Party Construction Work and Public Opinion Safety of Hunan WeChat Platform in Big Data Era

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Abstract: Big data is characterized by large amount, various types, low value density and fast speed, which brings new opportunities to the Party construction work and the public opinion safety. Moreover, with the popularity of smart phones and the improvement of mobile Internet technology, WeChat network information platform is infiltrating into all aspects of Party construction work and Party members' lives. Therefore, it is necessary to make full use of WeChat and other network micro-narrative methods to explore the Party construction work and the public opinion safety under the new situation. Based on the author's learning and practical experience, this work first studied the significance and function of WeChat in the Party construction work in big data era, and then analyzed the supervision of public opinion safety in big data era. Finally, it summarized the innovation of Party construction work based on WeChat.

1. Introduction

President Xi said:" The Party committees at all levels should attach great importance to the impact of the information development on Party construction work, so that the Party's work can be covered wherever the network develops." According to this, the Organization Department of the Hunan Provincial Party Committee in China opened the WeChat official account in September 2017. "Hongxingyun" is the name of this WeChat official account, which is sponsored by the Organization Department of the Hunan Provincial Party Committee and hosted by the Red Network New Media Group [1]. In order to improve the Party construction work under the new situation and make the organizational departments use the "Internet +" technology better, Wang Shaofeng, member of the standing Committee in Hunan Province and the minister of organizating department clearly demand that "It is necessary to promote the high integration of information technology and traditional advantages of Party construction in basic level." and "The Party organization strives that every Party branch in basic level has a Party member who is willing to participate in the network interaction platform with positive energy."

2. The Significance and Function of WeChat in the Party Construction Work under Big Data Era

2.1. Using WeChat Platform to Create a New Position for Propaganda and Education.

The use of WeChat platform for propaganda and education is timely and extensive, which is cannot be surpassed. WeChat platform should be relied on to publicize line, principles and policies of the Party, the major decision-making arrangements of the municipal Party committees, the work arrangements and meeting spirits of the Party groups as well as the Party committees. In this way, everyone can read them in a timely manner, which is conducive to understanding and mastering the progress and substance of relevant theoretical study [2-3]. Through WeChat, Party members can be organized to discuss the hot issues and social phenomena of common concern, in order to promote the main theme of the society and make the education more time-oriented, stereoscopic and living. WeChat platform breaks the time and space limitations of the traditional education model, avoids

the problem of "leaving after class" which is easy to occur in centralized teaching and makes the Party's propaganda and education really enter the actual life of the Party members [4].

2.2. Using WeChat Platform to Strengthen the Management of Party Organizations and Party Members.

In the construction of Party organization, Party can not only hold face-to-face Party members exchange meetings, but also can carry out virtual meetings or activities through WeChat group. The online and offline interaction can be used to improve the communication quality among Party organization members. The WeChat group can also be used for organizing the democratic life meeting of Party members and cadres to collect the opinions and suggestions from mass. Compared with face-to-face criticism and self-criticism, the interactive process of WeChat democratic life meeting has more transparent processes, more direct advice and more effective influence. In other words, the combination of online and offline activities reduces the time cost, increases the real-time interaction and be closer to the reality of cadres and workers, thus making the Party construction work come to a new level. In the aspect of developing Party members, Party can use WeChat platform to understand the development object's ideological viewpoint, attitude to social hot issues and value orientation [5]. These forms provide a new channel to facilitate the communication of branch members, find potential "positive energy" and improve the effectiveness of organizational work. WeChat platform can also be used to strengthen the collection and management of Party fees. Through the platform, the collection standard of Party fees is published and the collection situation of Party fees by Party organizations at all levels is publicized, so as to strengthen the subject consciousness of Party organizations at all levels and the broad masses of Party members.

2.3. Using WeChat Platform to Make Party Affairs Open and Transparent.

WeChat platform can be used to provide many information about the resolutions, decisions and implementation of various Party organizations, the ideological construction of the Party, the organization and management of the Party, the construction of the leading bodies, the appointment and management of cadres, the contact and serve situation of Party members, the construction of a clean and honest Party style. These are of great value and significance for the development of inner-Party democracy, the perfection of inner-Party democratic system, the optimization of the Party's ruling mode and the improvement of the Party's ruling ability [6].

