

Study on the Innovation and Development Strategy of Grassroots Party Construction in the New Period

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Keywords: New period, Grassroots, Party building, Work innovation

Abstract: With the development of modern economy and society, new requirements and challenges have been put forward for grassroots work. As a core work content, party building occupies a very important position in the entire grassroots work system. As leaders and specific party building staff, we must actively explore and innovate, explore diversified grassroots party building paths, build a scientific system, improve the overall effectiveness of grassroots work, and adapt to current work development. In practice, it is necessary to actively integrate modern information technology and other tools to help improve the effectiveness of grassroots development.

1. Introduction

In the modern grassroots work system, party building is the focus of work, it is also a difficulty in work, and it is also easily overlooked. Many party building workers step by step promote grassroots party building work, which restricts the improvement of grassroots development efficiency and also lays hidden dangers for grassroots development. As a staff member, we must actively explore a variety of party building models, especially modern party building experience, integrate into the traditional grassroots party building work, and help modern grassroots development [1].

2. Problems in Grassroots Party Building in the New Period

2.1 The Grassroots Party Building Model Needs to Be Innovated

Under the new economic situation, profound changes have taken place in the work model of party building at the grassroots level, but many staff members still adhere to the traditional work model, failing to integrate grassroots development with the needs of modern society, resulting in insufficient overall efficiency. As grassroots party building personnel, many staff believe that there is no room for innovation in party building. As long as they work vigorously in accordance with the established model, they can ensure the normal progress of the work. At the same time, many workers also pay less attention to the innovation of party building work, which restricts the improvement of grassroots party building efficiency. How to effectively explore multiple models, especially the modern system, is very important for grassroots party building work, and it is also an important direction for the development of grassroots party building work in the future [2].

2.2 No Scientific Party Building System Has Been Formed

In the course of work of many grass-roots units, due to lack of sufficient attention to party building work, this is considered to be a normal guarantee work, and no preference is given to resources and manpower allocation. Party building work system. For grassroots development, a reasonable and efficient party building system is the key to grassroots innovation and development. In this respect, we must strengthen the top-level design of grassroots units, upgrade the level of party building work, meet the current grassroots development needs, and adapt to the new normal of economic and social development. In the process of carrying out party building work at the grassroots level, by integrating resources and building a modern system, it is of vital significance to

enhance the timeliness and pertinence of party building work [3].

2.3 Not Fully Utilizing Modern Information Technology

The development of modern information technology, especially Internet information technology, has profoundly changed the entire social system. In carrying out party building work at the grassroots level, it is necessary to make full use of information technology, especially big data information technology, to form a scientific system by integrating and using data resources, and form guidelines for the next step of development. As grassroots party building personnel, it is often easy to ignore the use of information technology, especially without combining the actual situation of the grassroots, targeted innovations in data algorithms, optimization, and summary of party building work have led to the overall work being carried out step by step. By integrating and using modern information technology and new media, we can bring the party building work closer to life and the grassroots, and help the development of modern grassroots party building work.

3. The Principle of Innovation and Development of Grassroots Party Building in the New Period

3.1 The Principle of Being Close to the Grassroots

Party building activities originate at the grassroots level, but also benefit the grassroots. The party building activities should try to understand the needs of the grassroots for party building, and encourage and advocate grassroots self-innovation. Only the grassroots can understand the audience's party building learning preferences and needs. The planning and organization should bring the subject of party building audience into focus, show the grassroots life on the stage by means of party building, and convey the positive energy of life around us. Therefore, we must base on the grassroots level in theme planning, theme publicity, and content layout, let the party building form that social work loves blossom on the stage of grassroots activities, and have a deep understanding of grassroots party building appeals, and effectively carry out party building activities and activities. Plan to improve the penetration effect of party building [4].

3.2 Close to Life Principles

The grassroots party building mainly stems from production and life. It is people's processing of life and a good yearning for future life. Therefore, modern grassroots party building activities should be closer to life and dig out materials from life. For the grassroots party building workers, we must first go deep into life, in the community, in the homes of the people, in the school, fully understand the daily life of the grassroots and select some hot topics or needs as the party building theme. Secondly, we should encourage more party members and cadres and the public to join the grassroots party building activity organizations, showing the grass-roots style. Finally, we must focus on establishing and improving the grassroots party building work team system, fully develop social resources, establish a perfect party building service system, let more enthusiastic personnel join the party building cause, build a grassroots party building cause system, and let the party build. The service work has blossomed in an all-round way, bringing the distance between party building and life closer.

4. In the New Period, Explore the Innovation Path of Grassroots Party Building Work

4.1 Construct a Scientific System of Party Building

In carrying out party building work at the grassroots level, we must build a scientific party building system and enhance the scientific nature of the work. In practice, many units carry out fragmented work in carrying out party building work. The party building work has many characteristics. If the work resources cannot be effectively integrated, there will be a certain adverse impact on the development of grassroots work. Building a grass-roots party building system requires all-round reforms. It is necessary to proceed from the top-level design to achieve the

optimal allocation of grass-roots management resources, and to meet the needs of modern party building by raising the level of party building work in the entire work system. As party building workers, we must actively innovate in practical work, break through the limitations of party building work, review our work from a global perspective, especially look at the development trend of grassroots work with a development perspective, and improve the overall efficiency of grassroots party building [5].

