**New media promotes party building work to a new level**

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Core Tip: The rapid rise and widespread application of new media have changed the external information environment of party building work, providing a new platform and richer information resources for party organization construction. In the process of promoting comprehensive and strict governance of the party, we need to strengthen Internet thinking, optimize the model and institutional mechanism of new media party building work, and enhance the new media literacy of party members and cadres, so as to further improve the level of party building work.

[Abstract] The rapid rise and widespread application of new media have changed the external information environment of party building work, providing a new platform and richer information resources for party organization construction. In the process of promoting comprehensive and strict governance of the party, we need to strengthen Internet thinking, optimize the model and institutional mechanism of new media party building work, and enhance the new media literacy of party members and cadres, so as to further improve the level of party building work.

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With the advent of the new media era, the transformation of information-based working methods has provided new development opportunities for party building work. In order to adapt to the development trend of the information age and comprehensively improve the effectiveness of party building work, we should make full use of new media platforms and information technology to innovate party building work mechanisms, vigorously promote the rapid development of information-based party building, and continuously promote party building work to a new level in the new era.

New media promotes continuous innovation and improvement of party building work

The development of new media is based on Internet technology, which has broken the limitations of time and space to a certain extent, allowing party organizations to further improve the construction of new media work platforms and improve the efficiency of party member management. The new media party building work platform can unite party branch members more efficiently, so that single party members and party organizations can achieve closer contact with the help of new media, which is of great practical significance for managing a large party with nearly 90 million members. The new media party member information database has powerful information storage and management capabilities, which can collect and analyze the comprehensive information of party members and cadres more widely and comprehensively, and grasp the general laws of party building work from it, providing effective support for improving the pertinence of party member management and timely discovering problems in party building work, thereby further promoting the refined, grid-based, and dynamic management of party members.

In the new media era, the people are more inclined to exercise their right to supervision in a more efficient and safe way, and have put forward higher requirements for the timeliness of information feedback, the security of personal privacy, and the experience of using the supervision feedback platform. New media has opened up a variety of channels for mass supervision, which is conducive to better providing high-quality services to the people, fully realizing the openness of party affairs, and broadening the channels of network supervision, so as to narrow the distance with the people, better practice the mass line, timely and comprehensively understand the demands of the people, respond to the doubts and calls of the people, and thus establish a democratic and efficient mass supervision mechanism, so that the party building work can be innovated and improved in good interaction with the people.

Under the influence of a complex social environment, we must pay special attention to strengthening party member education. Party member education is a key part of party building work in the new era. Carrying out party member education and practice activities on new media platforms is conducive to improving the overall level of party member education in a more innovative and technical way. Party members can connect to the new media party building platform through any network terminal, and through online live broadcasts, educational topics, online interactions, etc., they can make learning content into micro-courses, short videos and other learning materials that are easy to read at any time, and push learning resources to party members and cadres in a targeted manner, so as to make use of "fragmented time" and provide convenient conditions for self-study for party members and cadres, which is conducive to stimulating party members' interest in learning, improving the service level of party member education, and further enhancing the effectiveness of party member education in a more innovative form of education.

New media brings new challenges to party building work

New media has provided new channels for contemporary people's social interaction, work and study, and has promoted the formation of a new culture, a new environment and a new way of thinking, profoundly changing the internal and external environment of party building work, which has brought opportunities for party building work in the new era, and also brought new challenges to party building work. It is mainly reflected in: First, the thoughts and speeches in new media have brought challenges to the ideological work of party members. At present, mass social interaction platforms such as Weibo and WeChat have become important media for people to receive information and establish new social relationships, but the media literacy of users of emerging interactive platforms is uneven, and there are complex public opinions that are not conducive to the spread of mainstream socialist ideology. Online ostentation, live broadcast "rewards", "Internet celebrity" economy, moral erosion, etc. have caused certain impacts and interferences on the thoughts of party members and cadres, especially young party members, and easily caused party members and cadres to have ideological problems such as losing their bottom line and losing their values. Second, the information-based, media-based and interactive party building work in the new media era has put forward higher requirements for the media literacy of party members and cadres. Party members and cadres are required to have certain network platform operation capabilities, information identification capabilities, public opinion capture and guidance capabilities, network ethics and behavioral self-discipline capabilities, etc. Only by continuous and in-depth learning can party members and cadres keep up with the trend of the times and better play the advanced nature of party members and cadres. Third, the widespread application of new media and the people's dependence on new media interactive methods determine that the party's construction work must change the traditional management model. How to quickly form Internet thinking and accelerate the smooth connection between the old and new working models is an important challenge.

