

## **Analysis on the Ways to Improve the Level of News and Propaganda of Party Buildings in Colleges and Universities**

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**Abstract:** In the current era of informationization development, the party building work of colleges must also change the working mode in a timely manner. The party building news propaganda should make good use of new media, thus improving the overall level of news propaganda. The development of colleges and universities in the new era and the solid support of party building work are inseparable. Party building work plays an important role in improving the management efficiency and comprehensive strength of schools. This requires more attention from practical work. This paper first expounds the advantages of new media and the importance of news propaganda to the party building work in colleges and universities, and then elaborates on the opportunities and challenges brought by the new media era to the party building news propaganda work, and finally explores measures to improve the level of party building news and propaganda. I hope that the theoretical level of inquiry can play a certain role in promoting the actual party building news propaganda work.

### **1. Introduction**

The new media is mainly a comprehensive and extended media form of multimedia technology and computer technology, and is also the fifth media. The new media era has had a great impact on the development of various fields. The party building news propaganda work in Colleges has also been affected by new media factors. The work of party building in Colleges is related to the sustainable development of Colleges. This requires further strengthening of specific news and propaganda work, and making good use of new media to add momentum to party building news and propaganda work.

### **2. The importance of new media advantages and news propaganda to the work of party building in Colleges**

The arrival of the new media era has changed the way people work and live. Compared with traditional media, the new media also has many advantages, which are reflected in the wide audience of information dissemination. The way of new media information dissemination breaks the traditional media linear communication mode. It is fission-type information dissemination. Information dissemination develops from one-way to two-way. The speed of information dissemination shows a geometric growth, and the audience of communication is relatively wide [1]. In addition, the advantages of new media are also reflected in the diversified forms of information dissemination. New media uses network technology and computer technology to disseminate information through pictures and texts and videos. This breaks the traditional media communication information. The simplification of the situation, especially the widespread use of current smartphones, has also greatly contributed to the diversification of the form of information dissemination.

Under the background of further deepening the reform of Colleges, it is more and more important to strengthen the party building work in Colleges. Not only that, but also to maximize the level of innovation in party building work mode. The role of news propaganda in party building work will help to further deepen the party building work. It will help strengthen the degree of integration between universities and the party, thus laying a solid foundation for the sustainable

development of Colleges. News propaganda plays an important role in the party building work of Colleges. News propaganda is a tool for party building work and a part of its work [2]. In the current period of reform and development, the news and propaganda work of party building work in Colleges is closely linked. The role of news propaganda in promoting the party's line policy and carrying forward the concept of party consciousness is also important for leading teachers and students to establish scientific values and world outlook and outlook on life. Strength helps students to establish correct ideas.

In the process of further deepening the party building work in Colleges, the news propaganda work in the party building work of Colleges has a relatively clear consciousness orientation, the information transmission is relatively fast, and the content is also relatively rich. The news propaganda work has greatly promoted the smooth development of party building work and wisdom. An important means of guiding the work of Colleges. News propaganda should play its own positive role, promote the development of party building work, carry forward the party's philosophy and promote the sound development of Colleges.

### **3. The opportunities and challenges brought by the new media era to the party building news propaganda work in Colleges**

The arrival of the new media era has brought opportunities for the development of party building news and propaganda work in Colleges. The new media has provided technical conditions for the innovation of the party building news propaganda work model. In the past, the development of party building news propaganda work in Colleges will be affected by time and space factors. The teaching method is also a cramming style. The explanation is also based on theoretical knowledge, which can no longer meet the educational needs of party building propaganda work in Colleges [3]. In the current era of new media, the development and application of new media technologies is relatively extensive. Through the participation of new media, it has brought new opportunities for the development and innovation of party building propaganda work in Colleges, providing a new platform and means, under the carrier of the network. It enables the two sides to communicate directly and indirectly, which breaks the traditional way of inculcating the party building news and propaganda work, and finds a breakthrough for the further development of the party building news propaganda work.

Moreover, the new media provides more content for the party building propaganda work. The information of the new media is rich, resource sharing and interactive communication are the distinctive features and advantages of the new media. The new media plays an important role in enriching the party building news and propaganda content. It can integrate the party building news information, policies and regulations, typical deeds and other resources, and dynamically display them in the form of pictures or audio and video. This can be largely Enriching the content of party building propaganda and ideological education can also exert the application role of new media technology [4]. The new media provided a good platform for the party building news propaganda work in Colleges, and fully realized the real-time exchange of new media and the two-way advantages of virtuality and communication, which played a role in promoting the space for party building news propaganda work.

