

The Innovation of Internet Plus Party Building for College Students

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Abstract: The Party building work for students in colleges and universities is an important task of higher education in China. In the background of the Internet plus, the Party building work for college students faces many opportunities and challenges, and the situation is more complicated than it used to be. Colleges and universities are the breeding bases for national talents. At present, although the network Party building work for college students has achieved certain results, there are still many shortcomings that need to be improved. This paper seeks the innovative ideas of Party building work for college students in the background of Internet plus to improve the quality of Party building for college students.

1. Introduction

The Party building work for college students is an important part of the ideological and political education in colleges and universities. It is an important force to cultivate the reserve force of the Party and deepen the mass foundation of the Party. It is also a powerful way to improve the ideological and political literacy for college students. Only by continuously innovating the work model of Party building for college students can the ideological and political work for college students be implemented to ensure the healthy and sustainable development of Party building for college students. The combination of the Internet and Party affairs will gradually expand the mode and method of Party building. Through the application of the Internet platform and big data technology, the modernization of Party building has become a new trend. It is necessary to use new technologies to create a new media Party building system with the characteristics of the times, so that it is more in line with the particularity of Party building work in colleges and universities to expand the continuous improvement of the comprehensive quality of party members in colleges and universities.

2. The importance of the innovation of Internet plus Party building for college students

The Party building is a systematic project, and the Party building work for students in colleges and universities is a huge project. It mainly includes the development of college Party members, the Party spirit education of Party members, and the management of college Party organizations. In the background of the Internet plus, the Party building work for college students has taken on new features. It is reflected in the openness of the network environment, the interactivity of the subject, the richness of the content, the convenience of the method, etc. [1].

In the network age, the Party building work for college students is the inevitable result of the development of the times. The Party building work for college students faces changes in ideological diversity and other aspects. Developing Party building in colleges and universities in the network environment is conducive to strengthening the Party's basic organization construction. It is of great significance to launch the Party building work for college students in the background of network.

In the network era, the work of Party building for college students is a breakthrough of science and technology in Party building. In the new era, the work carrier of Party building for college students has broken through the immobilized work form represented by newspapers and periodicals in the past. The application of the new carrier of the Party building work for college students puts forward a new task for the ways of Party building work. Online work such as Party building network information platform for college students can solve the difficulties of the management of

Party members.

The mechanical extension of the non-traditional work Party building for college students in the network background is the innovation of the traditional work mode, and it is the main position to publicize Marxism-Leninism, the scientific development concept and Xi Jinping's thought on socialism with Chinese characteristics in the new era. In the network era, the work of Party building for college students is very intermingled. The Party building work for college students in the network era mainly relies on the support of the rapid development of network technology. There is no obvious difference in the work focus, which can greatly improve work efficiency and concretely realize the innovation of work mode.

3. Opportunities and challenges for Party building for college students in the network era

3.1. Opportunities for Party building for college students

In the network era, there are new opportunities and challenges for party building work for college students. The Party building resources are abundant in the network. There is a lot of work space at the users layer of the network terminal. Party members of college students should make full use of the huge information resource database of the network. The network can widen the vision of college students and greatly enrich the work content of Party building for college students. Many advantages of the network provide a broader knowledge base for Party building work for college students.

The form of Party building work for college students gradually shows the characteristics of modernization. Colleges and universities have gradually integrated the Party building for college students into network informatization, gradually realized the interactive working mode of two-way communication between Staffs in Party affairs and student Party members, and attach importance to the ideological exchange between teachers and students. The working form in the network platform is more flexible. In the traditional work mode, the method is limited to face-to-face work mode such as classroom teaching. The educated can only understand well when they are receiving education. Combining the party building work in the network background with the traditional working mode can achieve better effect Party building work for college students.

3.2. Challenges for Party building work for college students

In the era of internet, the Party building for college students is facing the challenge of the infiltration of Western culture. Western culture is still at the leading level in the world, and it promotes an improper strategy of cultural colonization in the wave of globalization. Western capitalist countries have promoted the China threat theory and popularized cultural aggression to curb the pace of socialist progress, and attempted to infiltrate China's excellent traditional culture with Western capitalist traditional culture.

