

Research on the Countermeasure of Party Building in Colleges and Universities Using Internet to Improve the Level of Party Building Innovation

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Abstract: with the Development of Internet Technology, the Use of the Internet in Life Has Also Been Promoted to a Certain Extent. the Use of Internet Technology to Manage Students Has Achieved Certain Results, and Many Universities Use Internet Technology to Improve the Level of Party Building Innovation. This Paper Analyzes the 44th Report of China Internet Information Center, Summarizes the Main Role of Internet Development in the Party Building Work of Colleges and Universities, and Explores the Construction and Improvement of Multi-Level Party Members Education Internet Platform and Efficient Party Member Management. the Specific Measures of the Internet Platform Provide a Valuable Reference for the Party Building Work in Colleges and Universities under the Internet Environment.

1. Introduction

According to the 44th China Internet Development Status Report, China Internet Information Center (CNNIC) shows that as of June 2019, the number of Chinese Internet users reached 854 million, the penetration rate of Internet users was 61.2%, and the proportion of Internet users in the Internet was as high as 26.0%. Secondly, the self-employed/freelancers accounted for 20.0%; the total number of managers and general personnel of the company/company accounted for 11.8%. (See Figure 1). It can be seen from the figure that in the structure diagram of netizens, the subject is young, highly educated and high-income. According to the chart, the application of the Internet will be a necessary trend in the development of the new era. Advantages, as long as they are properly used, the Internet will become a new model for party building in universities. In view of the countermeasures for colleges and universities to use the Internet to improve the level of innovation in party building work, only by grasping the characteristics of college students, using the Internet to carry out party building work, innovating in the field of work and work in a timely manner, thereby promoting the precise management of party building work, can improve party building work. Quality and efficiency play an important role in the work of the Internet in party building in colleges and universities.

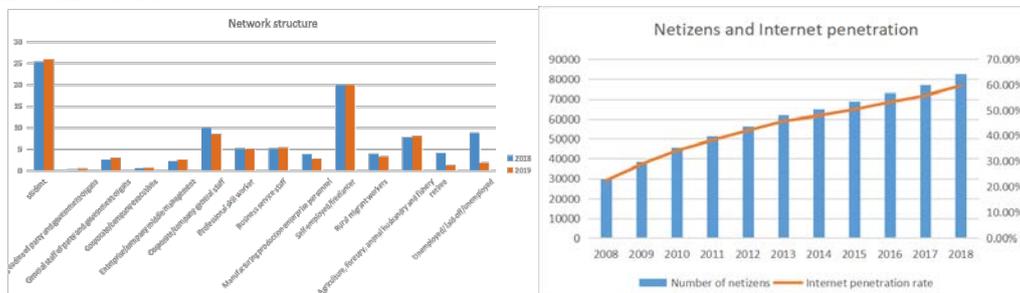


Fig.1 Is Taken from the “China Internet Development Status Report”

2. The Main Role of the Internet in the Work of Party Building in Colleges and Universities

2.1 The Internet Provides New Opportunities for Party Building in Universities

In the era of rapid Internet development, students have become a major group of Internet users. The work of party building should be shifted with the focus of people's attention. The establishment

of party building work in places where people's attention is extremely high will have a multiplier effect. Applying Internet technology to party building is an important part of the party building work in colleges and universities, and it is also a new party building interface based on traditional party building work. In the traditional party building work, most of the party building work takes classroom education, organizes party building theme activities, and conducts social practice. Therefore, the party organization thought is only spread among a small number of party members and groups close to the party organization. The way of ideological communication of the party organization limits the development of party organizations to a certain extent. However, the Internet has the advantage of transcending time and space, breaking the time and space constraints of traditional party building. Regardless of whether or not a party member, no matter where they are, as long as they have the Internet, they can obtain information published on specific websites and platforms, realize portable, anytime, and anywhere learning, and accept the education of the party building websites and platforms in a subtle way, and expand the party building work invisibly. Audience range. The Internet party building platform can also enhance the interactive communication between party members. The audience is no longer one-way to receive, and can interact with the communicator to achieve communication between the communicator and the audience, so that the audience can subtly spread the communication in the collision of ideas. The thoughts of the people realize the transformation from one-way infusion to two-way communication and enhance the effectiveness and level of party building work. Through the Internet party building platform, party organizations can realize real-time interactive exchanges with party members and individuals, let the party organization work ideas spread the most effective words, and expand the time and space scope of party building work.

