**Let ideological and political work catch up with the media integration express train**

Source: People's Forum

Author: Dang Yingying

Editor: Sun Ke

2018-08-24

<https://www.rmlt.com.cn/2018/0824/526741.shtml>

【Abstract】At present, in the process of deepening the socialist modernization construction, the importance of ideological and political work has gradually been recognized by various subjects. Only by fully clarifying the opportunities and challenges faced by ideological and political work in the context of media convergence and focusing on them can ideological and political work be taken to a higher level.

【Key words】media integration, ideological and political work, innovative ideas 【Chinese Library Classification Number】D602 【Document Identification Code】A

As an inherent key factor in ensuring the long-term high-quality development of the country and society, ideological and political work has a very important function and position in the socialist modernization construction in the new era. General Secretary Xi Jinping clearly pointed out in the report of the 19th National Congress that "the people have faith, the country has strength, and the nation has hope." Therefore, only through the continuous improvement of ideological and political work can we ensure that the people have the motivation and ability to "roll up their sleeves and work hard." Under the background of media convergence, the environment and mission faced by ideological and political work have undergone certain changes, prompting the idea of ​​​​work to be carried out. , It is urgent to optimize and innovate accordingly to meet the new requirements of national and social development in the new era.

Opportunities and challenges faced by ideological and political work in the context of media convergence

Accurately positioning the new situation in the development of ideological and political work has become the key to the success of ideological and political work. Only by fully recognizing the new opportunities and challenges facing the development of ideological and political work in the context of media convergence can we straighten out the context of ideological and political work and scientifically plan and implement related development work.

The opportunities for ideological and political work under the background of media convergence are as follows:

First, the ways of spreading the influence of ideological and political work tend to be diversified. In the context of media convergence, in addition to traditional radio, television, newspapers and face-to-face discussions, ideological and political work can also be carried out through various Internet terminals to achieve communication and learning between subjects. Moreover, compared with traditional media forms, the use of personalized media forms such as mobile phones, WeChat, forums, etc. based on the Internet for ideological and political propaganda can narrow the distance between the audience and the content, allowing the relevant subjects to more deeply feel the positive function of ideological and political work on their own long-term and stable development, and use the work to enhance the cohesion and innovation of development and achieve higher quality development.

Second, ideological and political work tends to be grassroots. New media forms based on the Internet have lowered the threshold for participation in ideological and political work, making more subjects closely related to ideological and political work. As ideological and political work develops at the grassroots level, the transformation between ideological and political work and mass practice becomes smoother and more efficient. The experience gained by grassroots people through practice will be elevated to relevant theories through the form of ideological and political work, and then guide more practices and enhance the scientific nature of national and social development.

Third, ideological and political work tends to be more life-oriented. The development of media convergence based on information technology and Internet technology has broken the original boundaries of ideological and political work, making the content, form and dissemination methods of ideological and political work gradually develop in the direction of life. For example, some people will use corresponding social platforms to exchange views on a certain ideological and political theme in life, deepen their understanding of the content in the interaction, and then have a higher sense of identity, and actively integrate it into their own lives and work.

The challenges faced by ideological and political work in the context of media convergence are as follows:

First, the quality of work content is difficult to effectively control. Although the new media forms based on the Internet have made up for the shortcomings of traditional media in terms of communication efficiency and scope, the almost zero-threshold access system has also given those contents containing negative ideas greater room for development. Moreover, under the current conditions, there is still a lack of effective technical means for the supervision of new media content, resulting in uneven content quality. For example, the spread of some bad and vulgar ideological content such as violence and pornography has weakened the positive energy dissemination function of ideological and political work to a certain extent, and has created corresponding obstacles to the harmonious development of the country and society.

Second, the way the work is carried out lacks scientificity. Although media convergence has created conditions for the grassroots development of ideological and political work, the lack of systematic and scientific understanding of the content, methods, requirements, and goals of ideological and political work by grassroots entities has led to corresponding blindness and subjectivity in the implementation of the work. For example, some units blindly formulate the content of ideological and political training without actual research, resulting in a large deviation between the actual content and the content of real needs, causing the training participants to be careless and perfunctory during the participation process.

