

# A New Research on the Work Model of the Communist Youth League Based on New Media

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**Abstract:** The rapid development of new media has changed the traditional life, work, entertainment and social mode. based on the work mode of the Communist Youth League under the background of new media, with the help of the advantages of new media in the way of information acquisition and communication, communication and work efficiency have been greatly improved, but at the same time, the work of the Communist Youth League has also put forward a new challenge. In this era of both opportunities and challenges, the development of the relevant work of the Communist Youth League should take full advantage of the development of new media to improve the innovation of the work model of the Communist Youth League. By exploring the innovative research of the work mode of the Communist Youth League based on the new media, this paper provides reference for the development of related work.

## 1. Introduction

The arrival of the new media era has brought a new situation for the work of the Communist Youth League, the rapid development of new media has changed the traditional Communist Youth League work mode backward, single, inefficient disadvantages, but also but some new challenges. In this context, the work of the Communist Youth League should be carried out with a sober cognition and in-depth analysis of the advantages and challenges of the new media model, and targeted innovation of the Communist Youth League work model, so as to promote the efficiency and level of the work of the Communist Youth League, and realize the innovation of the new media work under the new media background.

The emergence of new media is the product of the times and technological progress, and its rapid development, wide coverage and strong influence, so it is called the fifth media other than traditional newspapers, outdoor, radio and television, which has changed people's life and work style and made the communication and interaction of information more convenient and efficient (Fig.1).



Figure 1 The emergence of new media has changed people's way of life and work

With the advent of the new media era, it is more convenient for people to obtain and disseminate information. The Internet and mobile terminals have been fully integrated into people's daily life,

changing the way of human life and work. The application of Internet and mobile terminals in the media makes people not need to receive information through TV, newspaper and radio, but can realize real-time information receiving and interaction with mobile terminals anytime and anywhere.

## **2. Innovative Opportunities for the Work Model of the Communist Youth League Based on New Media**

### **2.1. Enhanced Students' recognition and Cooperation in the Work of the Communist Youth League**

The emergence of new media has improved the speed and efficiency of information dissemination, students can use the Internet and mobile terminals to obtain the information they need anytime and anywhere, and carry out learning and various activities, at the same time, the new media form is extremely interactive, and strengthen the real-time interaction between students and the Communist Youth League. In the traditional media era, the work of the Communist Youth League mainly depends on face-to-face communication and communication, many students cannot participate in the activities of the Communist Youth League in time because of the restrictions of various aspects, resulting in low interaction between the work of the Communist Youth League and students, lack of effective cooperation and contact with each other before, it is difficult to fully mobilize the enthusiasm of students to participate, and with the help of the new media, the work and activities of the Communist Youth League can be carried out anytime and anywhere through the Internet or mobile phone app, not only need students to be present in person, but also need to occupy a lot of study and life time, such a flexible work mode has enhanced the students' willingness to participate in various activities of the Communist Youth League, and greatly improved the efficiency of the work.

### **2.2. Enhanced the Matching between the Work of the Communist Youth League and the Actual needs of the Students**

All the work of the Communist Youth League should be carried out with the actual needs of the students as the leading factor, and the appropriate working mode should be adopted in the light of the students' age characteristics, interests and hobbies, and physical and mental development. In the traditional work mode, the work of the Communist Youth League lacks the understanding and investigation of the students' needs, and cannot go deep into the students to provide the activities and help that the students really need, which leads to the work of the Communist Youth League is far from the students' actual interests and needs, and it is difficult to play its real role. With the help of the new media, the Communist Youth League will become more convenient to communicate and communicate with students. At the same time, the Communist Youth League can use online voting, questionnaire survey and other ways to publish related survey activities on the website or mobile phone app, Weibo, public number and other platforms to provide students with the channel to give opinions, through such a form to understand students' opinions and feelings on the work of the Communist Youth League, and to carry out targeted work to enhance work efficiency [1].

### **2.3. Widening the Channels for the Work of the Communist Youth League**

The rapid development of the new media has changed the traditional single and backward work mode of the Communist Youth League, which has provided great convenience for the development of all kinds of work of the Communist Youth League. The development of the work of the Communist Youth League no longer needs to be carried out face-to-face, and the time and place constraints have been removed. Through tools such as WeChat, QQ, Weibo and other tools, the current work mode can be implemented with the help of the Internet and mobile phone app (as shown in figure 2).



