

Research on the Strategy of Party Construction Work for College Students under the New Media Background

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Abstract: *The party building work of college students is the top priority of political work in colleges and universities, but it has been affected by many factors in recent years, and its development stamina is obviously insufficient. In the new media era, while changing people's lifestyles, with its own advantages such as digitalization and interactivity, integration and penetration in higher education is more comfortable. It provides teachers and students with an interactive communication method and a three-dimensional network platform based on the network democracy mechanism of college students. The innovation of party building among college students has increased. The penetration of socialist ideas with Chinese characteristics has become more and more in-depth, which is more conducive to the training of qualified successors in social modernization.*

Keywords: *new media; college students; party building work; countermeasures*

1. Introduction

The integration of new media in college students' party building work not only needs to follow the communication theory, but also needs to strictly follow the guiding ideology of party building work to make up for the shortcomings of traditional college students' party building work. The party building work in the new media era is different from the traditional college students' party building work in terms of work content and communication methods. How to use the education methods and publicity channels of the new media platform to carry out the party building work of college students, consolidate the application foundation of new media in the party building work, and improve the innovation of party building work has become an urgent problem to be solved in the modernization development of colleges and universities.

2. The Significance of Innovation of College Students' Party Construction in the New Era

College student party members abide by political principles, adhere to political positions, and actively learn the spirit of the Nineteenth National Congress, strictly follow the requirements of party building in the new era, and benefit from the scientific, efficient and systematic implementation of party building among college students. The effectiveness of college students' party building work is strengthened, which is more conducive to the construction of party and government style in the school. In addition, it can promote the party building work in colleges and universities to effectively safeguard the interests of students, adhere to the principle of student-centered, form a virtuous circle between each other, and enhance the enthusiasm of students to participate in party building work. The reform of college students' party building work is the inevitable result of the modernization development and social transformation of colleges and universities. The theoretical basis and ideological and spiritual guidance of student party members are strengthened, and the understanding of socialist ideological values is more comprehensive. It is possible to view the party building work in colleges and universities from a holistic and political perspective, always keep in mind the mission and not forget the original intention, keep up with the pace of party development in the new era, and help realize the Chinese dream and socialist construction. The effectiveness of college students' party building work directly affects the quality level of grass-roots party building work organizations, as well as the influence and organizational progress of student party branches in college party building work, which indirectly reflects the level of college education. In this regard, the innovation of college students' party building work is conducive to the improvement of students' cohesion and centripetal force, the

optimization of party building work mode, and the improvement of the role of student party members as model examples, so as to consolidate the mass base of college political work and improve students' subjective initiative in participating in college construction.

3. The influence of new media on college students' party building work

3.1. Opportunities

First break the constraints of time and space elements. Starting from the analysis of the traditional college students' party building work mode, it mainly focuses on the educational activities in the designated places, and the organizational life style and education mode are single and limited. After the new media is integrated into the party building work of college students, it has broken through the development bottleneck such as the time and space constraints of the party building work, and the characteristic advantages in the way of information dissemination are incomparable to the traditional media. The information dissemination methods such as audio-visual and text pictures are rich, which can intuitively and comprehensively convey the latest research results of the party and the country. The mainstream media of network platforms such as WeChat and Weibo have further enriched the carrier of information dissemination, and the timeliness and pertinence of students' access to information have been improved, which caters to the behavior habits of college students like surfing the Internet. The enthusiasm and initiative of students to participate in the dissemination of resources are strong, and they are willing to forward and disseminate the resources of identity. The educational content and the party's ideological propaganda have increased.

Secondly, the enthusiasm of participating in party organization activities is improved. Starting from the analysis of the traditional college students' party building work mode, it mainly focuses on party day activities and party school training. The formalization and officiality of party building work construction are stronger, and the two-way interaction is not strong. College students have strong adaptability to the new media era and are in line with the lifestyle of college students. Students have high recognition and support. Students are more motivated to participate in the construction of party building based on new media, and optimize the party building education model. The interaction of new media is strong. Comments and dissemination of information through new media platforms can not only enrich students' knowledge structure system, but also expand their horizons and increase their knowledge. Party workers can timely understand the ideological trends of students by analyzing the opinions expressed by students on the new media platform, which can be used as the basis for the innovation of party building work and ideological and political education to ensure the effectiveness of party building education.

