

Rethinking Common Prosperity: Cultural Discourse and Political Ethics in Contemporary China

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Abstract: Common prosperity is the basic manifestation of Chinese-style modernization. From its establishment to its development and expansion, the Communist Party of China has carried out practical exploration around the strategic goal of common prosperity, reconceived common prosperity, and formed a cultural discourse system with Chinese characteristics and the political and ethical basis of distribution justice, fairness and justice. This paper is divided into three parts, which are based on cultural discourse, political ethics, and common prosperity practice path.
Keywords: Common Prosperity; Cultural Discourse; Political Ethics; Ideation

1. INTRODUCTION

In the journey of promoting common prosperity in contemporary China, based on the situation of our country, we should closely combine cultural discourse and political ethics to truly seek happiness for the Chinese people and promote the great rejuvenation of the Chinese nation. To achieve the strategic goal of common prosperity, we need to strengthen the top-level planning, consolidate the material foundation, take the road of common prosperity steadily and steadily, and finally strengthen our comprehensive strength and improve our international status. It can be seen that it is necessary and important to explore the idea and practice of common prosperity in the new era.

2. CONSTRUCT COMMON PROSPERITY BASED ON CULTURAL DISCOURSE

2.1 Cultural factors

On the one hand, cultural nature. Culture takes natural humanism as its basic attribute (Zhu & Shen, 2024). In the process of pursuing common prosperity, people should deal with social relations, carry out innovation on the basis of inheriting the achievements of predecessors, and

continuously promote the activities of prosperity. Common prosperity is a cultural display, which is closely related to cultural theories and cultural genes, and plays a role in promoting the development of Chinese-style common prosperity road. The pursuit of common prosperity is a new content, not only to enrich the cultural content, but also to do a good job in the distribution of cultural resources, gradually, layer by layer in the common prosperity practice environment to reflect the essential characteristics of culture. In fact, from the cultural perspective, common prosperity should be guided by the people-oriented concept and promoted from the five aspects of economy, politics, culture, society and ecology. Most importantly, it should be consistent with the people's yearning for a better life (Chen & Yin, 2023). On the other hand, traditional cultural genes. It provides a source for common prosperity. Combined with historical and cultural factors, it can be traced back to the pre-Qin period. To some extent, the idea of common prosperity provides cultural support for the practice of common prosperity. Subsequently, the simple idea of "world equality", the idea of "great harmony society", the political concept of "people-oriented", the entrepreneurial spirit of "God rewards the diligent" and the moral orientation of "being rich and benevolent" emerged with the trend, becoming part of the traditional cultural resources and providing certain cultural nourishment for the contemporary common prosperity theory (Peng & Peng, 2023). It can be seen that culture is the spiritual gene and power source of common prosperity. In addition, highlight the cultural characteristics of common prosperity, understand the inner spiritual essence, activate the vitality of the cultural gene of common prosperity, turn it into the action force of common prosperity, and firmly realize the task of common prosperity (Zhang, 2022).

2.2 Cultural factors of The Times

Under the background of different times, the cultural discourses supporting common prosperity are inconsistent. In addition, we will vigorously develop poverty alleviation work and improve the service system. The practice of common prosperity should be guided by the concept of sharing, and the pursuit of common prosperity should be gradual and balanced, so that the people can truly benefit. In the process of building a modern socialist country in an all-round way, we should combine the requirements of The Times, dynamically grasp the cultural status quo of The Times, and formulate the practice strategy of common prosperity suitable for our national conditions. It should be noted that the cultural discourse system of common prosperity of the Chinese style

should be improved and promoted systematically, and the differences and uniqueness of the Western society should be reflected in this aspect, so as to construct the discourse system of common prosperity of socialism with Chinese characteristics. China's common prosperity goes through three stages, as shown in Figure 1.

