**New media has become a “new weapon” for party building in colleges and universities**

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[Abstract] In recent years, new media based on digital technology, network technology, and mobile communication technology have developed rapidly. While changing the lifestyle, learning, and thinking of college students, it has also brought new opportunities and challenges to party building work in colleges and universities. In today's context of "everyone has a microphone", how to give full play to the advantages of new media and build a new model for party building work in colleges and universities has become an important topic that must be discussed in depth in the current party building work in colleges and universities.

【Key words】new media environment, party building in colleges and universities, innovative research

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With the advent of the information age, new media such as WeChat in my country have developed significantly. Modern information technology has gradually covered all aspects of modern society, providing convenient conditions for college students to receive information, prompting students to quickly share information, and creating good conditions for party building work in colleges and universities. At the same time, the party building work of college students in the new media network environment faces great new challenges. Only by constantly innovating the party building work mechanism and improving the party building work can the party building work of colleges and universities in the new environment be carried out smoothly, and new media can be used for party building work and the efficiency of party building work can be improved.

Challenges and opportunities faced by party building work in colleges and universities under the new media environment

Challenges faced by party building in colleges and universities under the new media environment. At present, with the emergence of a large number of social media such as Weibo and WeChat, various uneven value orientations are wantonly invading young students in colleges and universities, especially some decadent Western ideas, bad values, and backward concepts are subtly affecting the mental health of college teachers and students, making them confused, psychologically unbalanced, and indifferent to their ideals and beliefs; contemporary college students are exposed to a large amount of information every day, and they are no longer blindly following ideas, speech, and authority, but obeying their own beliefs and ideals. Although this self-centered value subject can enhance college students' self-awareness and self-confidence, driven by economic interests, some college students disdain "dedication" such as volunteer activities and social services that do not see immediate benefits, and just blindly pursue visible and tangible immediate benefits. Bad culture is very easy to spread rapidly on campus.

At the same time, the flattening of information technology provides equal information resources for grassroots party building workers and teachers and students in colleges and universities, changing the advantages of traditional party building workers in possessing and using information, and challenging the authority of grassroots party building workers in colleges and universities. It is difficult for grassroots party building workers in colleges and universities to effectively "check" the information received by college students. New media tests the response strategies and thinking wisdom of grassroots party building workers in colleges and universities. Finally, since the existing party building staff currently undertake many other tasks, it is difficult for them to have enough time and energy to devote to party building work in the new media environment, which to a certain extent restricts the development of party building work in colleges and universities.

Opportunities brought by party building in colleges and universities under the new media environment. With the characteristics of vivid, lively and rapid information dissemination of new media, the monotonous and outdated status of traditional party building education content can be changed, diversified materials can be provided for party building education, and a relaxed and pleasant educational environment can be created. By utilizing the convenience of new media dissemination, college students can be guided to pay reasonable attention to social hot spots, difficulties and doubts in a timely and effective manner, and the effectiveness of party building education can be strengthened, and the core socialist values ​​can be gradually established; new media, especially network and multimedia interaction, provide a new platform for grassroots party building work in colleges and universities, achieving the effect of low input and high output. With the continuous progress and development of new media, network management systems, online learning platforms, online party branches, branch WeChat groups, branch QQ discussion groups, etc. have emerged, which are not only conducive to the development of grassroots party building work in colleges and universities, but also can improve its efficiency.

Ideological and political education workers in colleges and universities should introduce new media into the ideological and political education of college students on the basis of adhering to traditional methods such as classroom education, theme activities, social practice, and voluntary service. They should use forums, blogs, Weibo, and professional websites to carry out ideological and political education for college students, thereby expanding the space for party building work in colleges and universities.

Innovate educational concepts, cultivate a compound party-building talent team and build campus culture and network platforms

The party building work in colleges and universities should make full use of new media to make it the mainstream information disseminated by colleges and universities, strengthen their own construction and promote the party building theory. In general, it is necessary to cultivate a party building team in colleges and universities that has both party building theory and network technology and is very familiar with network culture. In the real environment, only a few party building workers are familiar with and understand media-related knowledge and have media practice experience. We must increase the training of network applications, cultivate and create a team of compound party building talents who understand both party work and network information technology, have good political qualities and strong business capabilities, and improve their ability to monitor and guide public opinion. We can improve the media literacy of party building workers by offering special courses and carrying out rich practical activities, and cultivate their ability to think about and guide media information. Through a party building team with excellent style, we will serve young people wholeheartedly, and further enhance the appeal and cohesion of party organizations to young college students with the power of role models; through advanced theoretical ideas, we will always stand at the forefront of the times, and lead young people with firm ideals and beliefs to unswervingly follow the party on the great road of socialism with Chinese characteristics.

