

The Mechanisms of Spreading Marxist Theory in Yunnan in 1935

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Abstract. When the Red Army crossed Yunnan in 1935, the Chinese Communist Party (CCP) formulated a systematic propaganda strategy and chose a variety of vehicles to propagate Marxist theory for different propaganda targets, which achieved a very significant dissemination effect and promoted the development of the democratic revolution in Yunnan, as well as greatly promoted the popular dissemination of Marxist theory.

Keywords: Marxist theory, dissemination, mechanism

1. Introduction

Since Marxist theory was introduced to China, it has spread in different forms among different groups and in many regions. During the Long March, the Red Army attached great importance to propaganda, which strongly promoted the spread of Marxist theory. Mao Zedong pointed out in "On the Strategy of Opposing Japanese Imperialism" that "the Long March was the first time in the historical record, the Long March was a manifesto, the Long March was a propaganda team, and the Long March was a seed sower." The Long March of the Red Army passed through Yunnan in 1935 and 1936 respectively, during which Marxist theory was disseminated intensively and powerfully. Summarizing the mechanism of the dissemination of Marxist theory in this period is conducive to deepening the microscopic understanding of the historical process of Marxism's Chineseization and has certain inspirational significance for promoting the popularization of Marxism in the new era.

1.1. The Red Army Formulates a Propaganda Strategy for Marxist Theory in Yunnan

The Red Army attached great importance to the leadership and organization of propaganda, and developed special propaganda strategies to expand political influence and gain the support of the masses, which strongly promoted the spread of Marxist theory in Yunnan.

The first attached great importance to the significance of propaganda work, treating it as the first major task. The second summarizes the problems that arose when the Red Army carried out propaganda work and analyzes the lack of propaganda content and propaganda techniques. Third standardize the production of relatively unified propaganda content, combined with the urban poor, women, laboring youth, the masses of nomads, the landlord class armed, local realities, political processes and other different groups and situations, the development of special specific propaganda content. Fourth, strengthen the propaganda organization and leadership work. Army Political Department propaganda section command leadership of the entire army propaganda team, the entire column of each detachment organized propaganda team dedicated to propaganda work, and for propaganda team staffing, affiliation, propaganda funding, team member selection, team member training and other aspects of the establishment of a system to fully guarantee the propaganda team is well organized and efficient operation. Fifth to improve the propaganda technology. Quickly prepare time-sensitive propaganda documents and make full use of various propaganda materials. Attach great importance to the publicity effect of the wall poster, and unify the content of the wall poster, the format and notes on the preparation and printing. Study the techniques of oral and written propaganda and make full use of revolutionary songs, pictorials, make-up propaganda, mass meetings, etc. to enhance the propaganda effect. Sixth optimize propaganda methods for White soldiers and subordinate officers and chiefs. Short and precise propaganda texts against the enemy, effective delivery of propaganda slogans and leaflets, use of mail from captured officers and soldiers for mail

product propaganda, preferential treatment of prisoners for spiritual propaganda, and medical treatment of wounded enemy soldiers for emotional propaganda.

The Red Army crossed Yunnan twice and very resolutely carried out its propaganda strategy, fully matching its strategic policy and using a variety of forms to propagate Marxist theory in depth, achieving very good results, winning the support of the masses, attracting a large number of aspiring young people to join the Red Army, and at the same time sowing the seeds of revolution and promoting the revolutionary development and liberation movement in the Yunnan region.

1.2. Vehicles used by the Red Army to propagate Marxist theory in Yunnan

During the period when the Red Army crossed Yunnan, it reached the people through various forms, propagating the policies and ideas of the CPC and spreading Marxist theories. The main vehicles of dissemination were bulletins, slogans, meetings, literary activities, and revolutionary practices. There are generally three kinds of bulletins, one is issued in the name of the Central Revolutionary Military Committee of the Chinese Soviet Republic, etc. It is authoritative, theoretical and systematic, centrally explaining the development of the revolutionary situation in China and the political propositions, lines and guidelines of the Communist Party. The second type is program documents, including struggle programs and revolutionary base programs, mostly issued in the name of local special committees, which concentrated on explaining the characteristics of the Chinese revolution, the nature of the Communist Party, the revolution, its line, guidelines, policies, the construction of power in revolutionary bases, the sources and composition of power, and the guidelines and lines of struggle in revolutionary bases. The third type is the political program, mostly issued in the name of the political department or command of the Red Army, with simple text and concise length, presenting the form of slogans, either propagating the political ideas of the Communist Party or mobilizing the masses or propagating the Red Army or propagating national policies.