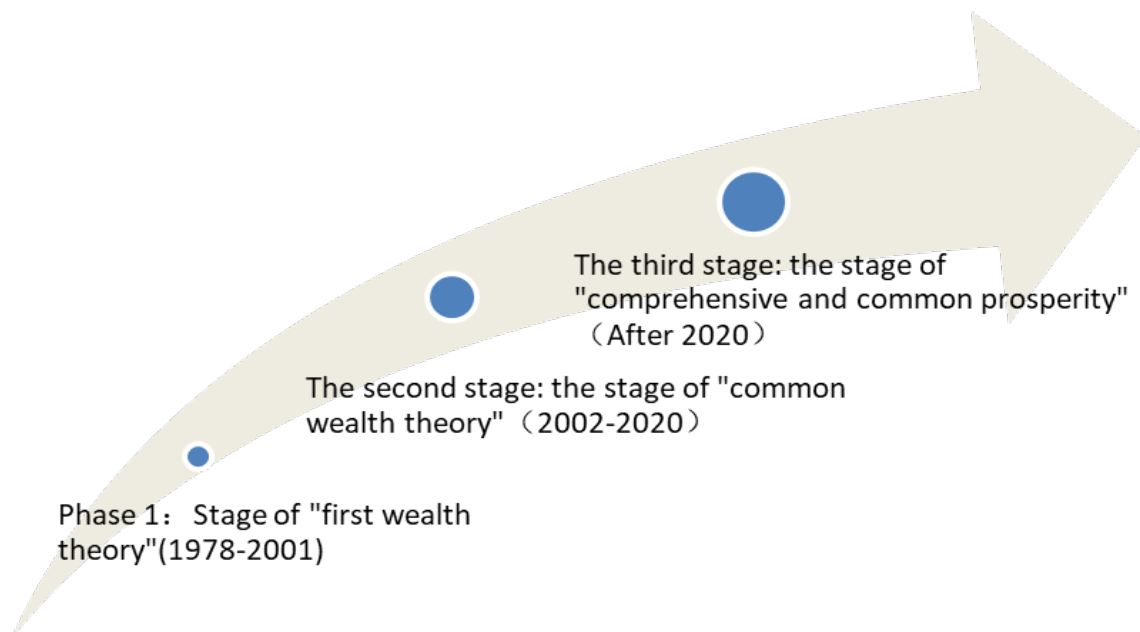


Figure 1: Development stage of common prosperity

3. CONSTRUCT COMMON PROSPERITY BASED ON POLITICAL ETHICS

Chinese-style common prosperity is the common prosperity of all people, which breaks through the political and ethical dilemma of Western modernity and contributes to the development of Chinese-style modernization. From the perspective of political ethics, common prosperity in contemporary China seeks balance between individual and collective, freedom and equality, fairness and efficiency, government and market, realizes distributive justice and fairness and justice, truly meets the essential requirements of socialism, and enters a new stage of Chinese-style modernization (Wang, 2023).

3.1 The balance between individual and collective

Western countries hold the concept of individual prosperity first, which means that individual prosperity and common prosperity are in opposition. However, the essence of Chinese culture is to pursue collective prosperity under the guidance of group-oriented thought, form a collective sharing

concept of common prosperity with Chinese characteristics, and benefit the whole people with the achievements of common prosperity, realize the goal of comprehensive development of human beings, and finally contribute to common prosperity. In this context, Comrade Deng Xiaoping's viewpoint of "letting some people get rich first, leading others to prosperity together" has received support, marking a positive beginning for targeted poverty alleviation efforts (Zhao, 2015).

3.2 The balance between freedom and equality

Freedom and equality are the standard of a just society and the basic requirements of human life. Western society believes that freedom is higher than equality and prevails in liberalism. Our country breaks through the shackles of the negative view of freedom of wealth and dissipates the contradiction between freedom and equality from practice. Under the guidance of the Chinese concept of common prosperity, there can be pioneers and pioneers on the road to wealth, who will share their experience and advantages of getting rich with the later rich, and drive the whole people to achieve common prosperity (Cen, 2022). For this reason, the synchronised affluence argument breaks down. In fact, common prosperity is the prosperity of freedom, and do a good job of coordination between freedom and equality, from the essence, in fact, the pursuit of freedom and equality, not stay in the form. For the people (Kang, 1997), we should set up the goal of common prosperity, give full play to our own initiative, take the initiative to bridge the gap between regions, urban and rural areas, income and other aspects, contribute to social fairness and justice, steadily promote common prosperity for all, and ultimately pursue free and equal prosperity.

3.3 Balance between equity and efficiency

In the development stage of western modernization, the imbalance between equity and efficiency has gradually emerged. However, our country is coordinating between fairness and efficiency. By balancing fairness and efficiency, we can avoid problems such as polarization of the rich and the poor, social injustice, chaotic order and environmental degradation, and stride forward on the road of common prosperity of the Chinese style. When thinking of common prosperity from the perspective of political ethics, it is necessary to ensure the unity of common prosperity and the promotion of all-round development of people, and to continuously and stably meet the diversified, multi-level and multi-faceted

spiritual and cultural needs of the people. In fact, the realization of common prosperity requires the joint action of high-efficiency material prosperity and spiritual prosperity of human progress, which means that material productivity and spiritual productivity go hand in hand and are indispensable. Common prosperity not only needs material civilization, but also needs to strengthen spiritual civilization, and constantly meet the diverse, multi-level and multi-faceted spiritual and cultural needs of the people (Anagnost, 2016).

