

# **Analysis of the Application of Party Building Work in Student Management in New Media**

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**Abstract:** In recent years, with the rapid development of information science and technology, new media with Weibo and WeChat as the main forms of expression have been rapidly developed, and the social influence formed by them has also increased. The school is an important position for the cultivation of talents in China, and it bears the important task of inputting a steady stream of talents for the country's development and social progress. Party building work has distinct political characteristics. Therefore, the party building work in student management has received wide attention. Under the new media environment, there are still some shortcomings in the use of party building work in student management. Therefore, it should be given enough attention.

## **1. Introduction**

At present, China has entered a new stage of historical development, standing at a new historical starting point. The development of the country and the progress of society have put forward new requirements and goals for party building work in student management, how to Meeting the new requirements of the state for the party building work in student management in the context of new historical development has become a major task before the school. Therefore, it is of great practical significance and guiding value to conduct in-depth analysis of the use of party building work in student management in the new media.

## **2. The Impact of New Media on the Work of Party Building in Student Management**

### **2.1. The positive impact of new media on party building work in student management**

In the student management work, the party building work has relatively obvious complexity characteristics. The party building work involves many aspects. The huge amount of information and the rich diversity of resources have largely caused students to accurately capture the key. Information and key points. The party building work in the student management work is numerous and the work efficiency is relatively low. However, in the new media era, through the use of new media, party building staff can use the new media to integrate rich real-life materials and the latest theoretical results, so that the information on party building work in student management is more organized and systematic [1]. To change the boring and unitary nature of traditional forms of education. It is more able to attract students' attention, enhance students' recognition of party building work in student management, and promote the realization of party members' education work and party building work.

The party building work carried out in the traditional way of student management has relatively obvious boringness and lacks attractiveness to students. But through the use of new media, students can use the new media platforms such as WeChat and Weibo to downplay the disparity in identity and status between teachers and leaders. New media such as WeChat and Weibo are characterized by anonymity. Therefore, the participating entities have relative equality, enjoy equal voice, and express their voices freely [2]. This is conducive to stimulating the party members' subjectivity and stimulating students to be proactive. Participate in student management and participate in party building work.

## **2.2. The negative impact of new media on party building work in student management**

In the new media environment, the leading role of party organizations has been affected. As the main form of new media, the new media platforms such as Weibo and WeChat have great social influence. While Weibo and WeChat have positive influences on party building work in student management, there are also some negative effects. For example, some Western hostile forces have infiltrated Western money worship and hedonism through new media platforms with great influence such as WeChat and Weibo, which brought to students who are in the critical stage of world outlook, values and outlook on life. The ideological impact of some students, influenced by money worship and hedonism, swayed in values. What's more, some Western capitalist countries use new media technology as a tool to infiltrate Western cultural values and infiltrate Western ideology, which has a great negative impact on China's ideological construction.

## **3. Problems and Solutions in the Work of Student Management in Party Building Work at the Present Stage**

### **3.1. Problems in party management work in student management at present stage**

Thinking determines actions, people's ideology will have an important impact on value choice and behavior choice. Similarly, the development and implementation of party building work in student management will also be influenced by school development concepts and guiding ideology. From the analysis of the implementation of China's party building work in the management of students in recent years, some schools are relatively more aware of the relatively weak use of new media in modern society. In some schools, the development and implementation of construction work in the student management work continues through the traditional methods of the past, and actively promotes the efficiency of party building work in order to actively use new media without the development requirements of the times [3]. Specifically, the problem of weak communication between the party building work of the school and the use of new media in student management is mainly reflected in the following two aspects:

First, from the perspective of the school leader. School leaders are the helm of the school's development direction and the makers of development policies. Therefore, the development ideas and development ideas of school leaders will greatly affect the implementation and development of party building work in student management. For the time being, some school leaders have insufficient awareness of new media and limited level of understanding, and have not been fully aware of the powerful influence of new media. Therefore, in the process of daily work, it is not able to provide relevant human, material and financial support for the use of new media in the development of party building in student management, which makes it difficult to achieve effective and effective implementation of party building in student management. Advance.

Second, from the perspective of the student management worker himself. Student management workers' own new media use awareness is still relatively weak. Therefore, the implementation and development of party building work in student management work cannot fully integrate new media. The development of party building in student management has continued the traditional way of working, the work efficiency is relatively low, and the effectiveness has not been effectively improved.

In the new media environment, the development and implementation of party building work in the management of students is ultimately inseparable from the support of new media staff with professional qualities. However, for the time being, the student management staff of some schools in China have relatively low professional media literacy, which makes it difficult to achieve the expected results in the development of party management. Specifically, the low professional quality of the staff's new media is mainly due to the fact that the staff has not been able to keep up with the times and keep up with the trend of the times. They have not been able to actively learn the relevant knowledge in the new media environment, and the knowledge structure is relatively old, leading to its New media technologies are not well used in the daily work process.

