The Path Research on Party History Learning and Education in Colleges in the New Media Era

Jian Dong[1], Jianru Xie[2], Bin Wu[3], and Ruoxian Pang[1(✉)]

[1] School of Management, Guangdong Food and Drug Vocational College, Guangzhou 510520, Guangdong, China
belledekimi@qq.com
[2] School of Accounting Department, Guangdong Polytechnic of Water Resources and Electric Engineering, Guangzhou 510635, Guangdong, China
[3] CPC Committee Office, Guangdong Food and Drug Vocational College, Guangzhou 510520, Guangdong, China

Abstract. The communication characteristics of new media are conducive to expanding platform of Party history learning and education in Colleges, enriching teaching methods and advancing educational effectiveness. At present, there are some problems in the process of using new media to carry out Party history learning and education in Colleges, such as insufficient attention and lack of faculty to develop teaching resources. Colleges should actively use new media technology to improve the effectiveness of Party history learning and education for students. They should also combine network education with Party history learning and education, innovate educational concepts and teaching methods, optimize the content of Party history learning and education resources on new media platforms, strengthen the coordination among various new media platforms, and improve the construction of staff engaging in Party history learning and education on new media.

Keywords: New media · Colleges · Party history learning and education · Education pathways

1 Introduction

Carrying out Party history learning and education is not only an important method of strengthening self-construction of Party, but also a significant way for colleges to fostering morality and cultivating students. Integrating the study and education of party history into the whole process of building morality and cultivating people in Colleges, as well as carrying out Party history learning and education in combination with the characteristics of college students, has become a new topic in the learning and education of Party history in Colleges. With the rapid development of Internet technology, new media represented by Weibo micro-blog, Wechat and news client have become the main source for contemporary college students to obtain information and learn independently. If we can use the advantages of new media to explore fresh approaches and new paths of

Party history learning and education, adopt the methods preferred by college students, enhance the flexibility and interest of learning, and increase the appeal and persuasion of publicity, we will achieve twice the result with half the effort.

2   Advantages of New Media in Party History Learning and Education in Colleges

2.1   New Media Provides Abundant Content for College Students to Promote Party History Learning and Education

At present, all kinds of new media technology platforms have broken the restriction of traditional education carriers from time, space and other physical environment. Colleges can make use of the Tiktok, WeChat, Weibo micro-blog, forum and other new media platforms to set up the education agenda for party history, as well as edit and distribute information of Party history learning and education timely through various new media. Young college students can also obtain all kinds of Party history information anytime and anywhere in the process of daily use of new media.

New media has become not only an important cyber life-oriented carrier, but also a major platform for college students to accept new knowledge. For example, the "Xue Xi Qiang Guo" mobile app not only contains the significant turning points and events of Party in the course of one hundred years, the deeds of heroes in Party history, but also the vital speeches and discussions of leaders on Party history learning and education, which fully shows the theoretical value and charm of Party history. All kinds of fresh contents related to the learning and education of Party history can be achieved by college students on the new media platform at the first time. Therefore, using new media technology to carry out Party history learning and education in Colleges can provide plentiful content for students to carry out Party history learning and education, help colleges establish a working mechanism of online and offline integration of Party history learning and education, and promote all-round development of Party history learning and education [1].

2.2   New Media Makes the Forms of Party History Learning and Education for College Students More Modernized and Diversified

New media carries out communication and education in a form close to the reality of college students' life, which can perfectly integrate literature, audios, images and films and make the dissemination of Party history knowledge vivid and rich on the new media platform. In the new media environment, colleges can develop the Party history learning and education resource base through the construction of new media technology, so as to fully show the value and charm of Party history knowledge. New media technology can be used to develop an online scene experience platform for Party history knowledge, so that young students can get an immersive experience. Animation, Internet language and other new ways can innovate the methods of Party history knowledge, so to make the content of Party history more vivid. Live video broadcasting can bring fresh visual impact to college students timely, which will provide them with pluralistic Party history information they

may interested in and meet students' needs for differentiated and diversified Party history education content, enhancing the appeal and attraction of Party history learning and education. In the meantime, due to the instantaneous characteristics of media information transmission speed in the new media era, students can use fragmented time to obtain various Party history information anytime and anywhere.

