

Research on the Construction of WeChat Platform for the Party Construction of Students in Private College

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Abstract—In view of the proportion and use characteristics of WeChat in the students' group and the current situation of informationization of Party building in private colleges and universities, this paper fully expounds the necessity of building WeChat platform for students' Party building in private colleges and universities, puts forward the application ideas of WeChat platform in Party building in private colleges and universities, and gives four specific measures. Through the effective operation of WeChat platform, this paper realize the "micro" contacts between Party organizations, Party members and the masses, agglomerate the "micro" forces of Party building, promote the informationization of Party building, make Party building work having a distinct atmosphere of the times and maintain vigorous vitality at all times, and provide abundant impetus and strong guarantee for the development of private colleges and universities.

Keywords—Private Colleges and Universities; Party Building; WeChat Platform

I. INTRODUCTION

According to the 43rd China Internet Development Statistics Report, by December 2018, the number of instant messaging users in China had reached 792 million. Among them, the absolute utilization rate of WeChat users was the highest with 83.4%. It can be seen that WeChat has become the most popular instant messaging application tool in China. In the use group, the student group occupies the first place with the proportion of 25.4%. With such a large scale of users, WeChat is no longer a simple social tool among college students, but a multi-dimensional ecological circle that disseminates social culture, mediates psychological feelings and exchanges multiple ideas. Therefore, it is of great practical and innovative significance to use WeChat to carry out student party building in private colleges and universities. It can promote the continuous development and expansion of the ranks of student party members in private colleges and universities, improve the ideological awareness of student party members, and train excellent and high-quality student party members in private colleges and universities.

II. ANALYSIS OF THE CURRENT SITUATION OF INFORMATIONIZATION OF PARTY BUILDING AMONG STUDENTS IN PRIVATE COLLEGES AND UNIVERSITIES

A. Lack of Full-time Staff and Scientific Management

With the rapid development of Party building among college students in China, the ranks of college student Party members are growing, and it is more and more difficult to educate and train college student Party members. Most private colleges and universities do not have full-time party construction personnel in charge of grass-roots party building work, most of the party building work is part-time by counselors who are under tremendous pressure and test in time and energy, it is difficult for them to handle both aspects well. Therefore, there are many problems in private colleges and universities, such as tight education before and after joining the Party, insufficient training of the developed Party members' follow-up education, single form of theoretical learning and insufficient leadership of Party members[1].

B. The Work Form Is Single and the Effect Is Not Obvious

At present, most private colleges and universities follow the previous basic working mode in Party building work, such as "three sessions and one lesson". The traditional top-down party education mode is easy to cause "What I say goes." situation[2], There is not enough attraction for student Party members, they can only passively receive information, and it is difficult to translate practical Marxist beliefs into their own beliefs.

Because of the large number of students in private schools, the number of Party members in private schools is larger, the task is heavy, and there's not much time to organize Party members to lead an organizational life. As a result, the enthusiasm of Party members in theoretical learning and participating activities is not high[3], and the work of Party building in private colleges and universities can not break through the bottleneck and reach a higher level.

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III. THE NECESSITY OF BUILDING A WECHAT PLATFORM FOR STUDENTS OF PRIVATE COLLEGES AND UNIVERSITIES

A. Utilizing the Functional Characteristics and Advantages of WeChat

Party building in Colleges and universities plays an ideological and value-oriented role, which is the unchanged theme in any historical period. After continuous research and development, WeChat now has the main working system of WeChat Group, Public Number and Friendship Circle. It has the functions of real-time communication, instant messaging and instant content dissemination[4]. It has the advantages of convenient information dissemination, fast dissemination, diversified means, strong interaction and low cost.

With the help of WeChat platform, the party building workers of private colleges and universities can timely convey the spirit of the Party to students through WeChat group and public numbers, and influence students through colorful and attractive activities of Party organizations, so as to strengthen the education of ideas and beliefs of college students in the new period and correct the ideological and value orientation of student party members[5]. At the same time, through timely interactive exchanges, students' thoughts and demands can be timely understood, party organizations' activity arrangements can be conveyed, and work tasks can be supervised, thus achieving "zero distance" communication and exchanges between Party organizations and student groups.

