous

activation of mass line applied to rural governance field. Grassroots party members and cadres form a unique grassroots governance culture through human network and local regulations, which deeply reflects the needs, ideas and pursuits of grassroots people, and nurtures a unique village social association that activates the party-mass relationship. In the reality of the interaction between the party and the masses, party members and cadres at the grass-roots level can be based on the superiority of the mass line system, based on basic party leading, the unique regional governance culture internalized in mass work, crack of grassroots governance, and constantly improve the "party committee leadership, government responsibility, nongovernmental support and public participation, the rule of law guarantee" of social governance system.

## **3. The Practical Dilemma of Grassroots Party Organizations Practicing the Mass Line in the New Era**

With the longitudinal advance of reform and opening up, the importance of practicing the mass line in the new era has become more prominent. Since the 18th NATIONAL Congress of the CPC, the CPC Central Committee with Comrade Xi Jinping at its core has thoroughly studied and implemented the Party's mass line, improved its ability to do a good job in its work with the people, and reflected the principal role of the people in all aspects of the Party's work, thus fully demonstrating the Party's cohesion and leading power. As the principal contradiction facing Chinese society has evolved into one between unbalanced and inadequate development and the people's ever-growing needs for a better life, profound changes have taken place in the social structure, pattern of interests, and concepts in the new era. These changes not only pose new challenges to China's modern social governance pattern of "good governance by the Party and the government, co-governance by the society and grassroots autonomy", but also affect the effectiveness of grassroots Party organizations in practicing the mass line. Therefore, as the basic unit of social governance, rural governance with the mass line as the carrier is facing a certain realistic dilemma, and some areas even appear the phenomenon of "mass line failure".

### **3.1. Command-ism Behavior Brings Challenges to the Benign Interaction Between the Party and the Masses**

The so-called command-ism refers to the style of higher party organizations to lower party organizations or grassroots party organizations to the social masses using simple and crude, administrative orders rather than education and persuasion communication to force them to work. For example, in the face of the task assigned by the superior or the examination of the neighboring superior, in order to rush to complete the task and hand in a seemingly satisfactory answer sheet, the grass-roots cadres did not go deep into the masses to carry out the education and propaganda work to internalize the Party's policies into the masses' conscious action. However, it is mandatory to complete the targets it assigns or it is individual grassroots cadres for personal political achievements, divorced from reality, arbitrary decision-making. In the process of contact with the masses, it is obvious that the grassroots party members will not have any

positive effect on the masses[7]Nor will it bring any positive effect to party-group interaction mechanism. Previous Party conferences have repeatedly stressed that we must resolutely oppose dictatism, that the whole Party must implement the Party's mass line, do practical things for the people, solve difficult problems, and perform well as public servants of the people. Therefore, grassroots party members and cadres need to further improve their political thought, establish a correct view of the masses, and can not replace formalism with command-ism and thus deviate from the mass line.

### **3.2. The Phenomenon of "Heavy Things Don't Weigh People" Affects the Emotional Integration Between the Party and the Masses**

At present, many rural areas will appear a trend of the problem: heavy not heavy people. The so-called heavy objects refer to the excessive attention paid to visual content in the process of grassroots Party organizations promoting rural revitalization and modernization of grassroots governance, such as living environment renovation, village node beautification, sign advertising, infrastructure construction and industrial development. Due to the grassroots party organizations to the villagers did not truly established the masses as the center of development, rural party organizations and the mass work of village cadres will is not strong, combined with the grassroots community consultative democracy is empty, cause mass work become a mere formality, the work of organization can be evaded, although material needs satisfied the grassroots, But the spiritual needs of the masses have not been given sufficient attention, which is called the lack of respect for people. Through practical investigation, the author found that in the mass work method of some grassroots Party organizations, which is heavy and not people-oriented, grassroots cadres generally adopt administrative ways to promote the completion of various tasks of rural revitalization or let villagers and enterprises participate in various tasks through market-oriented ways. Many villages are more and more "lofty", but many villagers are more and more apathetic attitude of political participation, such as waiting for, not participating in, observing and complaining. On the one hand, grassroots cadres are busy completing their tasks and showing visible achievements. On the other hand, the rural masses have no emotional satisfaction and are indifferent. This is not only easy to cause the waste of public resources due to the unreasonable allocation of resources, and further hinder the emotional communication between the party and the masses.

