

Research on Strengthening the Education and Management of Party Members in Higher Vocational Colleges under the New Media Environment

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Abstract: Nowadays, mobile phone new media has become an indispensable device for college students, which has a great impact on their research and life. New media resources are very rich, and the content is also rich and colorful. Its characteristic is that it provides students with a large number of learning resources, but some students receive all kinds of bad information while enjoying all kinds of new media resources. Induced, the content of these information is relatively simple, ignoring those media that have not yet promoted the development of students. In order to solve this problem, it is necessary to standardize students' ideas in order to achieve the goal of strengthening students' ideas. Therefore, the emphasis is laid on strengthening the problems faced by students in Colleges and universities and the educational operation of student party members.

1. Introduction

Implementing the education and operation of Party members is the basic guarantee for the comprehensive management of the Party and the improvement of Party members' ideology. At present, all Party members are affected by the new era. They all have very ideological, improved the concept and moral standards, carefully studied the ideological of the people concerned, and become loyal to the Party members. As a new force of political party organization, the ideology of students is very important in the composition of Party members in higher education institutions. The new media environment has brought opportunities and challenges to the development of Party members in Colleges and universities. Therefore, the relevant university institutions should do a good job in educating and managing students' Party members.

2. Problems in the Education and Management of Student Party Members in Higher Vocational Colleges in the New Media Era

2.1. Lack of attention to the role of the media

In the actual development, new media has been integrated into people's lives. In order to strengthen the management of students' education, the use of multimedia has become an inevitable trend of the times, but some universities have not paid enough attention to it. Specifically, university leaders lack reasonable plans, and student union members do not have specific plans. For example, in the process of postgraduate management, the new media resources, the optimization of the allocation of natural resources for universities, in order not to be used, as a result of the talent, not to be exploited and utilized. As a result, in the new media era, women's members fully invest in Vocational education, but the result of later construction work [1], can not be better implemented, better. How to construct the management platform for college students' members. The main reason for this phenomenon is that the leading cadres in Colleges and universities have not changed the traditional management concept of Party members, innovated the traditional education methods and optimized the management of Party members' construction. In the long run, there is no way to train higher education institutions, so the education management business of Party members is more effective.

2.2. The content and form of management are very inadequate.

Many colleges and universities support the educational management of new members of the Media Party. However, in the specific form of operation, there are special management problems. For example, some higher vocational colleges set up Wechat and QQ groups in order to simply disclose information content. Lack of communication and interaction among members can also lead to neglect of management teams. On the website managed by the parties, it is mainly a single-function queue. Because there are simple problems and so on, they can not get the attention of Party members, the enthusiasm of Party members and students is insufficient, and the management of Party members in Colleges and universities is also stagnant. The website of Party member management in Colleges and universities is an important backbone of Party member management in Colleges and universities. The quality of information resources of websites directly affects the operation effect of websites. However, the current website management of colleges and universities is too formal. Organized phenomenon has a great influence on the construction and management of student union members in higher specialized schools [2].

3. Measures to Strengthen the Education and Management of Student Party Members in the New Media Environment

3.1. Resolutely implementing the principles of party members' management in higher vocational colleges

With the sustainable development of modern society, information technology has been widely used in many industries. As a higher education institution of higher specialized colleges, higher education institutions must carry out reforms in accordance with the current development situation and the development characteristics of higher specialized schools. In order to satisfy the next task better, school education development model. For example, the basis of the current development, members' management model innovation, and refreshed members' business philosophy, in order to achieve better business results, members' education methods in order to change the current use of information technology. At the same time, higher-level specialized schools need to formulate guidelines in the development front to enrich the characteristics of Party members and ensure the top management effect of student party members. In the process of information campus construction, higher vocational schools need to invest more funds to build universities and university party members, they can receive better education. The composition and management of Party members in special colleges and universities can be better. Fundamentally improve the effectiveness of Party members' education and operation, and reform Party members' management methods.