2.3   The Interactivity of New Media is Conducive to Improving the Effectiveness of Party History Learning and Education in Colleges

The new media platform provides a broad space for interactive communication and various forms of it, along with full stimulation to users' active exchange. In the process of Party history learning and education in Colleges, teachers and students can communicate with each other anytime and anywhere. College students can gather knowledge through the new media platform, and independently express their views, feelings or advices according to their own understanding. They can even click "likes", share links or leave comments in their favorite way. Young college students are no longer learners of knowledge in traditional education, but also disseminators of knowledge. This dual role can not only fully stimulate the enthusiasm of college students to receive Party history learning and education, but also mobilize the their initiative to expand Party history knowledge, which is conducive to promoting students' understanding and cognition of Party history knowledge. The transfer of learning and communication between teachers and students to the virtual network environment can relieve the mental vigilance of students, and students become more and more active in expressing confusion, understandings and opinions, which will help to preferably improve the effect of Party history learning and education in Colleges.

3   Existing Problems in the Application of New Media in Party History Learning and Education in Colleges

3.1   Colleges Pay Insufficient Attention to the Use of New Media to Implement the Study and Education of Party History

With the continuous development of new media technology, the ability of colleges to use it to conduct ideological and political education continues to improve, as the good results shown continually, but there are also many existing problems. The survey found that some colleges just mechanically uploaded Party history learning and education information directly to the relevant new media platforms without filter, and did not implement the overall planning and design, which led to the generalization and homogenization of the content of Party history learning and education for students and the lack of the targeting of ideological and political education for college students. Some platforms of the theme website and the official public account of WeChat has few original contents in Party history learning and education. Instead, reprinted texts from mainstream media is constitute the majority. The content of the website is not up-to-date and the communication design is monotonous. Study materials of Party history published on various new media platforms are lack of browse and comments, which cannot attract the attention of college

students. Some colleges provide online Party history learning and education materials which lack theoretical depth, even only some fragmented Party history knowledge. The publicity and education are lack of creativity with few highlights of network information forwarding and little combination with the reality of College Students' life. This not only reflects that some colleges have insufficient experience in using new media to promote Party history learning and education, but also reflects that they do not get enough understanding of utilize new media to carry out Party history learning and education.

3.2 Colleges Lack Professional Teams to Develop Party History Learning and Education Resources by Utilizing New Media

Currently, most of the new media platforms in Colleges are led by the Publicity Department of the Party committee, and the relevant functional departments, secondary colleges and student organizations are respectively responsible for them. Most of the teachers and students operating the new media platform are part-time rather than full-time professional personals, short for the technology and mind of network operation. The professional ability of the new media practitioners in Colleges needs to be proposed for further improvement. At the same time, there are not many teachers specialized in Party history research and teaching in Colleges and few staff with Party history knowledge reserve in the new media operation team. Yet the colleges don't pay enough attention to and invest in the establishment, training and business competence improvement of the new media operation team, which leads to the imperfect service function of the new media platform, the low quality content of online Party history learning and education, and the low attention and satisfaction of students. In the meantime, some colleges are still missing policy support and mechanism guarantee in using new media technology to promote the learning and education of Party history, and also lack of training and support for the new media operation team [2].

4   The Effective Path of Party History Learning and Education for College Students in the New Media Era

4.1 Optimize the Content of Party History Learning and Education Resources on the New Media Platform

Colleges should widely organize and mobilize teachers and students to participate in the research on Party history learning and education in new media. Experts and academics who have the theoretical basis of Party history and familiar with the rule of new media dissemination are encouraged to set up official account and special column of Party history learning and education on social media and also develop resources of Party history learning according to the cognitive law and characteristics of contemporary college students, which make Party history learning and education have the characteristics of moving and memorizing. The official account of Weibo micro-blog and WeChat was introduced to push resources and information on Party history learning and education to students, enabling them to obtain education of Party history and inherit the "red genes"-pass on the tradition of revolution.

Colleges should reform the reward of scientific research achievements and the evaluation of professional titles, encourage professional teachers to publish or distribute high-quality Party history learning and education content on new media, so as to occupy the educational commanding elevation of the new media platform. Organizing student association activities and holding college students' online culture festival can guide the majority of students to actively participate in the creation of new media Party history learning and education, create an immersive Party history learning and education environment, and promote college students to establish a correct political direction and value orientation in these activities [3].

