

# Optimization Path of Party Member Education Management for College Students in The New Media Era

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## Abstract

In the new media era, strengthening the education and management of college student party members plays an important role in realizing the comprehensive development of college student party members. This paper analyzes the problems existing in the process of practical work development from three aspects of talent allocation, network platform construction, and party member education mode. This paper puts forward the practical path of party member education and management system of enhancing new media awareness, strengthening network supervision, constructing "theoretical teaching", "practical training", "and" new media interaction ", to optimize the education and management of party members.

## Keywords

New media Era, Student Party Members in Universities, Education Management, Path.

## 1. Introduction

In recent years, the party building of college students has shown a positive development trend, and the party building has been further standardized and institutionalized, but there are still some problems such as the fundamental task of student party building and colleges and universities, the developing and changing new situation in contemporary China, and the new characteristics of college students, which are mainly manifested as the increasingly complex external environment weaken the influence of the ideal faith and core values education; the party member education method does not keep pace with The Times, lack of pertinence and theory and practice, and the effect is not obvious. Under the new situation, the research on college students' party construction has gradually shifted from simple theoretical research to research on system construction and integrated the research of college students into the background of new media. As the outstanding youth of The Times, the development of college student party members is related to the cause of the Party and the fate of the nation. Under the new situation, it is of great theoretical and practical significance to strengthen the education of college student party members and build a more targeted long-term management mode.

## 2. The Current Situation and Dilemma of The Party Member Education and Management of College Students

With the reform of information technology and the penetration of network culture, the traditional education management mode of college students has not adapted to the development of the situation, and there is a certain lag. At present, the training structure and quality of party member education in colleges and universities have not fully adapted to the requirements of the ability and quality of college student party members in the new era, and the content organization and teaching methods are not reasonable, which reflects the multiple difficulties faced by the education and management of party members.

### **2.1. Lack of grassroots Party building professionals in colleges and universities**

Influenced by the current construction of teaching and research, there is a lack of grassroots party construction professionals in colleges and universities. At present, the secretaries of the grassroots branches in colleges and universities are held by counselors. The counselors themselves have more administrative affairs, and their daily work is complicated. The party building is only treated as a part of the counselor's work, and the energy is limited, which will inevitably lead to unprofessional party-building work. At the same time, in the Internet era, the carrier and form of party-building work are constantly updated, and the lack of special network technical guidance led to the lagging efficiency of grass-roots Party building work. In addition, the current party-building work requires fine management, the task is heavy, and the lack of specialized personnel leads to the existence of grass-roots party-building work only without care, there is a coping and formulaic phenomenon.

### **2.2. The party construction network platform for party construction in colleges and universities is not perfect**

With the development of network technology, many colleges and universities have used the Internet to carry out party-building work, but there is still a lack of wisdom in the rationality of the function. First, the party-building propaganda and education work lacks innovation and timeliness, is out of touch with the theme of The Times, and lacks integration with new media. The propaganda and education of party building still stay in the classroom and books, and the output of network cultural products that are popular with college teachers and students is not enough. Second, the lack of mining and use of information big data, the use of network data for the party building work, party member development, and other quantitative, analysis, research, and judgment work is not enough. The use of deep learning technology to sign in and supervise, predict the information preferences of party members through big data to invest the information they are interested in or lack of attention, and the supervision of the development process of party members through intelligent means have not been popularized in the current party building work in colleges and universities. Third, the use of network platforms to carry out party-building information coverage is insufficient, and the work of network supervision needs to be improved. At the same time, there is still a phenomenon of insufficient supervision in the standardization of supervising the development of party members and the handling of party affairs. There are also some risks of the leakage of the information of party members in the operation of big data, which restricts the development of party building.

### **2.3. The way of party-building education in colleges and universities needs to be innovated**

Colleges and universities are the "young" group, and more and more youth groups are close to the Party organization, and become a member of the Party organization, the overall party building in colleges and universities shows a trend of youth. The younger group pursues efficiency and convenience, and electronic products are essential for their life. At the same time, the development of mobile Internet makes information access very convenient, which the students may have mastered. In this case, the traditional party-building model and the single Internet party-building model has been unable to better adapt to the social needs. Only by making full use of "Internet +", realizing the combination of Party building work with big data technology and cloud computing, and creating a new form of intelligent Party building, can the Party building work be in line with the current development ecology, with the same frequency with the development of The Times, and effectively improve the management and service level of Party building work. Universities, however, the current part of the party affairs workers of the new media era of college students party member's ideological characteristics and lack of understanding, the use of the new platform, and new technology recognize the importance of

party construction, using the mobile Internet of the party workability is not strong, in college students party members to carry out the education management use traditional practice, lead to poor education effect.