### **3.3. The "Channel Difference" In Party-mass Interaction Content Caused by The Difference in Communication Willingness Between the Parties**

Effective communication between the party and the masses is the cornerstone for party members and cadres to keep close contact with the masses. Effective communication between the party and the masses needs to be established on the basis of the reciprocity of the will of the communication subjects. Only in this way can the "same frequency" of communication between the party and the masses be realized, and then the "resonance" in operation be realized.[8].However, in reality, the communication willingness of the party and the masses shows different degrees of difference. From the perspective

of the masses, although the masses in the grassroots society maintain a strong desire to communicate, but because of the phenomenon of "heavy things not heavy people" in most of the grassroots governance mentioned above, the communication enthusiasm of the masses at the grassroots gradually changes to the psychology of "waiting to rely on" as time goes by. From the perspective of grassroots cadres, some grassroots party members and cadres did not establish a correct people-oriented mass line concept, resulting in weak communication willingness. Individual basic-level party members face the appeal of the masses with a "say too much and lose" mentality, avoid responding to the masses. The weakening of the communication willingness of the party and the masses leads to the asymmetry of the interactive content of the party and the masses. First, based on the judgment of personal value and interests, the grassroots people hope that the problems they reflect and their personal interest demands can be solved in a timely and effective manner. Second, due to task-oriented, grassroots cadres in order to complete the tasks of superiors under the strict "pressure system" to hand over satisfactory answers and "run out of time" or deal with problems in strict accordance with the procedures to proceed step by step, which is in a certain tension with the masses demand for results-oriented problem handling. The interaction mechanism of the party and the masses can not achieve satisfactory results through effective communication carrier.

## **4. Factors Influencing the Plight of Grass-roots Party Organizations Practicing the Mass Line**

### **4.1. The Change of Rural Social Structure Leads to the Failure of Traditional Human Governance Mechanism**

Today, with the continuous strengthening of the legal system, the former social structure of acquaintances in the community is facing continuous collapse, replaced by semi-acquaintances and strangers. In such a social environment, the former semi-formal administrative mode is gradually politicized. Lv dewen believes that the quasi-official and semi-formal administrative mode is the tradition of minimalism in traditional Chinese local governance[9].This kind of simple governance is a kind of governance of acquaintance society, the agent can greatly improve the efficiency of grass-roots governance by using human relations and local norms in acquaintance network according to the local information fully mastered. The "depoliticization" and "administration" of grassroots mass line make grassroots cadres only interact with the party and the masses according to rigid institutionalized documents and legal provisions, losing the "temperature" of the previous interaction between the party and the masses, and the institutionalized channel between the masses and grassroots institutions gradually disappears. As time passes, the party and the masses become rigid, which makes the simple governance lose its legal status in the previous grassroots governance, and also breaks the traditional local governance regulations.

## **4.2. It Is Difficult to Effectively Connect Grassroots Governance System Reform and Networked Mass Line in the We-media Era**

