The Application of Information and Network Technology on Innovating the Construction Model of Primary Party Organizations in Colleges

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Abstract: With the popularization and application of network information technology and the continuous emergence of new network media, the network has become an indispensable part of daily learning and life in today's society. This article expounds the use of information and network technology to innovate the new model of college grassroots party organization construction from three aspects: innovating learning and education platforms, strengthening grassroots organization management, and occupying ideological positions.

1. Introduction

With the popularization and application of network information technology and the continuous emergence of new network media, the network has become an indispensable part of daily learning and life in today's society. The report of the 19th National Congress of the Communist Party of China puts forward new paths and requirements for strengthening and improving party building under the new situation-"good at using Internet technology and information technology to carry out work." Therefore, how to use information network technology to strengthen and innovate under the new situation Grassroots party building work to improve the scientific level of party building is an important task placed in front of party building work. Paying attention to and making good use of information network technology is undoubtedly an important way to do a good job in party building in the new era.

2. The Necessity of Information Network Technology to Innovate the Construction of Basic-Level Party Organizations in Colleges

2.1 Informatization of Party Building Work in Colleges is an Inevitable Requirement of the Development of the Times

In today's era, the rapid development of information network technology is drastically changing the way people produce and live. In 2021, China Internet Network Information Center (CNNIC) officially released the 47th "Statistical Report on China's Internet Development Status". According to the report, As of December 2020, the number of Internet users in my country reached 989 million, an increase of 85.4 million from March 2020, and the Internet penetration rate reached 70.4%, an increase of 5.9 percentage points from March 2020. As of December 2020, the number of mobile Internet users in my country has reached 986 million, an increase of 88.85 million from March 2020. The proportion of Internet users using mobile phones to access the Internet has reached 99.7%, an increase of 0.4 percentage points from March 2020. As of December 2020, my country's college students accounted for 19.8% of Internet users. Under this general trend, the party building work of Colleges should actively keep up with the pace of development of the times, achieve further integration with information network technology, so as to win the initiative, seize the opportunity, and truly keep pace with the times.

2.2 Informatization of Party Building Work in Colleges is an Inevitable Requirement for Improving the Level of Party Building Work

In the information network age, traditional party building work models and methods such as

"convening meetings, reading documents, reading newspapers, listening to reports, sending information, and writing reports" have gradually been unable to meet the needs of the development of party building. Promoting the informatization of party building work, realizing the advancing of party building work models and methods, and continuously enhancing the attractiveness and vividness of party building work are also the actual needs of the development of party building work in Colleges. With the continuous increase in the number of party members in Colleges, the relationship between party members of graduated student party members and retired faculty and staff party members is constantly changing. The information of activists at various stages of inspections is constantly collected, and the party building work materials and affairs work produced in Colleges are increasing year by year. A little carelessness will affect the image of college party organizations. With the support of information technology such as information management systems, these problems can not only be solved, but also through big data screening and analysis, it can provide regular reminders for future party building work in Colleges, so that relevant departments can prepare in advance and improve work standards.

2.3 The Informatization of Party Building Work in Colleges is an Inevitable Requirement to Adapt to the Characteristics of the Ideological Behavior of Teachers and Students in Colleges

According to a survey conducted by the China Internet Network Information Center, as of December 2013, the proportion of netizens in the 20-29 age group in my country was 31.2%, and the proportion of netizens with a high school degree or above was 52.1%, the largest proportion among all netizens. At the same time, students are still the largest group of Chinese netizens, accounting for 25.5%, and the Internet penetration rate is already at a high level among this group. [3] It can be seen that, as teachers and students of higher education, especially those college students who are more active in thinking and are good at accepting new things, it has become a very common phenomenon to use new online media tools to communicate. As the main targets of party building work in Colleges, they also strongly hope that party building work can be informatized, and more use of information network means to carry out work to further adapt to their ideological and behavioral characteristics and acceptance habits.