### **3. Opportunities and Challenges Facing The Education and Management of College Students in The New Media Era**

New media is a "double-edged sword", which not only brings opportunities to the education and management of college student party members but also raises challenges. It is a new task to innovate the management mode of party members according to the development of new media.

On the one hand, the new media platform brings opportunities for the party construction work of college students. Mobile new media has the characteristics of immediacy, interaction, openness, and sharing, which provides convenience for communication between educators and the educated. With the help of the new media platform, it is very convenient for teachers and college student party members to communicate. With the help of the WeChat and Weibo platforms, college student party members can have access to more knowledge and culture, and the subjectivity of college student party members can be fully played. In the era of new media, the party affairs workers in colleges and universities should renew their ideas, innovate their working methods and means, explore the training mode of student party members and enrich the training content, give full play to the advantages of the network, occupy the network position, realize the training mode of online and offline, and then improve the level of party construction of college students with the help of new media platform.

On the other hand, the new media platform brings some challenges to the party member education of college students. In the Internet era, communication subjects are increasingly diversified, various ideas and cultures are fiercely exchanged, and ideas and value orientations are diversified and changeable. College students are not fully mature, their life experience is limited, and their ability to identify all kinds of information on the Internet is not strong, so they are easily disturbed by all kinds of harmful information. In the context of new media, college student party members can use various platforms to speak out for themselves, and they can also seek help on the platform when they encounter any problems and difficulties. Due to the anonymity of the Internet, some college student party members regard the Internet as a place outside the law, ignoring their party membership, and using microblogs, WeChat, post-bar, forums, video apps, and other illegal comments, causing bad influence. At the same time, in the information age, most of the news spread by the new media is fragmented, with a certain jump, bringing people a short reading recreation and spiritual stimulation, this reading habit is unfavorable to the study and development of college student party members.

### **4. The Implementation Path of Party Member Education Management for College Students in The New Media Era**

In the new era, the vigorous development of the Internet has brought opportunities and challenges to the education and management of college student party members. The party organizations in colleges and universities should give full play to the advantages of new media, and constantly innovate the management mode of college students.

#### **4.1. Strengthen the awareness of the Internet, and form the "big party building" thinking**

The core of Internet thinking is "user-centered". In the era of mobile Internet, the education and management of college student party members should be combined with the actual study and life of college students. When determining the education content of college students' party

members, colleges and universities should pay attention to quality improvement, employment and entrepreneurship, social practice, volunteer service, and other issues concerned by college students, and pay attention to the publicity of advanced members of party members among college students. Starting educational activities from the concerns of college students can effectively avoid the disadvantages of empty ideological education content. At present, many colleges and universities still carry out party member education activities in conference-type publicity, learning materials for the superior documents, party building books, the so-called reform is only a part of the education content from the classroom to the Internet. This kind of practice is just a formal change and is not in line with the spirit of Internet thinking. It is necessary to form the idea of "big Party building" thinking, coordinate the college, student engineering department, organization Department and other departments, realize the sharing of party building information, and build a complete information interconnection and sharing platform.

#### **4.2. Establish the full coverage of the work network of colleges and universities, and expand the scope of student management services**

First of all, the management of the object of the comprehensive coverage. College students should face the student party members and activists and ordinary students with the Internet client to conduct the daily dissemination and education of the knowledge of the basic theory, basic knowledge, basic policies, and basic program; secondly, cover the party construction team of the students. Establish the interactive communication mechanism of the school Party Committee and the student Party branch, create a new platform for the network student party construction, and play the interactive mode of the school party and government organization, the student organization, and the majority of teachers in the student party construction, to promote the three departments to cooperate and help the student party members to make continuous progress; moreover, fully cover the educational content. The socialist core value system should be integrated into the whole process of "cultivating people by virtue", and targeted education should be implemented in combination with the humanistic spirit and educational goals of schools. Under the influence of Xi Jinping Thoughts on Socialism with Chinese Characteristics for a New Era, we should constantly innovate the educational content of party building, and impart the new ideas of socialism with Chinese characteristics to the majority of student party members; 4. The form of education should be fully covered. The emergence of new media has broken with traditional education methods. A new education mode has been created, so in the new period, colleges and universities should have full network coverage of education forms. On the one hand, new media classrooms should be established, and college teachers can use new media to impart the latest knowledge of party building to students; on the other hand, diversified forms of education should be created by combining the different characteristics of education objects, including indoor teaching, to cultivate students' strong interest in learning and deepen their understanding of party building knowledge.

