

# Research on the Problems and Countermeasures of the Rural Party Building in the "Internet+" Times

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**Abstract:** In the new era, it is a major task to implement the rural revitalization strategy, so it is necessary to actively guide "Internet+" to deeply integrate with rural party building and contribute to its sound and orderly development. The Internet is a double-edged sword, so its effects should be faced squarely to actively explore the new mode of party building, change the old idea on rural party building and positively settle the objective problems with a view to fundamentally promoting Internet-based party building and laying a solid foundation for effective rural governance and optimized party and government work. Based on the fact that "Internet+" has opened a new era of rural party building, this article elaborates the significance of "Internet+" for rural party building, raises the problems for rural party building in China to integrate with the Internet and provides relevant solutions.

## 1. Introduction

At the Third Session of the 12th National People's Congress held on March 5, 2015, Premier Li Keqiang proposed the "Internet+" action plan for the first time in the government work report. With the iterative development of electronics and information technology, <sup>[1]</sup> almost every link in the economy and society has been covered by the network after three or four years of accumulation, "Internet+" has played an increasingly important role, and cyberization and informatization have penetrated into all aspects of learning, work, production and life, so the effects of "Internet+" on rural party building cannot be overlooked.

Since the 19th National Congress of the Communist Party of China, the Central Committee led by Xi Jinping has placed great emphasis on the Internet to strengthen grass-roots party building. As clearly stated by President Xi Jinping, party committees at all levels should pay high attention to the effects of informationized development on party building and make party work cover every place where the network develops.

As the key task in rural revitalization, it is crucial for rural party building to deeply integrate with "Internet+", which is also the inevitable road for rural revitalization.

## 2. "Internet+" has Opened a New Era for Rural Party Building

Since its founding, the Communist Party of China keeps innovations and development with the times. Its self-improvement is reflected both in the gradual development of party building contents and the constant upgrading of technical means and platforms used. Since its beginning, the Internet has changed the living habits of people and subverted many natural modes in commerce, which has played an important role even in the field of social public services, so it has become an indispensable tool and platform in the daily work and life of people. In this case, it is of positive significance to deeply integrate rural party building with "Internet+". <sup>[2]</sup>

First, "Internet+" has built a new platform for the party to promote and guide its thoughts and theories. The battlefield of thoughts out of control will be occupied by others. In the Internet era, especially the mobile Internet era, everyone is we-media and information spreads rapidly and tends

to distort so that people are likely to be confused by various information and even misinterpret policy information. Therefore, the integration builds a new platform for the party to promote its thoughts and theories.<sup>[3]</sup>With wide coverage, the Internet can be better guided by the party organization to provide a scientific and healthy network platform for rural party building, and its platform push function can be used to provide the leading and ordinary party members with the latest information so that they can understand the trends of the party and the state in a timely and comprehensive manner to educate and guide rural party members and masses to identify the political orientation; on the other hand, it helps the leading party members actively interact online with ordinary party members and form a transparent and clear two-way mechanism for communication, which promotes the leading party members to face, analyze and better solve problems to help the ordinary party members to face various online public opinions rationally and objectively, so the ordinary party members led by the leading party members can develop the habit of strengthening their minds and guiding their practice with Marxist theories.<sup>[4]</sup>

Second, “Internet+” has opened up a new way to improve rural party building As specified in the No.1 Central Document issued by the Central Committee of the Communist Party of China and the State Council in 2019, it is necessary to strengthen rural governance capacity. “Internet+” has opened up a new way to improve rural party building and effectively strengthened rural governance. Rural party organizations can take advantage of the high efficiency and convenience of the Internet to open up a new way for rural party building in terms of meeting organizing and information sharing. First, it breaks the temporal and spatial constraints on the meeting so that it becomes a new way for leaders to do organization work. Affected by the traditional idea, farmers used to live and work in the village, and the rural party building was often carried out by the village party organization through face-to-face communication, so they needed to gather for meetings. This was largely subject to temporal and spatial constraints, and the party building work was limited to one or several villages. As the market economy develops rapidly, many “new farmers” emerge in the countryside, most of whom leave home to work or study all the year round, and even party members can hardly attend the meeting of democratic life on time. In the “Internet+” background, rural party building is no longer subject to be temporal and spatial constraints,<sup>[5]</sup>for those who study or work at other places can share information resources through the Internet and the efficiency of information transfer is greatly improved. Second, due to convenient and pollution-free cloud technology, information sharing is on the new way. The Internet cloud space can be used for real-time sharing of digital resources so that the spirit of Central Committee documents can be conveyed more quickly and conveniently. In the previous party branch meetings, the party organization used to print all the superior documents for everyone, but now they can be shared on the mobile platform, which reduces the waste of paper and environmental pollution. For the online transfer of party building information, multimedia can also be used to vividly express the information through audio and video, which is of great fun to educate party members and able to effectively reduce the inconvenience of face-to-face communication, so these help party members speak out. Third, the innovation in rural party building is on the new way. Party members at other places can also share the news around them through the Internet with the rural party organization, which helps party building strengthen innovations and advance with the times and promotes the party organization to understand the ideological trend of ordinary party members. To improve rural party building, not only does the deep work of party members need to be improved by the party organization, but also the communication and interaction between rural party organizations need to be strengthened through the Internet, for villages have different situations and experience in party building, and information sharing helps rural party organizations learn from each other and progress together.