Over the past 40 years since the reform and opening up, with the continuous strengthening of China's legalization and administrative capacity construction, the continuous rise of social rights discourse and the continuous improvement of individual rights consciousness in the we-media era have made it more costly and difficult for cadres to persuade and educate the masses in party and mass work. The development of Internet information technology in the 21st century has undeniably empowering value for the reform and innovation of grassroots governance system, but at present, some local grassroots Party organizations have not dealt with the relationship between the reform of grassroots governance system and the implementation of information technology innovation, leading to two extremes. On the one hand, in the process of dealing with internal contradictions among the masses and carrying out mass work, grassroots Party organizations will excessively rely on mobile Internet technology to carry out convenient "online governance", which saves communication costs, but the actual offline interaction scenes are increasingly lacking, hindering the emotional integration between the party and the masses., on the other hand, with the aid of WeChat public number, weibo, trill network from the rapid development of media platforms, such as social masses at the primary level of feedback and self-interest appeal more diversified expression way, the voice of the masses gathered strength, thereby deepening the complexity of social public opinion environment, the government in the face of sudden problem less wiggle room. Affected by negative public opinion, some grassroots Party organizations will fear and shrink from mass work[10], passive avoidance, until the emergence of "forced" phenomenon. In the face of such negative avoidance attitude, the masses will express their negative emotions with the help of we-media platforms, resulting in a vicious closed loop.

## **4.3. An Imperfect Primary-level Governance System Has Led to the Absence of the Main Body of Party-masses Communication**

In the actual grass-roots governance scene, due to the lack of corresponding coupling force between the system or the system and the practice of the mass line, the communication subject of the party and the masses is often absent to a certain extent. In the "pressure-type system" under the pressure of multi-level task decomposition, grassroots Party organizations are mostly busy completing tasks. In the process of promoting rural revitalization, grassroots Party organizations generally have the problem of "focusing on matters rather than people", ignoring the actual needs of the masses, thus bringing a series of management and control dilemmas. For example, under the inherent contradiction between territorial management and grass-roots autonomy bred in the strict bureaucratic system environment, grass-roots departments will have the problem of "power minimization and responsibility maximization", and even the phenomenon of "want to do things but dare not do things". Therefore, in order to deal with the governance dilemma of power without responsibility, grassroots departments are

more inclined to unilaterally implement "resources going to the countryside" with a "no mistakes" mentality. In the long run, the residents' psychology of relying on others will become more serious, and lead to the masses' attitude of cold desertification of political participation, and the absence of the main body of party-mass communication is beyond reproach.

## **5. Primary-level Party Organizations Practice the Optimization Path of The Mass Line in The New Era**

The grass-roots party organization is the vanguard force of grass-roots governance. It is an important manifestation of its vanguard force to practice the mass line well and make the political identity of the party organization embedded in grass-roots governance to realize reproduction. In the practice of mass work method by party members at the grass-roots level, the masses are the objects of interaction between the party and the masses and the objects of mass work method. The grassroots Party organization is the main body in the communication between the party and the masses, is an important factor to resolve the contradictions in communication between the party and the masses and promote the benign development of the mass line system. Therefore, to solve the dilemma of grassroots Party organizations practicing the mass line system in the new era and effectively correct its practical deviation, we need to take into account both the party and the masses, and make more efforts in shaping the macro environment and implementing specific operation procedures.

### **5.1. Adhere to the People-centered Ideology and Strengthen the Party's Original Aspiration and Mission**

General Secretary Xi Jinping pointed out: "The way forward, we must always put people's yearning for a better life as our goal, the practice of the party's fundamental purpose, implement the party's mass line, we need to respect the principal position of the people, expressed by the respect for the people in the practice activity will, created by experience, have rights, the role played by, fully stimulate contained in creation process of the masses of the people[11]."Therefore, grassroots Party organizations adhere to the people-centered concept is their practice of the mass line in the new era of the major premise. First of all, the grass-roots party organizations should fully understand the practice of the mass line to adhere to and improve the system of socialism with Chinese characteristics and promoting the modernization of national management system and management ability of real value, always will be "all for the sake of the people, all depend on the people" as the daily work of the code of conduct, do "from the masses, to the masses". Second, we should always keep in mind the original aspiration and mission of "seeking happiness for the Chinese people and rejuvenation for the Chinese nation", and constantly bring benefits to the people and improve their well-being. Finally, we must ensure that the fruits of development are shared by the people. Primary-level Party organizations should take the initiative to get deeply involved in the lives of the people, be deeply involved in addressing their concerns, and lead them in building a new pattern of social governance featuring joint contribution, participation, and shared benefits.