4.2 Optimize the Establishment of Grassroots Party Building System

In exploring the innovation of grassroots party building, we must pay attention to the formulation of the system. Without rules, there will be no success. The party building system is directly related to grassroots party building development and governance efficiency. As grassroots managers and specific party building personnel, we must optimize and formulate the grassroots party building system, clarify the party building requirements and development trends, enhance the comprehensive efficiency of party building, and lead the development of modern party building work. In the process of formulating the system, we must give full consideration to the characteristics of modern economic and social development, enhance the forward-looking and scientific nature of the party building system, and then meet the challenges of modern grassroots development, and truly play the role of party building in the overall work of the grassroots. Based on this, consolidating the foundation of party building at the grass-roots level will help to improve the overall effectiveness of party building and improve the overall competitive strength at the grass-roots level [6].

5. Specific Strategies for Optimizing and Innovating Grassroots Party Building in the New Period

5.1 Adapt to the Development Trend of New Media

Information technology has penetrated into every corner of our production and life, and it has also changed our traditional lifestyle and allowed the rapid development of the new media era. New media has a huge impact on party building work. In order to better adapt to the changes of the times, it is necessary to uphold the scientific and rigorous attitude and study the development characteristics of new media in depth, so as to adjust the work concept of grassroots party building and use innovative means to complete the industry transformation. The Internet is an important instrumental change in the era we live in. The corresponding industry situation has also undergone tremendous changes. The traditional party building work is also facing the test and impact of the times. First of all, we must understand that the development momentum of new media is strong, but the development of the times does not completely abandon the traditional media industry, but we stand at the crossroads of the times. How to choose an innovation path is the inevitable choice for the development of grassroots party building, so It is said that the times have given the party construction work opportunities, but it also needs to face challenges to seize the opportunities. “Standards” is definitely not the best choice. In the face of innovation, it is also necessary to recognize the current development situation of new media and the difficulties faced by party construction.

5.2 Innovate the Form of Party Building Work

Under the background of strict governance of the party, the grassroots units must not put the party's innovation theory in the process of carrying out party building work, and cannot keep the party's theoretical innovation in writing, but must combine the current social life reality and the grassroots 'own development. Characteristics, do a good job in the implementation and innovation of party building work. In the course of carrying out party building work, it is inevitable to involve social hot issues. We must take advantage of the discussion of social hot issues to spread new ideas and new theories. Make good use of Internet learning platforms such as learning powerful nations, positively explain Xi Jinping's socialist thought with Chinese characteristics in the new era, analyze and display the essence of the party's innovation theory, and thus more recognize the party's

innovation theory. In addition, in the process of party building in state-owned enterprises, one-size-fits-all cannot be done. We must focus on stimulating innovation and learning vitality at the grassroots level, seek the greatest ideological convention, and allow grassroots employees to effectively accept ideological and political baptism. I agree with the innovative theory of the party, so that the party building work can play a practical role and effect. By integrating into a diversified party building work system, it is more conducive to the development of modern grassroots party building and adapts to the development trend of grassroots work [8].

5.3 Carry out Relevant Party Building Practice Activities

As we all know, party building education is not only an education for the audience's thinking, but also should include an influence on the audience's words and examples. Therefore, not only should we subconsciously influence the audience in our daily work, but also need to lead the audience to participate more in party building social practice Activities, in the process of contacting the society, help the audience form correct values and worldviews, so that party building is not only reflected in thinking, but also in behavior and behavior. After participating in social practice activities, it is also necessary to help the audience organize and summarize their ideas in a timely manner, and then improve the efficiency of party building work. For example, you can choose to pick up garbage outdoors, promote environmental protection, volunteer on the weekends, visit the widowed elderly, and other activities. After completing these party building activities, you can hold related themed discussions. Let the audience discuss such experiences. During the discussion of party building, you can't discuss off-topics, and you can also divide the group discussion. Party construction practice activities can make the audience's feelings more real, but party construction education should also guide the audience to sum up after the activity is completed, internalize party construction knowledge into their own behavior, and achieve effective penetration of party construction work. The goal of grassroots party building work [9].

5.4 Build a Grassroots Party Building Cultural Brand

Grassroots party building cultural activities are in full swing in all parts of our country, but the large number does not mean high quality. We must not only pay attention to the frequency of grassroots party building cultural activities, but also ensure the continuous quality of grassroots party building activities on the basis of ensuring grassroots needs. Promote. Therefore, it is indispensable to carry out large-scale grass-roots party building exchange activities. For example, more party building exchange activities can be held between communities and inter-city, especially in rural areas, which is where our current grass-roots party building activities are held. The development of rural literary and artistic performances and the strengthening of urban-rural party building exchanges have an important role in promoting the popularization of grassroots party building and regional interconnection. The grassroots party building in various places has certain local attributes. Holding different types of local party building activities is not only a propaganda for the party building in the region, but also an important means to strengthen the identity of the party building. Only by continuously developing brand party building activities in various regions can it be better. Embodies the charm of grassroots party building, in order to achieve the purpose of broadly attracting grassroots participation, but also an important way to create social benefits for local brands. By organically combining party building with characteristic regions, nationalities, and traditional culture, it can enhance the penetration effect of party building work, lead the development of modern party building work, and enhance the comprehensive efficiency of party building work.

6. Conclusion

To sum up, in exploring the development of grassroots work, we must increase the importance of party building work, by incorporating a variety of modern work models, to improve the targeted and scientific nature of party building, and to adapt to the current economic and social development trends. From a practical point of view, although the effectiveness of grassroots party building has

been significantly improved, there are still many shortcomings and deficiencies. How to solve these problems is the key to improving the effectiveness of grassroots development. In work practice, the staff should combine the development trend of the grassroots level, clarify the goals and trends of party building, and adjust the working mode in a timely manner to meet the current development needs of party building at the grassroots level.

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