

The Guidance of Internet Public Opinion in the Work of Propaganda, Ideological and Cultural Work in Party Building in Colleges and Universities

Ma Xicheng

Software College, Shenyang Normal University, Shenyang, China

Keywords: Internet Public Opinion, University, Party Building Propaganda, Thought and Culture, Guide

Abstract: with the Increasing Use of the Internet, the Work of Propaganda and Ideological and Cultural Work in Colleges and Universities is Facing New Challenges. Based on the Extensive Coverage of the Internet, Some Current Hot Issues Can Form a Network Public Opinion, Which Also Provides New Opportunities for Party Building Propaganda. However, the Internet Sensational Orientation That Deviates from the Correct Values in the Internet Has Also Brought Great Challenges to the Propaganda Work. There Are Still Many Problems in the University's Network Public Opinion Guidance Work. Based on This, It Proposes Ways to Construct a New Media Network Public Opinion Guidance Platform, Establish a Public Opinion Emergency Response Mechanism, and Set Up Hot Topic Topics to Guide Students to Think Rationally. in Order to Provide Some Reference for the Party Building Publicity Culture and Thought in Colleges and Universities.

1. Introduction

1.1 Literature Review

At present, based on the wide application of the Internet, online public opinion is permeable and concealed in colleges and universities. This kind of situation may induce public relations in campus crisis. Therefore, correctly guiding the development of network public opinion is a prerequisite for colleges and universities to carry out party building propaganda culture (Nie, 2013). Wang Ying scholars have judged that contemporary college students use microblogs, WeChat and other media to spread. In the "micro-era", colleges and universities guide the network public opinion in a timely manner, which requires rapid response, risk response, and post-processing problems (Wang, 2016). Liu Na and Zhang Lili scholars believe that online public opinion is based on the coexistence of challenges and ideological and political education. Positive online public opinion adds convenience to ideological propaganda work, but unfavorable online public opinion may induce cybercrime and endanger social stability (Liu and Zhang, 2016). Based on the problems of less investment in educational administration, too simple treatment, lagging supervision, and lack of network quality education, Tuodong scholars put forward correct training, attach importance to network management construction, and strengthen quality education for students. And other methods (Tuo, 2013). Based on the development trend of the media, Liu Liyong and Wang Xiaoling believe that the unfavorable network public opinion has an impact on the ideological and political education of colleges and universities. It is necessary to improve the security mechanism of college students, build a team of party building ideological work in colleges, establish and improve the network public opinion emergency response system, and correctly guide the development of network public opinion (Liu And Wang, 2016). Feng Liwan scholars proposed that online public opinion should guide the existence of college students' ideological behaviors, strengthen the network public opinion guidance work, promote the smooth development of party building propaganda, ideological and cultural work, and promote the healthy development of campus culture (Feng, 2014).

1.2 Purpose of Research

At this stage, online public opinion is the main inducing point of social public opinion, and the

state attaches great importance to the guidance of online public opinion. Among them, colleges and universities are an important part of netizens. The Ministry of Education attaches importance to network public opinion and at the same time conducts party building ideological and cultural propaganda work. Therefore, the use of online public opinion and double-sidedness is of great benefit to the publicity and cultural work of college students. However, in the face of network public opinion, there is no reasonable systematic treatment method, which makes it in a passive position. After combing the relevant research results, the author found that most scholars are based on the network platform for research, and the results are more one-sided. Based on this, it is of great practical significance to analyze the guiding path of network public opinion in the work of propaganda and ideology and culture of party building in colleges and universities.

2. The positive role of internet public opinion in the work of propaganda, ideology and culture of party building in colleges and universities

With the deepening of people's lives in network technology, the living environment and social environment are constantly changing in the work of propaganda and ideological and cultural work in colleges and universities. The wide application of online media makes people no longer have time and space restrictions on accessing information. It is faster to obtain information through the network. At the same time, you can also interact and interact in online media. Based on this, colleges and universities can make full use of the positive effects of online public opinion when carrying out party building propaganda and ideological and cultural work, and play their positive role in promoting the development of party building propaganda. There are three main positive effects of online public opinion in the work of propaganda, ideology and culture in party building in colleges and universities.

