

Using New Media to Promote the Work of Party Building in Colleges and Universities in the New Era

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Abstract: In the new era, the rapid development of new media technology in my country has promoted the gradual informatization, digitization and intelligence of various industries. In the context of the information age, new media has become an information carrier and display platform for people to learn, work, and live. New media is a double-edged sword. On the one hand, it makes it extremely convenient for people to obtain abundant information resources, but on the other hand, due to the loss of information barriers, many negative factors have penetrated in. With the continuous deepening of reform and opening up, the development of new media technology “has profoundly affected people's traditional production and lifestyles, and also changed the way of thinking of the entire society.” Especially for college students, their behaviors and ways of thinking about problems are extremely susceptible to interference and influence from the external environment. How should the party building work in colleges and universities be effectively carried out, in the new era, new situation, and new technological challenges? How to use new media to promote party building in colleges and universities effectively? This approach is significant: using new media to explore new mechanisms, solve new problems, and guide college students to form a correct way of thinking. Thus, this problem is urgent: college ideological educators need to promote party building work in colleges and universities.

1. Introduction

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Xi Jinping at its core has attached great importance to the innovative development of new media, new technologies, and ideological and political education in colleges and universities. General Secretary Xi Jinping pointed out: “We must seek in accordance with the situation, act in accordance with the situation, and follow the trend to accelerate the development of media integration, so that the mainstream media will have strong communication power, guiding power, influence, and credibility. It can form concentric circles online and offline, so that all the people are closely united in ideals, beliefs, values, and moral concepts to make the positive energy stronger and the main theme higher.” The report, from 19th National Congress of the Communist Party of China, pointed out: “We must adhere to the strict governance of the party in an all-round way, put the political construction of the party in the first place, make efforts in ideological and institutional governance of the party in the same direction, and coordinate the promotion of various party building.” In addition, this report also puts forward general requirements for party building in the new era. Nowadays, new media has become the main social media in people's daily life. New media can take advantage of the convenience of the Internet to realize cross-temporal and cross-time interactive communication and improve the efficiency of study; at the same time, it also means that the traditional way of party building in universities can no longer keep up with the progress of the current era. This requires party building workers to effectively use the technical means of new media to increase the acceptance and coverage of the audience, so as to demonstrate the scientific nature and effectiveness of the party building work in colleges and universities.

2. Opportunities of New Media for Party Building in Colleges and Universities

2.1 New Media Has Created a New Promotion Platform for Party Building in Colleges and

Universities.

With the continuous and rapid development of the integrated media environment and the advancement of science and technology, traditional media is transforming and upgrading to new media. New media is not limited by time and space. Therefore, college party building workers can not only quickly obtain information, but also provide rich and timely information for teachers and students. Even as long as the technical means are effective, foreign information can be obtained from search engines within a few seconds. This provides a new platform for the promotion of party building in colleges and universities. Therefore, the use of new media technology by college party construction workers can not only dig out rich and practical resources, but also quickly and truly understand the basic situation of students; thus, according to the characteristics of students, they can spread new ideas and policy theories in a way that they like to see. Guide students to form correct values and at the same time make the content of party building in colleges and universities more transparent and open. Provide a variety of promotion platforms for the further development of party building work; thus, improve the sense of ownership of party members in colleges and universities. This plays an important role in strengthening students' sense of responsibility and responsibility, and enhancing the cohesion of the party's organizations.

2.2 New Media Has Innovated Educational Approaches for Party Building

New media technology can provide wide-ranging, timely and detailed latest information for college party building work. This helps improve the efficiency of party building workers in collecting materials and typical cases. More importantly, it has innovated educational methods for the efficient development of party knowledge and theory learning and the improvement of student party members' political and theoretical literacy. For example: student party members can use new media technology for online education and learning, and can carry out party member related training anytime and anywhere, online red pavilion, red landmark exploration; "first heart lecture hall" viewing and learning and other multi-form and multi-carrier learning mode options, which could strengthen the party's political theory propaganda channels, greatly reduce the time and space distance, and achieve cross-regional synchronized training. It can be seen that the emergence and use of new media have not only broadened and innovated educational channels for party building work, but also provided new and effective methods for ideological and political education of party building work in colleges and universities.

2.3 New Media Has Created New Democratic Decision-Making Methods for Party Building.

In traditional party building work, when dealing with major events, most colleges and universities will take the form of democratic decision-making to make decisions on matters. This process requires inquiries, discussions, and hearings for everyone, and finally publicity. Due to the large number of party members in colleges and universities, the process of obtaining opinions is relatively long and difficult. The application of new media technology can solve this problem. It has the characteristics of fast spreading speed, strong timeliness, and wide cross-regional coverage. This allows college teachers and student party members to collect information and opinions across regions at the same time, and they can also make real-time comments. This advantage not only implements the party's style of keeping close contact with the masses, but also expands the space for party building in colleges and universities. Consequently, it has brought new opportunities for the effective development of party building in colleges and universities.