## **5.2. Improving the Effectiveness of Community-level Governance with the "Integration of New, Three Social Organizations" as the Focus**

Rural governance is the starting point of China's social governance, and its effectiveness is directly related to the ruling basis of the grass-roots Party organizations and the healthy economic development of China's rural areas. At present, due to the lack of in-depth interaction mechanism between the party and the masses and the expansion of the grass-roots system, a series of party building activities gradually retreat to the grass-roots party organization itself, forming the internal mobilization of the Party organization. However, the mass line and bureaucratic rationality are not completely opposite. Through the community party building, community consultation and community construction of the grassroots governance model of the joint force, complementary advantages, to strengthen the depth of the connection between the party and the masses, to find the internal unity of the mass line and stratified rationality, that is, the author called the "new three social integration". One is to take community party building as political guidance. Grassroots Party organizations deeply implement the spirit of the central government's policy documents, focus on serving the masses to carry out a series of activities, and give full play to the role of grassroots Party organizations as the core of leadership. Second, community building is the carrier. The value orientation of community construction is "for people, depend on people", which coincides with the core meaning of mass line. From the realistic scene, community building is a way for the Party to practice the mass line in the new era, and also an important mechanism innovation to solve the dilemma of grassroots governance in the new era. Party organizations at the grass-roots level to the grassroots organized to participate in community construction activities, make people get a sense of belonging, developed to actively participate in the political life of the couple, implementation of grassroots governance by foreign "blood transfusion" to "blood" self, to become crack grass-roots party organizations "weight no middleman" phenomenon of the "panacea". Third, community democratic consultation is the bond." Something good to discuss, something more to discuss, everyone's things we discuss". Community democratic consultation mechanism provides a governance mode of community public affairs [12] It not only provides a good environment for communication between the party and the masses, but also broadens the channels for effective public opinion collection at the grassroots level. The party and the masses determine the topics, plans and thematic responsibilities of community governance through democratic consultation, which provides a model effect for the implementation of the "last kilometer" of China's modernization governance.

## **5.3. Actively Carry Out Party Branch Cooperatives to Promote the Revitalization of Exhibition Industry**

In recent years, under the promotion of rural revitalization strategy, rural collective economy has become one of the concerns of rural revitalization. The party branch leads the cooperative is to strengthen the rural collective economy, help the rural revitalization of a good entry point, but also our country's local government to solve the local rural collective economy weak, low degree of organization of farmers,

collective consciousness of the dilute, the masses and the village collective economic bond of the rupture of the practical problems. For example, The city of Yantai in Shandong province is at the forefront of exploring ways to optimize co-operatives run by party branches to help rural revitalization, serving as a model for other rural areas to learn from. In view of the accumulated experience of opening party branches and managing cooperatives in most villages of Yantai city, it has important practical significance for grassroots Party organizations to practice the mass line. First, with the cooperative led by the Party branch as the carrier, continuously enrich the effective resources of the Party organization itself, on the one hand, improve the prestige of the Party organization itself in grass-roots governance, on the other hand, create a good platform for the development of grass-roots people; Second, through the party branch leading the cooperatives, the atomized masses are organized for collective development, which stimulates the endogenous power of the masses, changes the masses' thinking from "want me to develop" to "WANT me to develop", and changes their behavior from "call for all should not" to "call for all"[13], reduce the cost of party organization mass work; Third, the party organization leads the cooperative organization through the resource advantage organization, attracts the masses to participate, creates the interest connection body between the party and the masses, provides the effective platform for the party and the masses to interact. In fact, organizing LingBan cooperative is the key to make a embedded local network of human society, through the orchard village social capital, to activate the village community to reshape the country acquaintances society, and under the constraints of administrative system by means of restoring acquaintances social network to efficiently carry out mass work, increase the efficiency of the grass-roots governance.