3.4 The balance between the government and the market

In the process of pursuing common prosperity, there are many contradictions in the allocation of social resources in western society, which are mainly manifested as the imbalance between the government and the market. Under this mechanism, it is easy to breed social alienation behaviors, and it is difficult to achieve the harmonious development of individual and collective, and it is difficult to achieve common prosperity. For the Chinese concept of common prosperity, it pays attention to the balance of the relationship between the government and the market. For the hierarchical distribution, it refers to the initial distribution in the market, with enterprises acting as the main body of distribution, and the distribution is based on the contribution of production factors; Government redistribution, with the state finance as the main body of distribution, through taxation, social security, transfer payments and other means to adjust the distribution; The society carries out the third distribution, and the distribution subject is social public welfare organization, and the distribution is supplemented by voluntary donation and mutual assistance of welfare undertakings or personnel (Li, 2022). The three distributions respectively achieve freedom and efficiency, justice and equality, social welfare and morality, and finally achieve common prosperity (Guo, 2004).

4. PRACTICE PATH OF COMMON PROSPERITY

Conceive Chinese style common prosperity, and through the following measures effective practice, help all people improve living standards, and enhance our country overall strength. Among them, top-level planning plays a leading role in guiding the overall situation and guiding the direction, and material, cultural and political coordination is coordinated to truly improve people's well-being and achieve common

prosperity.

4.1 Strengthen Top-level Planning

First, adhere to the leadership of the Communist Party of China. This is the fundamental guarantee of China-style common prosperity and the core of national governance. The Party's leadership is comprehensive and systematic, and all the leadership work is closely linked, which helps the rapid realization of the goal of common prosperity. Second, we need to penetrate new development concepts. We will expand the practical idea of common prosperity from the five aspects of innovation, coordination, green development, openness and sharing, and take innovation as the driving force, coordination as the endogenous force, green development as the form, openness as the path and sharing as the goal. Finally, a new development pattern will be formed. Our country is in the new stage of internal transformation and external competition. On the road of pursuing common prosperity, we should build a new development pattern, namely the pattern of domestic circulation mainly and domestic and foreign circulation promoting together, so as to arouse the enthusiasm of all people to participate in common prosperity and realize the harmonious development of material and culture. During this period, guided by domestic demand, we steadily implemented the adjustment of demand structure, strengthened the matching between supply and demand, and played a role in activating the economy and enhancing common prosperity. In addition, the establishment of international connectivity enables and injects sufficient impetus into common prosperity (Qin, 2022).

4.2 Consolidate the material foundation

First of all, we should defend the dominant position of socialist public ownership and highlight the economic advantages of public ownership. We will promote common prosperity at the institutional level and safeguard the fruits of development. Specifically, adjusting the state-owned economic structure and expanding the contribution of state-owned enterprises in promoting common prosperity; We will improve the interaction mechanism between the industrial chain and the innovation chain of state-owned enterprises (Cao, 2007), so that the path of common prosperity of the Chinese style will be wider and wider, and the fruits of common prosperity development will be shared by the whole people. Secondly, the economy of various forms of ownership develops together. According to the survey, the number and profit amount of China's private industrial

enterprises from 2020 to 2022 are shown in Table 1.

Table 1: The number of private industrial enterprises in China from 2020 to 2022

Years	Number of Private Industrial Enterprises in China	Profit of Private Industrial Enterprises in the PRC (RMB 100 Million)
2020	383000	20261.8
2021	299541	29150.4
2022	479000	26638.4

It can be seen from the table that in the past three years, the number of private industrial enterprises in China has increased from 383,000 in 2020 to 479,000 in 2022, and the total profit of private industrial enterprises has shown an increasing trend, with the highest profit in 2021, reaching 2,915.04 billion yuan. It can be seen that China's economic market potential is great, and in the future, we should adhere to the common development of various types of ownership, promote the healthy development of non-public ownership economy, and lay a solid material foundation for common prosperity. Specifically, we should start from two aspects: institutional environment construction and honest management of private enterprises. That is to create a fair competitive environment, as well as the environment fully protected by laws and regulations, promote the orderly development of non-public economy. At the same time, private entrepreneurs enhance political identity, clarify political direction, strengthen the sense of responsibility, and innovate and develop on the basis of honest management. In addition, we will continue to optimize income distribution. This is the fundamental requirement of the practice of China-style common prosperity road, narrowing the income distribution gap, ensuring the fairness of distribution, and improving the income distribution system accordingly (Xie, 2021).

