The Work on Party Building of College Students under the New Media Environment

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Abstract. The work on party building of college students is an important starting point of ideological and political education in colleges, and is also the important part of the party's education. With the rapid development of new media supported by information technology, the work on party building of college students has been hit by unprecedented impact and challenges. The paper discusses the characteristics of new media, analyzes the opportunities brought by new media, and the strategies of strengthening the work on party building of college students under the media environment.

Introduction

With the continuous progress of internet information and digital communication technology, the role of new media in the dissemination of information is becoming more and more important. The new media, having different communication mechanism with the traditional media, is the rising media spawn mainly by the computer and the internet technology. For college students, the new media, mainly represented by wechat, micro-blog, renren and other network platform, has the characteristics of abundant information and convenient communication. Therefore, it attracts much attention and welcome from college students. The wide use of the new media in college students will have profound influence on the work of party building, so how to effectively use the new media to strengthen the work on college students' party building work has become an important task of college party workers.

The connotation of the new media

The new media is a new form of media under the new digital technology. The recognized new media mainly has the wireless network, 3G phones, digital TV, etc. Compared with traditional media, it has the following characteristics.

Interactivity. The information transmission of traditional media is usually one-way and the information feedback is slow. But with the new media, people express their views whenever and wherever, which breaks the limits of space and time and achieves the one-to-one, one-to-many and many-to-many exchange. Everyone can process the right of speaking and controlling the exchange easily and quickly, in this way, the interactive effect is greatly enhanced.

Immediacy. Traditional media always has relatively fixed publishing or broadcasting cycle, so the updating cycle is very long. But the spread of the new media is not limited by any time and space, especially the application of wireless network, the mobile phone can receive and publish information at any time and at any where, so can the computer.

Convenience. At present, shopping, entertainment and a lot of work can be achieved easily through the use of the new media. As long as move the fingers, we can quickly get the information needed from the search engine and various types of databases.

Individualization. In traditional media era, a small number of people produce the information while the majority of people consume. The users are in a passive position. The emergence of new media reduces the threshold of information exchange and changes the specialization development

situation of the media. The media dissemination develops to specialization and small minority, and pays more attention to meet the individual needs of users.

Multimedia. Today, no matter what kind of network terminal land, we can easily achieve the open exchange of the text, pictures, voice, facial expressions, animation, music and video. The obstacles among the text, voice and video is removed in the new media.

The opportunity of party building of college students under the new media environment

The new media has promoted the modernization, informatization and convenience of college student party building. Good interactivity of the new media make the student party member participate in party building work with great enthusiasm. They can not only immediately grasp the various resolution of meeting, the CPC Central Committee and the situation of college party work by using the computer, mobile phone or tablet computer, but also participate in online discussions and express their views, which are conducive to good communication and exchange between the subject and the object of college party building work. At the same time, the new media makes the information dissemination more faster, and the popularization of mobile terminal makes the communication more and more convenient, therefore, the party building workers can release the contents of education or related information conveniently according to the need of the work and the actual situation of young college students, so as to make the party building work more convenient and more effective.

The new media promotes the diversification of college student party building work. Under the new media environment, the education information of college student party member appears in the form of text, picture, animation, audio or video and other vivid patterns, which is much closer to the reality of college students' thinking and greatly broadens their vision and thinking. Through the television, computer, mobile phone or PDA information terminal, colleges can fully integrate the party member education working information with the resources and make all kinds of information sources connected with all kinds of medias, which is conducive to enter the new media network through the terminal whenever and wherever for the college party workers and party members to obtain information and resources.

The new media improves the transparency of party building work. Traditional party member election and voting adopts paper ballot at the meeting held by party workers. Some students often do not know the final outcome of the vote. But the new media can open the students' party work on the internet, so the students can clearly see the final results of the election. It not only makes the work on party building and party workers under the supervision of student party members, but also narrows the distance between college student party members and party building workers, which is more helpful to the fair, transparence and availability of college student party building work.

The ways to strengthen the party building of college students under the new media environment

Make full use of the educational approach of the new media to create good atmosphere for party building in college. In the era of the new media, the party building work should make full use of the new educational platform and carrier to mobilize the enthusiasm of the students and party workers, so as to create good atmosphere for party building in colleges. The school should combine the traditional party building with it in the new media era to develop a new way of thinking and working. Through the power of the network, Widely propagate the construction of campus culture taking the socialist core values as the main body, hold the theory seminar of studies on the theoretical and practical issues sof party building, and so on, so as to give full play to the role of the public opinion position of the party building website, promote the popularization of Marx doctrine, and realize the "people-oriented" scientific outlook on development.

Build mobile internet education platform by using the new media to enrich learning channels and strengthen the diversity of learning activities. The mobile internet education platform can be built through a variety of portable mobile terminals, such as QQ, wechat, micro-blog, SNS social

networking sites, etc. The emergence of the new media can achieve the immediacy, availability and interactivity of the college students' ideological and political education. Through the SNS website, establish the network party branch, carry out the theme educational activities. Through the network real-time online function of mobile phone, QQ, wechat and micro-blog, the student party members can realize the online inquiry, online help and online experience sharing, which not only meets the characteristics of college student party members, but also can overcome some practical problems of heavy learning task and difficult decentralization and centralization of members.

Improve the new media literacy of college party building team to provide strong guarantee for the party building working in college. Under the new media environment , the college should strengthen the media knowledge and skill training of the party workers, and teach the rules and characteristics of media information dissemination, to make them understand the college students' need on the media and guide the party workers to make full use of the new media. College party workers must keep pace with the times, learn actively to grasp the new media, enhance their own ability to use the new media technology, and use the new media timely. Publish the party's line, principles, policies, the spirit of important meeting, political news, as well as the notice issued by the university. Open the counselors' blog, micro-blog, QQ group, and so on to exchange with the students by using the beloved forms and the network language with the rich characteristics of the times, so as to help the students to improve the ability to distinguish the merits and play a positive role in guiding public opinion.

Increase the investment on the new media party building. The new media needs to invest hardware facilities, and the personnel and equipment are the guarantee of the development, so it needs financial support to a certain extent. the amount of funds affects the research results, therefore, the education department should give support on the manpower, material resources and financial resources. Specifically, the party central committee must introduce policies from the macro level for the direction of the investment party, then the party committees at all levels make mechanism planning for the financial support of the new media party building, including determining the proportion of the annual cost of investment and arrange special management to ensure the precise use of inputs to promote the innovation and development of the new media party building work.

Summary

In conclude, the new media has profoundly affected the students' learning style, life style, moral standard, psychological state, interpersonal communication, etc. Therefore, college party workers should pay attention to the education force of the new media, grasp the development state and rules under the new media environment constantly, study the influence of the new media on college students, and spread the party building information timely to students through the new media platform, so as to promote the effective development of college student party building work under the new media environment.

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