3.2. Promoting the integration of new media and education management of party members

At present, there is no new media technology awareness in the party membership structure of universities and colleges. That is to say, the composition and operation of university party members is not the most important. Educational management of college students can be used in educational management. Educational management can obtain more accurate information about the educational management of College students. For example, the establishment of a platform for building students for the Party and organizing the personnel composition and management will help to strengthen the education of Party members in specialized colleges and universities. For example, the "Party Building Module" is mainly the concept of education management in the new era of China, which promotes better management of Party management members and the improvement of members' construction and management quality in Institutions of higher learning. The "member exchange" module is a very warm forum. The main topic of communication is the communication between students and all kinds of information produced in the evening party, strengthening the communication and communication between students and teachers, and improving the basic consciousness of the banquet members.

3.3. Network platforms, innovative management model;

Table 1 The program of party study activities

	Time slot	Learning Arrangements	Student activities	Teacher activities
Before class	The previous week	Self-taught	Individual Self-taught Architectural Expressive Skills Theory and Teaching Demonstration Video	Upload students' self-learning resources and learning tasks to web-based teaching platform
		Complete group tasks	After self-study, each group member purchases the tools, completes the presentation skills preparation classroom teaching content, understands the task completion situation to the group leader, can self-study small training, completes the group training homework report PPT.	Summarize the contents of the explanation and report on the accomplishment of the task
	Two days ago	raise a query	To expand or deepen the problems encountered in skill training and hope mountain teachers	Preparing lessons for students' learning needs by answering questions in time
In class	30 Minutes	New lesson introduction, classroom demonstration	Follow the teacher into this section and learn performance skills on the spot.	Introduce new lessons and demonstrate the performance techniques of this section on the spot.
	45 minutes	Panel Report	Representatives of the group come to the stage to report on the results of the group's small training assignments and on-site display. The rest of the students evaluate, suggest, or answer questions.	Comment on the achievements of each group and comment on the individual presentation of each representative
	15 minutes	Supplementary explanation and assignment of major assignments	Ask questions about supplementary knowledge	To supplement the pre-class teaching content and to summarize and sublimate the teaching content of this section, and to arrange the comprehensive homework of the performance techniques in this section.
	90 minutes	Gong Zhou Exercise	In class: complete some of the major assignments	Observe the completion of homework in class and give personalized guidance according to the situation.
After class	The second day	Strengthen promotion	The group leader collects the questions in the group's homework and interacts in the course discussion area.	Answer questions and make suggestions or requests according to the working conditions of each group.
	Date of intersection	Reflect	Operations Observation and Comment, Reflect on the Problems Existing in Their Operations	Comment on the results of the assignments and evaluate the accomplishment of the tasks of each group.

The head of education management of the members of the senior high school invited relevant experts to give forums and lectures on recent hot activities and hot topics. At the same time, the administrators of special colleges and universities also said that the construction of the Internet platform can update the contents of education and management of the members of the platform in a timely manner, and higher universities with several popular movies and television works. In order to disseminate the composition and operation content of Party members in Colleges and universities more widely, he will let more people understand the construction and operation of Party members in Colleges and universities, and exchange relevant content with more people. Under the management mode, the composition and management mode of members have been reformed to enrich the management content of Party members, to provide management education for Party members in Colleges and universities, and to conduct various operations, it is necessary to actively organize the

activities of members. In more student activities, psychological exchange takes the form of videos or paintings for students to propose them. Therefore [3], the goal of a university or university is to provide a good job in mental health education. Graduation begins with the transition of career and employment support. Social position, social position and social position can be faced with calmness. As shown in Table 1.

4. Analysis of the Specific Measures of Ideological and Political Education in Art Colleges for College Students'employment

In the actual education process, in order to make the related education more flexible and humanitarian, we need a variety of concepts and political education. Through these educations, students have formed correct, correct, objective and personalized perspectives on life, values and morality, and enhanced their sense of social responsibility to help them work. Therefore, in the actual teaching, there are many kinds of educational modes, which actively carry out the characteristics of humanization of education, improve learning support and cultivate students'correct job concept. Its educational plural channel and all di are necessary to explain this kind of educational activities. Students' daily life and professional learning are closely linked for practice [4]. It is necessary that the daily life of sex education activities provide convenience and students'professional education infiltrate relevant ideas. In order to carry out special education, special education is needed. Student's study and thinking promote their own advantages and disadvantages, and find their objective value and objective and clear status, guide themselves to see themselves. Then, in the process of choosing occupation and job, we should invite the society. Employment information guidance in the form of Internet should be used to improve the effect of education.

