

## Research on the Construction of “Micro Party Courses” Platform in Independent Colleges and Practical Experiences

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**Abstract:** As a new model of Party building, “micro party courses” is of great significance for independent colleges in innovating the Party building work, better serving the development and educational management of student Party members, improving the overall quality of student Party team, and promoting the work of Party building to conform to the trend of the times. Rising in recent years, “micro party courses” is at the stage of exploration and development. Lacking experience and innovation abilities, some party workers in independent college are facing difficulties in the application and management of “micro party courses”. In this context, around the main line of the construction and practical experience of the “micro party courses” platform in independent colleges, this paper comprehensively analyzes the construction of “micro party courses” platform in major independent colleges, studies relevant researches on existing practical experiences, and puts forward some suggestions on the construction and practical research of the “micro party courses” platform in independent colleges.

### 1. Introduction

With the advent of the Internet information age, students and teachers can access to a large amount of network information every day, which largely promotes the emergence and application of “micro party courses”. “Mini-Party classes” are also known as “micro party courses”. The traditional Party school curriculum has drawbacks such as tedious, dull lectures and inefficient teaching methods. In view of these shortcomings, since the Eighteenth National Congress of the CPC, the Beijing Municipal Education Committee has introduced “micro party courses” into the work of Party building in colleges and universities with the help of Internet and Weibo, a micro-blogging service platform. This kind of micro-Party class, which first appeared in grass-roots party organizations such as streets and communities, are the new carrier of Party education in conformity with the new era. The gradually formed “micro party courses” model is an effective method to promote the normalization of organizational life. With the goal of realizing the concretization and standardization of Party members’ education and management, the courses give full play to schools’ function of strategic fortress. In a relatively short period of time, micro-Party lessons use small cases or micro-practice to propagate the general principles of CPC, inspire people and stimulate emotion. The teaching time of micro party courses is relatively short, which greatly saves the time of learning and is conducive to improving the learning efficiency. As an innovative way of Party building in colleges and universities, “micro party courses” not only helps to transform the Party’s policies into topics concerned by college students, but also helps to transform the socialist core values into daily examples. To a large extent, micro party courses transform the lofty ideal of communism to the actual development needs of college students; they provide a broader platform for college students to grow and improve their Party spirit. As an innovative form of Party school curriculum, “micro party courses” is not only an innovation of political education, but also a powerful complement to the traditional Party school curriculum. This paper aims to improve the quality of Party training for teachers, students, Party members and Party cadres in independent colleges, and to strengthen the construction, perfection and development of the “micro party courses” platform in independent colleges.

## **2. The Necessity of Building “Micro Party Courses” Platform in Independent Colleges**

Currently, Party lessons in many colleges and universities still adopt the traditional mode. In the class, “the lecturer sits on the chair, reading a chapter from the newspaper, or a paragraph from the Party constitution or regulation. Listeners are drowsy and do not fully understand the teaching content. Students keep their eyes wide opened, while the lecturer is absent-minded.” The “micro party courses” is an innovative model of Party school curriculum based on smart phones, Internet and other new media; the teaching process is carried out through Weibo and WeChat, a mobile text and voice messaging communication service platform. The construction of micro party courses platform is of great significance. First, the teaching content is close to reality. Cases based on real life are highly acceptable. Many “micro party courses” integrate practical cases and campus news with the Party’s theory. To a large extent, the teaching of theory is transformed into daily stories. The combination of macro-theory and life events not only popularizes the Party’s theoretical knowledge, but also influences students and guides them in a subtle way. Students can find examples from their surroundings, and learn to contribute from the actual life. The course also combines serious “official language” with simple and easy-to-understand network language, transforms the Party’s lines, principles and policies, and demonstrates theoretical knowledge vividly and humorously in plain and understandable language, thus making the publicity and education work more acceptable. Secondly, school organizations should break through restrictions and increase the participation degree. The traditional Party education in independent colleges generally adopts face-to-face lectures and concentrates on teaching at the same time and at the same place. The teaching organization is a problem; students’ acceptance is not high. The emergence of “micro-Party lessons” can break the limits of time and space. Students can learn independently at anytime and anywhere according to their own situation; they can make better use of their fragmented time. Finally, the carrier of “micro-classroom” is novel, efficient, interactive and entertaining. At present, the new media has abundant information resources and convenient communication mode. It is the most important communication carrier in today’s information society and an important channel for independent college students to obtain and exchange information. While implementing the Party’s theoretical knowledge, college students can actively participate in the teaching process through the functions of reply, dialogue and sharing, so as to change the pure theory imparting into equal dialogue and enhance interaction. This kind of participatory and interactive education mode effectively strengthens the principle status of college students, and increases the effectiveness of Party education.