In addition, the opportunities brought by the new media to the party building news propaganda work are also reflected in the timeliness of the work. Because the information dissemination speed of the new media is relatively fast, the focus information is more concerned, and the content coverage is wider, which can improve the efficiency and increase of the news propaganda. Great influence, the sensational performance of news propaganda is vividly presented. This will be more beneficial to the further development of the party building news propaganda work in Colleges.

The arrival of the new media era not only brings opportunities to the party building news propaganda work in Colleges, but also brings many challenges. How to deal with these challenges has become the next task that should be completed in the party building news propaganda in Colleges. The new media has created great challenges to the ideology of party building news propaganda. The reason why new media has been widely used is precisely because of its

convenience and diversification of information transmission, and it can not limit geographical information and time. Rapid spread in the virtual world. But the dissemination of information is also mixed with many negative and fictional information [5]. Some Western countries use the new media as a powerful tool for infiltration and evolution, to disseminate a large number of bad social thoughts and public opinion, and a few hostile elements use the new media to release reactionary information in tandem to carry out reactionary activities, which will greatly affect the development of party building in universities. The challenge.

In addition, the new media has also raised great challenges to the construction of the party building news propaganda team. The application of new media is convenient for work, but it also has negative effects. How to effectively respond to these thoughts, master the scientific application of new media and Technology, the new media will become a powerful tool for the party building news and propaganda work in Colleges, which requires the party building propaganda staff to have a good overall quality. The party building propaganda work must thoroughly understand the characteristics of the new media, and grasp the matching point between the new media technology and the party building news propaganda work, so as to effectively play the positive role of the new media in the party building news propaganda work in Colleges. However, as a new product, the new media has a relatively lack of experience in the practice of party building news propaganda. This is a relatively big challenge for the party building propaganda work team.

In the development of the party building news propaganda work, the new media has a greater impact on the knowledge system. The traditional media provides the audience with complete system knowledge, which can provide people with the thinking and understanding through written reading [6]. The emergence of new media has divided the knowledge system, and the presentation of knowledge has the characteristics of fragmentation. The applications of WeChat and network are faster in the speed of information dissemination, and the information is updated in a timely manner, but the fast-food reading and browsing methods are also The knowledge system has great challenges. Some information with different grain and oil is full of networks, which will easily lead to superficial and jumping of people's ideological level. These have adversely affected the party building news propaganda work in Colleges.

#### **4. Measures to Improve the Level of Publicity Work in Party Building in Colleges in the New Media Era**

In the new period of development, the new media era has a profound impact on the party building news propaganda work in Colleges. This requires the use of new media technologies to improve the overall level of party building news propaganda work, which can be considered from the following points:

First, pay attention to the application of new media from the ideology. The development of the party building news and propaganda work in Colleges should be closely integrated with the requirements of the development of the times, keeping up with the trend of the times. Party building news propaganda work should also be able to innovate in many aspects, correctly understand the value of new media to the party building news propaganda work in Colleges, and the integration of new media and traditional media is an irreversible trend. Under this situation, it is necessary to build party building propaganda work. It can meet the needs of the development of the times, and apply new media technology as an important tool for party building news propaganda. It can fully pay attention to the application of new media from the ideological concept, and clarify the opportunities and challenges brought by the new media to the party building news propaganda work in Colleges. It is necessary to spread positive positive information widely. At the same time, it is also necessary to strengthen from the propaganda and guidance work [7]. The party building propaganda work should be based on positive propaganda, insist on serving the party's work orientation, pay more attention to the overall situation of party building propaganda, ensure positive and positive political propaganda, and establish a long-term awareness of development concepts.