Slogans and slogans are important carriers of propaganda work, the content of which is produced by the propaganda department or the political department in a unified manner, and then widely mobilized in large numbers to write, in time to concretize the ideas and policies of the Communist Party, to the masses, to the enemy soldiers, and to mobilize the masses of people to help the revolution, to help the Red Army, and even to join the Red Army. High frequency of use, diverse forms, simple operation, long retention time, simple to understand, good propaganda effect. The troops immediately mobilized all those in their various units who could write, with charcoal, with brushes, with large letters, with small letters, on the walls of the house, on the door panels, all over the following material twelve articles, so that each person wrote at least one a day. The army cadres from the company to the corps set an example by writing themselves, filling the entire camp. [1]

Conference means a mass meeting. The Red Army achieved better results by holding mass meetings to focus on propagating political ideas and carrying out red expansion work. In February 1935, the Red Army held a red expansion conference at Weixin Dahetan. On April 28, the Red Ninth Army Corps held a mass meeting in the playground in front of Xuanwei County Government to propagate the Red Army's ideas and carry out red expansion work. On May 3, the Red Ninth Army Corps held a mass meeting in the square at the entrance to the Yamen Gate in Huize County. Luo Binghui spoke at the congress in Yunnan, a language familiar to the masses, explaining that the Red Army was a Chinese communist-led force on a hard Long March for the victory of the people's revolutionary struggle. [1]

Cultural activities refer to the propaganda team's efforts to attract the masses and propagate policies through songs, dances and dramas, etc. On February 9, 1935, when the columns of the Chinese Revolutionary Army Committee were stationed in Zhaxi, the General Political Department of the Red Army held mass meetings at the Huguang Hall and Hebatou, held military and civilian reunions, performed cultural programs, and the Red Army propaganda team twirled rice-songs along the streets, teaching the masses to sing and dance. The Second and Sixth Red Army Corps in Yunnan to complete the strategic transfer of the rapid march, 12 days in a row to attack 13 counties, military and divisional propaganda teams to perform more than 30 cultural programs and plays, an average of

almost three performances per day, the performance of a variety of art forms, including songs and dances, music, street plays, small plays, live newspaper plays, etc.. [2]

These propaganda carriers attracted the masses, contacted the masses, influenced the masses in a way that was pleasing to the masses, promoted the propaganda of the Party's policies to all classes, fully propagated Marxist theory, demonstrated the discipline of the Red Army and the fundamental purposes of the Party, won the support of the local masses of all ethnic groups, attracted a large number of aspiring people to join the revolutionary ranks, and not only strongly supported the strategic transfer of the Party and the Red Army. It not only strongly supported the strategic transfer of the Party and the Red Army, but also sowed important revolutionary seeds.

1.3. Content of Marxist Theory Propagated by the Red Army in Yunnan

The content of Marxist theory is disseminated through different propaganda vehicles. Among them, books and bulletins are rich in content logically and clearly structured to complete the theoretical concentration, while slogans and banners are simple and concise, literary activities are clear in their main purpose, red songs praise and cartoons are allegorical and clear.

