

Thinking About The Work of Youth League in Colleges and Universities Under The Background of "Internet +"

Jingjing Shi^{1, a}, Qun Xu^{2, b}

¹ School of Nanjing University of Finance & Economics, Nanjing 210000, China

² School of Jiangsu Health Vocational College, Nanjing 210000, China

^a 9120101030@nufe.edu.cn, ^b 20211025@jshvc.edu.cn

Abstract

This paper discusses the current situation, in which the state pays more and more attention to the work of the Communist Youth League, the new media technology makes the scope and platform of the work of the Communist Youth League increasingly expanded, and the identity of the student groups in colleges and universities is enhanced. However, it also faces new challenges in terms of the main responsibilities of the Communist Youth League, the work of guiding public opinion, its attractiveness to young students, and the organizational system. From the general environment of the network, it also elaborates on the ways to actively play the main responsibility of the work of the youth league in colleges and universities, build a good campus culture, aim at improving the effectiveness of the work of the youth league in colleges and universities, and cultivate an excellent youth league cadre.

Keywords

Internet +; Communist Youth League; Ideological education; Innovation.

1. Introduction

The Communist Youth League is to unite the vast number of young people and cultivate new forces with high political literacy and good ideological understanding for the development and construction of the motherland. It has made remarkable achievements in consolidating the mass base of youth, building a big political structure and serving the development of youth in the new era. However, the advent of "Internet+" has brought new development opportunities and challenges to the work of the Youth League in colleges and universities, and it is necessary to start from understanding the concept and connotation of the Internet, the relationship between the Internet and social production and life, and the relationship between the Internet and the youth, etc., so as to find an effective way for the teaching of thinking and politics in the background of "Internet+" era. In the context of the "Internet+" era, we must look for effective ways to teach Civics and Political Science.

2. The Problems

2.1. Opportunities for the Youth League of Universities in the era of "Internet +".

2.1.1. Expanding the scope and platform of work

In the era of new media, there are many platforms for communication, such as microblogs, QQ groups and forums, all of which are very convenient and flexible. The college league committee should make full use of the new media technology and actively explore online communication and online consultation. The development of new media has brought a lot of new information, and the new media has rich content, fast, extensive and diversified means of propaganda

breaking through the traditional working mode of the past university student league organizations with relatively fixed scope of work and less influence, giving full play to its own role, which can greatly expand the space of the work of university league organizations. At the same time, with the continuous development of new media technology, the work of the university youth league can grasp the current situation timely, quickly and comprehensively, and use new media technology to actively and healthily carry out propaganda and education for college students.

2.1.2. Increase in students' sense of identity

With the help of the new media platform, university youth league organisations are able to understand and grasp university students in a timely manner, and therefore should take purposeful guidance and education measures. The convenience of the new media has greatly facilitated the transmission and breadth of information, effectively solving the problems of delayed information and information asymmetry, breaking the limitations of time and space, allowing university students to speak their minds and share their experiences on the broad platform of the new media, and strengthening their sense of identity and belonging to the youth group.

2.1.3. The "Internet +" era provides new channels for understanding youth

To correctly grasp the thoughts and behaviours of college students is a basic condition for the work of the Youth League in colleges and universities. New media platforms reflect the thoughts and ideas of contemporary youth. At present, online questionnaires and online interviews have become an important way of working with the Youth League in colleges and universities. The use of new media to collect online remarks and behaviours of young people can help them understand them accurately and further their work. At the same time, the new media has also built a new bridge of communication for young people. The youth league committee should establish its own official website, WeChat public number, QQ group and other new media platforms to facilitate in-depth communication and exchange with young people; work in a way that young people like, strengthen the trust of youth league members in the league organisation and promote the work of youth league members. Through new media platforms such as microblogs, WeChat and websites, values, situation policies and positive energy ideas are presented in the form of videos, pictures and audio, and various new media activities are organised with new media as carriers, so that students can gain more experience and gain from participation and practice, and give full play to the leading function of the Communist Youth League.

2.2. Challenges of the work of the Youth League in universities in the era of "Internet +"

In today's information society, the open, interactive, equal, convenient and sharing characteristics of the Internet have put forward new requirements for the work of the Youth League in universities.