## **3. The Current Situation of “Micro Party Courses” Platforms Built in Independent Colleges**

Nowadays, “micro party courses” becomes a new carrier for the construction of learning-oriented Party organizations at the grass-roots level in independent colleges. Major colleges and universities improve the construction and development of “micro party courses” platform through various methods, such as holding “micro party courses” contests, carrying out “micro party courses” open class demonstration and evaluation, exploring Party building teachers like Chuan Xu, who turns into an Internet celebrity. However, the platform construction of Party school “micro-curriculum” in independent colleges is relatively lagging behind. Wenjing College of Yantai University is an example.

(1) The network competitiveness is poor; the content of regular learning education lacks innovation. Party members and activists of Party application usually adopt the traditional form to study. Except for the Lighthouse Online Question System of Shandong Province, there is no systematic platform for “micro party courses”. The Information Department releases the Blue and Black Cloud Class System, but it can only be used in the study and memory of theories and current political knowledge. Other departments mostly publish Party building information and news which are released by authoritative official accounts on their own WeChat official platforms. For example, the Management Department and the Accounting Department have set up a column of “Two Studies, One Action” in the official account. But the forms are single and not relate to students’ life. Few

students check these messages; the publication effects are not good.

(2) The team's technical literacy is not strong and cannot provide enough technical support. The effective application of the "micro-classroom" platform requires the Party building team to grasp and flexibly use the constantly updated network technology. However, some Party workers still adopt the traditional working methods, and do not have enough understanding on the network world or network technology. It is difficult for them to adapt to the development requirements of the "micro party courses" model. That phenomenon hinders the "micro party courses" to play its role.

(3) The contents of micro party courses are quite simple and lacking novelty and innovation. Many micro party courses are still obscure and monotonous; the design of content module is conservative and lacks innovation. The micro-Party "lessons" should pay more attention to increasing knowledge contents, and enhancing its practicality and enlightenment, which can provide practical guidance for teachers and students. The single excerpt of "micro party courses" lacks overall design. Some people cut traditional party courses into several pieces to realize the "micro" characteristic, and transform each part into a micro-Party lesson. These "excerpts" are not properly designed. One lesson is just a lecture of the Party lesson, rather than an independent micro party courses in real sense. The overall design is not innovative, which affects the teaching effect of the whole micro party courses.

(4) Background management is inadequate; the platform does not take initiative or play its leading role. Analyzing from the management of "micro party courses", following facts can be found. Due to the insufficient information management after class, teachers cannot help students to follow the ideological trend. They miss the opportunity to interact with students and disseminate the mainstream ideology. It is also easy to arouse the enthusiasm of students to participate in the construction of "micro party courses". How to publicize and learn the Party's theoretical knowledge timely, how to increase the participation degree of students, and how to make the "micro party courses" relate to students of independent colleges, are problems need urgent solutions in the Party building work of many independent colleges.

#### **4. The Practical Experience of Existing "Micro Party Courses" Platforms in Colleges and Universities**

At present, "micro party courses" have been accepted and promoted by many grass-roots Party organizations. It has been accepted and studied by grass-roots Party organizations, Party branches and Party members in colleges and universities in terms of learning documents, propaganda policies and other teaching and learning courses. Through research on these practical experiences, this paper summarizes the features of existing "micro party courses" platforms established in some colleges and universities.

(1) Su-hui Li, Chen-chang Zhou, Xuan Yu and Jin Yao published the article named *Improving the Operation Mode of Micro Party Courses in Colleges and Universities through the Course Changing Platform*. The paper analyzes the current situation of Party building in higher vocational colleges, and explores the current curriculum operation mode of micro-Party schools in colleges and universities. Combining with the current "small Party model", this paper puts forward the suggestion of "constructing a small Party curriculum model platform and improving its operation model" based on the "changing course" platform. These problems can provide reference for the construction of "micro party courses" platform under the new situation.

