

Research on the Interaction between Party Building and Ideological and Political Education of College Students under the Background of Self-media

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Abstract: With the development of society and the innovation of information communication technology, self-Media has gradually become a popular form of communication among college students. However, its virtuality and uncontrollability will have a negative impact on Ideological and political education in Colleges and universities. Therefore, based on the background of self-media, this paper will study the interaction between Party building and ideological and political education of College students. This paper analyzes the problems existing in the current ideological and political education of college students from the background of media, and proposes corresponding improvement points. Studies have shown that in the current era of self-media background, the party building work of colleges and universities is related to the great cause of the party and the country. We should proceed from the current practical situation of students and advance with the times in ideological education and organizational development. To enhance the pertinence and effectiveness of ideological and political education.

1. Introduction

As an emerging form of media communication, the media can penetrate into every corner of society and effectively change the daily life, study and thinking of college students [1]. In an era of highly developed information, the inherent path of media simplification beyond traditional media communication has been accepted by the public [2]. Colleges and universities are responsible for cultivating qualified builders and successors for the cause of socialist modernization. Party organizations in colleges and universities must also take a long-term perspective and raise their horizons. Fully understand the important role of strengthening the grassroots party organization construction and student party building in colleges and universities, and the ideological and political education in colleges and universities [3]. Deeply implement the spirit of the 16th National Congress of the Party, fully implement the Party's educational policy, closely integrate the reality of building a well-off society in an all-round way, take education of ideals and beliefs as the core and education of patriotism as the focus [4]. Since then, many leaders have proposed to analyze and solve problems with the thought of "Internet +". How to guide college students to face the future, establish a correct career outlook, do a good job in Ideological and political work of College students, and plan their career reasonably is an important task of colleges and universities [5]. Self-media has created a new ecological environment for ideological and political education communication. How to effectively use self-Media technology in the practice of Ideological and political education has become the theme of the times in the development of Ideological and political education.

With the advent of knowledge economy and the implementation of enrollment expansion policy in Colleges and universities, the employment situation of college students has become increasingly serious. The media of human society has experienced the evolution from traditional media era to mobile Internet era. Self-media is the latest stage of media development in mobile Internet era [6]. The ideological and political education of students, especially in art colleges, should also seek changes in the past. It is not difficult to see that the Internet is affecting our lives extensively and profoundly [7]. Each college student has a variety of self-Media platforms, which can exchange

information anytime, anywhere, and bring many conveniences for information dissemination [8]. The impact of the Internet on personal lifestyles is further deepened, from individualized applications based on information acquisition and communication and entertainment needs to people's livelihood services that are deeply integrated with public services such as medical care, education, and transportation [9]. Based on ideological and moral construction, aiming at the all-round development of college students, emancipate the mind, seek truth from facts, advance with the times, adhere to the people-oriented, close to reality, close to life, close to students [10]. Efforts should be made to improve the pertinence, effectiveness, appeal and appeal of ideological and political education, and to train socialist qualified builders and reliable successors with all-round development of morality, intelligence, and beauty. Improving the ability of information acquisition, speculation, analysis and self-media tools in colleges and universities in the era of self-media is an important topic in the development of contemporary ideological and political education.

2. Strengthening the Party Building Work in Colleges and Universities Is the Urgent Need for College Ideological and Political Education to Adapt to the Changes of the Times

2.1 The complex and varied domestic environment

From the perspective of the domestic environment, with the continuous development since the reform and opening up, people's lives have gradually changed from subsistence to well-off. This new way of information dissemination not only changes the way people obtain information, but also breaks down the limitations of the field, time and distance in real life. However, with the deep use of the Internet by individual users, the personal portal website represented by the Internet will become an emerging carrier of the media. The reason why the media has exploded such a large amount of energy and has such a great deterrent to traditional media. Fundamentally, it depends on the diversification, civilianization and generalization of its communication subject. As the main position for the inheritance and development of socialist advanced culture, colleges and universities play a leading and fundamental role in the great rejuvenation of the nation. Students and their Party members in Colleges and universities should also bear their due responsibilities. It confirms a very classic saying of Master McLuhan of Communication: "The emergence of every medium announces that we have entered a new era". Career planning is related to ideological and political education in terms of objectives, subjects and educational functions. Under the new media ecological environment, self-Media embodies the social relationship between people. It presents itself in the face of human beings with the latest attitude, and greatly changes the way people live, especially the way of communication.

