

Opportunities and Challenges: Study on the Party Building of College Students in the New Media Environment

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Abstract: The new media is relative to the traditional media in the past. It is based on the digital technology of computer networks. It uses digital communication devices such as digital TVs, computers and mobile phones through wireless communication networks, satellites, actuaries and networks. Provide the form of service and information dissemination. The new media communication has brought a new virtual lifestyle to the life of college students because of its highly digitized, centralized interactivity and strong specialization, instantization and personalization. It also profoundly affects college students. Thoughts and behaviors bring opportunities and challenges to the party building work of college students.

1. Introduction

China's entry into the new media era is only a short period of more than a decade, but the speed of development of new media in China can be described as "a sudden rise". In this era, due to the application and promotion of new media technologies, the dissemination of information has a contemporary character, showing the multiplicity of information value, the diversity of information forms, the inaccuracy of authenticity, and the convenience of retrieval. In recent years, due to the unparalleled superiority of new media technologies, the application of new media technologies has become popular among Chinese citizens, especially college students, and has become the main platform for information, communication and creation. As a very effective and subtle ideological and political education method, the new media plays an important role in the formation and development of college students' ideological and moral concepts and values. The new media plays a decisive role in promoting the party building innovation of college students. The party building work of college students has always been the top priority in the field of ideological and political work in colleges and universities. The discussion on party building innovation in the report of the 18th National Congress has very important guiding significance for the development of party building work for college students. It requires the party building workers of college students to Establish a sense of innovation and continuously promote the innovation of party building in colleges and universities. Party construction of college students faces new tasks and new challenges. It must take innovation as a major issue to seriously analyze and research, actively explore and be brave in practice, and new media is precisely a major entry point for promoting innovation in party building work in colleges and universities.

2. The connotation, characteristics and development trend of new media

The "new" and "old", "modern" and "traditional" are complementary, and the media is the same. With the development of modern network technologies, the widespread use of new media devices and technologies, the way in which people communicate and exchange information is gradually changing. After continuous summarization by experts and scholars, human communication activities have gone through the following four stages: oral communication, text communication, print communication and electronic communication. This process is not a process of gradual replacement, but a process of superimposing each other. New media is not an absolute concept, and every era has its own form of media. In today's rapid development of informationization and networking, in daily life, new media is expressed in the form of WeChat, Weibo, Fetion, QQ and so

on. Relevant research institutions and experts and scholars abroad believe that the definition between "new media" and traditional media concepts has taken a fundamental difference. "New media" is no longer a media expression in any special meaning. It has actually evolved into a professional digital information, which realizes the flow of information freely communicated between any person. It can also be said that it is a new way of presenting information that combines the characteristics of mass communication and interpersonal communication. Correspondingly, relevant domestic research institutions and experts and scholars believe that the new media is actually an extension and supplement to the traditional media function, and it is by no means a complete denial and subversion of the traditional media. On the basis of absorbing the research results of foreign scholars' new media, domestic scholars retain the internal structure and mode of traditional media, and redefine the concept of new media from the connotation and extension. After summarizing, the new media is in the computer. The network system is based on the influence and appearance of the media form. It includes both the network information platform and the digital media expressed through other forms. And over time, the specific new media adapts to the needs of the times and keeps up with the times. The pace of development is also undergoing corresponding changes. This definition of the meaning of "new media" starts with the development of computer digital network technology and the progress of communication means, and summarizes the meaning and connotation of "new media", but it also has certain limitations.

A very important sign of new media is digitization. The media generally evolved along with the development of science and technology. With the advent of the third technological revolution, the arrival of computer network information technology, digitalization has become the most prominent feature of new media [1]. The emergence of digitalization in the history of human communication has not lasted for a long time, but its emergence has greatly changed the way people exchange information and disseminate information. The digitization of modern media content has gradually digitized the entire social structure and management. Whether it is a relatively traditional mobile phone messaging platform and various websites, it is also a new way of communication and communication such as WeChat and Weibo. The carrier of information dissemination has undergone great changes, and its mode of transmission has undergone fundamental changes. However, digitization has become a common feature.

Compared with traditional media, new media has strong interactivity, which is the essential feature of new media in the process of communication. The positioning of the recipients and communicators in traditional media is very clear. The sender of the information is the communicator, and the recipient can only play the role of passive acceptance. However, the definition of the sender and the recipient of the information in the use of the new media is very vague. The recipient accepts the message of the sender and the function of communicating the information, to a certain extent. It can be turned into a communicator. The information exchange between the sender and the recipient of the information is two-way; the participating individuals have control over the information exchange process [2]. In the new media, the public can decide to accept the theme, content and time of the media, and can express their decisions or attitudes anytime and anywhere. They can also publish their own thoughts, what they see and hear, and pass. New media network communication technology transmits information to others. In the new media environment, we should replace the word "audience" with "user".

