

Research on the Influence of Information Technology on Party Building in New Media Age

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Abstract: With the continuous development of information technology, our country has gradually entered the new media era, and in this context, the party building work opportunities and challenges coexist. Based on this, this paper briefly expounds the challenge that the information technology brings to the party building work in the new media era, and puts forward the new media era innovation party building work strategy with the help of information technology.

1. Challenges of Information Technology to Party Building in the New Media Age

Information technology plays a very important role in the work of party building, it can achieve cross-space communication, with the help of network advantages to guide public opinion, can enrich the resources of party building work, and lay a good foundation for the smooth development of party building work. However, the emergence of new media also brings some difficulties to the party building work, which affects the effect of the party building work.

(1) The new media influences thought and behavior

The application of new media has essentially changed students' life style and thinking habits, such as value judgment and interpersonal communication, etc. The new media has many characteristics, such as freedom, openness, speed and concealment, which will bring some negative influence on students' value, and will also seriously affect students' judgment level, which will lead to the diversity of college students' values, which will easily make students form utilitarian and self-character. Moreover, there are various forms of multimedia communication, which can be both two-way and multi-directional, and the person who receives the information can also be the person who disseminates the information, as shown in figure 1, the change of status will make the students feel fresh and interesting. Because the mechanism of the new media information exchange is not perfect, the students' network life lacks the supervision, will waste a lot of energy on the new media communication and the entertainment function, in the long run, the student's moral idea will gradually weaken under the influence of the bad network information [1].



Figure 1 Multidirectional dissemination of information

In addition to the contents mentioned above, the information spread by the new media is dense and massive, and it embodies a high degree of comprehensiveness, which makes it easy for the students to form the thinking of only looking at the unthinkable, so that the students will not consider its rationality and authenticity after receiving the information, and may even be induced by the bad information to form the wrong values and influence the students' political position.

(2) New media to promote the transformation of ideological and political education

The university stage is the key period to form the world outlook, outlook on life and values. Students' ability to distinguish right and wrong is not high, and they are easily led astray by those false information, so they need to strengthen their ideological and political guidance. In the past ideological and political education, most of them adopted a one-way education model, in such a teaching model, students may feel boring, tasteless, coupled with the outdated content of teaching, can not arouse the resonance of students. Under the new situation, the party affairs workers should follow the pace of the development of the times, excavate and utilize the resources in the new media, update the educational materials in time, and enrich the resources of ideological and political education. Not only that, the party building staff should adhere to the basic principle of people-oriented, carefully think about the students' ideological dynamics, analyze the students' psychological characteristics, and grasp the students' spiritual demands, only in this way can the teaching be more close to life and achieve better results.

(3) The new media have put forward higher demands on the quality of party building staff

In order to realize the combination of the new media and the party building work, the level of the operation computer of the party affairs staff should be guaranteed, and the party building staff should have a perfect theoretical knowledge system at the same time. In the past party building work, the party building staff mostly play the role of preaching, teaching also solve doubts, the theory is relatively concentrated, mainly ideological and political education, Marxist theory and other aspects, the ability to operate computers is not high, for them, the development and maintenance of new media platform to expand the dissemination of information, some older party building workers are not high ability to accept new media. Using the new media to carry out the corresponding party building work, we have to innovate the content and form of education, use vivid examples to arouse students' ideological resonance, and improve the effective guidance to students.

2. Innovation of Party Building Strategy with Information Technology in the New Media Age

(1) Building a platform for new media party building

First, it is necessary to introduce a party building work system with strong practicability. By combining the modules of the Party's excellent push, application for joining the Party, the development of probationary Party members, the transfer of party organization relations and the ideological report, the Party's information about the Party branch can be dynamically and accurately queried, and important party and government news and statistics can be viewed online. The introduction of this system can greatly reduce the amount of labor tasks, can effectively avoid human factors caused by errors, can ensure the efficiency and accuracy of the work.

Second, explore new modes of communication among members. Using WeChat group and QQ group to assemble the members of the branch, change the form of meeting report and study document in the past, break through the time and space constraints of study, reduce the psychological pressure or shyness formed when the members meet each other, encourage all the members of the branch to express their inner thoughts boldly, realize the two-way communication of thought, collide with the spark of thought, enrich the interest of the party organization life, and make the party branch become a warm and energetic collective, as shown in figure 2.