2.2 The Internet Provides a New Method for Party Building in Colleges and Universities

In the work of party building in colleges and universities, the work of developing party members is one of the basic work of party building in colleges and universities. Because the party members who develop in Chinese universities account for one-third of the national development party members, more than 80% of the party members in the society are already active members of the party when they graduate. Therefore, the party building work of colleges and universities is of vital importance to the development of party organizations. In addition, the development of party members is a long time. In order to ensure the quality of party members, it is necessary to strictly follow the procedures for the development of party members. Therefore, college party construction workers must have efficient working methods. With the reform of college education and international exchanges, the work of party organizations should be designed with the flexibility of reform, improve the efficiency of party organizations in colleges and universities, and lay a solid foundation for the development of party organizations, party members, and party members. Learn to use the Internet to manage party affairs, so as to effectively improve the efficiency of party building. The use of the Internet to establish a party member management platform, so that party members information collection, sorting, filing and other work through the Internet management, to achieve party building work procedures, standardization. The Internet archives can start from the application for joining the party, record the main points of theoretical study experience, thought report, party organization activities, study talks, preparation for correcting, etc., and apply for the establishment of unified norms for the later party members, and solve the problem of low efficiency of traditional party construction work management. For example, in organizational learning, interactive learning and discussion can be carried out on the Internet to improve the learning effect; in the process of party members' democratic appraisal and party members' evaluation, the Internet can be used to improve the efficiency of party building work. When the number of party members in colleges and universities is large and the mobility is large, the party building Internet management library can be used to manage the basic information of party members, realizing the real-time management of party members, effectively improving the management efficiency of party members, reducing the workload of party workers, and letting colleges and universities Party building work is better and more efficient.

3. The Party Building in Colleges and Universities Using the Internet to Enhance the Main Performance of Party Building Innovation

3.1 Innovating the Concept of Party Building Work

With the rapid development of the Internet, many colleges and universities have realized the importance of Internet party building. The school is an important place to learn the cutting-edge technology and knowledge of the era. Under normal circumstances, colleges and universities are the first places to use modern information technology. Colleges and universities have closely integrated the party building work with the Internet, and have grasped the initiative of the Internet modern science and technology. According to the law of party building work in colleges and universities, the use of Internet technology to establish a party-building Internet work platform has made the Internet a new front for party building work. Under the influence of the Internet, colleges and universities have tried on the party-building Internet work platform, using Internet ideas and technologies to achieve party organization construction, party thought dissemination, party member education, party member management, party member service, and party member activities. Intelligent, modern, and build a platform for organizations to interact with party members, organizations and organizations, organizations and society, party members and the masses. At the same time, the party building work of colleges and universities has also accumulated some good experiences and practices, which provides a useful reference for the in-depth development of Internet party building in colleges and universities.

3.2 Establishing a Working Mechanism for Internet Party Building

Since the party building work is a systematic project involving a wide range of influences and great influence, the idea of establishing a working mechanism for the party building of the Internet should be established. In the work of building the Internet, communication and coordination mechanisms should be established to continuously improve the ability of cooperation. Therefore, before carrying out the work of building the Internet party, it is necessary to establish a team with a high level of political theory, familiar with the rules of ideological and political work, and able to use the Internet to carry out ideological and political education. Therefore, it is necessary to integrate the existing forces and establish an Internet party building mechanism that is led by the party committee and the relevant departments. The functional departments of the school party committee, the party organizations at all levels and the full-time party workers are the main subjects; the university provides Internet technical personnel as technical support, and the party organization provides political theory and ideological and political work managers, which use social party members and student party members to form this. A team that meets the new era. On the one hand, we can give full play to the enthusiasm and initiative of the majority of student party members, participate in the construction and management of the Internet platform, and many college student party members have strong Internet thinking and certain Internet technology capabilities, mobilizing the active performance of these party members to better carry out the Internet. Party building basic work, while maintaining and managing the Internet platform, these student party members can further enhance their ideological awareness and practical ability; on the other hand, they also promote the development of party organization work to a certain extent.