Figure 2 Management mode of a Communist Youth League online platform

### 3. Innovation Strategy of the Communist Youth League based on New Media

#### 3.1. Strengthening the New Media Information Literacy of the Communist Youth League

The work of the Communist Youth League based on the new media should be carried out on the basis of the good information literacy of the organization of the Communist Youth League, the development of the work of the Communist Youth League under the new media environment, the higher requirements for the information literacy and information work level of the members of the organization, the members of the Communist Youth League should be based on the current new media environment, constantly improve the ability of innovation, rely on the form of the new media platform to carry out the work of the Communist Youth League innovation, commission the members of the organization software development and operation, promotion, planning and implementation, skillfully use the work platform of the organization of the Communist Youth League, with the help of the combination of offline and online propaganda and promotion of the various platforms of the Communist Youth League, and carry out all kinds of activities with the help of the full publicity and display of the new media platform, in-depth collection and investigation of students'needs and

#### 3.2. Give Full Play to the Guiding Role of the Communist Youth League in the New Media Environment

The Communist Youth League organization is the main position to actively carry out the ideological and political education of students and the work of party building and team building based on the leadership of the Party, and is also an important organizational department to guide the guidance of public opinion on campus, to establish a positive and positive value concept, and to help contemporary students shape a sound personality and good morality. The rapid development of new media has brought faster ways of obtaining and obtaining information in colleges and universities, but at the same time, it has also brought opportunities for the dissemination and penetration of all kinds of bad information, especially for students who are in adolescence, it is easy to be influenced by some speech demagoguery or network environment, which brings wrong guidance and bad influence to students'values and physical and mental development [2]. The Communist Youth League's organizational work based on the new media environment should take the initiative to take the responsibility of guiding public opinion and spreading positive energy, take the new media as the channel, lead the positive energy in the campus through positive, healthy and positive propaganda and guidance,(for example, a certain school Communist Youth League organization propagandizes all kinds of large-scale conferences and activities with the help of online platform), strengthen the communication and connection with students, establish an effective communication and interaction platform, strengthen the attention to students'physical and mental

health and moral education, reduce the influence of all kinds of negative information on students through positive public opinion guidance, strengthen the construction of campus spiritual civilization, improve the students' psychological and emotional guidance, and provide effective guidance for students' physical and mental health development.



Figure 3 An online platform for a Communist Youth League

For example, the Communist Youth League can launch online "into cultural life "," practice Chinese Dream "," promote socialist core values" and so on. With ideology and politics Education-themed Practical activities, with the help of schools, families and society Provide rich activity resources, with the help of online initiation activities, online participation activities, online upload of activity video, online launch of voting and other forms to enhance the interaction and effectiveness of the activities, guide the positive and healthy value concept, to achieve a good role in guiding public opinion.

### 3.3. Building an Efficient Propaganda Platform for the Communist Youth League

In the traditional media mode, limited by various conditions, the activities of the Communist Youth League have great limitations, and its ability of propaganda and promotion is relatively limited, which leads to the role of the Communist Youth League organizations cannot be fully played, the students' understanding of the function of the Communist Youth League organization is insufficient, the degree of cooperation is not high, even many schools of the Communist Youth League organizations have their own name, but the functions are not fully played. Under the new media environment, the Communist Youth League organizations can carry out propaganda and promotion activities with the help of various online platforms, popularize the role and value of the Communist Youth League organizations, attract outstanding talents to join, publish propaganda films with the help of WeChat, Weibo, shaking sound and other rich platforms, participate in all kinds of online propaganda activities, strengthen students' understanding and recognition of the Communist Youth League organizations, so as to participate more actively in the activities of the Communist Youth League, constantly strengthen the Communist Youth League organizations, cultivate more outstanding talents, promote positive energy, and realize the functions of the Communist Youth League organizations.

## 4. Conclusion

The rapid development of the new media has led to the innovation and development of the work and activities of the Communist Youth League, and at the same time has put forward higher

requirements for the work of the Communist Youth League. Under the background of the coexistence of opportunities and challenges, the development of the work of the Communist Youth League should soberly understand and fully analyze the characteristics and working mode of the new media form, optimize the work mode of the Communist Youth League organization, constantly innovate its thinking, break through the shackles of the traditional mode, and bring new work ideas, ideas and methods into the work of the Communist Youth League, so as to realize the innovation of the work of the Communist Youth League with the advantage of the new media.

## **References**

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