In recent years, the number of related research is increasing, which shows that this kind of research project is being concerned by the majority of scholars. Fig. 1 is the trend of increasing and decreasing in the number of research in recent years.

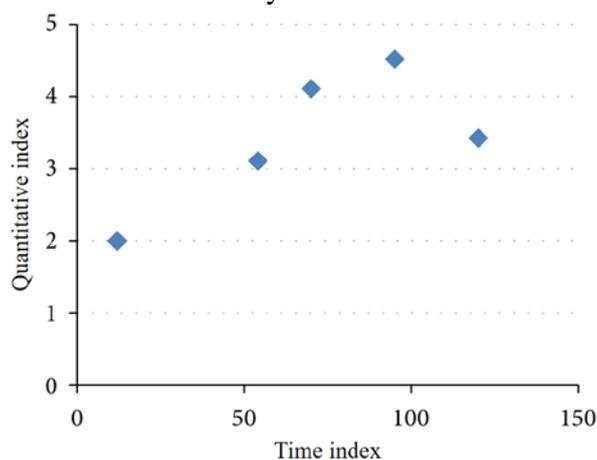


Fig.1. studies quantitative trends

In this paper, 50 students will be selected to investigate the current situation of media and ideological and political education. As shown in Table 1, more than half of the students are active in self-media. They often publish information, forward information, share videos, participate in topic discussions and so on.

Table 1 Statistical Status of Students on Self-media

State	Watch in silence	Occasional participation	Active and active
Number	5	13	32
Percentage	15.3	29.9	54.8

For all kinds of information appearing in the self-media, the students basically do not verify the reliability and authenticity of the information, but blindly accept and disseminate it. One consequence is that the influence of the media information on students is relatively large. As shown in Table 2.

Table 2 Survey on the Reliability of Self-media Information by Students

Reliability	Credible	Unbelief	Indifferent
Number	29	16	5
Percentage	49.4	35.3	15.3

2.2 From the perspective of the international environment, the process of globalization and integration of the world economy is accelerating

Economic globalization is a remarkable feature of the development of today's world. The development and change of the world situation has provided a rare opportunity for China's development, but also made us face a series of new challenges. With the development of self-media, information discovery and sharing has become a trend. Teenagers are full of curiosity about new things. All kinds of communication channels are not only easy to accept, but also unconstrained in the process of acceptance. This almost uncontrolled desire for expression seems to be a kind of personality publicity. Therefore, only by strengthening the Party's leadership over college students, enabling them to have firm communist beliefs and armed with advanced socialist culture, can they undertake the historical mission of the great rejuvenation of the Chinese nation. In short, self-media is the use of the development of technology to achieve knowledge access, information sharing and expression of ideas. Taking the ideal and belief as the core and establishing the correct "three outlooks" consciousness can help college students to understand the laws of social development, identify the market positioning, and clarify their own development direction. College students keep up with the pace of self-media development and closely connect with the development technology of the media, forming a trend that promotes the unstoppable use of social technology and technological progress. This kind of interactivity is very powerful, and no traditional media can match it. Through the rapid dissemination of the media platform, the form of ideological and political education activities can be expanded by means of online live broadcasts.