Finally, innovate the concept of party building education service. Starting from the analysis of the traditional mode of college students' party building work, mainly to the effect of the main, namely the implementation of higher and central policy. The application of new media has enhanced the informatization and intelligence of party building work. The use of websites or party member management systems can further improve the effectiveness of party building work. However, the functional limitations in practice are gradually exposed, and the only management and statistical functions cannot meet the modernization and service requirements of party building work. Through the new media platform, we can timely transmit the information stipulated by the Party Central Committee to student Party members, and add special columns such as document download, model advanced and anti-corruption, which can be used for students to fully understand and learn, and actively shorten the distance between students and Party organizations, so as to actively participate in the development of communist cause. Through one case one evaluation system, realize the normalization of Party building cadres assessment, so as to realize the change of work style and work concept.

3.2. Challenge

First of all, the guiding ideology of unification gradually to diversification. With the advent of the new media era, the characteristics of information transmission such as openness, freedom, anonymity and interactivity of the Internet are becoming more and more obvious. In the face of a wide range of information, authentic information is gradually covered up. In the face of the hustle and bustle of network public opinion, it will have a misleading effect on the group of college students with immature thoughts and minds. In the face of many doubts of students, education management should be strengthened to enhance their judgment thinking, so as to strengthen their thoughts and beliefs. In

particular, the introduction of Western cultural trends, a variety of distorted national history and other bad remarks appear in large numbers, most of the netizens lack the sense of responsibility, the network of bad remarks in line with the attitude of watching the fire across the shore, and even there is no lack of Internet users, irresponsible random forwarding, the public's ideological security has played a threat. College student party members long-term exposure to a large number of subversive ideas of false statements, not only confused thinking, but also subtle into the ranks of forwarding. The party building work and ideological and political education work in colleges and universities lag behind. Teachers do not dare to confront false statements with their own professional advantages. Students' belief firmness and judgment thinking will gradually weaken, which is not conducive to talent training and party building work in colleges and universities. In the new media era, there are many factors that affect the values of college student party members, whether it is the infiltration of diet and film culture, or the malicious infiltration of western capitalism, which affect the formation of student party members' values in varying degrees. In particular, self-proclaimed academic experts and network popularity anchors, in the network to promote Western liberal egalitarianism, and even wrong judgment and one-sided understanding of the social master.

Secondly blurred the social mainstream values. College students lack social adaptability and are in an important stage of developing three outlooks. The new media, with its own unique advantages, provides netizens with a space for free speech. In this space, every netizen is the protagonist, but the authority of official speech cannot be avoided. The openness of new media is strong, and it is difficult to carry out supervision work. The quality of netizens is uneven, resulting in mixed information dissemination, in addition to social reality contradictions, there is no lack of pornography and violence and other information. There is a lack of case introduction analysis in the content of ideological and political education and party class training. Students cannot make rational judgments in the face of a large number of false information such as fraud, which also directly affects the correct development of their own three views.

Finally, Party member education is facing innovation. The party building of college students is a systematic project. The traditional party building work mode of college students is mainly based on the three-level management system of party branch, college party committee and school party committee. The party building work is usually carried out by counselors and teacher party members. *The organization is mainly based on visits to revolutionary bases or centralized learning*^[1]. The selection of party members is mainly based on achievements or interpersonal relationships. Party class education is also mainly based on party training. In the party building work of traditional college students, the follow-up urgent education of party members, preparatory party members and activists is relatively neglected, and the whole process training and education of party members is not realized. The application of new media has realized the whole process assessment education of college students' party building, truly realized the quantitative evaluation of party members' learning and training, and played a positive role in promoting the subjective initiative of party members.