Second, actively expand the party building news and publicity channels. Under the background of the development of the new era, the development of the party building news propaganda work in

Colleges must focus on more ways. The 19th National Congress of the Communist Party of China proposed to promote the comprehensive reform of college education. The reform of Colleges has ushered in a good opportunity for reform. This requires the use of new media technologies in the development of party building news and propaganda, and the expansion of party building news and information. We will use WeChat and the corresponding platforms such as Weibo and client to make comprehensive use of it. We must be close to the development status of Colleges and the actual situation of actual teaching. We will promote the vivid and lively university and reflect the spirit of the times. People and things. On the other hand, it is necessary to strengthen the party building news and propaganda product innovation, produce major and interactive and in-depth content and style to meet the needs of the audience, enrich the form of party building news in the form of multimedia products, which is loved by teachers and students. Ways to spread the party building work concept and achievements, and to be able to actively combine social hotspots to plan the corresponding party building special activities, through the joint promotion of online and offline, to play the positive role of the new media, can play a role in promoting the party building news propaganda work .

Third, pay attention to the optimization of the party building news propaganda methods. In the development of the new media era, the work requirements for party building in Colleges are becoming higher and higher. In order to improve the quality of news propaganda and promote the smooth development of party building work, it is necessary to actively innovate and optimize from the way of news propaganda. President Xi Jinping believes that the party must do a good job in the party's ideological propaganda work, and can actively try to start from the form of innovation, and can adhere to the concept of commonality between China and foreign countries. The times are constantly developing, and innovation is the driving force for development. The party building news propaganda work in Colleges must pay attention to the innovation of methods, keep up with the pace of the times, pay attention to the continuous dynamic perfusion of new media carriers, and improve the quality of party building propaganda work by means of diversified propaganda. [8]. From the perspective of specific innovation and optimization, it is necessary to innovate from the form of news propaganda and report, fully utilize the advantages of new media technology, strengthen the reporting work of party building news propaganda, and reflect the vitality of party building news propaganda work. . It is also necessary to update from the content of the propaganda, do a good job in all aspects of innovation, increase the attractiveness of party building propaganda work, and expand the coverage area.

Fourth, the party building news propaganda should grasp the key points. In the new media era, the party building news propaganda work in Colleges should focus on grasping the key points. First, we must have a clear understanding and detailed plans. Through the application of new media science, we will use the new media as a platform for party building news propaganda work, and grasp the public opinion orientation. Must have a sense of urgency. In the process of using the new media to carry out party building news and propaganda, targeted propaganda and continuous deepening, party building news propaganda work is a serious work. The use of new media can break this serious atmosphere and increase party building news and propaganda. The vitality of the work can also make it easier to carry out corresponding work, reflect the characteristics of the times, and effectively activate the party building propaganda work. Party building news propaganda work and human resources are inseparable. This requires further strengthening of professional personnel training, training of high-quality and professional news propaganda teams, propaganda personnel must be able to master new media, and must strengthen political awareness. And the core consciousness, the only way to do a better job in the party building news propaganda work in Colleges.

Fifth, the innovation of the new media party building news propaganda development situation. Under the development of the new media era, the way of party building news propaganda in Colleges has changed. It is necessary to make good use of new media technology to improve the current situation of party building news propaganda and development, and to take advantage of the positive advantages of new media. For example, the WeChat platform is used to establish the

WeChat party school to create an influential WeChat public platform to meet actual needs. Through the establishment of micro-party classes to publish and exchange on the WeChat platform through multimedia, through the use of WeChat information push services through the corresponding columns in the micro-classroom, etc., regularly send text, audio and video and other relevant information to student party members and party activists. The content can be enlarged to cover. Through the issuance of Weibo and WeChat party magazines to promote the development of party building propaganda and networking, the establishment of WeChat studio, the establishment and distribution of Weibo WeChat party magazine, through the WeChat public platform to set up party members and party building knowledge and other topics and topics, for the whole school Teacher and student release. In order to promote the good development of the party building news propaganda work, we will build a network WeChat home by creating a party building WeChat group, simultaneously establish the WeChat of the Party branch and the WeChat group of the training schools of different end-party schools, and enhance the initiative and initiative of party members through interactive communication and mutual information. . This way has played a positive role in improving the development of party building news and propaganda.

## 5. Conclusion

All in all, the emergence of new media has promoted the innovation and development of the party building news propaganda work in Colleges, provided a new development platform for party building news propaganda, and also an important driving force for improving the level of party building propaganda work in Colleges. In the process of development of work, we must pay full attention to the diversification of work methods and methods, and lay a foundation for the sustainable development of party building work in Colleges. I hope that we can further enrich the theory through the above-mentioned related research on the party building news propaganda work in Colleges.

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