Third, “Internet+” provides a new carrier for the management and spirit education of party members. The rural party organization can establish an online party branch on the carrier “Internet+” for systematic management and spirit education of party members. First, in terms of standardized management of party members, compared with the paper data that tends to be missing and disappear, the information on the Internet, once successfully edited, can be saved stably and

safely. Party members today are highly mobile, and their personal files are at risk in the process of transportation, which can be avoided to a great extent by the database established through the Internet. The personal information and training experience of party members can be included in line with a unified standard and displayed through the database, and the data can be retrieved at any time they go to another party organization to study or work so that the resources can achieve orderly connection and dynamic statistics. Second, in terms of spirit education of party members, some small programs and APPs of party building can be developed on the Internet to allow party members to learn, answer questions and watch education videos online. With available Internet and enough power of mobile phone or computer, party members can arrange their own time and place for learning at home, in the workplace or at school based on their needs. In addition, the contents of education can also be diverse, such as vivid cartoons, interesting audio, revolutionary stories, or the latest speech of General Secretary Xi Jinping, to meet the needs of party members at different ages and levels for diversified learning and avoid homogenous, coercive and formalized learning so that the spirit education can be truly conveyed into the minds of party members.

### **3. Problems Faced by Rural Party Building under the Background of “Internet+”**

The new era tends to have new problems. As a double-edged sword, “Internet+” both improves the quality of rural party building and poses some challenges to traditional rural party building and brings about more prominent problems, reflected in the following two aspects.

First, fragmented network information causes cognitive biases of rural party members in party building. The diverse information on the Internet includes both positive information that highlights the theme of the times and some statements that distort the facts and vilify the party image, and some ordinary party members affected by fragmented information tend to lose their judgment, resulting in cognitive error and bias. Based on the accurate push of big data and algorithms, such incomplete fragmented information in the long run will give birth to other false information, and even some ordinary party members will unconsciously become disseminators. Besides, due to the pursuit of short, precise and fast communication in the Internet era, some party members cannot or would not like to understand party work so that they are unwilling to provide support or cooperation for the party organization policy, but there is no valid monitoring mechanism on the Internet for the existing party building system, so in the long run, this will be used by those with ulterior motives to incite negative emotions and affect public opinions, which will bring about negative effects on the cohesiveness of grass-roots party organizations.<sup>[6]</sup>

Second, the network information platform for rural party building can hardly play its role. In recent years, provincial and municipal party organizations have paid high attention to the party building website and received good responses, but it is difficult for the party building website at the township level to play its positive role. At the beginning of website construction, the township party branch can get strong support from national finance as well as guidance from some experts, but as the work node stops after the initial stage, the network information platform for rural party building affected by manpower, material resources and financial resources may lag in website construction and have ineffective website management. Without substantive content, the webpages and internal links of some village and township party building websites are less attractive to netizens, and without designated personnel responsible for management and maintenance, the information cannot be updated in time, difficult to attract the ordinary party members, so they cannot play their role. The construction on the mobile terminal is also perfunctory, for many “zombie accounts” and “zombie APPs” have only been used once, and even in some places the ordinary party members are required to download APP and leave messages in response to the superior inspection.

### **4. New Solutions to Rural Party Building Problems in the “Internet+” Era**

As the Internet technology develops rapidly, rural party building should be deeply integrated into the Internet to keep up with the trend, that is, to establish the Internet thinking and build talent teams for rural party building. Establish the Internet thinking. Thinking is before behavior, so in

order to solve the problems in rural party building, the thinking model must be first changed to abandon the inherent rigid thinking and establish the Internet thinking. The first step is to start from the thinking model of ordinary party members and combine with the needs of the audience to develop the Internet services favored by people. For example, more options can be designed for party members to participate in some online party branch activities so that they can combine with their actual situation to make a choice in line with their minds, and meanwhile, the message interaction platform should be improved to achieve timely response, which are all conducive to the temporal effectiveness of party building. The second step is to combine online and offline activities. For example, the activities on the website should synchronize with those carried out by the party branch with the data kept at any time. The offline data can be uploaded and the data can be shared online and offline at any time to motivate party members, increase their enthusiasm and reduce unnecessary troubles such as information omissions. In addition, network information should be diversified, and the characteristics of fragmented memory should be used to design short text or video to facilitate understanding and memorization. Second, build talent teams for rural party building.

## 5. Conclusion

Talents are crucial for rural party building, so a qualified talent team is necessary for rural party building in the Internet age. First, it is necessary to strengthen regular training of website construction and maintenance, new media operation, big data analysis, etc. so that the existing party building workers can master specific operational skills, help them solve the problem of "skill panic" and fundamentally alleviate their fear of the Internet. Second, it is necessary to recruit graduates of information technology, big data analysis and video production and include them into the party building team after political training to establish a full-time informationized party building team and use professional talents to smoothen the "last mile" of party building. Finally, in terms of promotion and selection of village party members, the Internet work of party and government leaders can be added to the evaluation system to improve the systematic evaluation on party building, upgrade the promotion mechanism and strengthen the enthusiasm of party building workers.

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