First, the network public opinion makes the party building ideological and cultural work immediacy. Internet public opinion is widely spread by means of new media. For the current hotspots in the society, netizens can get information from the Internet for the first time, and they can also express their opinions on the Internet and form online public opinion. Therefore, the relevant personnel of the party building propaganda, ideological and cultural work should grasp the development trend of online public opinion in the first time, and guide the network public opinion to the correct thinking direction, thus improving the timeliness of party building cultural work.

Second, the network public opinion makes the party building ideological and cultural work more targeted. It is reported that CNNIC released the "Statistical Report on the Development of China's Internet Network" in January 2018. The number of Chinese Internet users has reached 829 million, and the Internet penetration rate is 59.6%. The large number of user groups provide public information dissemination through the network, which provides convenience for news information transmission. Netizens discuss the current hotspots through QQ group, WeChat group, forums, etc., and express their personal opinions, so that the party building ideological and cultural work can be targeted.

Third, the network public opinion makes the party building ideological and cultural work predictable. Online media has the advantage of being interactive. Netizens are both the recipients of information and the creators of information. In recent years, because netizens have been brave enough to disclose the truth of the incident, they have exposed many problems of chaos and corruption of a small number of officials, so that things can be better resolved. This will prevent further deterioration and adverse effects in the community. Similar incidents are the analysis and judgment of network public opinion in the work of party building ideological and cultural work, and timely grasping the development trend of things in the prevailing problems, and guiding in advance.

3. The Network Public Opinion Challenges the Ideological and Cultural Work of Party Building in Colleges and Universities

3.1 The Power of Online Public Opinion Challenges the Traditional Propaganda Mode

The traditional ideological and cultural propaganda work of colleges and universities through campus lectures, class classes, etc., the network public opinion challenges the traditional propaganda mode of colleges and universities with its strong nature. The current Internet public opinion relies on the characteristics of high Internet openness and strong interaction, and has gradually become the main source of public opinion. From the perspective of the development process, the propaganda method has entered the stage of emerging media such as smart phones and digital TV. In this context, everyone in colleges and universities is a maker of public opinion, and everyone is a guide for lyricism. This brings pressure to the ideological and cultural propaganda work of party building at this stage, and causes colleges and universities to lead in public opinion, credibility, influence, etc. The poor influence has also brought great challenges to the traditional propaganda mode and concept communication of colleges and universities.

3.2 Group Breeding Adverse Network Sensation Challenges the Guiding Ability of Colleges and Universities

It is reported that the People's Daily made an online survey earlier. 33.2% of the netizens are student groups, and the college students occupy a large proportion, and most people say that they will be exposed to bad social phenomena. If colleges and universities do not timely deal with the Internet public sentiment or the direction is not timely, it will inevitably cause some students to generate herd mentality, especially the Internet public sentiment that has an adverse impact on the public. It may cause excessive behavior and pose a safety hazard to people's property safety. Some students may be adversely guided in an unreasonable situation. The anonymous environment of the Internet media and the rendering of a large amount of bad information are likely to have a group effect and adversely affect the normal order of society. In this case, the party building ideological and cultural work is placed in a passive state, which brings direct challenges to the ability of public opinion guidance in colleges and universities.

3.3 The Essence of Internet Lyric Ideology Challenges Socialist Guiding Status

With the continuous development of information networking, the interaction between universities and society has become closer. College students' thoughts and behaviors are independent and different in nature. Especially the students' pursuit of spiritual life richness may have an impact on the correct guiding ideology. In the unfavorable situation of the Internet, in the face of the extremely fast network penetration, value guidance, and the interference of discourse power, students face the impact of value, thoughts, culture, etc., and use the Internet media network to infiltrate the mind and seize the party. Public opinion positions and lyric propaganda and guiding status have shaken the guiding position of China's socialist ideology.

