

# **Innovative Research on the Thinking Guidance Work of College Communist Youth League and Student Union from the Perspective of New Media**

## **-- Take Yancheng Teachers University as an Example**

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### **Abstract**

As far as ideological building work of the communist youth league in colleges and universities is concerned, it is very important to actively take reasonable and effective measures to conduct ideological and political guidance, with the further development of new media, the ideological and political work of the communist youth league in colleges and universities has begun to attract widespread attention, it also brings great opportunities and challenges to the development of ideological work, in the new media era, the ideological guidance work of the communist youth league must pay attention to: it should actively adjust its work idea and further carry out research and application of new media, so that the whole working mode and working method can be further innovated, and then truly exert the substantive effects of ideological and political guidance.

### **Keywords**

Perspective of new media; thinking guidance work; youth league and student union.

## **1. The Impact of the New Media on the Ideological and Political Guidance Work of the Communist Youth League**

### **1.1. Diversified Impact on Mainstream Values**

The most crucial point is to do a good job in related work of thinking guidance through the socialist core values for thinking guidance work, so that contemporary college students can develop a positive mentality and lay a solid foundation for China's development in the future, with the continuous development of new media, various values have begun to affect college students from many aspects, but it should be noted that for new media platforms, the authenticity of the content needs to be confirmed, many contents are inflammatory and false, college students have obvious deficiencies in social experience and life experience, they are very susceptible to external factors, which leads to the change of the original ideal, as far as the current situation is concerned, the cognition of college students' values has been greatly improved, however, there are still various problems, the political beliefs of college students have gradually begun to fade, and there are also different levels of problems in the whole ideology.

### **1.2. The Traditional Discourse Channel Is Seriously Impacted**

As far as the network in the new media era is concerned, one of its most obvious features is its fairness, compared with young students; it can be obviously found that actively doing the work of thinking guidance, there is often no way to obtain a more comprehensive information,

moreover, as a knowledge instructor, the existing difficulty is also greatly enhanced, young students also change from the passive acquisition of knowledge to the active acceptance of information, for new media. it pays more attention to fairness and impartiality, emphasize that everyone should participate equally in it, which cause a very large number of college students have very serious rejection to some information on the network, relatively speaking , online new media is relatively free, in the era of new media, the amount of information has been greatly enhanced, As a result, the authenticity of information cannot be verified effectively, the truth of the information requires a lot of energy to distinguish, for college students who lack discrimination,, there is no way to get reasonable and effective choices when encountering relevant information, there are obvious deviations between the methods and contents of information acquisition, and then they will be affected by all kinds of bad information, a series of factors cause more serious influences on the guidance of traditional thinking, as a result, people's trust for information continues to decline, it also increases the execution difficulty of ideological and political guidance work..

### **1.3. Acquisition Way of Diversified Information and Services Restrict the Development of the Communist Youth League**

With the advent of the new media era, information and resources have become very convenient and fast, for the young people, the dependence on the unit and the organization has been greatly reduced, the state has also relaxed the conditions for organizational access, the development and growth around young people have also obtained very rapid development, the new media has many advantages, which mainly reflected in the advantages of communication and interaction, acceptance and communication, etc., it has a very obvious driving effect on the development of this work, in addition, the whole role of youth organizations has been greatly expanded, it is closely related to the needs of young students to some extent.

### **1.4. Traditional Working Methods Cannot Be Close to Youth At Present**

For the ideological guidance work of the communist youth league, the most important point is to closely integrate the actual needs of young people, however, it should be noted that from current actual development condition, the ideological guidance work of the communist youth league tends to be more administrative, it means that The development of this work depends the relevant personnel at the administrative level to a large extent, they need to do two things well, one is to mobilize talents, the other is to attract talents, the whole method is very old, there is a big gap between them and the college students who have new ideas. Therefore, there is a great degree of deficiency in both the grasp of ideas and the research of ideas, in the whole process of implementation, there are obvious deficiencies in both planning and forward-looking aspects, it also shows that there are major limitations in the thinking guidance, and there are obvious deficiencies in the attraction of young students.

## **2. Opportunities for Thinking Guidance Work of College Communist Youth League and Student Union in Colleges and Universities from the Perspective of New Media**

### **2.1. The Openness of New Media Makes the Coverage Scale of the Communist Youth League Expand**

New media has many advantages, which is a very effective platform, it has a high communication speed, and it is also very convenient and fast in the overall operation, in essence, it belongs to a platform of equal exchange and dialogue, moreover, it mainly uses the new media platform to carry out the mobilization and guidance of related work, in this way, it is more convenient and fast to carry out interpersonal exchange and communication work, and express

their own views and ideas more easily and clearly, for the organization work of the communist youth league, we must always focus on the growth and development of young people, closely combine the specific situation of their development, and combine their physical and mental development characteristics and personality, continuously promote the enhancement of its organizational ability, it can also promote the further enhancement of the service level for youth.

## **2.2. Diversification of Information Channels Can Accelerate the Growth of Youth**

In order to better and faster adapt to the development of the times, also to meet the needs of the school's transformation and development, constantly improve the working quality of ideological and political guidance, the school youth league committee organizes entrepreneurship plan for young college students and achieves very good results.