4. The Countermeasures of Innovating College Students' Party Building Work under the Background of New Media

4.1. Changing the concept of work

The integration of new media and college students' party building work should not be carried out blindly. As party building workers, we should clearly understand the characteristics and advantages of new media and the entry point of integration. We should make use of the characteristics and advantages of new media, such as wide audience and fast dissemination speed, to quickly occupy the dominant position of the network position, increase the propaganda of socialist spiritual connotation and Marxist theory, and cultivate the consciousness and self-confidence of China's socialist system culture. The openness of the Internet and the freedom of speech provide opportunities for the infiltration of Western liberalism and universal values, gradually eroding the ideological will of young netizens and threatening China's ideological security. As an important base for talent cultivation, colleges and universities should strengthen the construction of Party building, actively occupy the position of public opinion, and take multiple measures to spread positive energy and mainstream ideology. Firstly, we should adhere to the guidance of Marxist thought, increase the propaganda of Marxist theory, actively occupy the network position, and rely on the new media platform to realize the effective combination of reality and virtual party building work space. Using the mainstream media of the network platform to increase the coverage of the spirit of the 19th National Congress of the Communist Party of China

and socialist ideology, expand the coverage of the transformation of the development achievements of Marxism in China, guide and infect students with the help of new media forces, and improve their sense of identity with the achievements and direction of China's social development.

Secondly, through the new media platform, we actively understand the ideological trends of college student party members, participate in student comments, strengthen guidance on negative or radical remarks, create a healthy and positive online environment for students, and avoid negative comments and thoughts on college students. The influence of values. Actively update the concept of workers' responsibilities, constantly strengthen their own service awareness, in accordance with the party's fundamental purpose of serving the people, adhere to the student as the main body, and effectively consider the overall development of students. The traditional party building work mode is single, more emphasis on personnel training and management statistics, a serious lack of service consciousness. In this regard, workers are required to change their work concepts and put service first. Mainly involves the following points; first, pay attention to service in thought. The affairs involving the Party building work of college students shall not be contrary to the Party discipline and state law; on this basis, administrative means such as the implementation of political orders and overall planning should be adopted to create an atmosphere of organizational life in which members freely and equally participate in discussions, effectively safeguard the rights of party members, enhance their subjective initiative, and change the situation of passive participation in organizational activities. Second, practice the purpose of service in action. The grassroots party organization is the foundation of the party's work and the backbone of the party's combat effectiveness. As a party organization in colleges and universities, it should dare to take responsibility, improve the transparency of party organization relations, play an important role in solving the contradictions among party members, the masses and leaders, and build a pure and healthy relationship within the party organization. Finally, the party organization should go deep into the grass-roots level, further improve the operation mechanism of the mass line, and close the relationship between the masses, leaders and organizations.

4.2. Strengthening Party Building

In the construction of college students' party building work, publicity departments and party organizations should pay attention to their own role, take advantage of the new media to actively occupy the position of network ideological and political education, strengthen the cultivation of party building team; in this regard, the following should be done; first, control the leadership, a reasonable choice of party branch secretary. The comprehensive quality of organizational leadership, such as political literacy, business ability and sense of responsibility, directly determines the process of Party building among college students. In this regard, the party branch secretary should be responsible for the dedication and decent leadership. Second, the rational selection of Party branches, requiring them to have rich experience in student Party building, with high information literacy. *Teachers participating in the party building work team should clearly grasp the characteristics of network culture and the law of new media communication*^[5], so as to quickly find the entry point for the integration of college students' party building work and new media. Third, improve the selection, training and elimination mechanism, increase investment, consolidate the foundation of Party building, to ensure the vitality of Party building team. The fourth is to require student party members and counselors to play a role. In particular, counselors, in direct contact with students, fully understand the students' ideological dynamics and learning situation. The student Party members from the student group should strengthen the interaction with counselors and student groups, and consolidate the foundation of Party building. Through the role of the party building team, understand the development trends of students, and give targeted guidance and feedback. Do a good role model to ensure the effectiveness of college students' party building work.

In the context of the development of new media, we should strictly implement the requirements of Party building work, further optimize the management mode of Party building, use new media technology to improve the informatization level of Party building work, collect the information of student Party members through the Party building information database, and implement digital management from the time when students submit their applications for joining the Party. While improving paper files, we should actively set up digital files. The digital archives are rich in forms, including pictures and videos, so as to enrich the database of Party members' archives. Using modern information technology to improve the convenience of students' inquiry and lay a good foundation for cultivating high-quality party members.