Colleges should improve service functions, increase interactive forms, enable leaving messages and comments, pay attention to communication with users, response and reply to users' suggestions in time, and enhance the enthusiasm of teachers and students to interact and communicate on the new media platform. Also, colleges ought to lay stress on collecting and analyzing the information of users' Party history learning and education on the new media platform, improve the pushing content according to the advices of users and the characteristics of college students, and answer questions and doubts to students in time. What's more, it is supposed to innovate publicity and education strategies, grasp the public opinion guidance of Party history learning and education in the new media era, and advance the ability to actively set the agenda and speak effectively in the process of Party history learning and education.

4.2 Strengthen the Coordination of Party History Learning and Education on Various New Media Platforms

We should fully understand the importance of new media, strengthen the overall design of Party history learning and education at the college level, occupy the network position of Party history learning and education, and enhance the influence of it. From functional departments to secondary colleges, from functional administers to every teacher and counselor, we must firmly establish the safety responsibility system in the field of network ideology, promote the integration and linkage of various new media platforms run by various institutions, improve the new media working matrix of Party history learning and education of various organizations, leverage their own advantages in the platform, and form a concentric and coordinated education pattern online and offline [4].

It is supposed to strengthen the professional training of ideological and political staff and Party affairs workers in Colleges, let them master the application technology of new media, grasp a variety of discourse systems, show and spread the knowledge of Party history and the "red stories" to college students, achieve the consistency of educational objectives, mutual support and promotion of educational contents, so as to influence and infect college students in the new era.

Colleges should optimize the construction of the new media Party history learning and education platform, take the campus network as the carrier, establish an electronic database of heroic deeds, local Party history stories, major historical themes and other literature, films, television programs, and keep update timely. We should regularly push information through the new media platform, enhance the effect of Party history learning and education, and guide students from theoretical identity to political identity.

4.3 Advance the Construction of New Media Party History Learning and Education Team in Colleges

Colleges should focus on promoting the highly fusion of new media and Party history learning and education, combined with the current state of new media operation team in Colleges, and strive to build a working team with comprehensive quality and solid new media operation ability.

The combination of full-time and part-time faculty should be adopted to form a new media Party history learning and education team with high professional level and excellent political quality. The team member consists of school network information managers, ideological and political teachers, counsellors, student Party members, etc. These personnel either have the theoretical foundation of Party history or comprehensively know the ideological dynamics of students, understand the use of new media platforms by college students or have the ability of new media network technology and news editing. The team structure should be diversified, effectively complementary and interactive, so as to jointly improve the effect of college students' Party history learning and education.

We should take the training of the new media operation team seriously, invite the experts of Party history learning and education inside and outside the campus and managers or IT personnel from new media enterprises to give lessons in the College, in order to improve the operating ability of team members, including editing, sending and interaction of the new media Party history learning and education resources.

It should develop the evaluation and incentive system of the new media operation team, invest specialized funds, provide guarantee in office facilities, material allocation, welfare and salary, and also solve the problems of working environment, training and development of it [5].

5 Conclusions

Utilizing the new media platform to promote Party history learning and education is in line with the cognitive characteristics and habits of contemporary college students. It is an effective way to launch the education of Party history. At present, the construction of new media platform for Party history learning and education in China is in the exploratory stage, and it is necessary to further integrate various educational resources and improve its functions. We should also actively explore and optimize the path of Party history learning and education according to the cognition and needs of college students, so that the education of revolutionary tradition, national spirit, patriotism, ideal and belief, innovation and creation can play an effective role in the ideological and political education of contemporary college students.

References

1. Jiang, B. (2021). Analysis on the working path of Party history learning and education for college students from the perspective of new media. *Journal of Guilin Normal College, 35*(03), 23–27.
2. Sun, J. (2022). On promoting the study and education of college students' Party history under the background of new media. *School Party Construction and Ideological Education, 02*, 76–78.
3. Zhou, S. (2021). Exploration on the path of using new media to carry out Party history learning and education in Colleges and universities in Guangxi. *Guangxi Education, 35*, 6–8.
4. Li, A. (2021). Research on the innovative path of Party history learning and education for college students in the new media era. *Journal of Chuzhou University, 23*(06), 79–87.
5. Lv, X. (2021). On the path of Party history learning and education for college students in the new era. *Xue Yuan, 2021*(11), 1–3.