Grasp the development laws of new media in the Internet era and improve the system and mechanism of new media party building work

Internet thinking is a new way of thinking in the "Internet +" era, and it is also a value and methodology with innovative significance. At present, based on new media platforms, thinking about problems with Internet thinking and boldly innovating are the keys to improving the efficiency of party building work and promoting party building work to be at the forefront of the times. Therefore, it is necessary to create a cultural environment for new media party building in party organizations at all levels and form a development mentality of active innovation and exploration. Strengthen ideological education for party members and cadres, and clarify the arduous tasks of party building work in the context of the new era.

Guide party members and cadres to fully integrate into the new media cultural environment, recognize the pros and cons of new media, actively study and grasp the operating characteristics and development laws of new media, and enhance the consciousness of exploring new models of new media party building. First, it is necessary to optimize the information feedback and public opinion guidance mechanism of new media party building work, combine the basic characteristics and laws of new media public opinion development, and pay close attention to and guide the development trends of new media through "authoritative release", active follow-up, problem tracking, and timely response. Secondly, it is necessary to strengthen the orderly connection between online and offline businesses. New media party building can greatly improve work efficiency, but the content of party building work is complicated, and some work and party member education and management still need to be carried out offline. Therefore, it is necessary to improve the online and offline interaction mechanism and further clarify the responsibilities and intersections of various fields. Finally, the security mechanism construction of new media party building platform should be strengthened. Network security and informatization are "two wings of one body", so it is critical to maintain the network security of new media party building. On the basis of daily supervision and maintenance, we must strengthen proactive and defensive security prevention work to ensure the information security of new media party building platform.

Accelerate the model innovation of new media party building work and improve the new media quality of party members and cadres

Today is an information age that is a collection of technologies such as the Internet, the Internet of Things, cloud computing, big data, and mobile communications. As an emerging communication tool in the information age, new media bears the heavy responsibility of spreading ideas. New media party building must adhere to starting from reality, establish a new multi-in-one working model such as the Internet of Things, big data, and cloud computing, and establish a new media party building knowledge information database through technical identification and intelligent perception, so that the knowledge and information of party organizations at all levels can be strengthened and closely interacted, creating conditions for the development of "smart party building". It is necessary to use big data technology to strengthen the efficient management of party members, continuously optimize the screening, retrieval, analysis, and marking functions of the party member information archive database, and conduct in-depth mining and analysis of the data of the party member knowledge information database to accelerate the establishment of an intelligent party building service platform.

Against the backdrop of the rapid development of new media technology and network culture, if the Party's construction is to quickly adapt to the new working methods and environment and occupy the ideological high ground, it is necessary to comprehensively improve the new media quality of Party members and cadres. We must build a new type of Party member cadre team with professional expertise, strong political literacy and good work style. In the cultivation of the new media quality of Party members and cadres, first, we must always put political construction in the first place, guide Party members and cadres to strengthen their ideals and beliefs in the complex new media environment, and establish lofty ideals in life. Second, we must strengthen the basic business and skills training of new media Party building, requiring Party members and cadres to master information technology, be familiar with and grasp the characteristics of new media network culture, have a certain degree of new media information acuity and recognition, and enhance the awareness of network information security in the new media era. Third, we must strengthen the new media ethics education of Party members and cadres, adopt the form of positive and negative typical case teaching in the "micro-Party class", so that Party members and cadres understand the harm of new media unethical behavior, require Party members and cadres to strengthen the management of new media speech and behavior, insist on setting an example and promoting social "positive energy", so that Party members and cadres take the responsibility of purifying the new media ecology. Fourth, we will establish a professional team for new media party building work, select outstanding party members with strong professional ability, high political literacy and innovative thinking, provide "opportunities to shine" for young party members' innovation and creation, stimulate their enthusiasm for innovation, add new ideas to the development of party building work, and strive to build an information-based and media-based party building work team to truly shoulder the historical responsibility of innovation in new media party building.

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[Note: This article is a phased result of the 2015 Guangxi Higher Education Ideological and Political Education Theory and Practice Research Project "Research on the Path to Improve the Professional Competence of Counselors Based on the Explicitization of Tacit Knowledge" (Project No.: 2015LSZ028)]

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