Young people in our country accept new things faster and are more likely to be exposed to foreign cultures. Teleplay is an intuitive manifestation of culture. It can influence the way of thinking and the value of life imperceptibly in the audience's acceptance. Western countries are trying to spread TV drama works on the Internet to implement cultural colonization policies for young groups. Staffs in Party affairs of college students should actively build a firewall in their thoughts and strive to build a positive and harmonious working atmosphere for Party building on campus[2].

The network is easy to bring about negative effects to Party members of college student. College student party members are active in thinking and are susceptible to diverse cultures. They lack social experience and practical ability. In the network environment, a lot of information is filled with the senses of Party members of college students. College student Party members are often unable to choose them rationally, which makes their ideological state more and more complicated. In the virtual network environment, the Party members of young students are easy to fluctuate and their collective consciousness is weakened.

3.3. New Requirements for Party building for college students

In the network age, the Party building for college students faces a new task. It requires the Party building work to adhere to the fundamental purpose and adapt to the characteristics of the new era to build a high-quality work team of students. It is necessary to be consciously aware that social consciousness and opinion of value tend to be diversified. It is urgent to strengthen ideological awareness, guide college students to absorb the excellent elements of human civilization, resist backward ideological and cultural, and help them withstand various tests.

The Internet has gradually become an important channel for contemporary college students to acquire knowledge. Party building in colleges and universities should strive for innovation and improvement. The development and popularization of the network has realized the intelligent level of social production, promoted the development of human culture and promoted people's understanding of foreign cultures. Colleges and universities that cultivate the backbone of socialist construction face the impact of the network. The characteristics of Party building in the new era are the new requirements for the innovation of Party building for colleges and universities.

4. Problems in the Party building for college students in the network age

At present, China's major colleges and universities have taken advantage of the network and have achieved many achievements on the network front, showing that Chinese Staffs in Party affairs can attach importance to network technology. Meanwhile, there are still some problems in Party building in colleges and universities, which hinder the healthy development of Party building in colleges and universities in the new era. It can be seen that there are some problems in the current work, such as the outdated concept of workers, the need to update the content of work, and the single working method.

There are still phenomena in the colleges and universities that the development of the network era is not fully integrated with the Party building for college students. There are obvious situations in which the ideological concepts are old-fashioned. Many Staffs in Party affairs are old-fashioned, they do not have a thorough understanding of the network behavior of Party building for college students, and directly see the negative aspects of network technology. As a result, most theory researches on Party building work for college students can not go deep into the objective practical work, lacking of direct theoretical guidance and restricting the speed Party building for college students to a certain extent.

The object of education in Party building for college students is an important component of the work. At present, the teams of college students in colleges and universities are young people with high IQ and a wide range of interests. If the content of Party building can't actively arouse the interest of college students and can't express the content of Party building in a new form, it will not produce good results in Party building. The current Party building for college students still stays at the level of learning the Party's basic theoretical knowledge, mainly aiming at the work mode of face-to-face education. Some colleges and universities use the Internet to carry out Party building work, but they are often mere formalities. Part of the origin of the content of Party building on the Internet is false. The ideological and political education of Party building for college students on the network level lacks effective interaction. Many workers are not willing to manage their internal operations in order to achieve work efficiency, which makes the network Party building unable to fully serve the Party building for college students[3].

5. The innovation thoughts on Internet plus network Party building for college student

5.1. Innovation of network ideology

The innovation of Internet plus Party building for college students should be carried out from the aspects of network concept innovation, network security awareness system innovation and so on. The innovation of Party building for college students must update the ideas and concepts. Staffs in Party affairs in colleges and universities must keep up with the times to adapt to the changing

circumstances of their surroundings. It is necessary to deeply reflect on the experience and lessons of the Party building for college students in China for a long time. If Staffs in Party affairs fail to change their thinking in time and stick to the old way of thinking, the theory of Party building will lag behind in practice. Staffs in Party affairs should skillfully apply the theory of socialism with Chinese characteristics to change the traditional way of thinking, comprehensively arouse the interests of the majority of staffs in Party affairs, properly promote the implementation of various tasks of Party building on the road of development and abandon the work attitude of not being aggressive.

