

### 43: How to make “grassroots propagandists” an effective force for propaganda and education of the public?

Coming from the grassroots level, the grassroots propagandists are the ones close and known to the public. By assembling the capable speakers from the grassroots level into grassroots propagandist teams, we could use these locals to address local affairs. This is important in enhancing the relevance and the effect of propaganda and education, disseminating the Party’s voice to the thousands of households, and solving the difficult problem of making propaganda reach the “the last kilometer” and “the farthest family”.

**Firstly, establishing the grassroots propagandist teams well.** The establishment of grassroots propagandist teams shall abide by the principles of “voluntary participation, unified recruitment, and dynamically renewal”. We shall take in the village cadres, teachers, patriotic religious personnel, “Four Seniors”<sup>1</sup>, female cadres, students on vacation who return to the village, retired veterans, exemplary figures in getting rich, and retired cadres who return to the village, who are “responsible, enthusiastic, capable, qualified, prestigious, and trusted by the public”. Each village shall establish one propaganda team consisting of five to seven people. Grassroots propagandists must be politically resolute, dare to speak out and show their stance on crucial issues. They must be familiar with the masses, know what the masses need, what they want and will to listen, and what methods of propaganda are the most effective and popular. They must understand the policies, and when facing the masses be able to explain clearly, persuade successfully, and debate eloquently. They must love the propaganda work, devote themselves wholeheartedly, speak with genuineness, and persuade with emotion. We must carefully select and train the backbone of grassroots propaganda, build a team of propagandists — with good political quality, strong communication skills, and familiarity with the Party’s policies — that will never depart from the masses.

**Secondly, performing the grassroots propagandists’ functions well.** In order for propaganda education to actually achieve the goal of leading the masses, grassroots propaganda shall focus on its relevancy and effectiveness, the propaganda content and styles shall reflect “localization” and “grassrootization”, the work shall be consistently “personal, useful and effective”. *Firstly, the propaganda needs to be down-to-earth.* Through announcing the “menu” of propaganda materials, and applying the combination of “ordering the dishes” and “serving the dishes”, we can extensively illustrate new

<sup>1</sup> Old veterans, plus old cadres, Party members, and model workers in agro-pastor areas who are over 60 years old.

thinking, new ideas, new discourses, and new things, and authoritatively interpret major decisions, major arrangements and major measures. Through “telling stories by ordinary folks<sup>2</sup>, of ordinary folks, to ordinary folks”, we must use small stories to clarify great principles, and small topics to reflect large themes. We must also use plain and simple words that ordinary folk understand and enjoy listening to, through a dialogue equality, to tell stories related to ordinary folk to explain profound principles. *Secondly, propaganda needs to be target-oriented.* We need to distinguish different audience and decide the content of propaganda accordingly. We need to focus on finding grassroots issues and typical cases, telling real stories of real people, disclosing negative issues for criticism and denunciation, projecting positive energy, and disseminating truth, kindness, and beauty. *Thirdly, we have to pay attention to our methods.* During the agricultural slack season, we must focus our work, go face-to-face in the houses, and preach by chatting with the people about daily life; during the busy season, we must go to the fields and pastures, work and enjoy time together with the masses, and preach by telling various stories. *Fourthly, establish mechanism for touring propaganda.* Each township must organize its outstanding grassroots propagandists to go on tour and preach in different villages, so as to share advantageous resources and to achieve the crucial force in promoting grassroots propaganda work in villages.

**Thirdly, managing the grassroots propaganda teams well.** The first is to carry out continuous training according to the changing situation and propaganda content. The training must focus on the Party’s policies that are benefiting the agriculture and the people, “de-extremification”, religious knowledge, civil customs and folk culture, ethnic unity, laws and regulations, applied rural technology, knowledge of “Three Issues of Agriculture, Farmer and Rural Area” (“三农”)<sup>3</sup>, and training in the national standard language, so as to build a local propaganda team with excellent cultural quality. The second is that the village Party branches and work teams need to strengthen their guidance and management of the grassroots propaganda teams, improve their working mechanisms, establish a reward and punishment system, standardize work procedures, periodically convene grassroots propagandists work meetings, report to their superiors the latest public mood, collect opinion on hot issues, and allocate work tasks for the next stage. Third is that the village and township Party Committees shall commend advanced propaganda teams and excellent propagandists each year, thus continuously improving grassroots propagandists’ zeal in their work. Fourth is to consider providing living allowance or subsidy for absence from agricultural work (while doing propaganda work) for grassroots propagandists and providing timely care and support if their families encounter temporary challenges.

<sup>2</sup> The Chinese term for ordinary folks is “老百姓”.

<sup>3</sup> These were agricultural policies put forward by the CCP Central Committee and PRC State Council in 2004 to support farmers.

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