4.1. Enlightenment and enhancement of students'use of new media in education

In order to strengthen the spirit of management reform and innovation, we should adhere to the educational management mode of the members of the Information Technology Party and strengthen the use of new media [5]. Colleges and universities should make active plans to use new media in order to strengthen the operation of students'education and strengthen advanced design. In the construction of information-based campus, we will provide sufficient materials and funds for students'education management and the use of new media. According to the requirements of information technology development in the new era

4.2. Establishing a platform for innovating the operation mode of student group education

How to use the characteristics of timing, space, subjectivity, bidirectionality and the convenience of new mobile media? The application of mobile media is a platform for students. In order to establish the characteristics of new media [6], and use the functions of qq, wechat or other platforms to achieve full effectiveness. All round and multi-angle innovation of the student party members'education and management mode.

4.3. Establish app platform for mobile phone by student party.

In order to make use of the new media, our mobile website can be transplanted in all directions. Multidimensional high school students can build mobile application platform. In order to achieve four modules of learning, communication, education, management, service and other functions. At the same time, advanced between groups, students'thinking and tremendous influence, with outstanding members of student gatherings, other members of student party thinking guidance of good work, and can carry out members of student gatherings [7], wrong ideas and huge ideological second theoretical issues, facilitate communication and the realization of immediate guidance. Through that, the exchange and research of student union members and the effect of ideological education have been strengthened. Fourth, in the "Trader Membership Service" module, the work of the organization, and the mobile School of the online department, other columns, the improvement bureau, the workers in order to realize the "paperless" online affairs, the complete migration of the

party's organizational relations, the examination of schools and research, the work of daily gatherings, the organized life of participating in meetings, the Party members. Democratic evaluation, as well as other activities of the platform, are humanized every day. Then, in order to realize the education of student party members in knowledge management and improve the efficiency of student party building.

4.4. Activate the positive role of qq, wechat and other platforms.

Qq, wechat and other new media have fully penetrated into college students' life and research. Many high school students also use QQ group and wechat group to complete their work. In order to strengthen the operation of students' education group members [8], Qq Group, using Wechat Group, other platforms, students' union members, development goals, Activists' growth has made contributions, their favorite content and materials, actively promote the development of micro-video, micro-trading side courses, etc., to attract students' attention and research. QQ group and wechat group real-time online communication function, using the current topics related to the current discussion, actively apply leadership and action guidance, feel the unity of Party members at any time.

4.5. The use of new media and traditional methods complement each other, combine the situation of victory and do a good job.

While enhancing the use of new media, you should not forget the traditional methods and methods of student creation [9]. You can be a more brilliant person for both parties. Special lectures are given on hot topics both inside and outside the institutions of higher specialized schools, experts and scholars. Activities focused on students' members can be invited and used in new media forums, members held by students and real-time online dialogue meetings. Before the activities of the members are held, the activities of the new media are responsible for organizing the activities of the Party branch according to the plan, and can also be uploaded. Then the members of the Student Party can conduct activities on the network and improve their signatures. After the branch activity, you can upload and display the members' photos, videos and text. Combining the off-line traditional establishment method with the new media technology on the internet, the fulcrum activity mode will be innovated and the educational management effect of the student party will be improved.

4.6. Strengthen the supervision of new media application software to improve security

At the 19th National Congress of the Communist Party of China, the student party proposed to "strengthen the construction of network content, build a comprehensive network management system, and create a clear network space". It is necessary to strengthen the supervision and management of information transmission in the new media environment to improve the security of new media applications [10].

5. Conclusion

The ideological and political education of art department universities further strengthens the development of students' related concepts, their career and post after graduation, and their social status is faced with the social value of college students' employment, which plays an important role, and cultivates students' moral value. And it can promote the development of students' mental health.

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