3. The Status Quo of the Use of Information Network Technology in the Grassroots Party Building Work in Colleges

3.1 Insufficient Attention Paid to Party Building Information Technology

In the new stage of rapid development of network and information technology, the ideological concepts of party members and cadres in some grassroots party organizations cannot adapt to the requirements of the times in a timely manner, and cannot keep pace with the times. There is not enough understanding of the use of information network technology to carry out party building work. The connotation of party building under the conditions of information technology is not well understood. Simply understand the technicalization of party building information as the use of the Internet to publish notices, reports, and learning content. Some party construction workers are afraid of and resisted in advancing the informatization of party building. They consider more the negative impact of informatization on party building work. They even think that the informatization of party building is a tiger, and various negative information will confuse and obscure some teachers through the Internet. The ideology of new party members has put pressure on party building work, and has led to the fear of boldly using informatization to advance party building work in Colleges. It does not recognize that the use of information and network technology to carry out party building work under the new situation is an important means to correctly guide the thinking of party members, and it is an innovation and optimization of party building work under the new situation.

3.2 Inadequate Integration of Network Information Resources

Network information resources are a favorable resource guarantee for the informatization of party building in basic-level party organizations in Colleges. The current network information

resources still have the phenomenon of insufficient integration and insufficient function. Most Colleges have many types of information platforms, including websites and WeChat, QQ, Weibo, mobile APP, etc. But most of them failed to realize the interconnection of data. The party building platform has the defect of single function, most of which are only limited to the dissemination of information, lacking interactive communication and real-time feedback and other functions. There is still a gap between this and the actual needs of teacher and student party members, and the integration of online and offline, and the extension of diversified service functions still need to be strengthened.

3.3 The Structure of the Party Building Work Team in Colleges Urgently Needs to Be Improved

The Internet is an open and diversified new media with the characteristics of high degree of openness, extensive information sources, large information capacity, and fast information dissemination. The higher requirements for principle, policy, and confidentiality of party building work in Colleges have put forward higher requirements for the party building team in Colleges in the new era. At present, in the party building work team of Colleges, the teacher party branch implements the "dual leader" project, with a relatively large age structure, relatively little exposure to information technology, and relatively insufficient professional skills in information construction. Student party building work is mainly undertaken by student counselors part-time or by senior student party members. Most of them are only familiar with basic computer operations, plus they undertake more complicated daily student ideological and political work, student management work, student psychological counseling, employment guidance, etc. It's hard to get out of work and take into account the construction of student party branches, and there is very little thinking about how to use the Internet to carry out party building work. Party building in Colleges lacks compound-type party building talents who not only understand party building work, but also master information technology. To a certain extent, it has affected the in-depth advancement of party building work in Colleges.

4. Using Information and Network Technology to Innovate the Path of Grassroots Party Organization Construction in Universities

4.1 Make Use of Network Convenience to Innovate Learning and Education Platforms

Our party has always had a fine tradition of emphasizing and being good at learning, and has always regarded learning as an important magic weapon to look forward, deep, and far. General Secretary Xi Jinping pointed out: "Only by learning to make progress. Chinese Communists must rely on learning to reach today, and they must rely on learning to move towards the future. Our cadres must move forward, our party must move forward, our country must move forward, and our nation must move forward. Therefore, we must vigorously promote the style of learning, and persist in learning, learning, and re-learning." Traditional party member education methods have the shortcomings of a single form and poor timeliness. Online education platforms can just make up for these two shortcomings. Online and offline education complement each other. , Traditional education as the foundation of online education, online education as the expansion and extension of traditional education, online and offline linkage, thereby enhancing the effectiveness of the education and learning of party members in the grass-roots party organizations of Colleges, and achieve learning anytime, anywhere, all day long. Party organizations at all levels in Colleges can make use of several mainstream network platforms and network tools such as websites, learning power APP, WeChat, QQ, and questionnaire stars to realize online and offline linkages of learning and education. The "Learning Power" platform is authoritative in content, rich in resources, and powerful. The use of this platform can create a new form of learning. For example, party schools at all levels can no longer be limited to face-to-face instruction, and can open "online schools in the air" and use online learning as traditional party school training an effective supplement. The party building website and WeChat public platform can be used to realize the transmission of party

document spirit, online special topic learning, online real-time interactive discussion, etc. "Questionnaire Star" can realize the function of online examination of party knowledge. Innovating learning and education platforms and creating online and offline linkage models can improve the utilization and utilization of educational resources, increase the fun of learning and education, and break through the time and space limitations of learning methods.