The vitality of Party building for college students is mainly embodied in keeping pace with the times. It is necessary to closely follow the characteristics of the times of autonomy and creativity, constantly broaden the horizons of staffs in college Party affairs, and firmly grasp the subtle changes in various knowledge fields. It is necessary to get rid of the mistaken idea that the Party building for college students is a timely task and ineffective, and solve the practical problems accurately from various perspectives. Doing a good job with a scientific and rational work attitude.

5.2. Achieving the innovation of content and method relying on the network

In order to innovate the Party building for college students in the network background, it is necessary to actively explore the characteristics of the new era, use the excellent spirit of the times to implement the content of Party building for college students, and take the people-oriented as the purpose throughout the innovation of Party building for college students. Studying the psychological dynamics of student Party members and guiding the ideological and political education of student Party members with scientific methods. It is required to change the content from single to multiple-dimensional, the method from passive to active, so as to create the necessary conditions for the innovation of Party building for college students.

Staffs in Party affairs should make great efforts to study modern information technology and establish a new platform for Party building. They should actively enter the network environment, build a propaganda and information platform in the network position, and carry out Party member education activities for college students in time by means of digital bulletins. Online voting, issuing and collecting questionnaires online could be developed to save time and implement management education for college student Party members from multiple dimensions. Faced with the educated group of young student Party members, staffs in Party affairs should constantly deepen the content of Party members' education and give college students a civilized and scientific learning method for Party building.

5.3. Achieving the innovation of the guarantee mechanism relying on the network

The Party building for college students should continue to strive to strengthen the knowledge base of party members. It is urgent to cultivate a high-quality Party building force with strong ability in ideological and political appraisal to achieve full penetration of party building for college students[4].

In the construction of Party building team for college students in the network era, attention should always be paid to grasping the solid theoretical knowledge of the Party and possessing complete scientific knowledge. Staffs in Party affairs should have sufficient comprehensive knowledge of relevant disciplines. A wealth of knowledge is conducive to the development of work. It is necessary to be with noble network quality. Network quality is the cultivation of information-based thinking mode in the new era, such as skilled information operation proficiency. In order to further provide guarantee for the Party building for college students, the investment in the application of information media and network technology for college students should be increased.

5.4. Achieving the innovation of work platform relying on the network

The college community should actively take the theoretical study and the Party building into the network, and occupy the commanding heights of the network culture with healthy ideological theory, making it an important tong for the positive propaganda of Marxism and scientific

development concept for all students in college students' living communities, and making student Party members more relaxed in the dormitory areas. The popularity of the Internet in the dormitory is comprehensive. Implementing the Party building for college students through the network in the dormitory environment is the direction of innovation of Party building.

Establishing a dormitory committee with student party members as the main members, including the posts of student housemaster and headmasters, is aimed at students' autonomy, self-service and self-education. The new student group that uses the extracurricular time to carry out the Party building for college students can realize the extension of the team of college student Party members. Staffs in Party affairs should actively encourage students to join the ranks of the Party members, and call on them to create civilized housing areas together with other student cadres to provide students with a stage to show themselves, making the dormitory an important position for the construction of campus spiritual civilization.

6. Conclusion

The Internet brings new opportunities and severe challenges to the Party building for college students. This paper analyzes the opportunities and challenges faced by the Party building in the network, and expounds the important significance of the innovation of the work of Internet plus Party building for college students. It aims to promote the healthy development of the Party building for college students in the network information age. They must keep pace with the times to adapt themselves to the rapid updating of knowledge. Expanding the vision of Party organizations and sharing various information resources will greatly improve the learning ability of Party members and facilitate the work of Party building for college students. Absorbing advanced foreign cultural concepts through the education and publicity activities launched in the emerging Party building platform. As long as they persist in advancing with the times and innovating and improving, a better and more comprehensive network Party building for college students will surely be achieved.

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