2.2.1. Challenges brought by the attractiveness of the Youth League in universities in the context of "Internet +"

With the popularization of online applications and the continuous growth of online activities among university students, the traditional "pyramid" hierarchical management of university youth league organizations can no longer meet the needs of university youth league organizations. At present, the university has implemented a hierarchical management, from top to bottom, to form different levels of league organizations, taking faculties and classes as units, in order to achieve the purpose of improving efficiency and ensuring the effectiveness of work. Young people of different majors, different grades, different origins, different families, their demands, their plans, their ideals, etc. are all different. They can provide more options and

development paths for the work of the Communist Youth League. Currently, the various activities organised by the league have become much less attractive to young people, and the most direct reason for many students to participate in the activities organised by the league is the second class credits required by the various institutions. In particular, they are reluctant to participate in collective political activities that have nothing to do with their own interests, and the fact that young people cannot stay or stick is, to a certain extent, a pain point for the Youth League to carry out its activities. Therefore, there is an urgent need to use "Internet+" to activate its "magnetism" and stimulate its vitality.

2.2.2. The talent team of the Youth League in colleges and universities needs to be enriched in the "Internet+" environment

In the era of "Internet+", young talents with innovative thinking, literary temperament and delicate emotions need to be formed through organizing and planning, writing, pictures and videos. Moreover, most of the cadres in the university are rational and rigorous, steady and methodical, and "penmen" who pay attention to principles and norms. It is very difficult for them to quickly complete the transformation of their core qualities in the current army of talents, and it also puts forward new requirements for the training and reserve of talents.

3. Conclusion

The path of improving the work of the youth league in colleges and universities under the environment of "Internet +"

Consolidate and maintain good relations between the Communist Youth League and the youth, strengthen the construction of positions, and closely unite and coalesce the youth.

The relationship between the youth league and the youth is an important link between the league and the youth, and it directly affects whether the league can successfully accomplish its own value. Strengthening the construction of the positions of the college student league organization and building a harmonious relationship between the league and the youth are the fundamentals of the work of the college student Communist Youth League. First of all, young students should be united from the real organizational system and working environment, and young people should be fully included and united together in a perfect organizational system. On the basis of the original building of leagues in faculties, majors and classes, and taking into account the new characteristics and needs of the current gathering form of university students, league organizations have been established in dormitory flats, student societies, laboratories and labs, Internet forums and QQ, etc., realizing an all-round and efficient league building, and in the process constantly consolidating and expanding the Party's grass-roots organizations. Secondly, it actively builds a position for online communication and dissemination, and has the right to discourse and interpretation online. By paying attention to the practical and developmental needs of young people, we can win their trust and pass on the connotations of our ideological education to students in a "silent" manner. Thirdly, we are actively establishing and expanding links with organisations in various fields and areas to share work projects, resources and strengths, and to provide effective work exchanges for the development of young students.

Strengthen the fighting power of the youth league team in universities under the environment of "Internet +" to better serve and guide young people

The quality of youth league officers has a great influence on the actual effectiveness of the work of the Communist Youth League. Therefore, in practice, the Communist Youth League in colleges and universities should adapt to the development of the Internet era, strengthen their own quality online, enhance their own ability, and ensure the quality and level of work of college league organizations. First of all, we should strengthen the ideological and political work of the league cadres at all levels, enhance the ideological and political construction, strengthen the

purpose of the Party, and ensure that the league cadres are consistent with the Party Central Committee in terms of ideology and political stance. Secondly, we should strengthen the construction of youth league members. In particular, we should strengthen the communication ability and mass work ability of youth league cadres, especially to actively adapt to the new situation, make good use of new technology and new media, go deeper into the Internet, take the initiative to express, enhance communication and strengthen the connection with university students, actively explore the laws of online ideological and political education, play the advantages of online one-to-one communication and online education and propaganda, and actively seize new positions of online public opinion, so as to effectively correctly guide students' thoughts and behaviours. Thirdly, we should strengthen the active observation and cooperation of the league members and play the bridge function of the team. Encourage the league cadres to take the initiative to find responsibility for their work, provide support and backing for the youth in terms of selecting typical trees, commending and evaluating excellence, and serving others, and communicate with them to guide them to reasonably put forward their demands and try their best to solve their concerns. Youth league cadres should exercise their abilities and grow their talents in practice, so as to be the backbone of serving and effectively leading the work of young people.

Fund Project

This paper is a project of the 2023 Nanjing University of Finance & Economics (Party Building and Ideological and Political Affairs Project) (Project No. XXCB3202318).

References

- [1] K.W. Li: An Analysis of the Reform of Enhancing the Leading Effect of Ideological and Political Education by the Communist Youth League of Universities in the Internet Era, University, Vol. 48 (2021)No.12, p.47-49.
- [2] X.Y. Tian, X.D. Gao, D.X. Sun: Research on the Evaluation System of Communist Youth League Work in Universities under the Situation of Reform and Innovation , Ideological and Political Education Research, Vol.35(2019) No.4, p.117-122.
- [3] Yang Chen: Thoughts on the work path of the Communist Youth League in colleges and universities under the "Internet plus" environment , Heilongjiang Education(Theory & Practice) , Vol. 1329 (2020) No.9, p.53-54.