

# On Improving the Identification of the CPC for University Students Communists

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**Abstract.** Abstract: Student Communists are the precious resources of CPC, so it is quite significant to improve the identification of theirs toward the CPC. Based on the previous research done by Bao Gongmin, Professor from Zhejiang University, this thesis proposes three approaches to improve students' identification to the party, including establish the dominant position of university students, to strengthen the internal construction of the party branch and improve the external environment and other aspects.

## Introduction

Organizational identity is the perception of the organization from its every member. This perception can not only enhance the cohesion of the organization, but also enhance the loyalty and a sense of belonging of its members, thus forming a strong competitive edge. Students are an important source of party members to enrich the ranks of our party, and reserved forces is an excellent successor to the party's cadres. Therefore, it is quite significant to improve the identification of theirs toward the CPC.

Bao Gongmin, Professor from Zhejiang University, noted the reasons of the ideification toward a certain organization can be summarized as individual characteristics, organizational characteristics and environmental characteristics ; organizational characteristics are displayed in the form of organizational image, organizational climate, job characteristics and cultural identity<sup>[1]</sup>.

Based on his theory, this thesis proposes three approaches to improve students' identification to the party, including establish the dominant position of university students, to strengthen the internal construction of the party branch and improve the external environment.

## Establish the dominant position of university students, enhance the sense of ownership, and enhance emotional identification to the branch

The premise of branch identification is carried on from the emotional identity. While the key of emotional identity is the establishment of the dominant position of university students, which can be carried out in following ways:

**Strengthen the system, using the system to protect the dominant position of students in the branch.** Without rules, the radius can not be made. The establishment of a sound system and a complete system can guarantee the rules and norms of the dominant position of student party members, thus it will be able to guarantee the dominant position in the branch fundamentally. Another way is that, through the establishment of public affairs system so that students understand the development situation within the party branch; the establishment of significant events reporting system within the party, so that students understand the major issues in advance, thus allowing party members to learn more, and set a good example; the establishment of major affairs decision system, so that students know the major decisions, discuss the first action in advance; the establishment of democratic appraisal system of party members and allow students to fully participate in party affairs, the promotion of student party members into the branch, instead of being an outsider.

**Innovative forms of education, students get to know the CPC through self-education, mutual recognition.** The education of student party members used to put the emphasis on one-way

organizations education, notably the Party authority, ignoring the dominant position of Student Member they deserve. <sup>[2]</sup>

First, the characteristics of young college students and their ideologies should be combined together to select the topics they love and easy to be understood. The abundant hardware resources, teacher resources, teaching content, teaching methods inside the party school should be made full use to mobilize the majority of party members to actively participate in the activities, so student members can get involved in the whole process, thus increasing educational effect.

Secondly, conditions should be created for students to speak for themselves, with adequate confidence on them. Student members of the CPC are pioneers in the student leaders, the bridge and link among teachers and students. In the education of college students, their creativity should be fully believed in, especially to break that pattern of scripted style, to mobilize party members to find information, organize lectures, podium, and take advantage of the people around, things around to educate them, to achieve the purpose of education.

**Create a variety of conditions to encourage broad participation in the management of the branch.** Participating in the party affairs is the main path for student members to achieve their dominant position. <sup>[3]</sup>

One is to create a variety of conditions, to help student party members to participate in the management of schools, colleges, affairs outside the party, etc. Students will create conditions for the management of party members involved in the transaction, which will not only get close contact with the students, understanding of students' ideological situation in great depth, act as a "bridge" and "link"; but also can improve the abilities of student CPC members in carrying out ideological work, propaganda work and organization and management work, and get improved in the management process, learning process, and constantly enhance the awareness to the Party. Secondly, social practices such as "Three rural areas" and "four entries into the community" and other activities should be carryout out regularly. Social practice is an important way for students to get out from the school gate to the society, and it is the best form for college students to go from theory to practice. Through social practice, students' ideology can be improved, which in turn will help them to promote and establish a correct outlook on life and work, enhance their sense of responsibilities to promote their consciousness.

### **Strengthen the construction of the branch, attracting recognition to the CPC**

The party's branch organizations are not only the basis of all the Party's work and its effectiveness, but also the foundation to improve the party's ability to consolidate the ruling status. In order to improve student Party Members awareness, we must strengthen the construction of the branch.

**Select responsible and hard working party secretary.** Party secretary is the leader of the party's branch organizations; the soul of it, whose personal qualities, leadership, working methods plays an important role in the cohesion of all its members. Consequently, the selection of the party secretary must be carried out with high standards and strict requirements for the aim of establishing a good image of the organization and attract party members' recognition to the party. Those with high political quality, good work performance, mass prestige, enthusiastic for the party, the masses and be willing to serve the party members and students are the only ones who are suitable to be student party branch secretary. The training should be also be strengthened to make them work confidently and skillfully.

**Carry out innovative, relaxed branch activities.** College Students have received college education who represent the new technologies, and new ideas, being senior professionals, representing the most advanced of popular culture. The traditional branch activities have lost its appeal to college students, while innovative activities can not only increase the vitality of the branch, but would have a strong appeal to its members. By conducting various activities such as exchange of experience, branch twinning, theme party day, outdoor lectures and other activities will constantly enhance the cohesion within the branch.