Third, there is a lack of a sound system for the implementation of the work. As a normalized practical activity, ideological and political work needs to rely on a sound system to guide and regulate every link in the implementation of the work. From the current practical level, the relevant subjects often focus on the planning and implementation of the content and form of the work, and lack a scientific summary and conclusion of the achievements and shortcomings of the work, making it difficult to effectively guarantee the normalization of ideological and political work.

Innovate new ideas for ideological and political work under the background of media convergence

First, we must strengthen the effectiveness of the content. Although the development of media integration has optimized the way of carrying out ideological and political work, the standard for measuring the effectiveness of ideological and political work is still the content, that is, whether the ideological and political theoretical content that meets the needs of the relevant subjects is provided is the key indicator for determining the effectiveness of ideological and political work. Therefore, in the process of planning, organizing and carrying out ideological and political work, we must strengthen the subjectivity and effectiveness of the content. First, in the preparation stage of ideological and political work, we must take advantage of the interactive advantages of the media, actively collect relevant ideological and political content demands, and finally determine the theme of the work through the screening of massive information, and run it through the work. Secondly, we must solicit materials related to the theme of ideological and political work through some Internet social platforms, provide strong material support for the effective development of the content of ideological and political work, and ensure the scientific and targeted development of the work. Finally, in the process of carrying out the work, we must pay attention to interactive communication with participants, deepen participants' understanding of the theme through various forms of content communication, and explore the path of transforming work content into behavioral ability, so that the content of ideological and political work can be sublimated.

Second, we should pay attention to the humanization of forms. Ideological and political work is a work carried out around people's thinking and consciousness, and the differences between human natures determine that the development of ideological and political work should adopt differentiated strategies, that is, to adopt corresponding forms of development according to different situations to adapt to differentiated development needs. First of all, we should clarify the advantages and disadvantages of various forms of work. In the usual practice process, we should have a comprehensive and objective grasp of the advantages and disadvantages of various media forms to ensure that we can choose the corresponding work forms according to different contents and different participating subjects. For example, social platforms such as WeChat and forums can narrow the psychological distance between the two parties and make the communication of problems more in-depth and effective, but this method is not suitable for centralized ideological and political work; face-to-face communication and interaction are convenient for the quick and direct solution of problems, but it is easy to cause the communication to be not in-depth because of the overly formal form. Secondly, we should flexibly choose and innovate the form according to the specific content of ideological and political work. As far as the development of ideological and political work is concerned, the form serves the content. Although the integration of media provides more optional work forms for the development of ideological and political work, we should avoid the weakening of work effect caused by excessive formality or singleness. For example, for work content that is more theoretical, it is advisable to adopt regular training courses or study classes to carry out systematic and standardized learning; for content that is more practical, it is necessary to use corresponding scenario-based forms to deepen participants' understanding of the content and behavioral transformation.

Third, we must improve the ideological and political work system. The situation faced by ideological and political work under the background of media convergence is more complicated, and some hidden unstable factors will cause deviations in the thoughts and behaviors of the practice subjects. Therefore, the relevant subjects should explore, build and improve the ideological and political work system according to their own actual conditions, and use normalized, standardized and systematic work mechanisms to strengthen the effectiveness of ideological and political work. On the one hand, we should shape the ideological and political work process based on the actual needs of development under the background of media convergence, clarify the work content, requirements and goals of ideological and political work planning, organization, and implementation, and strengthen them with the help of relevant systems to ensure the normalization and standardization of ideological and political work; on the other hand, we should establish an assessment and feedback mechanism for the effectiveness of ideological and political work, conduct corresponding evaluations on the effectiveness of ideological and political work through quantitative assessment standards, and conduct in-depth analysis of the problems and deficiencies in the process of implementation to ensure that the next work can be continuously optimized and improved.

(The author is a lecturer at the School of Marxism at Chuxiong Normal University)

【References】

① Chen Xu: "The Leading Force and Relying Force of Ideological and Political Work", People's Forum, Issue 5, 2017.