Figure 2 Create WeChat group to exchange information

Third, give full play to the value of a series of public platforms such as WeChat and Weibo. Open the party work wechat platform and micro-blog platform, with the help of this platform to regularly push the party's relevant theory, current affairs news, social shop and red culture, etc., to enhance the interest of the content, to create a positive energy of public opinion environment, and to enhance the attraction of party organizations to the audience. Not only that, we can also choose the case of successful people that students generally admire, select the typical characters recognized by teachers and students, and let students establish a correct outlook on life, values and world outlook through the guidance of WeChat and Weibo platforms.[2].

Fourth, actively develop third-party applications. Need to research and development of the party building work app, more convenient access to party organization information. Colleges and universities can build online party organization service window, understand the actual demands of college students, answer questions for students, establish a bridge between party organizations and members and between party organizations and party activists, and can stimulate the enthusiasm of students to join the party, let students understand the party organization in depth, and constantly close to the party organization.

(2) To strengthen the Party building work force of most of the media

Under the background of new media, it is necessary to build a party building work team with excellent theoretical literacy, high application level of new media, stable structure and good party spirit cultivation. In building a new media platform for party building, it is necessary to actively carry out relevant education work and give full play to the supervisory and decision-making functions of the ranks. Only in this way can the effect of ideological and political education in colleges and universities be guaranteed, and the party building work more in line with the requirements of the new media era.

Schools should actively provide all kinds of materials and training opportunities related to new media learning, so as to facilitate party building staff to form a preliminary understanding of new media knowledge, be familiar with the skills of operating new media, and facilitate the skilled application of new media for party building education, as shown in figure 3. Moreover, it is necessary to encourage teachers and students who are proficient in the operation of new media to join the party building work, improve the ability of the party building team to collect, process, identify and use network data, and speed up the network development of the party building work. Not only that, it is also necessary to improve the professional level and theoretical literacy of party affairs staff in an all-round way, focus on cultivating student cadres and student party members, and actively transfer positive energy [3].



Figure 3 Using new media to carry out party building education and training

At the same time, it can also be composed of full-time personnel of party affairs work and ideological and political teachers, contribute to the party building management work, grasp the students' ideological changes in a timely and accurate manner, explore the wrong information in the new media dissemination, and guide the thinking of college students to develop in a healthy direction. At the same time, the rational application of new media, improve the media awareness and literacy of college students, enhance the ability of students to identify right and wrong, make them establish correct values, highlight the advantages of the application of new media technology, resist bad information, actively spread positive energy, and expand the scope of information dissemination.

(3) Actively applying innovative forms of work in the new media

First, with the help of multimedia to guide the audience's ideas. After setting up the Weibo message board, regularly organizing the Party members to discuss the topic and provide sufficient space for the students to express their opinions and comment on it, invite the relevant experts to give the students appropriate guidance and comments, show the style of the Party branch on the public platform, and enhance the cooperation consciousness among the members of the Party branch, which will help the Party branch to build and strengthen.

Second, use the new media to ensure that education is fun. It is necessary to give full play to the educational value of the new media, set up a series of learning platforms such as online knowledge competition, game entry or online browsing red base, etc., to ignite students' curiosity about new things, to add relevant contents of Party members' education to the game, and to realize the goal of teaching in fun [4].

Third, use new media to enhance communication. With the help of new media, cross-space branches can be built to eliminate the labor of people, reduce the cost of communication, and promote effective interaction between branches.

Fourth, the use of new media to expand the depth of service. It can publish the activity sticker, let the college students group play their own quantity to help those in need, carry out the voluntary activities extensively, and effectively integrate the resources and information of the Party branch, the League branch and the class.

3. Conclusion

To sum up, the influence of new media information technology on party building work has advantages and disadvantages, we should adopt the above methods, with the help of information technology to innovate party building work, better guide students' thinking, set up a correct outlook on life and values, ensure the effect of party building work, and promote the all-round development of students.

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