

# Innovative Research on Party Building Work in Colleges and Universities under the New Media Vision Gap

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**Abstract:** This paper aims to conduct in-depth analysis of the new situation of college student party building work under the background of new media and the development trend of college student party building work. The new situation, innovate college party building work from many aspects, and study how to carry out party building work in colleges and universities in the era of new media in order to effectively cultivate excellent student party members.

**Keywords:** New media Colleges and universities Party building work innovation.

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## 1. Preface

The emergence of new media has had a profound impact on the thinking and behavior of college students, and has also put forward new requirements for the party building work of colleges and universities. To this end, colleges and universities must innovate in the concept of work, and innovate in the content and method of work. In this regard, various countries have taken corresponding measures, but the best approach is debatable.

Research status and development trends at home and abroad.

At present, domestic and foreign countries attach great importance to the party building work of college students, and in the new media era, countries have made different explorations of party building work in colleges and universities.

Foreign governments attach importance to the use of the media to shape the party's good image in order to win the support of the people. Strengthen the ability of Party affairs personnel to handle new media affairs, and pay attention to using the Internet to expand Party propaganda and agitation in order to win the support of the broad masses.

China has also published many related papers, including "Party Building and Ideological and Political Work in Colleges and Universities in the New Era" edited by Zhu Shihong; Dr. Zhang Dan's dissertation "Research on Party Building In Colleges and Universities in the Network Environment"; and Gong Qiaoru's doctoral dissertation "Exploration of Network Party Building Work in Colleges and Universities in the New Era".

## 2. The Connotation, Characteristics and Development Trends of New Media

New media is a new type of media that is different from traditional media, such as newspapers, radio, television, etc. Under the new technical support system, digital publications, mobile social, mobile network, touch media, etc. Compared with the four traditional media such as newspaper, outdoor, radio, and television, it is known as the "fifth media". From a broader perspective, the new media is a communication environment that can realize point-to-point, point-to-line, and line-to-line information transmission, timely and accurate

transmission, and meet the diversity of audiences, intelligent push and other information. Compared with traditional media, new media are highly targeted, interactive, time-sensitive, and can provide users with a better reception and dissemination experience.

## 3. New Media See How to Innovate the Party Building Work of College Students Under the Threshold

### 3.1. In the Era of New Media, The Party Building Work of College Students Should Follow the Principle of Three Modernizations

In the era of new media, the party building work in colleges and universities should adhere to the combination of ideological leadership and diversified development. First, we should persist in propagating advanced theories, make full use of advanced achievements, actively absorb and draw on outstanding foreign ideas, organically combine education in ideals and convictions, education in life values, education in patriotism, moral education, and vocational education, enrich the diversity of activities, and ensure that student party building work conforms to the party's requirements, embodies the party's characteristics, is close to reality, close to life, and close to students, so as to promote students' all-round development; on the other hand, it is necessary to uphold Marxism, Mao Zedong Thought, Deng Xiaoping Theory, Socialist thought with Chinese characteristics strengthens the ideological dominance of party building work in colleges and universities, actively advocates the core values of socialism and core content, selects the beneficial content of other social ideological schools and ideological trends, enriches the content of party building work in colleges and universities, and strives to handle the relationship between leading ideology and diversified content, and in the process of enhancing the party's leadership ability to grasp the direction, realize the harmonious unity of higher education in socialist political direction and value orientation.

The organic combination of digital technology and humanistic care is an important guarantee for the modernization and emotionalization of college students' party building work. The ideal of emotional care for college students' party building work is an affirmation of students'

value, a rational thinking of students, and an affirmation of students' psychological and emotional changes. It is necessary to fully recognize the differences in the main position and personality of students, pay attention to the needs of different students, and give full play to their initiative, initiative and creativity. The organic combination of digital technology and humanistic care requires party affairs workers to give full play to the advantages of digital technology, combine the emotional needs of college students in all links to adopt teaching and training methods suitable for them, highlight students' active learning links, and deepen the infiltration education of the party's historical evolution, historical education, and excellent theoretical and practical achievements.