3. Opportunities for College Students' Party Building Work under the Perspective of New Media

The open environment of new media provides convenient interaction conditions for party building workers and college students in colleges and universities. In the era of new media, various forms of information and media have emerged in an endless stream. Due to its huge information capacity, the content of party building in colleges and universities is comprehensive and rich, with strong selectivity and objectivity [3]. At the same time, the openness and immediacy of new media have largely overcome the shortcomings of traditional media information transmission, such as slower speed, poor timeliness and low efficiency, so that information transmission is not hindered

by time and space. To make party members more independent in accepting and understanding knowledge, college party workers can send the required information to the majority of university student party members through the internal party building network platform, email, webpage, etc. in the first time, so that they can be timely I was informed of relevant news and learned about the new trend of party building work. This way of educating party members is in line with the individual requirements of college students and has increased the interest of student party members in party building.

The new media promotes the pertinence of college students' party building work by strengthening the interaction between the host and the object. The advantages of the new media platform are mainly reflected in the fact that college student members can freely use the new media network platform to freely access network information, express their own opinions and suggestions, show their own personality characteristics, and strengthen party workers, teachers and counselors with colleges and universities. The communication between the students and the party building of the university students further deepens the understanding of the object, and truly realizes the barriers, barrier-free communication and equal interaction between the subject and the object under the network technology [4].

The application of new media technology is conducive to enriching the work of party building in colleges and universities, strengthening the integration of resources in party building work and improving work efficiency. The new media platform has a large amount of information and rich resources, providing the most abundant, timely and comprehensive information for college party construction workers. They can collect, summarize and integrate the latest information on party building in colleges and universities through new media, and discover typical examples in time. And through the various media such as pictures, texts, videos, audio, etc., quickly disseminate advanced scientific knowledge and ideas to the student party members. The vivid and graphic display mode directly meets the actual life and ideological state of contemporary student party members. At the same time, using the rich content resources provided by the new media platform, the hotspots, key points, and difficult issues in various fields such as politics, economy, party affairs, and government affairs are widely publicized by using the new media platform, so that the party members of the university can recognize each A false and ugly social phenomenon guides the correct direction of public opinion. In addition, with the extensive use of new media network platforms in colleges and universities to communicate, realize information transmission, improve resource utilization, and make the party building publicity and education more convenient and timely and improve the efficiency of party organizations at all levels. Thereby enhancing the effectiveness of party building in colleges and universities.

4. Challenges faced by college students in party building under the new media

In today's world, the situation at home and abroad is becoming more and more complicated. The thinking of college students is influenced by various ideological trends, so that the ideas of money worship and utilitarianism breed among student party members. The intensification of social contradictions and the emergence of corruption affect college students' ideals and beliefs about joining the party [5]. With the rapid development and wide application of new media technologies, new media has increasingly become the main channel for college students to obtain information and communication. Some college students even reach the depth of relying on new media to learn life, and the new media platform is full of various information. Mixed with fish and dragons, mixed with good values, multiple values, moral concepts and thoughts interact and influence each other. Under this environment, the ideological and moral concepts, value orientations and behaviors of college students are inevitably affected and affected, making the party building work in colleges and universities the environment has changed from a relatively closed and single to a complex and volatile environment. Therefore, these new situations and new problems have brought enormous challenges to the party building innovation work in colleges and universities. How can universities give full play to the leading role of the party and the government in party building, fully understand the arduousness and significance of competing for new media positions, how to take effective

measures, occupy new media space with mainstream information, minimize non-mainstream information, and guide college students Fully trusting the party's theory, policies and behaviors, enhancing the ability of address corrosion thinking, and ensuring that the party building work in colleges and universities is carried out effectively is an urgent problem to be solved in front of party building workers in colleges and universities.

New media technology poses new challenges to the working methods of party building in colleges and universities. On the one hand, the traditional party building work, the use of more is a method of indoctrination and reasoning. Party workers learn face-to-face through party class lectures, visits, and special trainings, so that student party members can understand the historical development of the party, improve their ideology, and timely grasp the national guidelines and policies. This method can achieve timely feedback and has certain advantages. However, in the era of new media, college party construction is facing new situations and new problems: on the one hand, traditional party class lectures and visits must be taught at the right time, place and environment. In the new media environment, the educational channels and methods that college students can receive are relatively independent. Whether the traditional teaching methods can achieve the desired effect is that party workers need to think about problems. On the other hand, the traditional way of teaching and discussing depends to a certain extent on the presence of teachers or party workers. In many cases, although the lecturer can prepare carefully, it is difficult to receive good practical after many trainings and lectures. The effect, while the personalization and diversification of the new media environment can create a popular way of education for college students. Under this circumstance, how to use the new media platform to innovate working methods in a targeted and creative way has become a problem that needs to be solved urgently by party workers in colleges and universities.

5. Conclusion

The new media communication has brought a new virtual lifestyle to the life of college students because of its high degree of digitization, decentralized interactivity and strong specialization, instantization and personalization. It also profoundly affects the life of college students. How can college students' thoughts and behaviors innovate the party building work of college students in the modern situation of informationization and globalization accompanied by new media, and cultivate qualified and reliable successors for socialist modernization, and become a research topic of great value.

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