4.2 Use Network Interactivity to Boost the Management of Grassroots Organizations

Information network technology can be used not only as a platform for party member education and training, but also as a working platform for party member management. It is necessary to combine the advantages of traditional university grassroots organization management with modern information network technology, and promote the grassroots organization management of Colleges with informatization. Party organizations at all levels in Colleges can use network resources and information to achieve intelligent management of organizational life, flexible and transparent information disclosure, convenient management of mobile party members, wide-ranging channels for soliciting opinions, and convenient and quick collection of party dues.

In terms of intelligent management of organizational life, you can combine traditional organizational life forms to transfer part of the "three meetings and one lesson" to the network conference room, which can break the limitations of time and space and increase the timeliness of organizational life. The attendance of personnel is signed by QR code. Organizing meeting minutes, etc. can use the "Smart Party Building Cloud Platform" launched by various provinces to achieve intelligent management. In terms of information disclosure, including party fee payment and use, party building basic information disclosure, event information disclosure, notice announcements, etc., information network technology can take advantage of the wide coverage and fast dissemination, and can fully accept the supervision of the broad masses of people. In terms of management of mobile party members, information network technology can give full play to its advantages. The mobility of party members is a problem faced by primary party organizations in Colleges. "Pocket party members", "lost party members", and "file party members" graduated from internships of student party members. Causes such as frequent occurrences, through the use of the real-time and interactive nature of the Internet to carry out online education management, ideological reporting, learning and discussion mode, to solve the problem of the weakening of the overall function of the branch caused by the inconvenience of the education and management of the mobile group in the traditional party building work. Improved the cohesion of grassroots party organizations. In terms of soliciting opinions from the masses, the use of network resources can expand the channels for soliciting opinions, gain a more extensive and timely grasp of social conditions and public opinions, and enable party organizations at all levels to better serve the masses. Regarding the collection of party dues, due to the small amount of monthly party dues paid by middle-school student party members in the grassroots party organizations of Colleges (0.2 yuan/person/month), it is inconvenient to collect small denominations of cash. It is collected once a quarter and fails to comply with the party's monthly payment. Relevant regulations. The use of group payment functions such as WeChat and QQ has realized the change from cumbersome and complicated to convenient and efficient.

The use of information network technology can break the limitations of time and space and the management level, connect each party member together, and realize the rapid and seamless connection between the organization and party members. The interactivity of the network can realize the smooth communication and communication between party members and between party groups. Real-time feedback, improve the efficient and scientific management of party building, and effectively play the role of the battle fortress of grassroots party organizations and the vanguard and exemplary role of party members.

4.3 Make Use of the Openness of the Internet to Occupy Ideological Positions.

Ideological work is an important part of party building in Colleges. In the new era of network information development, in the mass media of the Internet, information overload has weakened the choice of college students, and their perceptions, attitudes, judgments, etc. have been greatly

impacted, which has brought troubles to grassroots party building workers in Colleges. American scholar John Naisbitt said: "Out of control and unorganized information does not constitute a resource in the information society. On the contrary, it becomes the enemy of information workers." In this situation, it is even more important to guide college students to be firm. Work with ideals and beliefs and establish correct values. This is to make full use of network information technology, focus on the education of ideals and beliefs, and expand the influence of party building education. In addition to relying on authoritative resource platforms such as "Learning to make the country stronger," Party organizations at all levels in Colleges also need to establish their own websites or WeChat platforms, move pictures, texts, and videos to the Internet, and make full use of this propaganda platform. Let teachers, students and party members understand current affairs and politics at home and abroad as soon as possible, and establish the correct direction of public opinion. Use the deeds and excellent works of excellent party members around you to inspire and inspire party members of teachers and students, strengthen "spiritual motivation", master the leadership of network ideology, enhance the attraction and cohesion of ideology, and improve the level of ideological work.

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