**The main focus of party affairs new media work**

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Core Tip: Party affairs new media is an important window for the Party to guide public opinion. With the development of society, the working environment of party affairs new media has undergone profound changes, bringing new challenges to the development of party affairs new media. We must base ourselves on the connotation of the work of party affairs new media in the new era, grasp the new trends in the development of party affairs new media work, and thus find the main direction of party affairs new media work in the new era.

[Abstract] Party affairs new media is an important window for the Party to guide public opinion. With the development of society, the working environment of party affairs new media has undergone profound changes, bringing new challenges to the development of party affairs new media. We must base ourselves on the connotation of the work of party affairs new media in the new era, grasp the new trends in the development of party affairs new media work, and thus find the main direction of party affairs new media work in the new era.

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New media work for party affairs in the new era is an important position of the party in the field of ideology and is one of the important tasks to ensure that the party holds high the banner, gathers strength, and promotes socialist modernization in the new era. In February 2016, General Secretary Xi Jinping presided over a symposium on the party's news and public opinion work in Beijing. He clearly pointed out: "Under the new era conditions, the responsibilities and missions of the party's news and public opinion work are: hold high the banner, guide the direction, focus on the center, serve the overall situation, unite the people, boost morale, shape the atmosphere, gather people's hearts and minds, clarify fallacies, distinguish right from wrong, connect China and foreign countries, and communicate with the world." This has pointed out the direction for us to carry out new media work for party affairs in the context of the new era.

**The contemporary connotation of party affairs new media work**

The work of new media for party affairs must firmly grasp the principle of political nature. Political nature is the foothold of the work of new media for party affairs, which is determined by the nature of the work of new media for party affairs. The work of new media for party affairs must be based on the principle of party spirit, hold high the banner, and always put politics in the first place. With the diversification of social ideology and culture and the diversified development of information dissemination channels, the development of new media for party affairs presents a certain complexity and arduousness. This requires new media for party affairs to always adhere to the political stance of the party and the government, actively publicize the party's principles and policies, serve as the mouthpiece of the party, the government, and the people, and be consistent with the party's work arrangements. In their work, new media for party affairs must adhere to the party's working principles, stick to the ideological position, adhere to the guiding role of Marxism, do a good job in guiding public opinion, and give full play to the leading role of new media for party affairs in ideology and thought.

The work of new media for party affairs must always adhere to the people's standpoint. The Communist Party of China has always represented the fundamental interests of the people since its founding. As socialism with Chinese characteristics enters a new era, the development of the Communist Party of China and the people, and the interests of the people are unified in the process of socialist modernization and in the "two centenary" goals. The work of new media for party affairs must also always adhere to the unity of party propaganda work and people's nature, and adhere to the people's standpoint. This requires, on the one hand, that new media for party affairs strengthen innovation in the tide of social development and in the development of news media, seek diversified development, find the right position, bear in mind responsibilities and missions, always adhere to the unity of party nature and people's nature, and actively build an ecological circle of social public opinion and ideological propaganda in the new era; on the other hand, the propaganda work of new media for party affairs must be down-to-earth, dare to tell the truth, actively and proactively reflect the real wishes and real ideas of the people, and organically integrate with people's lives.

The new media work of party affairs should play a guiding role in public opinion. As my country's modernization construction is carried out in an all-round way around the "five-in-one" overall layout, socialist modernization construction requires extensive participation of the people. By giving full play to the propaganda role of new media of party affairs, we can continuously gather people's hearts and minds in the process of modernization and enhance new driving forces for social and economic development. Specifically, the new media work of party affairs should play a role in guiding public opinion. It should not only sing the main theme of social development, publicize positive energy, and give full play to the role of new media of party affairs in boosting morale and cultivating people; it should also use the multi-channel and multi-level modern party committee new media propaganda system to publicize the party's lines, principles and policies, guide the direction of social development, and create a good atmosphere of social public opinion.

The new media work of party affairs should grasp the characteristic of timeliness. Timeliness is an inherent requirement for doing a good job in the new media work of party affairs. In the work of party affairs, it is necessary to grasp the timeliness, continuously improve the quality of propaganda work, enhance the attractiveness of propaganda content, and grasp the development direction of propaganda work. As my country's reform process continues to deepen, new social dynamics and new conditions emerge in an endless stream. The new media of party affairs must firmly grasp the commanding heights of public opinion, respond to new situations in social development in a timely manner, effectively guide public opinion, and grasp the initiative. The timeliness of the new media of party affairs also requires it to quickly grasp the new trends of social public opinion, actively promote and actively publicize positive content, distinguish right from wrong and clarify erroneous ideas in a timely manner, and summarize the experience created by the people in reform and development in a timely manner.