## **2.3. The Strength of New Media Communication Can Increase the Attractiveness of the Communist Youth League' Thought for Youth**

Under the encouragement and cooperation of the relevant units and secondary colleges, various activities have been organized to actively encourage students to carry out classified management and guidance work, further improve the internal governance of the community, and create various excellent associations for the school, which have also achieved excellent results, in order to be able to actively advocate sports activities, we have carried out Launched a physical exercise that left the network, walked out of the dormitory, and went to the playground, this has also greatly improved the working mechanism of the art education center, it has also greatly improved the curriculum construction of art education, the school actively takes reasonable and effective measures to construct the art ensemble of college students, and adds various new and interesting association, including the etiquette troupe and folk music troupe and so on, regularly organize members of the community to conduct training rehearsals, to a great extent, the whole selection and training system has been effectively improved.

## **2.4. The Fast Features of New Media Can Increase the Work Efficiency of the Communist Youth League**

After a long time of preparation, the school have gathered many forces and organized the 20th dedication cup youth volunteer learn from Lei Feng, it mainly highlights the concept of dedication, friendship, mutual assistance, progress and other related aspects, and actively takes reasonable and effective measures to give full play to the strong point of each member of the team, starting from the campus, facing the society and actively participating in voluntary service activities.

## **3. Analysis of the Innovative Path of Thinking Guidance Work of College Communist Youth League and Student Union from the Perspective of New Media**

### **3.1. Rebuild The Working Ideology and Increase the Thinking Guidance Work Connection Between New Media and the Communist Youth League In Colleges and Universities**

It coincides with the Youth Day, with the opportunity of the Youth Day, the school plans the annual college students' role activities, search for the good youth around us through the way of seeking, actively organize various meaningful appraise and election, combined with various effective forms, publicize the positive ideas and concepts, and carried out all-round, three-dimensional publicity on the excellent good youth, and then it creates a very three-dimensional,

very good model image for the majority of students, and maximize the important strength of the youth example.

### **3.2. Enhance the direction of Thinking Guidance of the Communist Youth League From the Perspective of New Media**

Deeply understanding the connotation of Marxism and building a more scientific, professional and systematic training system as much as possible, we should not only do a good job in the work of a few students, but also take the overall situation into consideration, pay attention to the control of quality, do a good job in the strength of the middle backbone, show its level, and expand its overall coverage as much as possible. Doing a good job in talent training, combined with various factors, we should take reasonable and effective measures to strengthen the construction of college students' theoretical community, closely focus on the development theme of the new era, and carry out the propaganda work of college students' theoretical knowledge, we should start from the campus, gradually move forward to the society, and do a good job in the spiritual propaganda and communication work of the 19th National Congress, organize various competitions and attract more talents to participate in them, and then train more communicators and practitioners.

### **3.3. Increase the Influence of New Media and Improve Job Pertinence**

It is necessary to actively take reasonable and effective measures to build the network new media and promote the Internet transformation of the communist youth league in the colleges and universities, so that the whole work can be perfectly integrated online and offline, moreover, it is also possible to carry out the construction of the communist youth league full media matrix cluster in combination with the actual situation, combined with the strength of many platforms, the role of communication is maximized, ensure where young people are, where the propaganda work of the communist youth league construction radiate.

### **3.4. Promote the Integration of New Media Resources and Increase the Work Range**

Professionals from relevant departments can be invited to do a good job in training for the work in the new media era, and promote the continuous improvement of the overall quality of the entire team as much as possible, moreover, it should be noted that the work of the supply of online cultural content should be further increased, actively carry out research and development of high-quality contents, and use the language that young people can receive and disseminate as much as possible, further clarify and explain the party's scientific theories, so that more people can participate, the quality and efficiency of the construction of the communist youth league can be further enhanced.

## **4. Achievements of New Media +"College Education System" of Yancheng Teachers University**

New media college education system actively takes reasonable and effective measures, mobilizes all aspects of the power to carry out the network ideological and political education, integrates the relevant platform, carry out the construction of youth voice platform, the construction of this platform mainly consists of two aspects, one is the network propagandist, the other is the network civilization volunteer, their main responsibility is to provide students with all-round service, after the construction of this platform, the average number of visitors is 8133 per day, and the average number of questions is 58 per day, the average number of answers is 126 per day, and the average number of online experts is 63per day, by making the best use of Jiangsu college students' growth service platform, the network position has been further consolidated, its main purpose is to make new media transformation more smooth and

convenient, and facilitate the effective combination of online work and offline work, it is conducive to the consolidation of the network position, so as to gather more positive energy, up to now, the number of registered people at the PC end in the whole campus has reached 35862, the number of activities in the second course has reached 54113, and the number of people participating in the sign-in has exceeded 160000.

The establishment work of the may fourth red flag organization is actively organized throughout the campus, further standardize and improve the construction of grassroots the communist youth league, actively carry out the construction of party members, and try our best to establish a systematic system with the communist youth league as the backbone, the student union and the association as the important forces, the whole ideological and political work will be implemented, thus promoting the operation of the youth voice platform, actively promote network building, actively build teams, and train network promoters, combine various communities and communication modes to further expand the overall spread area, then establish a fast and effective channel.

We should follow the main line of the core values of socialism with Chinese characteristics in the new era, actively carry out meaningful and valuable educational practice activities, further broaden ideological guidance, by using the combination of online and offline methods, comprehensively and systematically carry out interact with young member of the communist youth league, actively conduct youth positive energy team building, and promote the full coverage of ideological work for students as far as possible.

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