B. It Is Determined by the General Characteristics of Party Members

With the change of the new situation of international and domestic work, many new situations and new problems have arisen among student Party members in private colleges and universities[6]. Their ideological status and behavior consciousness are more diversified and individualized, which are manifested in strong utilitarianism, lack of theoretical level, self-centered, lack of belief and impure motivation to join the Party, etc. They can not give full play to the exemplary leading role of student Party members.

Developing Party building in private colleges and universities through WeChat platform can change the previous education mode which mainly focuses on inculcation, and facilitate the communication and interaction between Party members and students[7]. In the new era, college students are more willing to contact all kinds of new things through the new media. Therefore, party workers in private colleges and universities can innovate the way of Party building by building a WeChat platform of Party building, combining with students' own thinking and behavior characteristics. Through convenient online service, student Party members can keep abreast of the latest information within the Party, learn the latest theories, principles and policies of the Party, and further improve their theoretical level and ideological awareness.

C. The creativity of Work Close to the Trend of the Times

The Decision on Several Major Issues Concerning Strengthening and Improving the Party's Construction under the New Situation points out that we should do a good job in

laying the foundation for grass-roots Party building, consolidating the organizational foundation of the Party in power, and constantly promoting the work innovation of grass-roots Party organizations, so as to enhance the vitality of grass-roots Party members[8]. In the information age, WeChat provides a new platform for private colleges and universities to learn and propagate the Party's ideological and theoretical plate, and provides a new carrier for the construction of grass-roots Party organizations. Based on this, with the development of the information age, combining with its own characteristics and development laws, private colleges and universities actively explore new ways of network party building, innovate new ideas of network party building, effectively promote the new development of university party building, and form the operation mechanism of grass-roots Party branch construction with the development characteristics of private colleges and universities.

IV. APPLICATION OF WECHAT PLATFORM IN PARTY CONSTRUCTION OF PRIVATE COLLEGES AND UNIVERSITIES

A. Overall Coverage

With the development of information technology, mobile phone as a communication tool has become an indispensable part of our life, especially the increasing dependence of college students on mobile phones. We should not only build a platform for Party building in private colleges and universities for a moment, but also cover the whole process of Party building in private colleges and universities. Through the "WeChat Platform for Party Construction", we will publish the latest developments in Party construction, carry out rich and colorful education activities on Party construction theme, improve theoretical accomplishment, strengthen ideological education, and give full play to the ideological guidance and public opinion-oriented role of Party construction work in private colleges and universities[9].

The column setting of WeChat platform for Party building should include the Party building work of student groups at different stages, such as the enlightenment education for new students joining the Party, the training and investigation education for activists joining the Party, and the follow-up management education for student Party members after joining the Party. In this regard, we can set up different functional modules and design targeted Party-building education catalogues, such as party building dynamics, party history review, current affairs hotspots, student branch dynamics, party members' image model, interactive message and so on, to keep abreast of the situation, close to reality, so that students have more right to know, to speak and to participate, and to stimulate college student Party members to establish self-education, self-management and self-service awareness.

B. System Collaboration, Highlighting Interactivity

Using the powerful function of WeChat to build a systematic and cooperative work platform is the core issue of effectively carrying out the work of WeChat platform for Party building. Through the research, we believe that private colleges and universities can form a "trinity" to coordinate the

construction of the Party through the construction of WeChat platform, WeChat group and WeChat circle of friends. Make full use of the various functions of the WeChat platform for Party building, better strengthen the interaction and communication between Party members and Party organizations, enhance the initiative of university student Party members in learning, normalize the education and management of Party members, enhance the appeal of Party organizations in work, and then carry out Party building work more effectively[10]. Through the effective operation of the WeChat platform, we can achieve "micro" contacts between Party organizations, Party members and the masses, agglomerate the "micro" of Party building, maintain the era atmosphere and vigor of Party building work at all times, and provide abundant impetus and strong guarantee for the development of private colleges and universities.