3. The Challenge of New Media to Party Building in Colleges and Universities

3.1 The out-of-Control Information Dissemination of New Media Hinders Party Building in Universities.

The convenience and wide audience of new media enable everyone to become a disseminator of information and a maker of public opinion. This means that the traditional media era of one-way communication has become a self-media era in which everyone has a say. If the rapid dissemination

of information is not positively guided, it is very easy to breed adverse effects in the university environment. On the one hand, college students have weak awareness of information and weak critical thinking. They are easily misled by false information, leading to improper behavior. Even become a spreader of rumors unconsciously. On the other hand, new media will allow information to be quickly disseminated without barriers; although the release of information is diversified, the credibility of the source of the information is poor. Even some false information will be made into high imitations of official announcements. This poses a challenge to party building workers in colleges and universities. For example, when the new crown pneumonia was prevalent, rumors about the prevention and treatment of new crown pneumonia frequently appeared: drinking and smoking can prevent the virus, and drinking tea can enhance immunity; in addition, the tracing of the virus has also greatly disrupted social order and increased the work of party building. The complexity of identification and orientation is reduced.

3.2 The Use of New Media Technology Has an Impact on the Traditional Way of Party Building in Colleges and Universities.

College students are a group of people who are more receptive to new things. New media with a brand new look and full of personality have a strong appeal to college students. And this attraction shows diversified demands. On the one hand, it makes the traditional party building work no longer effective. Common methods such as intensive learning and organizing discussions are in sharp contrast with current affairs news published on new media. On the other hand, the diversified needs of college students have forced continuous innovation in traditional party building work: under the conditions of adhering to fine traditions and correct public opinion guidance, we should open up new development directions, innovate new educational carriers and channels, and change educational concepts and management. Way. This is an inevitable requirement for the advancement of party building work in colleges and universities, and it is also a new issue for party building workers in colleges and universities to be solved urgently.

4. New Media is the Inevitable Direction for the Development of Party Building Work in Colleges and Universities

With trend of the situation, don't miss the opportunity. In the new era, new media has become a necessity for people to obtain information on a daily basis. With the emergence and collision of various social thoughts, the traditional working methods of party building are no longer suitable for the development of the times. Party building work in colleges and universities must grasp the general trend and find the entry point and focus of the work. Therefore, it is an inevitable requirement of the development of the times to make full use of new media to carry out party building work, promote the openness and transparency of party building work, improve the level of democracy building, and create a new position for party building learning.

4.1 Use New Media to Build a Good Relationship between the Party and the Masses in Colleges and Universities.

New media has provided a new platform for democratic decision-making in the work of party building in colleges and universities. The new media era, in which everyone can become an information publisher and disseminator has increased the frequency and scope of communication, and realized equal information sharing; at the same time, it has also created a new work platform and channel for party building in colleges and universities. The equal interaction and open communication platform of new media has changed the traditional way of college party members participating in party building work. Every individual can express his or her views through the media and supervise the work of party building. Party members can learn information in a timely manner through new media in mobile devices, such as Weibo, WeChat, Kuaishou, Douyin, etc., which greatly reduces the cost of party members' participation in study work. Through new media, party organizations can also collect suggestions and opinions from party members and the masses in a timely and effective manner. Therefore, college party building workers must make full use of the

advantages of new media to promptly announce the latest news, increase the transparency, and increase the consciousness of being supervision.

4.2 Using New Media to Improve the Level of Democratic Decision-Making in Universities.

The party has always made important efforts in comprehensively advancing democratic construction. The party made a decision for the first time in the report of the 18th National Congress of the Communist Party of China to include the main status of party members in the party constitution. This not only reflects the importance of the status of party members, but also demonstrates the party's clear-cut position in actively carrying out democratic construction. The use of new media technology can promote party members to actively participate in the political life of the party. For example, online political voting through new media. The voting method is different from the traditional election method. It not only fully highlights the dominant position of party members, emphasizes party members' participation in party elections and scientific decision-making, but also further improves party members' right to know, participate, and supervise. It helps to improve the level of democratic decision-making in party building in colleges and universities.

4.3 Use the New Position of the Network to Promote the High Integration of New Media and Party Building in Universities.

Under the educational background of new media technology, the rapid development of information networking has broken the constraints of traditional media in time and space, and efficiently integrates various information resources. This makes the Internet a new frontier for party building on the Internet with wide coverage and timely information exchange. Therefore, it is particularly important to strengthen the guidance of online public opinion information and occupy the online position of ideological and political education. Party building workers in colleges and universities should make full use of new media to integrate the theme of party building education into the cyberspace, strengthen content supply, and realize the whole process of educating people inside and outside the classroom, online and offline, and learning and life. Enrich education platforms, carriers and methods, do a good job in cultural education and online education, and ultimately guide college students to establish correct values and awareness, strengthen the ability to consciously resist misinformation, use new media and network environments rationally, and create a healthy and civilized college Party building an online education atmosphere.

5. Conclusion

The development of new media technology has brought rare opportunities and severe challenges to the party building work in universities. Party building organizers must seize this opportunity and make full use of the technical characteristics of new media to strengthen the control of content in the new network, the expansion of propaganda methods, and the management of the operating team. Finally, they must innovate the ways of party building work: activating spirit of truth-seeking, safeguarding justice, innovative development, and ultimately to improve universities party building network education capabilities, and improve the efficient integration of new media and the Party building.

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