### **3.2. The application of party building work in the management of students in the new media**

In view of the relatively weak awareness of the use of new media by staff members in the work of student management in China, it should be realized that starting from the field of ideology to enhance the awareness of the use of new media by staff is in promoting the work of party building. The importance and necessity of improving the quality and level of student management. Specifically, the goal of enhancing the awareness of the use of new media by workers can be considered in two ways:

First, take the school leader as the entry point. School leaders have an important influence on the implementation and implementation of party building work in student management. Therefore, at present we must focus on enhancing the use of new media by school leaders and deepen the understanding of school leaders on new media. It is fully aware of the importance of integrating the party building work in the student management work with the new media in modern society, and strives to ensure that the use of new media can be ensured to the greatest extent possible in the work of party building in student management. Human, material and financial support to promote the quality and efficiency of student management.

Secondly, from the perspective of student management workers themselves, efforts should be made to enhance the awareness of student management workers on the use of new media such as WeChat and Weibo. In the process of daily party building work, through the new media platforms such as WeChat and Weibo, the influence and communication power of party building work will be continuously enhanced. For example, WeChat can be used to build a WeChat public platform to form an authoritative information publishing platform. Through the establishment of the WeChat public platform, students can receive the latest information and related content of the party building work in a timely and effective manner. In addition, it is also possible to realize timely communication and feedback of information by establishing vertical WeChat groups of various classes, class committees, and community departments. This is conducive to the timely and accurate implementation of party building work in student management, greatly reducing the processing time of problems and promoting the efficiency of party building work.

In view of the fact that the new media professionalism of the staff existing in the student management work in China is relatively low, the school itself should realize that it is necessary to establish a high-quality and professional new media team to promote student management and party building. The importance of improving the quality of work. Specifically, to achieve the goal of building a high-quality professional new media team, you can consider the following two aspects:

First, professional and systematic training of the original staff. It should be clear that the party building work in student management is characterized by complexity and long-term nature. Therefore, it is impossible to improve the quality of student management and grade work by replacing the original staff in large quantities in a short period of time. This is contrary to the development of things. Objective laws are also not operational. At present, schools in China can recruit professional authorities to provide professional and systematic training for the original staff, and continuously enhance the awareness of the new media and the use of new media. To the greatest extent possible, the staff will be able to do a good job in student management and implementation of party building in the form of new media that students love to see.

Second. Actively introduce excellent new media staff. In addition to professional and systematic training of the original staff, the school can also introduce fresh blood and bring new strength to the development of party building work in student management by actively introducing excellent new media workers. The introduction of excellent talents is conducive to bringing new development ideas and broadening new horizons for the development of party building work in student management. It should be noted that in the process of talent introduction, not only must the strict control of the new media professional theory knowledge of the introduced talents, but also the strict requirements of the new media use skills it possesses, and strive to ensure the maximum degree. The talents introduced combine high-level theoretical knowledge with high-level professional competence and practical operational capabilities.

Weibo and WeChat are the main representatives of new media, with strong information

dissemination capabilities and social influence. In the new media environment, the development of party building work in student management should focus on the use of new media such as Weibo and WeChat. Weibo and WeChat have relatively large influence among the student groups. Schools can use the form of long Weibo to publish topics related to ideological education and student management, and convey relevant information to students through the form of special discussion, and actively guide students. Participate in discussions, open up students' horizons, and help students improve their thinking and understanding. Schools can also use microblogs to innovate the form of party building and ideological education. In the traditional sense, party building work is mainly manifested in organizing life meetings and conducting educational symposia. This form of party building work is often too boring and lacks vitality. It is difficult for students to form enough attraction. In the current new media environment, the school's party building work can publish the latest party and government education topics and related party member training content through Weibo's establishment of a special electronic bulletin board, giving people relatively free space and time to learn party constitution content. . In addition, it is also possible to answer the students' questions in a timely and accurate manner by establishing a WeChat group, which is convenient for both students and students to improve the efficiency of student management staff.

The development of party building in student management should focus on the supervision and management of the use of new media in the new media environment, and strive to minimize the ideology of Western capitalist countries in the new media environment through the new media. penetration. In the process of work development, we must constantly enhance the awareness of the rules, and always do not "red line" and strictly adhere to the "bottom line." We will do our utmost to ensure the correctness of the student party building work and the rigor of the content. In addition, it is necessary to strengthen the filtering and information detection of the new media related website information, establish a strict information firewall, and strive to maximize the filtering of relevant information content that is not conducive to the work of party building in student work. Eliminate, fully ensure that the information that students are exposed to has the correct direction and rigor of content, always adhere to the party building work in the student management work, adhere to the party constitution, implement the party constitution, maintain the party constitution, and actively promote the new media environment. The party building work has continued to develop in the student management work.

#### **4. Conclusion**

This article takes the use of party building work in the new media as a starting point in the student management work, and deeply analyzes the problems existing in the student management work of the party building work at the present stage. For example, the student management workers' awareness of the use of new media is relatively weak and work. The new media professionalism of the staff is relatively low, and on this basis, such as the efforts to enhance the staff's awareness of the use of new media, the establishment of high-quality professional new media team and focus on new media such as Weibo and WeChat. The use of other relevant measures hopes to have a positive impact on promoting the quality of party building in the new media environment in the management of students.

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