The integration of traditional party building work methods, content and new media technology has made it play an important role in practice. Although the content and methods of traditional party building work have some disadvantages in communication, they are still an irreplaceable mainstream, so the application of new media technology should be based on the inheritance of traditional party building work, after all, the advantages of content cannot be shaken in the short term, and the trust of student party members in the quality of traditional party building work is the fundamental reason for the practical results of party building work in colleges and universities. A practical and feasible way is that traditional party class training and new media technology combine their own advantages, each performing its own duties, respectively, to do a good job in content and communication work, traditional party class training to provide historical and practical content, new media to provide communication channels, the audience through the new media channels and find the party class training video, which not only helps the traditional party building work to achieve original value, with the participation of party building work, the influence and communication power of new media itself has also been effectively improved.

### **3.2. In the Era of New Media, College Students' Party Building Work Should Be Innovated from Multiple Angles**

Thinking is guided by practice, and conceptual innovation is the fundamental premise for realizing the innovation of party building work in colleges and universities, and it is also the internal driving force for promoting the comprehensive development of party building work in colleges and universities. The new concept of party building in colleges and universities is to break with some of the old concepts and stereotypes formed in the traditional party building work in colleges and universities, constantly emancipate the mind in light of the new situations and new problems currently faced in the party building work in colleges and universities, persist in advancing with the times, and in accordance with the requirements of the development of the times, gradually establish new values for party building in colleges and universities that are suited to the process of socialist modernization development, the course of the country's political development, and the current reform of the education system in colleges and universities, and use creative ideas and concepts to solve various new situations and new problems facing the party building work in colleges and universities.

In the new media era, the party building work of colleges and universities should move from "single" to "diversified". Traditional university party building work is usually carried

out through the transmission and issuance of instructions from superiors to subordinates, or through symposiums, lectures, and lectures. In the new period, college students' party building work actively uses digital announcements, campus networks, online party classes, campus news, etc. Actively use new media technology to carry out party sex education activities for college student party members anytime and anywhere, closely integrate college student party building work with college discipline construction, scientific research, talent training, and campus culture construction, and realize the coordinated development of college student party building work and higher education. Party building in colleges and universities should move from negative to positive.

To further improve the party's work mechanism, strengthen the party's discipline education, and strengthen the party's education, strengthen and improve it, it is inseparable from the central main line of system building. Therefore, in order to standardize the work of party building and effectively improve the quality of party building work, it is necessary to strengthen the construction of supporting systems. Article 1: In accordance with the relevant laws and regulations of the Party Central Committee and the requirements of schools for the education of Party members, the management measures for Party members of Party branches and second-level colleges of second-level colleges have been formulated, the basic system of "three meetings and one lesson" branch has been established, the scope and responsibilities of the work of Party branches have been clarified, and the education and management of student Party branches and student Party members has been strengthened. Second, the implementation of the party member scoring system and the entry mechanism, further improve the entry barrier, the early education and training program into the growth process of students, quantitative assessment, pay attention to the process, unified management, put an end to the previous "lecture", "open the conference" and other extensive training models.

## **4. Conclusion**

At present, the party building work in colleges and universities is facing great challenges and opportunities. In the era of new media, the party building work of colleges and universities should keep pace with the times, have the courage to innovate, and take the initiative to adapt to the development of the times. However, there are still many problems in the application of new media technology, which need to be further improved and improved, but as a new youth in the new era, we should look at problems with open thinking and innovative eyes, find problems, find problems, and solve problems. In essence, the new media is only a new ideological method and tool, which can inject new ideological methods into the work of party building, but the key lies in its users. The ideological and political quality and educational level of college students directly affect the quality and educational effectiveness of college students. How to give full play to the huge role and positive role of new media and effectively prevent its negative impact is an important issue facing every college student party worker. We must always keep in mind the purpose of educating people, always keep in mind the mission of educating people, with a strong sense of mission and mission, strengthen study and research, make full use of various favorable resources, and stimulate the new vitality of party building work in schools.

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