The theory of New Democratic Revolution. The Bulletin of the Revolutionary Committee of the Chuan, Yunnan and Qian Provinces of the Chinese Soviet Republic concentrates on the theory of the New Democratic Revolution, pointing out that the target of the revolution is "Japanese imperialism, Chiang Kai-shek and the feudal landowning class", the leading force of the revolution is "the revolutionary committees at all levels that fight against Japan and Chiang for the benefit of the people", the driving force of the revolution was "the masses of workers and peasants and all patriotic people who fought against Japan and Chiang", the nature of the revolution was "a national revolution against Japan and Chiang and an anti-feudal agrarian revolution", and the purpose of the revolution was "to defeat the most important current interests of the Chinese people. to defeat the main enemies of the Chinese people - Japanese imperialism, Chiang Kai-shek and the feudal landowning class - and to achieve the complete liberation of the Chinese nation." The political policy of the revolution was "to mobilize and unite all the anti-Japanese and anti-traitor theories of the whole nation to participate in the national revolution against Japan and Chiang Kai-shek and the anti-feudal agrarian revolution, so as to defeat the main enemies of the Chinese nation - Japanese imperialism, Chiang Kai-shek and the feudal landowning class, and to seek the complete liberation of the Chinese nation. [2]

The Program of the Revolutionary Bases in the Sichuan, Yunnan and Qian Border Area" states that "the Chinese Soviet Power is a revolutionary government representing the interests of the workers, peasants, soldiers, toilers and the people, and firmly supports anti-imperialism and anti-feudalism." "The guerrilla column of the Chinese Workers and Peasants Red Army in the Sichuan, Yunnan and Qian border area is part of the Chinese Workers and Peasants Red Army, which actively propagandizes and organizes the workers and peasants to make revolution under the leadership of the Communist Party, consciously observes the three major disciplines and the eight points of attention, and struggles for the complete liberation of the workers, peasants and toilers." It can be seen that both the policy of governance and the program of the revolutionary base areas in the bulletin comprehensively discussed the object, purpose, nature, leading force, political policy, economic policy, and cultural policy of the revolution, and initially sketched the whole picture of the theory of the New Democratic Revolution.

Anti-Japanese Policy. The "Letter of the Political Department of the Sixth Army Corps of the Chinese Workers and Peasants to the Workers and Peasants and Patriotic Soldiers for Resisting the Japanese and Discouraging Chiang" systematically explains the dangerous situation facing the country, exposes the reactionary forces represented by Chiang Kai-shek, and points out the Party-led line of resistance against Japan and salvation, calling on the workers, peasants, poor people, students, businessmen and soldiers to unite to defeat the pro-Japanese and traitorous forces of Chiang Kai-shek, expel Japanese imperialism, and save the Chinese nation together. They should fight for the independence and freedom of the Chinese nation and the unification of China.

The ethnic policy of the Chinese Communist Party. The Chinese Workers' and Peasants' Red Army Bulletin is devoted to propagating the Party's ethnic policy: "The Chinese Workers' and Peasants' Red Army liberates the weak and small nationalities, and all the barbarians and Chinese civilians are brothers and flesh. It is a pity that the Sichuan warlords oppress the barbarians too much and impose heavy taxes, and then kill them. The Red Army long march, the direction of the momentum is like breaking through, has come to Sichuan, respect for the customs of the barbarians, military discipline is very strict, do not move a silk a corn, food fair purchase, price delivery full. All my barbarians masses, do not doubt cower, quickly unite, together to expel the warlords, the establishment of the barbarians government, barbarians manage barbarians, true equality and freedom, no longer be humiliated." [2]

The "Program of the Revolutionary Base Areas in the Sichuan, Yunnan and Qianjiang Border Region" points out that the ethnic minorities in the border region unite, implement ethnic equality, respect the customs and habits of the ethnic minorities, oppose the oppression of the big Han Chinese and the bullies, oppose the mutual discrimination among the ethnic minorities, the people of all ethnic groups unite and love and live in harmony, help each other, and work together to build and protect the revolutionary base areas. [3]

2. Conclusions

The Red Army propagated Marxist theory in Yunnan through various forms and propaganda carriers, bringing scientific ideological weapons to the disaster-stricken Yunnan people, indicating the direction of struggle and the way forward, greatly encouraging the patriotic enthusiasm of the masses of all ethnic groups, promoting the development of the anti-Japanese movement and the Yunnan Revolution, and promoting the popularization and dissemination of Marxism in Yunnan.

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