3.3 Improve the Multi-Level Party Education Internet Platform

When carrying out Internet party building work, colleges and universities should improve the multi-level party education Internet platform. With the use of smart phones, Internet information dissemination will become more and more prompt and timely. The traditional party building work model is no longer applicable to the current trend of Internet development. The kind of propaganda that only relies on one web page to promote party building is gradually being eliminated. Party building work in colleges and universities should update the channels of communication in a timely manner, expand the Internet party education model, and improve the influence of party members' education. Through the party building propaganda platform, timely release the party's basic knowledge, party building theory results and the latest party building work news and other party

organization development documents, enrich the content of education and learning, and broaden the channels of theoretical education and ideological and political work. It is also possible to expand the coverage of education, extend the education of party organizations to life, break through the limitations of traditional party-building education, and strengthen the ideological and political quality education of students. Use Internet social software to keep abreast of the ideological dynamics of the party's activists, grasp the ideological tendencies of the party members, and guide them correctly at the critical time, or give corresponding help. Party organization workers can also publish hot topics on some public welfare platforms, discuss with the new party members about hot topics, and guide them to the political direction of party organizations to a certain extent. Or the new party members will explore the experience of joining the party. While enhancing learning, we also collect opinions on the development work of party organizations. Realize instant communication, make forums, microblogs and other platforms become the carrier of exchange of ideas and convening organizational life, and constantly strengthen the timeliness and pertinence of political theory learning. While paying attention to the Internet, we should also pay full attention to the rapid development of mobile Internet in recent years. Establish an information dissemination platform for the Internet party building and an interactive platform for publicity and education to improve the effectiveness of the party building work on the Internet.

According to the statistical survey on the development of China's Internet, as shown in Table 1, compared with December 2017, users of online education and online education in China have a much larger population in December 2018. From the online education usage rate (for the proportion of Chinese netizens) increased from 20.1% in December 2017 to 24.3%, and the growth is even more powerful is the online education use rate of mobile phones (% of netizens) from December 2017 to 2018 In December, the proportion increased from 15.8% to 23.8%. This shows that the smart terminal represented by the mobile phone has brought new opportunities to the Internet construction of party building work. Use the Internet to create a platform for party members and the masses to learn, communicate and interact together, including mobile magazines and party affairs WeChat. Through these Internet intelligence platforms, the party members and masses can be mobilized to achieve the normalization of the party members and the masses. On the basis of the mobile phone WeChat open, the three-dimensional circulation propagation in the media matrix, so that the party members education intelligent terminal plays a huge role, the party member education played an immeasurable role.

Table 1 Development Status Of Online Education in China

project	2017	2018
Online education user size (10,000 people)	15518	20123
Mobile online education user scale (10,000 people)	11890	19416
Online education usage rate (% of netizens)	20.1%	24.3%
Mobile online education usage rate (% of netizens)	15.8%	23.8%

Note: Data comes from the network

3.4 Internet Party Building and Perfecting Supervision and Evaluation System

In the party building work of colleges and universities, the school has perfected the supervision and evaluation system of party building work by using the Internet. The evaluation of party members and the supervision of party members are very important tasks for party building. However, due to the large number of party members in colleges and universities, it takes a long time to use the traditional method to evaluate the mode, and the efficiency cannot be guaranteed. In addition, the interference measurement of human factors will lose its original meaning to a certain extent. However, using the evaluation system established by the Internet to mobilize the masses to conduct real-time online evaluation of the work of the branch and the performance of party members can greatly improve the efficiency of evaluation. Thanks to the support of the party members' Internet management platform, party members' organization learning and party members' service society can be managed by means of the Internet platform. The scientific evaluation of party members is realized through the high-low points defined by the Internet system, and even

unqualified party members are disposed. With the help of Internet technology, it is also possible to expand the channels for party members to supervise. Strengthening the supervision of party members by opening online complaints desks and reporting mailboxes is conducive to enhancing the sense of mission and responsibility of party members, so as to achieve the goal of comprehensively and strictly administering the party.

4. Conclusion:

The use of Internet technology in colleges and universities can improve the level of party building innovation to a certain extent. However, the party building work of colleges and universities should use the advantages of the Internet to improve the concept of party building in colleges and universities, establish the working mechanism of party building in the Internet, and let the party building work develop with the times. Diversified and multi-level educational platforms allow party members to develop faster. At the same time, we can also use the Internet system to improve the evaluation system of party building work and establish a sound party building supervision system to make the party building work develop more steadily.

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