At the same time, under the new media environment, colleges and universities should attach great importance to the construction of campus culture and network platforms, and regard rich, advanced, scientific and healthy network culture as an important part of campus culture construction to achieve the goal of green campus construction. At the same time, colleges and universities should reasonably apply new media technologies such as QQ, Weibo, and WeChat, build a good network platform, and use the network platform to better carry out party building work and improve the efficiency of party building work. For example, colleges and universities can open WeChat public accounts and build virtual network discussion platforms, so that college students can discuss party building work on the platform, express their opinions independently, reasonably and correctly guide students' discussions, and encourage students to better participate in party building work.

Cultivate campus party building cultural brand and build online and offline linkage working mechanism

In reality, some grassroots party building activities in colleges and universities are single in form, lack vitality and innovation, and are even out of touch with student life, resulting in student party members being perfunctory. These are contrary to the original intention of the party organization to educate and train student party members, and will leave hidden dangers for our future party building work in colleges and universities. We must actively innovate methods and concepts, combine new media, build an online and offline interactive work mechanism, focus on cultivating university spiritual culture, innovate party building work mechanisms, innovate party building work carriers, actively promote party building characteristic activities and cultural brand construction, create a number of excellent campus cultural brands that embody the core socialist values, and enhance the cohesion and combat effectiveness of grassroots party organizations in colleges and universities.

At the same time, we should innovate means and build a working mechanism for online and offline linkage. While adapting to the development trend of new media, we should not ignore the functions and roles of traditional media. In fact, new and old media have their own strengths, and each has its own space and value. New and old media have formed a development trend of mutual integration, mutual promotion and mutual development. Therefore, we should focus on promoting the work of party building and league building in colleges and universities, organically integrate the power of new media and traditional media, and strive to build a working mechanism for online and offline linkage. The linkage between new and old media can open up broad channels for party organizations in colleges and universities to reach out to young people. While obtaining opinions and suggestions from young people and soliciting development strategies for young people through traditional media such as party journals, league journals, league newspapers, television and radio, colleges and universities can open up a parallel network space to make the voices of young people more convenient and efficient. Communicate to the decision-making level of the school and obtain the timely attention of the party and government of the school.

In addition, the "Internet Party Branch" is used as a breakthrough to achieve innovation in branch activities. The party branch of college students is a basic work in the party building of colleges and universities, and it is also the basic carrier of party member activities in schools. Innovating the party branch activities of college students can not only help enhance the vitality of grassroots party organizations in colleges and universities and improve the quality of branch activities, but also help improve the self-education of student party members and implement party member education. Party branches should innovate the content and form of organizational life in light of specific circumstances, transform the single type into a diversified type, the closed type into an open type, and the passive type into an active type, and use new media with strong interactivity and high timeliness to strengthen education management and grasp diversified communication methods to carry out work. For example, each party branch and party group can build a party member WeChat group, QQ group, Fetion interactive platform, etc., and each branch secretary will serve as an information manager. Using a variety of information service platforms, a "party member learning classroom" will be opened to publish the party's theoretical research results, policy regulations, activity information, etc. from time to time, educate party members on party spirit, party discipline and basic party knowledge, so that party members can take their mobile phones to attend party classes. At the same time, activities such as exchanges and heart-to-heart talks are carried out during comments and interactions to bring party building work out of books and classrooms, onto the Internet and into life, and better realize the multi-dimensional, three-dimensional and time-based education of grassroots party members in colleges and universities.

The characteristics of new media make it a "double-edged sword". The party building work in colleges and universities can only play to its strengths and avoid its weaknesses, make full use of the advantages of new media in communication, change the traditional communication model, adopt methods that students are accustomed to and willing to adopt, highlight the initiative of party building work, pay attention to both universality and specificity, combine points and surfaces, and promote systematically, so as to effectively build new models, new methods, and new approaches for party building work.

(The authors are from Xinhua College of Ningxia University and School of Marxism of Ningxia University respectively)

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