3. The entry point of party construction work and ideological and political education for college students

3.1 Strengthening the construction of grassroots organizations for party members of colleges and universities

The party's grassroots organizations are the foundation of all the party's work and combat effectiveness, and must be based on the new situation and new tasks of higher education reform and development. In order to maintain the party's advanced nature, the construction of grassroots party organizations in colleges and universities has become the organizer, promoter and practitioner of the important thinking of the "three represents." The equality and openness of the media has greatly expanded the communication space of college students. However, the open and diversified information dissemination characteristics make it extremely difficult to carry out ideological and

political education in the self-media environment. In addition, the content of the media can be said that there is no specific core content, and you can do whatever you want, how to express it. At the same time, on the one hand, the mobility of college students' counselors is high, which leads to the high rotation rate of the students' party branch secretary, which cannot make the party organization activities and ideological education of college students have continuity. From the concept, we can see that the new media and self-Media rely on the same technical means. So the two are not relay relations, that is to say, self-Media is not the product of the emergence of new media, and the distinction between self-Media and new media is not as clear as the distinction between new media and traditional media. Focusing on patriotism and carrying forward the national spiritual education of the “Chinese Dream” can cultivate students' belief in the road of socialism with Chinese characteristics and enhance their patriotism and dedication.

From Table 3, we can see that self-Media platform QQ provides students with emotional channels to talk, and most college students will actively seek help from teachers by QQ chat.

Table 3 What is the purpose of QQ for students

Project	Frequency	Percentage	Effective percentage	Accumulated percentage
Kill time	13	23.4	23.4	23.4
Make a point	5	11.2	11.2	34.6
Communication	24	48.0	48.0	82.6
Get help	8	17.4		

3.2 Keep in mind the mission, strengthen Party building and keep the advanced nature of Party members

Strengthening the construction of the Party's advanced nature is always the fundamental construction for the survival, development and growth of our Party. Popularized self-Media communication enables everyone to have their own space to express their true thoughts and perceptions of things. This is a fact that must be recognized as a middle school ideological and political educator. College counselors are mostly young teachers. They lack experience in Party building and have not received systematic training. Therefore, it is very difficult to achieve systematic and theoretical ideological education for students. But the relationship between them is not the same. We can't think that self-Media is the same as new media. There are similarities between them, but there are also differences in personality. It is reflected in helping college students to comprehensively recognize and analyze themselves and accurately evaluate their strengths and weaknesses. Clarify the gap between social development needs and their own capabilities, and develop a target plan that suits their interests. Nowadays, the state of “human-machine integration” of college students continues to rise, and the demand for emotional communication also comes with the trend. The key to the validity of ideological and political education lies in emotional communication. Therefore, under the current situation of college students' “hands-on-hand”, it is of great value to study the issue of emotional communication in ideological and political education. Education is not only the instillation of information, but more importantly, it is internalized in the heart, externalized in the line, transforming ideas and concepts into the daily behavior of students, practicing, obeying and realizing in life.

4. Conclusion

Stability and order are the basic requirements of a harmonious society. Over the years, colleges and universities have accumulated rich experience in maintaining security and stability, mastered some laws, and formed some long-term mechanisms. Colleges and universities can use the WeChat platform to carry out the ideological and political education of students, and carry out timely education through the WeChat platform of each department and academic work committee. As a middle school student who is easy to accept new things, it is difficult to circumvent its curiosity and participation. All in all, in the process of cultural construction, the ideological and political work

must be strengthened. At the same time, according to the development direction of the party's ideological and policy adjustment, the people-oriented work concept must be adhered to. New media and new technology should be applied to ideological and political education so as to make the work alive. Taking the organic combination of the two as a platform is conducive to the all-round development of College students. The research on emotional communication in college students' ideological and Political Education under the condition of self-Media meets not only the needs of the development of Ideological and political education discipline, but also the needs of college students and society. As a university, we should guide student Party members to do some substantive work in maintaining stability. At the same time, college student Party members come from students, which also has advantages. Therefore, only by organically integrating culture with ideological and political work, can we gain a firm foothold in the current fierce competitive market and thus promote prosperity and development.

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