The Practice and Innovation Research of the Communist Youth League in Strengthening the Ideological and Political Work of College Students

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Abstract: The Communist Youth League in colleges and universities plays a very important role in the ideological and political work of college students. At present, my country has fully entered the era of new media. The era of new media has brought a very large impact on people's lives. People’s communication methods are more diverse. The forms and channels of information are also more diverse. Although new media has brought great convenience to people's lives and work, at the same time, it has also brought certain negative effects on the formation of values of some college students. In this context, the Communist Youth League of universities should play an important role in strengthening the ideological and political work of college students.

1. Introduction

In recent years, science and technology have developed rapidly, information technology has been widely used, and people have more and more ways to obtain information. Network information technology has enabled people to easily obtain various information. This has brought many challenges to the ideological and political work of college students. In response to this situation, the Communist Youth League in colleges and universities, as an important organization for the ideological and political work of college students, must keep up with the pace of development of times and promote ideological and political work through the reasonable application of relevant measures. Effective work innovation plays a vital role in improving the quality of talents in universities. Therefore, it is necessary to conduct in-depth research on related content.

2. Challenges Faced by the Communist Youth League in Strengthening the Ideological and Political Work of College Students

(1) Increased difficulty in ideological and political work.

Although the development of new media allows college students to have more access to the wider world outside, they can obtain information in a more convenient way, and the types of information obtained are more diversified, but they face some bad information and negative attitude values. Concepts, college students are also easily affected, making current college students’ thinking more complicated, and the Communist Youth League’s guidance of college students’ ideological and political work will also be hindered to a certain extent. Not only that, because it is more convenient for students to obtain all kinds of information, and all kinds of speech on the Internet are very free, it is difficult for schools to exclude negative and unhealthy information. As a result, some college students are affected by such bad information and their thinking is greatly affected. As a result, the thinking mode of some college students will even change. In such an era, because information dissemination is more difficult to control, the ideological and political work of the Communist Youth League in colleges and universities has greatly increased.

(2) The traditional working methods of the Communist Youth League in colleges expose some problems

The times are constantly evolving, and the operational thinking and work patterns of all walks of life are changing. For the Communist Youth League in colleges and universities, the traditional working methods have exposed some problems, which are obviously difficult to adapt to the current social background. If the Communist Youth League in colleges and universities does not reform and
innovate the working methods in line with the progress of the times, it will affect the work of the entire Communist Youth League. Efficiency and work effects are not conducive to the smooth development of college students’ ideological and political work. Under the new media environment, people pay more attention to autonomy, openness and equality. Under the influence of these ideas, college students also pay more attention to openness and autonomy. If the Communist Youth League still adopting the original method of work will make college students feel resentful and repulsive, which will affect the role of the Communist Youth League in universities and make it difficult for the Communist Youth League to carry out its ideological and political work smoothly and efficiently.

(3) The recognition of the Communist Youth League in universities is challenged

In the era of new media, some network organizations with common goals have appeared on the network platform, and these network organizations will affect the status of the Communist Youth League in colleges to a certain extent. The work of the Communist Youth League of the school is single and passive, but these network organizations on the network platform are more open and diverse, and are easily sought after and favored by college students. In this way, the status of the school's Communist Youth League in the minds of students will be shaken, and some students will even have a mentality of disapproving and disapproval of the college's Communist Youth League, which is very unfavorable to the smooth development of the Communist Youth League's ideological and political work.

3. The Significance of the Communist Youth League in Colleges and Universities to Strengthen the Practice and Innovation of College Students' Ideological and Political Work

(1) Able to cultivate the moral character of college students

In the traditional form of ideological and political work, due to the relatively backward ideological concepts and the failure to recognize the dominant status of college students, the concepts of people-oriented and harmonious development have not been effectively implemented, and they cannot effectively attract college students. Effective participation in the work affects the cultivating effect of college students' moral character. The reform and innovation of ideological and political work can not only promote the effective implementation of people-oriented thinking and make universities become the main body of ideological and political work, but also integrate ideological and political work with the reality of life, and provide care to college students and help them solve practical problems. To correctly guide its values, so that it can form a good moral character.

(2) Can give full play to the organizational role of the Communist Youth League

In the early stage, in the process of implementing ideological and political work, the Communist Youth League mainly focused on league cadres and grass-roots student cadres. However, the university student group has not been effectively guided, which makes it difficult to fully implement ideological and political work. To a certain extent, it affects the effectiveness of ideological and political work. The strengthening of innovation for ideological and political work can improve the comprehensiveness of the work, so that the ideological and political work can be fully connected with the interests of college students, and the effect of related work can be strengthened while increasing student participation.