**New environment and new trends in party affairs new media work**

With the development of my country's social economy and information technology, information dissemination channels are becoming increasingly abundant and new media development is becoming increasingly diversified. While meeting people's spiritual and cultural needs, it is also making the party's new media work face some new changes and new trends.

Ideology and consciousness are becoming more complex. As my country's degree of openness continues to increase, various ideologies and cultures in other countries in the world have begun to collide with domestic ideologies and cultures. With the continuous development of mainstream consciousness, some negative values ​​are also spreading rapidly, which has brought new challenges to the development of new media for party affairs. First, with the profound changes in society, class differentiation has become increasingly obvious, and there has been a trend of value diversification, which has brought challenges to the party's new media to strengthen propaganda in the field of ideology; second, some Western countries have advocated "China threat theory" and "liberalism", and these thoughts have continued to grow in China, increasing the difficulty of new media work for party affairs; third, mainstream consciousness such as the core socialist values, the Chinese dream, traditional morality, and excellent Chinese culture has not formed a strong propaganda trend, which has put forward new requirements for the work of new media for party affairs.

Diversification of propaganda channels. With the rapid development of information network technology, information sources are becoming increasingly diversified. On the one hand, there are more and more platforms for people to express their opinions, and various ideas and opinions are constantly colliding on diversified information platforms; on the other hand, various new media have sprung up like mushrooms after rain, bringing challenges to public opinion supervision. Driven by economic interests, the increasingly rich and diversified new media have appeared content that deliberately caters to public opinion, which is not conducive to creating a positive and healthy network environment, and brings challenges to the construction of a new era of public opinion ecosystem for party affairs new media; audience reading is fragmented, which brings challenges to the mainstream consciousness of party affairs new media; some new media, due to their growing influence, have gradually formed a force to guide public opinion and public emotions, which has brought new topics and challenges to the work of party affairs new media.

**Continuously consolidate and develop the party's public opinion position**

We must base ourselves on the new era of socialism with Chinese characteristics, fully study and understand General Secretary Xi Jinping’s important speech on media work, deeply understand the scientific connotation of new media work for party affairs in the new era, fully understand the objective environment and development trends of new media for party affairs, and thus take a number of targeted measures, grasp the main direction of new media for party affairs, and continuously consolidate and develop the party’s public opinion position.

New media for party affairs must have a firm political stance. In the new era, facing complex social contradictions, new media for party affairs must always be based on party spirit, publicize positive social energy, and guide public opinion. First, new media for party affairs must actively learn the party's advanced theories, and learn and publicize the party's lines, principles, and policies. At the same time, it is also necessary to grasp new trends in party affairs in a timely manner, publicize new theories and new viewpoints, and maintain the advanced nature of propaganda content; second, the work of new media for party affairs must fully reflect the sentiments and opinions of the people, and timely summarize and publicize the advanced deeds and pioneering experiences of the people in society, while reflecting the voices of the people and acting as the mouthpiece of the people; third, the work of new media for party affairs must always consciously practice the party's purpose and safeguard the party's authority; fourth, the work of new media for party affairs must actively guide public opinion, seize new hot spots in public opinion, and guide public opinion to develop in a positive and upward mainstream direction.

Build a talent team for party affairs new media. To build a social public opinion ecosystem for party affairs new media and do a good job in party affairs new media, one of the important tasks is to build a talent team for party affairs new media. First, increase the introduction of party affairs new media talents. Relevant units can introduce talents from multiple channels such as fresh college students and social media practitioners; second, strengthen the training of party affairs new media staff, so that they can continuously strengthen the Marxist news view and guide party affairs new media staff to consciously learn advanced theories; third, establish fair internal talent selection standards and mechanisms, reuse party affairs new media workers who work in difficult environments and have strong party affairs ideas, and give full play to their positive role; fourth, establish an assessment mechanism for party affairs new media work, and through assessment, constantly urge party affairs new media staff to improve their own learning and work capabilities.

Innovate the propaganda methods of new media for party affairs. With the development and application of information technology, media propaganda methods have gradually diversified, which requires new media for party affairs to constantly innovate and innovate methods to meet the spiritual and cultural needs of the people, thereby increasing the vitality of new media propaganda work for party affairs. First, we must actively use science and technology, and use television, the Internet, mobile communications and other means to actively innovate propaganda methods. At the same time, we must also innovate in the expression of propaganda content and continuously enhance the appeal to the public; second, we must strengthen the influence of new media for party affairs by interconnecting and interacting with various mainstream media. We can strengthen interaction with readers by opening forums and message boards, and increase the appeal of new media for party affairs to the general public.

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