C. Strengthen Team Building

The content of the WeChat platform for Party building in private colleges and universities should be carefully screened and updated in real time, which requires a team with high ideological awareness and computer network information technology to maintain it. They are responsible for collecting materials, editing materials, pushing information, updating information, answering platform questions, issuing announcements and so on. To ensure the efficient, orderly and rational operation of the Party organizations on the WeChat platform. WeChat information management can be made up of school Party Committee staff, Party branch secretaries and members, teachers, students and activists. They should not only have Party building knowledge corresponding to work content, but also have the skills of skilled use of new media such as WeChat. They should regularly organize members to carry out special training and study. WeChat platform team should be able to keep pace with the times, renew their ideas, be familiar with WeChat media technology, improve their "micro" ability and master the "micro party building".

V. SPECIFIC MEASURES OF DEVELOPING WECHAT PLATFORM FOR THE PARTY CONSTRUCTION IN PRIVATE COLLEGES AND UNIVERSITIES

A. Use WeChat Platform to Lead Thoughts

As the frontier of cultural thought, colleges and universities are important objects for all kinds of ideological trends to compete with each other. Western hostile forces have been stepping up to advocate Western values on the network platform by means of capital infiltration, cultural infiltration and value infiltration, trying to mislead students in ideology, value orientation to influence students and shake students in ideals and beliefs. Private colleges and universities should seize the network platform of WeChat and strengthen the control and integration of the pluralistic social trend of thought. For example, the student Party branch of Beijing Urban College occupies the network position by issuing the Party Constitution, the spiritual speech of the Nineteenth National Congress, and the spirit of Xi Jinping's series of speeches, so as to create a good online public opinion environment for students, so that the student Party members firmly establish

the "four consciousness" and firm the "four self-confidence", which makes the humanistic task of Strengthening Morality take root.

B. Develop Online Learning Through Various Forms

WeChat Platform for the Party Construction in Private Colleges and Universities is a platform with diversity of learning and communication. Party branches in Colleges and universities organize all student Party members to join the group of Party members, which strictly abide by the Party Constitution of the Communist Party of China, relevant rules and regulations within the Party and management measures. We use the WeChat client to build a learning platform for student Party members, through scientific module design, integration of content, setting up a "learning garden", through columns such as "theoretical learning", "Party school work", "Party member service", "grass-roots demeanor", and so on. We define different learning objectives, guide student Party members to study online at any time, anywhere, and gather ideological consensus to meet the basic needs of student party building.

On the basis of regular study days for Party members, we organize student Party members to conduct online theoretical study through the form of "micro-classroom", forming online and offline linkage mechanism, which can improve students' Party members' Marxist theoretical literacy, and thus improve their ability to use Marxist theory to guide practice.

C. Develop Party Spirit Education with the Power of "Micro-Model"

With the help of WeChat platform, we can publish "Model" and "Moving China's Persons of the Year" and other example case programs to carry out students' ideological and political education, enhance the national identity of student Party members, enhance their ideological and moral quality, stimulate their sense of mission and responsibility, and integrate road self-confidence, theoretical self-confidence, system self-confidence, cultural self-confidence and value self-confidence into the blood of college students to strengthen their growth. Through the study and communication of WeChat platform, we can effectively improve the construction of Party organizations in Colleges and universities, and improve the cohesion, creativity and combat effectiveness of Party branches. At the same time, it is also conducive to the close contact between Party organizations and the masses, and to the implementation of General Secretary Xi Jinping's guiding ideology of strengthening the Party's overall leadership over schools.

D. Relying on Public Number to Serve Student Party Members

Student Party members can use the WeChat public number of Party building in private colleges and universities to express their views and exchange ideas more openly. Managers can strengthen the correct guidance of public opinion by replying and commenting, and play the leading role of Party building through the "micro-forum" model. We should further break the space-time isolation, standardize grass-roots work, achieve

active management, and promote the transformation of Party building from closed to open, from management to service.

VI. CONCLUSION

The establishment of WeChat Platform for the Party Construction in Private Colleges and Universities is an urgent need for Party Construction in Universities to seize opportunities and accept challenges in the new media era. It is also an innovative attempt to combine the way students like to hear and enjoy. It is an important measure to promote the healthy development of Party Construction in Private Universities. Through the effective operation of WeChat platform, we can realize the "micro" contacts between Party organizations, Party members and the masses, agglomerate the "micro" forces of Party building, promote the informatization of Party building, make Party building work exudes charming atmosphere of the times and maintain vigorous vitality at all times, and provide abundant impetus and strong guarantee for the development of Private Colleges and universities.

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