4. The guiding path of network public opinion in the propaganda and ideological and cultural work of party building in colleges and universities

4.1 Build a New Media Network Public Opinion Guidance Platform, Carry out Party Building Ideological and Cultural Propaganda

At this stage, the promotion of the network platform is more convenient and extensive. Colleges and universities can make use of the convenience of the network, and build a new media network to guide public opinion. Specifically, most colleges and universities have a campus network, which is generally used for campus current affairs announcements and = learning related resources. Most students will enter the campus network and watch the school hotspots. Using the campus network as the foundation to build the main media for university exchanges has a great effect. In addition, it is also possible to build an auxiliary platform through new media such as campus posting bar, BBS,

WeChat public number, and Weibo. At present, most of the college students are post-90s and there are some 00. After using these new media to carry out ideological and political work propaganda, it will have great effect.

4.2 Establish a Public Opinion Emergency Response Mechanism, First Conduct Public Opinion Guidance

In the work of public opinion management in colleges and universities, we must have the concept of one step ahead. The speed of lyricism is very fast. Once a specific direction is formed, more work needs to be done to correct and guide. Therefore, it is essential to establish a public emergency emergency mechanism. Guide and manage this before the formation of the contradictory point of lyricism. At the first time of public opinion, it is necessary to conduct data analysis and deal with it as soon as possible with a scientific and rigorous public opinion handling mechanism, and take the initiative to grasp the initiative in the direction of public opinion. When easing the contradictions in lyrics, it is necessary to be transparent and transparent, and to transmit students in real time. While mastering the initiative in the direction of public opinion, it is necessary to continuously track the immediate situation of public opinion and prevent accidents or suffer from larger unrest situations.

4.3 Set Up Hot Topics and Guide Rational Thinking

When there are hot issues in the society, there will be sensation. Although many thinking directions, college students are relatively vulnerable to some emotional attitudes and lose rational judgment. Make social issues into special topics, scientifically handle public opinion, guide students to think rationally, and avoid losing sensation to guide the initiative. In other words, set up hot topics, let students participate in public opinion analysis, open discussion, set up debate teams and express their own opinions. Students look at hot issues from a rational perspective and avoid falling directly into irrational emotions. Through the hot topic production, colleges and universities can analyze the students' basic mentality and receive more practical situations to carry out the party building ideological and cultural propaganda work. It can not only prevent students from intensifying, but also make the party building publicity work more effective. The purpose of making hot topics is to master the sensationalism and take the initiative, so as to improve the work of party building ideological propaganda.

References

- [1] Nie Y.S. (2013). Analysis of the Application of Network Public Opinion Guidance in Campus Cultural Activities, *Scientific and Technological Information*, 14 (18), 44-44.
- [2] Wang Y. (2016). On the Guidance of Network Public Opinion in the "Micro era", *Explore*, 31 (06), 181-186.
- [3] Liu N., Zhang L.L. (2016). Network Public Opinion and the Guidance of Ideological and Political Education in Colleges and Universities, *Journalistic front*, 58 (14), 113-114.
- [4] Tuo D. (2013). On the Guidance and Response Strategies of Colleges and Universities to Network Public Opinion, *Administrative Assets and Finance*, 8 (10), 217-217.
- [5] Liu I.Y., Wang X.L. (2016). The Fit and Guidance Mechanism of Network Public Opinion and Ideological and Political Education in Colleges and Universities in the Era of self Media, *Journal of Shijiazhuang Railway University: Social Sciences*, 10 (2), 107-110.
- [6] Feng L.W. (2014). Guidance and Management of College Students' Network Public Opinion, *Net Friend World·Cloud Education*, 5 (6), 99-99.
- [7] Liu Z.J. (2012). Public Opinion Guidance of Microblog in School Propaganda and Ideological Work, *School Party Building and Ideological Education*, 13 (26), 18-20.