**Establish a positive branch image.** Party Branch is an effective carrier and an important starting point for the construction of party activities in the colleges, and its work should always walk in the front to set a positive image in the minds of the students. First, we must pay close attention to the learning of student party members and maintain the advanced nature of Party members. Learning is the student's duty, so we should keep a high demand of party members so that they remain at the top in their academic learning; and help those backwards through classmates twinning and other activities, so as to enhance branch image among students. The second is to strengthen the discipline, and form good tradition with strict discipline, and positive work style. Coming into line is the treasured trick of CPC to get its victory. Student branch should use the iron discipline to regulate, educate, and guide its members to unify their thoughts and actions in the face of the majority of students to establish strict unified image. The third is to establish advanced models, strengthen publicity. Student Party members are selected through layers of selection, study, and training, so every student party member is a banner. It is necessary to increase the refining and party propaganda of their outstanding deeds, and promote works in all areas to establish a good image of the party branch.

**Create a serious, intimate branch atmosphere.** As the party's primary level organizations, in the following areas including cultivate and study branch activists, development of student party members, conduct criticism and self-criticism, the convening of democratic life, the atmosphere should be serious to ensure that the quality and quantity of work. But only serious atmosphere will make branch activity more rigid, and hard to be accepted, so it is necessary to create a welcoming atmosphere inside the branch. First, we must constantly enrich the forms of organization activities. The organized activities should be combined with teaching, research and personnel training, and offer advice and suggestions for the development of the school to increase the attractiveness of the student party members; the second is to innovate the way of organizing, combining network technology to extend the use of time and space, to expand the organization's activities by using online platforms to carry out a variety of organizational activities; thirdly, we should increase our care to the members and promote Student Party Members' emotional identification. We should not only focus on families with financial difficulties to resolve the practical problems of party members, we should also help those party members with difficulty in learning to adjust their state, to maintain the efficiency of learning, to enhance the learning achievement; help those with difficulties in finding the job and starting their own business to adjust attitude, seek policy support to achieve successful employment and entrepreneurship. Only the life is concerned, and work being trusted, learning being supported can make college students party members be able to trust more, to feel the warmth of the organization to pride in the organization, to have a strong identity for the Party.

### **Improve the environment to promote continued recognition**

In their mature stage, Students Party members are quite active in thinking, and are easy to accept new things or get affected by others. In order to promote continued recognition of party members, we must get started from two ways including improving the reality of the environment and improving the network environment.

**Improve the reality of the environment, improve student CPC members recognition of the party.** First, we must intensify our efforts to punish corruption, to eliminate corruption and maintain the pureness of the party and socialism, to improve the attractiveness of the Student Member of the Party. Current trends like making bribes, treating, parading on one's wealth and crazing to vie with each other have seriously affected the university students; some of them join the party even by bribery. Only by strengthening the efforts against corruption, stopping the four bad trends and keeping qualities of hard work, can the party's fine tradition be maintained, which in turn have a better appeal to college students. The second is to strengthen the position of primary party organizations, and enhance its combat effectiveness and appeal. With position, activities can be launched; with activity, vitality can be achieved; with vitality, fighting capacity is maintained. Primary party organizations need to increase efforts to implement the establishment of fixed place of party activity, regulate workplace layout, distribute and complete infrastructure, thus ensuring the

smooth conduct of the activities of primary organizations. The third is to strengthen the sense of service, improve efficiency, and promote the college students party members continue to recognize the party. In accordance with the law of development of party members, party members are commonly found in higher grades or graduates. Primary party organizations should strengthen the sense of service, thoroughly publicize the policy in the transferring process, provide good services, improve satisfaction among Student Party Members, and promote continued recognition to the CPC after graduation.

**Purify the Internet environment, improve students' loyalty to the party.** Internet is an important part of student life and a primary access to information. According to report "The 35th Statistical Report on Internet Development in China," China Internet Network Information Center (CNNIC) released that, up to December 2014, Internet users have reached 649 million, with mobile phone users reaching 557 million; 20-29 age group accounted for the highest percent, reaching 31.5%. The high degree of openness and global interactive features of computer networks make different cultural and ideological ideas collide with each other, interpenetrate and coexist. As a result, a lot of information exists on the internet in different ways, some being treasury, others being garbage. Purified network environment needs to be strengthened in the positive side and proper guidance, so that the mainstream voice can be leading network ground. By building QQ group, micro-channel group and other platforms, opening micro-blog, micro-channel public accounts and other promotional platforms, positive information will always occupy the Student Members' mind; Second, we must strengthen online ideological positions in the construction of public opinion, mastering online initiative to improve the level of guidance online, actively use new technology, artistically guiding the positive propaganda to form positive mainstream media voice; and finally, defense and control harmful information to provide a clean network environment. Harmful information does not automatically disappear. In the face of good and bad information on the Internet, it is necessary to control the sources of information through technology, laws and legal means to improve their loyalty to the party.

## Conclusions

The improvement of student party members' recognition toward the CPC needs to establish the dominant position of student party members in the first place, thus enhancing their sense of ownership; secondly, it is necessary to strengthen the construction of branches, guided by a good party secretary to carry out a series of activities, establish positive branch image, and create a good atmosphere; finally, it is also important to improve realities and network environment.

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