4.3 Pay attention to cultural infiltration

The path of common prosperity cannot be separated from cultural infiltration, which is the requirement of contemporary Chinese cultural discourse system. As for the key points of practice, first, we should inherit the excellent culture of the Chinese nation, deeply explore the connotation of the culture of the Chinese nation, and do a good job in the elaboration of the excellent cultural genes, guide all the people to actively participate in the practice of the strategic goal of common prosperity, and truly promote social harmony. To develop Chinese-style modernization, we must adhere to innovative cultural development, extract cultural genes suitable for

modern society, and cultivate festival culture and leisure culture that meet the cultural needs of modern people. Second, create cultural works with the spirit of 'The Times and positive energy. To achieve the goal of common prosperity, the people need to take conscious actions, accurately align with the main melody of our country's cultural development, create and produce cultural works with patriotic and historical themes, and launch a large number of high-quality works to meet the people's spiritual food, enrich the people's spiritual world, and strive to bring about common prosperity for the whole people through cultural works and high-quality works of art. Third, we should consolidate the ideological foundation for common struggle. We should permeate core socialist values into the practice of common prosperity, guide the whole people to reach consensus and clarify goals, actively practice core socialist values with the joint efforts of the whole people, and accelerate the pace of common prosperity (Kuan, 2015). To consolidate the ideological foundation, it is also necessary to strengthen the construction of the rule of law, organize nationwide reading activities, innovate national culture styles, and nourize culture on the road of realizing common prosperity of Chinese style. Fourth, develop public cultural undertakings. It is necessary not only to cultivate the urban cultural environment, but also to promote cultural prosperity, so that people can improve their cultural taste in a good cultural environment and rich cultural activities, and then actively cooperate in the practice of common prosperity, and give constructive suggestions, so as to achieve the goal of common prosperity smoothly. Fifth, strengthen the public opinion atmosphere for common prosperity. Carefully interpret the policy of common prosperity for the public, correctly guide the public opinion of common prosperity, and steadily promote common prosperity by means of commendation of advanced figures of common prosperity and informatization application of publicity means of common prosperity (Xiang, 2022).

4.4 Follow the ethical rules

To practice common prosperity from the perspective of political and ethical rationality of socialism, we should follow the ethical law. Create material wealth, so as to eliminate poverty, a small number of people get rich first, the majority of people get rich, and finally achieve common prosperity. At the same time, the accumulation of material wealth is also a necessary condition for fair distribution and social justice, and common prosperity is still the ultimate goal. On the other hand, the state implements poverty alleviation strategies. This is the ethical goal direction of economic

development, and also the embodiment of striving for and safeguarding the fundamental interests of the people. China is still a developing country. In the new period, China faces many and complex contradictions, but the basic and key contradiction is the polarization of the rich and the poor. Based on this, based on the poverty alleviation strategy, practical measures should be taken to narrow the gap between regions, the gap between the rich and the poor, and the gap between urban and rural areas, so as to avoid the road of wealth differentiation and greatly improve people's lives and quality of life. In fact, the process of common prosperity is the process of development, and common prosperity needs to be based on political ethics, so that the goal of common prosperity can be realized quickly and easily (Zhao, 2017).

4.5 Improve People's Wellbeing

Common prosperity is related to the well-being of all citizens. When the new structure of common prosperity is implemented, a fair sharing system of public services that benefits the whole people should be established to provide reliable support for common prosperity. In the stage of Chinese-style modernization development, we will improve the service system of public employment, health services, social assistance, medical (pension) insurance for urban and rural residents, compulsory education and other aspects, and achieve common prosperity as soon as possible (Yan, 2021). During this period, we will innovate the way public services are supplied, and use the Internet, artificial intelligence and other advanced technologies to accurately match public service resources to ensure a balance between supply and demand. It can also make use of third party forces to provide diversified service methods by enhancing service synergy. In addition to a system of equitable sharing of public services that benefits all, we should also build a healthy China and strengthen socialist spiritual civilization. To be specific, we should improve the health level of the whole people, optimize the allocation of health care resources, expand the coverage of the whole people, deepen the reform of the medical and health system, and let the whole people share the health benefits under the guidance of the concept of great health and great health. In building socialist spiritual civilization, we should comprehensively publicize core socialist values, build a value system with Chinese characteristics, and promote the common prosperity of all people's spiritual life. In addition, high-quality promotion of ideological and political work, promote people's spiritual harmony, provide spiritual support for the realization of the goal of common prosperity, and improve the ideological and moral level and

scientific and cultural quality of the whole people on the whole.

5. CONCLUSION

To sum up, Chinese-style common prosperity is the basic content of Chinese-style modernization. Based on China's national conditions and practical needs, common prosperity is conceived from the aspects of contemporary Chinese cultural discourse and political ethics to safeguard the fundamental interests of the people. The idea and practice of common prosperity are process, and the goal of common prosperity is realized from five aspects: top-level design, material foundation consolidation, cultural penetration, ethical law compliance, and people's livelihood welfare protection.

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