#### **4.3. Strengthen the supervision of we-media and create a secure network environment.**

The emergence of new media has improved the speed of the development of the Internet and brought difficulty in supervision to the party construction of college students. Therefore, to create a good network environment, it is necessary to strengthen the supervision of the campus network. In the process of making use of new media, the use of web media should be standardized by various means, so that it can serve the ideological and political education of college student party members. Given the current problems in the process of we-media communication, colleges, and universities should first do a good job of media check, and play a good guiding role in these problems, so that the news accepted by college student party members is real, effective, reliable, and full of positive energy. At the same time, colleges and

universities themselves should constantly purify the we-media environment, strengthen Internet management, and advocate good Internet users on campus. Colleges and universities can use laws and regulations to strengthen the supervision of student netizens. Through the formulation of a series of rules and regulations, standardized students' online behavior, uncivilized Internet, often use of vulgar language student users account revocation, and put forward criticism and education, to create a clean and civilized campus network platform. From the perspective of society, we should also create a good atmosphere in society, and the relevant departments should strengthen the supervision of "we media, especially to purify the network communication environment, to prevent all kinds of bad speech and news from spreading widely on the Internet. Strengthen the improvement of relevant laws and regulations, standardize and restrict the network communication mechanism, so that the network environment can be purified, and provide good environmental support for the study and healthy growth of college students.

#### **4.4. Strengthen the improvement of the network we-media technology and platform functions**

Online media is not only a tool of communication and communication but also a tool of education. Therefore, in the future education process, we should expand the educational function of the network we media platform, and use the network we media to realize the interaction between teachers and college student party members, to improve the comprehensive ability of college student party members. Party affairs workers in colleges and universities should keep pace with The Times and actively build a party member education and management platform under the support of new media technology. The platform can be composed of three parts: "theoretical teaching", "practical training" and "new media interaction". The theory teaching platform is the core of the party member development and training system, to establish communist belief through classroom teaching, special lectures, and topic discussion; the practice training platform, through the practice training platform, the specific performance of active applicants and party members in the practice training platform, is an important indicator in the evaluation system; the new media interactive platform. The party member education management APP is designed to realize member management, resource sharing, notification sending, interactive communication, and task arrangement. Students participating in the APP can be recorded to form a certain score, which can be used as an important basis for the democratic evaluation of party members.

**Theoretical teaching platform.** Colleges and universities should make full use of the network platform and establish an information portal. Constantly strengthen the publicity of current affairs news, daily information release, and party affairs information disclosure, and guide college student party members to pay attention to current political hot spots and improve their current political literacy. The branch secretary should timely select hot current issues, break the boring teaching mode of traditional theoretical learning, organize the party members to discuss a hot issue based on the actual platform, enhance the rational thinking ability of college students on social issues; release the party branch meeting notice, accurately and effectively, improve the work efficiency of the party affairs information of the platform, and timely release the information, increase the work transparency, and facilitate the party members to understand the latest situation in the Party.

**Practice management platform.** The Party branch can make full use of the platform, and improve the investigation process. On the platform, the branch secretary can timely remind the trainees to do the inspection work; if the position occurs, the branch secretary will take screenshots of the inspection opinions or download the backup as an electronic file, and include the results in the important reference indicators of organizational development, the appointment of party members and the annual democratic evaluation of party members. At the

same time, with the help of the party member practice management platform, the party branch will be more efficient in managing offline activities. The party branch secretary can use the platform to issue the activity notice, notify the party members to attend the branch meeting, organize the life, of the party group meeting, and notify the branch members to participate in the branch committee. The platform can also set up a check-in function, which helps the branch secretary to manage the party-building activities. The branch secretary can set up "one-click check-in" or "gesture sign-in", and students can sign in on the platform. The check-in activity is simple and fast.

New media interactive platform. The party branch secretary will push various types of party member education resources (such as pictures, audio, video, courseware, documents, network links, etc.) to student party members through the party member education and management platform, and student party members can carry out learning anytime and anywhere. The Party branch secretary can use the "notice" function of the APP to assign learning tasks to student party members. When uploading the data, the experience value is set for each data, and the student party members can obtain the corresponding experience value after reading the data completely. Due to the vivid and rich learning materials, learning activities are no longer limited to a specific time and space, and students' learning enthusiasm will be greatly enhanced.

The education management of college student party members is an important link in the process of college education and an important way to improve the comprehensive ability of college student party members. At present, the university party affairs workers should take the initiative to adapt to the Times development, strengthen the party members' education idea and management mode, carefully study how to use new media to carry out the party construction, and promote college students' comprehensive ability level, make the online interactive complementary, form a scientific college student party member education management mechanism.

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