## **5.4. Scientific Use of Information Technology to Enrich Communication Channels Between the Party and the Masses**

In the era of new media, the popularization and application of network information technology has brought great convenience to the political work of party and government organs in China. According to statistics, the total number of Internet users in China reached 989 million by December 2020, and the Internet penetration rate reached 70.4 percent. Among them, China's Internet government service users reached 843 million, accounting for 83.5% of the total Internet users. The e-government development index was 0.7948, ranking 45th in the global e-government development[15]. Under the condition that the main body of party-mass interaction, the content of communication and the framework of institutionalization are established, the network information technology can provide digital technical support for grass-roots party organizations to practice the mass line. General Secretary Xi Jinping stressed: "Netizens come from ordinary people, ordinary people on the Internet, public opinion on the Internet... To be good at using the network to understand public opinion and carry out work is the basic of leading cadres to do a good job under the new situation[16]." The use of information technology means in party and government work can not only break the limitation of time and space, shorten the cycle of party-mass communication, but also improve the transparency, integrity and efficiency of information circulation, and reduce the cost of party-mass interaction. Therefore, grassroots Party

organizations should actively use the multimedia network platform to practice the network mass line, and make the network multimedia platform become an important place for the interaction between the party and the masses. First, in light of local conditions, we will give full play to the advantages of Internet media through careful program planning and content setting, and create a unique localized network governance pattern. Second, effectively integrate the existing online governance resources, feed back the offline governance scene through the network mass route, make up for the shortcomings of the traditional meeting, visit, symposium and other offline scenes. For example, party and government departments release government information in a timely manner and listen to the voice of the masses through the development of local grassroots government websites, wechat groups and mini programs. Third, leveraging social capital through network technology to provide services for the people. For example, grassroots Party organizations can lead people to develop local e-commerce and help sell local agricultural products.

## 6. Concluding

"For and by the masses." From the masses, to the masses" is the value orientation of grassroots Party organizations to practice the mass line in the new era. There is no denying that grassroots Party organizations practicing the mass line of the new era is an effective way to promote the reform of grassroots governance system in China, which is of great practical necessity to improve and develop the socialist system with Chinese characteristics and promote the modernization of national governance system and governance capacity. In the new era of changing times and economic and social transformation, grassroots Party organizations are faced with multiple development difficulties and practical constraints in practicing the mass line. Therefore, in order to establish and improve the modern rural social governance system under the leadership of the Party Committee, the government's responsibility, social coordination, public participation, legal protection and scientific and technological support, it is necessary to analyze the specific content and operation process of party-mass interaction, explore the idea of grassroots Party organizations practicing the mass line and deal with the following relationships. First, we must balance the relationship between the leadership of the Party and the position of the people as masters of the country. Party leadership is the fundamental guarantee for the position of the people as masters of the country, and "people-centered" is the core concept for party officials to carry out all their work, which should be reflected in all aspects of party officials' governance, and the guiding and serving functions of Party organizations should be strengthened. At the same time, "institutional strength is the greatest strength of a party or a country." We should give full play to the institutional strength of the socialist governance system with Chinese characteristics and strengthen the institutional construction of party-masses communication. Secondly, we should deal with the relationship between grassroots Party organizations being responsible to the top and responsible to the bottom. Being responsible to the top does not mean being "exhausted", and being responsible to the bottom does not mean being "perfunctory". Community-level Party members should understand that the implementation of the mass line in the

new era cannot be carried out without a solid mass foundation. Community party building, community construction, community democratic consultation and party branch co-op are all effective ways to construct the joint of the interests of the party and the masses, and important fulcrum to pry the masses to actively participate in rural autonomy. Finally, we should properly handle the relationship between the reform of grassroots governance system and the implementation of information technology innovation. Network information technology can provide digital technical support for grassroots Party organizations to practice the mass line, and reasonable application of information technology is an effective operating path for grassroots Party organizations to practice the mass line, which is conducive to promoting the innovation of grassroots governance system.

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