(3) Can make ideological and political work more attractive

In traditional ideological and political work, not only the form of activity is relatively single, but also the way of propaganda is relatively limited, which makes it difficult for ideological and political work to effectively attract college students and restricts the smooth development of ideological and political work. The strengthening of innovation in ideological and political work can effectively enhance the richness of ideological and political work, make related activities more diversified, and innovate propaganda vehicles. Especially with the rapid development of information technology, the communication of college students is also changing. Using network information technology and new media platforms as carriers can further enhance the contemporary nature of ideological and political work and increase the attractiveness of ideological and political
work. Enable students to better participate in ideological and political work.

4. The Practical and Innovative Strategies of the Communist Youth League in Strengthening the Ideological and Political Work of College Students

(1) Update the ideological and political work system
In order to promote the innovative development of ideological and political work, the relevant work system should be updated, more innovative forces should be obtained, the resources of ideological and political education should be integrated, and the effectiveness of all aspects of work should be improved.

(1.1) We should focus on integrating moral education resources at the teaching level, scientific research level, and management level to create a relatively good education environment. Colleges and universities are important venues for college students' daily life and study. The Communist Youth League should focus on creating a good environment on campus, setting up a good mainstream moral system for college students, so that it can form its own moral evaluation standards and form an educating role. In the daily work of the Communist Youth League, cadre and counselors and other motivated personnel should lead by example, set a good example of moral character for college students, jointly create a good campus moral environment, and pay attention to the excavation and utilization of ideological and political resources.

(1.2) Do a good job in ideological and political work in professional education. The Communist Youth League in colleges and universities should not only pay attention to the ideological and political education within the league organization, but also the ideological guidance in professional education. For professional education classrooms, the Communist Youth League should cooperate with teachers. While cultivating students' professional abilities, it also needs to focus on ideological guidance and incorporate ideological and political education elements into classroom teaching. In terms of the second classroom, the Communist Youth League should also focus on cultivating college students' good moral character and humanistic literacy, give full play to the positive role and advantages of the second classroom, and focus on enhancing students’ sense of innovation, interpersonal communication and frustration resistance, etc. The work quality of ideological and political education.

(2) Cultivate the ideological and political work ability of league cadres
In its daily work, the Communist Youth League in colleges and universities should pay attention to cultivating the good ideological and political work ability of the league cadres, and form an ideological leading ideology, mainly because the league cadres are the core force in the Communist Youth League, and the ideology and ideological and political work ability will produce the implementation of the overall work. Therefore, it is necessary to strengthen the training of league cadres and pay attention to the ability of league cadres in daily work. This can effectively guide the thinking of college students, prevent the influence of Western ideology on college students’ values, and demonstrate the backbone role of league cadres. For league cadres, they are required to have a certain level of moral quality, political theory, and practical operation. They can actively adopt new methods in their own ideological and political work, publicize the theory of socialism with Chinese characteristics, and give college students a certain degree in their daily work. Care, communicate with each other emotionally, use emotional communication, ideological education, etc., to enhance the trust of college students in the league cadre, form appeal and cohesion, and ensure the effective implementation of ideological and political work. In addition, in order to cultivate more league cadres with ideological and political work literacy that meet the standards, the Communist Youth League of colleges and universities needs to actively build student associations, in-depth investigation of the actual development of student associations, and form a good ideological position under the leadership of the league cadres. Use the various innovative activities in the club to cultivate good ideological and moral qualities of college students.

(3) Actively adopt network information technology
In recent years, in the context of the rapid development of network information technology, the work channels of the Communist Youth League in colleges and universities have begun to increase.
New media platforms such as Bo, broaden the communication channels between Communist Youth League organizations and college students. For example, the Communist Youth League in colleges and universities can use the network platform to create ideological and political theory competition projects for students, organize students to actively learn political theory knowledge, and then participate in competition activities. At the same time, the new media platform can also be used to disseminate various videos, pictures and information about ideological and political education for college students, so that college students can learn and get in touch with relevant ideological and political knowledge anytime and anywhere, and create a good ideological and political cultural environment. Under the subtle influence, a correct outlook on life and values will be formed, and ideological and moral quality will be improved. In the process of adopting network technology, the Communist Youth League of colleges and universities can integrate fashion elements, entertainment elements and fun elements into ideological and political work, enhance the interest of various practical operations, and enable college students to actively participate in related activities and enhance the ideological and political work of the Communist Youth League Implementation level.

References