4.3. Optimizing forms of education

The application of new media technology has promoted the innovation of college students' party building work and endowed the party building work with vitality and the spirit of the times. *New media to promote the pace of modernization of various industries, with its own unique advantages by the student population love*^[6]. While carrying out party building work, colleges and universities should strengthen the combination of experience summary and new media technology, expand the channels and ways of party building work, enrich the forms of party member training, education and management, and effectively play the role of virtual space in promoting party building work to ensure the effectiveness of party building work. In this regard, the following should be done; one is to use the network platform to occupy the network party building position, take the wrong way to enlarge the new media education function. WeChat public number and micro-blog and other ways to actively promote the country's new policies and new theories, to provide students with attention and discussion of social hot issues platform. Use the network platform to release news such as party members' model advanced events and party organization activities, and regularly carry out legal popularization activities, so that students can get close to the new measures of the party and the country. Second, the construction of virtual party branch, enlarge the new media service function. Optimize the setting form of service section or column, such as independent order form, etc., actively set up professional development, psychological counseling and campus life and other columns, and special people are responsible for collecting and collating information. Integrated audio and video and other types of information to enhance the readability of the content and interesting, ideological. Third, optimize the organizational way of life, strengthen party members' awareness of democratic rights and party building effectiveness.

The application of new media by college students is becoming more mature and free. The party building work in colleges and universities should make flexible use of this activity place to create opportunities for party building education and organizational management, and improve the enthusiasm and initiative of students to participate in party building work. At the same time, we should awaken the consciousness of Party members' responsibility, equality and rights, and implement democratic centralism in organizational life, so as to drive the reform and innovation of Party building among college students. The fourth is to use the network party organization camp and the new media service platform to increase publicity, actively promote the knowledge of party building training and socialist core values on the platform, and disseminate ideological guidance through administrative means such as the combination of virtual and real, offensive and defensive. Especially as party members and cadres, should actively play a leading role model, to guide party members to master modern information technology, so as to effectively guide students to develop the correct values. Propagandize positive energy and traditional cultural spirit on the platform, strengthen the close connection with the basic masses, and maximize the advantages of new media. On the new media platform, we set up service modules such as professional guidance, activists' advanced deeds exhibition, feedback and so on. Students can express their own unique views through online forums or messages. The party organization strengthens guidance in the exchange of students' ideas, and does a good job in information consulting and answering questions and other services to help students get rid of ideological difficulties, so as to strengthen the effectiveness of student services. Fifth, in the integration of the party network education resources at the same time, actively introduce micro teaching form. Teachers in finishing the network education resources at the same time, to the students intuitive image and video information, especially the red classic video, to ensure that the teaching of interest and situational, students can fully and intuitively understand the content of party building. Educators should eliminate wrong teaching information to ensure the effectiveness of party spirit education. *The micro-course teaching mode based on mobile Internet devices has the advantages of audience scope and autonomous learning, which are incomparable to the traditional entity teaching mode*^{[2][3]}. Through micro teaching, students can quickly understand the content of education, can choose their own course content, learning enthusiasm and initiative to enhance the educational effect with half the effort.

4.4. Improve the evaluation system

The degree of perfection of the assessment and evaluation system is directly related to the supervision of activists, the growth of preparatory party members, and the role of party members as role models. *At the same time, it affects the normal development of organizational activities and the objectivity and fairness of the evaluation and other activities*^[4]. First of all, the cultivation and development of party members is a complex and cumbersome implementation, which cannot be carried

out blindly and accomplished at one stroke. We should strengthen the experience summary, further improve the assessment and evaluation system, and highlight the feasibility and scientificity of the assessment and evaluation. The development of party members should not only focus on consolidating the theoretical knowledge base, but also through the new media channels to obtain student feedback, understand the students' motivation to join the party and learning life performance, in order to cultivate high-quality party building team. Secondly, in the cultivation of party members, the use of new media technology real-time recording and quantitative assessment of educational learning effectiveness, as a basis for improving training and education. Finally, it comprehensively evaluates the development achievements of Party members, including evaluation indicators such as vanguard role play, responsibility performance, political and ideological level, and consciousness of serving the masses.

5. Summary

The party building work of college students under the background of new media requires the traditional party building work of college students to innovate the content of party building work in the construction of new media platform for party building and the improvement of the comprehensive quality of workers, and to view the current situation of party building work from the perspective of development and big political pattern, so as to ensure the effectiveness and pertinence of party building work such as team building and communication platform construction. New media technology has enhanced the sense of the times and influence of party building work, and has given college student party members a new understanding of party spirit education and party organization responsibilities and obligations. It will strengthen Marxist thought, establish correct three views, and keep up with the development direction and pace of the party.

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