3. Supervision of Public Opinion Safety in Big Data Era

3.1. Using Big Data Technology to Realize the Accurate and Effective Collection of Social Public Opinion Data.

The most basic requirement that affects the accuracy of social public opinion analysis and its early warning is the identification and collection of public opinion data. Only the collected public opinion data is comprehensive and true can ensure the early warning decision results objective and effective. Based on the scientific classification of social public opinion information and full acquisition of social public opinion information, big data technology is used to realize the intelligent collection of social public opinion data. Through social public opinion, big data flows freely in all kinds of social public opinion information service terminals. Through cleaning social public opinion data, it can be ensured that all kinds of social public opinion information are comprehensive and true [7]. Government departments, other institutions and individuals can get the corresponding services from the social public opinion prevention and control system according to their authority.

3.2. Analyzing Deeply Social Public Opinion Information.

Big data of social opinion records the characteristics of public concern and interest, moving path, personality and emotion, social behavior and social relationship chain. Actively using powerful data association analysis ability of big data, mining and analyzing deeply the collected data can get objective results of public opinion information, which is also the direct basis for taking actions to

prevent and control public opinion. Data mining analysis of the social public opinion big data is to identify the specific events in the social public opinion, to define and analyze the sensitive topics, and to analyze the corresponding behavior of the suspected groups or individuals [8].

3.3. Departments Related to Early Warning and Control of Social Public Opinion Cooperate As a Whole.

The life cycle of network public opinion is getting shorter and shorter, and the time left to the public opinion control department is less and less. If the social public opinion is not handled properly, it will cause all kinds of bad social public opinion events easily. Therefore, it is necessary to adopt scientific and effective methods to control social public opinion, such as conveying positive messages to the public with the help of traditional and new media platforms, guiding the public to master correct consultation, rejecting to spread rumors and creating a good environment for public opinion. In practice, there are many departments related to social public opinion early warning and control, such as emergency office, propaganda department, public security department and so on [9]. When they formulate and implement a unified social public opinion guidance and control program, it is difficult to conduct a unified communication and coordination, which leads to the effect reduction of the social public opinion and control management, thus increasing the impact and the loss caused by the social public opinion events. Therefore, when formulating and implementing unified countermeasures, departments involved in early warning and control of social public opinion should communicate and negotiate together to take timely action to intervene and restrain. The relationship between the upper and lower departments in the process of social public opinion governance is command and obedience. The unified guidance and control scheme formulated by the superior must be implemented in a timely and complete manner. At the same time, equal departments through timely and equal consultation to achieve horizontal coordination among departments.

4. The Innovation of the Party Construction Work Baden on WeChat

The emergence of new media, such as WeChat, has brought new opportunities to the traditional Party construction work, which has greatly promoted the rapid spread of the Party's policies and the theoretical research results, facilitated the interactive communication between the Party organization and the pubic, and provided an equal discourse right for the people from all walks of life to express their opinions. However, at the same time, WeChat is also the "double-edged sword", so the Party workers must be fully aware of the risks and challenges posed by the WeChat platform to the Party construction work, so as to carry out the Party construction work better.

The freedom of speech has weakened the traditional mainstream values. Due to the anonymity of the Internet, netizens are free to make comments on the Internet as a "invisible man", and everyone has an equal discourse right and everyone has their own choices and hobbies, which can lead to the weakening of the mainstream discourse right and have a certain impact on the discourse right of the Party construction work since it has been dependent on the traditional media for a long time [10]. How to dredge and guide through effective ways to reduce the negative influence of the opening of the network becomes the problem that the Party affair staff needs to consider seriously. The openness of the new media has increased the Party's difficulty in guiding public opinion. The network has a large amount of information, including a variety of different values. These information is diversified and easy to retrieve, which makes some Party members vulnerable to the impact of bad values, thus weakening the pursuit of the ideal. Some of the Party members and the public transmit and disseminate some negative messages and even false messages due to their lack of strong political consciousness, so that they are not consciously evolving into the propagators of the bad values and make their thoughts changed.

Traditional Party workers have not set up the new media thought and do not have the corresponding consciousness and ability. At present, some Party workers do not know enough about the importance of WeChat, and even some comrades are worried about losing control of the information, so that they are resistant and unable to actively use WeChat to communicate public

opinion. Although some Party workers understand the operation and application of WeChat, they pay more attention to the functions of propaganda and education, and can not make targeted response to the demands expressed by the public in communication. Some comrades, although are aware of the powerful role of WeChat, they have not fully mastered the communication skills and laws of the new media platform, so that the communication has not achieved the best effect.

5. Summary

With the integration and development of traditional media and emerging media, grass-roots Party workers should correctly consider the role and function of WeChat, and transform WeChat's advantages and conditions conducive to disseminating Party theory into the new driving force of Party construction work in the new period. Big data of public opinion not only brings great pressure for people to collect and process massive data, but also provides a new way for the management of social public opinion. With the support of big data technology, social public opinion monitoring, emergency, early warning and guidance will be more scientific and effective.

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