(2) Jie Xu from the School of Foreign Languages, Nanjing University of Science and Technology published the article *Exploration of Theory and Practice of Micro Party Courses in Peer Colleges and Universities*. Based on the study of peer education at home and abroad, the paper evaluates the curriculum system, the organization and implementation, as well as the condition guarantee of micro party courses education, enriching the theory of ideology and political education of college students.

(3) Chuan Xu from Nanjing University of Aeronautics and Astronautics, who adopts the name of "Xu Chuan from Nanhong" is a typical case of "micro party courses". In his WeChat account, Chuan Xu constantly describes people around him. His sincere attitude is integrated with the witty

and interesting language, which attracts a large number of young students. Many ideological and political teachers from colleges are also attracted by him. They must study his WeChat account and absorb nutrition before class. Xu believes in the process of growing up, all confusion can have a platform for communication: that is the actual ideological and political education. Sincere heart is the most important for ideological and political teachers. The company is the longest confession of love. However, besides accompanying, teachers also need to tell stories and teach methods to turn the wall into a bridge. When Marx tells stories in a way that his students like, he must be very cute. At present, “Xu Chuan from Nanhang” has absorbed millions of followers, receiving about 100,000 questions a year. Only 10% of his fans come from the China Southern Airlines. The cross-school ideological and political classroom on the Internet makes Chuan Xu’s influences spread throughout the country.

## **5. How to Build a More Mature and Diversified “Micro Party Courses” Platform**

In the Tenth Five-Year Plan, it is proposed that we should strengthen the construction of network ideological and cultural fronts in the new era, construct high-quality contents on the network, develop positive energy culture in the Internet and create new mainstream media. It poses a new challenge to the Party’s building work in independent colleges. According to investigation and analysis, following construction methods are proposed.

(1) Establishing an innovative educational model of “small Party course” in independent colleges. Weibo, WeChat and micro-video are new network creatures and new network media. In order to use them effectively, Party workers in independent colleges must change their working concepts, and strengthen their understanding of Weibo, WeChat and micro-video applications. Nowadays in independent colleges, some people do not understand the education mode of “micro party courses”, while the majority of people do not use this mode. “Micro party courses” are basically ineffective; that situation must be altered. Party workers should pay attention to the cultivation of network education awareness, strengthen network knowledge training, adjust the structure of grass-roots teams, and change traditional work concepts, so that the “micro party courses” can truly play its role in colleges and universities.

(2) Establishing a network-based platform for micro-curriculum of Party schools in independent colleges. Independent colleges should pay attention to grasping the psychology of college students. They like to use new media platforms such as Weibo, WeChat and micro-video App to express their feelings and opinions, and record their moods. College students also like the new communication mode. Independent colleges should make the best use of this trend, give full play to the role of Weibo, WeChat, micro-video application and other new media tools in Party education, and build network platforms for “micro party courses”, such as Weibo accounts and WeChat public accounts of college Party organizations to enhance the effectiveness of Party member education.

(3) Innovating the teaching methods of micro-courses in Party schools of independent colleges. Traditional Party school courses in independent colleges usually take the form of centralized face-to-face teaching; the acceptance degree of students is very low. Most students are outside the class; the effect of Party education is poor. This is a prominent problem in the education of Party members in colleges and universities. Colleges and universities can combine centralized face-to-face teaching and online “micro party courses” together, publishing some contents which are easy to understand through Weibo, WeChat, micro-video or other forms and encouraging students to respond. The authority need to give full play to the advantages of convenient and timely interaction, build a good environment in which teachers and students can cooperate and interact with each other in and out of the classroom. Then the effect of Party education can be further improved.

(4) Party organizations of independent colleges can create Weibo and WeChat official accounts, guiding student Party members and activists of Party application to follow each other, and organize Weibo and WeChat groups which are composed of Party branches, college student Party members, activists of Party application and ordinary college students. On public platforms such as Weibo and WeChat, micro-services can be realized. Student Party members and activists are under the

supervision of all teachers and students; they gradually form the aim consciousness. Students and the masses can “raise questions and seek for help on Weibo and WeChat; their appeals can be satisfied through Weibo and WeChat; they can also put forward suggestions and share experience on Weibo and WeChat”. Through these methods, student Party members can constantly enhance their understanding on the Party in practice, consolidate their theoretical basis and better play the vanguard and exemplary role.

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