



Research Article

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Challenges and countermeasures of the party construction in university under the new media background

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ABSTRACT

In a new-media age, party construction in the universities is facing with a lot of new problems and changes. It is an important topic for the party construction to analyze the influence of the new media environment of college party construction work, explore the new features, new carrier of the party construction and put forward to the coping strategies. In this paper, the characteristics of new media are deeply analyzed, and the opportunities and challenges which are brought by the new media age are expounded. In the end, seven aspects of measures are raised to solve the problems which would help colleges and universities to establish effective party platform under the new media background.

Keywords: new media, colleges and universities, party construction, countermeasures

INTRODUCTION

Party construction is a specific information dissemination activity process in colleges and universities. It takes the college students as the work object and transmits values of system of theories of socialism with Chinese characteristics as the core content of values, so as to further enhance the belief consciousness of the university student, it is also the specific information dissemination activity process[1]. Relative to "old media", the new media is a changing concept along with the occurrence and development of the media. Today, the spread carrier of the party construction in colleges and universities has turned to a variety of new media from the traditional and single democratic meetings.

EXPERIMENTAL SECTION

The concept of new media

The term "new media" was created by CBS television network technology research institutor in 1967[2], and then quickly spread all over the world. In terms of connotation, it can be seen as a new media under the condition of the great progress of world science and technology in the late 20th century, which appeared in the field of social information transmission based on digital technology and Internet based application above can make rapid development and dissemination of information transmission greatly, and can provide rich multiple interaction as the essential characteristics of different new media with traditional media [3]. In terms of extension, new media including some information interactive platform such as fiber optic cable communications network, TV, Internet, mobile phone text messages, web, micro letter. The core of the most essential feature of new media is to provide personalized content for everyone, and it is also a communication media for communicators and recipients to personalize each other.

The characteristics of new media

With the development of Internet technology widely used in society, especially for the development of new media, the way of the information dissemination become more and more opening, any individual could release and spread information through the Internet or mobile phones with point to point way. Finally it greatly shortens the information

distance between the publisher and the recipient, and makes the transposition in the process of transmission. The authority of the information publisher was diluted to a certain extent, and the information receiver gradually receiving information initiatively, even release information, competition for voice showed in the unconscious.

Under the condition of new media in digital technology, communicator and audience were not only in equal status, but also could be arbitrary swap, the audience could become the disseminator of information, also could become the recipient of information, the subject status of the audience, they could take the initiative to get or release information of what you need, which greatly cater to the demanding equal rights of audience psychological for the exchange of information, the audience can be spread through micro letter with effective interactive media editors[4], it not only could quickly get news and information in time, and could express their own opinions, and this reflect the spread of the humanization and personalization.

New media technology makes mobile phones and network functions continuously developed and expanded. In addition to sending text messages, mobile phones can also use to send audio and video information. Similarly, you can communicate in various forms, such as text, information, videos through network, you also can express your opinions; explain your points of view through the blog, SNS sites. The dissemination of information content includes not only the text and picture information but also the sound and images information.

The challenge to college students party building work from new media

Although the Internet and mobile media have become an important source of information, the readers trust in the network news is much higher than the blog article, and trust in celebrities and public figures is much higher than micro blog roots. Because of the anonymity of network, the trueness of network information has become critical factors hindering the further development of the network. The Internet hype events emerge in endlessly and the quarrels are common which each side has its own unique argument on net, which makes the receiving party accepts the dissemination of information through the network cautiously and suspects its credibility greatly[5]. At the same time, new carrier makes college party workers not face college students with each other, which also leads to a decline in the credibility of the party building workers.

Because of the open and interactive of network, the fuzzy boundary of information publisher and receivers, remarks "gatekeeper" function are weaker. The overstatement, fabrication, rumor and irrational inference have increased the difficulty of building work. In recent years, every major event at home and abroad caused a strong reaction and heated debate in the network media. The network topics often focused on social hot spots, dark side of society and the negative effects of some unexpected events, and the views are often one-sided. The Internet has become the main battle field of ideology, which has a profound impact on the lives of college students.

Due to the short-term use of new media in the college party building and the ropes around here in itself, the colleges lack the experience in response to the network information crisis and lack comprehensive talents mastering the knowledge of network and party building work, which makes the colleges become very passive when meet the crisis. At present, there are no established plans and mechanisms to face the new media crisis, and there are also no measurement models to assess the communication effect of new media, which cannot measure the communication effect of new media systematically from the four aspects-exposure, participation, influence and action.

Some new media which release false and fiction content has a real impact on society, for example, some rumors spread the epidemic on the network cause public panic easily, and some criminals still waiting to incite emotions of young students through new media, so as to disrupt social security. Because of the quick transmission and the broad range, some social issues have been infinitely enlarged, eventually leading to irreversible negative effects, which caused a great threat to the university stability. Meanwhile, on the issue of information disclosure, there are security risks. Some problems in Party building work have strong confidentiality requirements, after establishing new media platform, sharing of resources is more and more convenient. But the sharp contradictions between the sharing and the confidentiality would be concurrence[6]. All of that put forward higher request for information security and stability of work.

Cultural Communication is an important function of the media. Our country is in the period of many kinds of contradictory cultural coexistence of cultural pluralism development of the traditional culture and western culture, the mainstream culture and elite culture since the reform period. Through the mass media, advanced culture not only spread, but also promotes the integration of Eastern and Western cultures and resolve cultural conflicts. The amount of the new media information is very larger, but have no real-name registration, this anonymity exacerbate increases the difficulty of monitoring information, challenges the effectiveness of College Party Construction. On the one hand, there are not only some health progresses, positive content, but also negative content superstition, pornography, violence on

new media. Western anti-China forces often wanton remarks published on the Internet, some of the illegal organization web site to promote anti-party, anti-socialist rhetoric and ideology, which is likely to cause some party members whose cultivation is not enough teacher and student awareness shaken faith and Values confused. On the other hand, Party construction in colleges and universities in the use of new media technology is not mature, mostly in the attempt and exploration stage, and have not experience and methods to deal with negative information, also lack people who both master new media technologies and familiar work of party building complex talent. Faced with some negative comments, lack of shielding ability, these increased the difficulty of the party construction, restricting the party construction in colleges and universities carry out effectively .

As a historical trend, the main features and methods of the information age are constructed around the network, the network constitutes a new form of society, which is the source to dominant and changes our society. A web-based social structure is highly interactive, open system, without affecting its equilibrium situation easier to innovation. Networks, mobile networks, micro blogging, micro-channel and other new media with its fast, interactive, efficient communication and other features to get in the college Student Party groups in the strong cultural resonance, and quickly became the main ways and means for the young people to access to information, understand of the world , and express their views[7]. College student party members' groups in colleges and universities whose thought is active, at the same time on the degree of accepting new things very fast, new media also has a very important influence on college students party member's thought, behavior and value orientation, which has increasingly become the important way to study, work, life, friends for the contemporary university student party members, it also became an important channel on the current university students party members in acquiring knowledge and opinion, reveal personality, the pursuit of value. Represented by Internet, smart phones, new media has greatly changed people's behavior pattern, which also caused a new round of social change. People's behavior under the new media environment is becoming a new way of social behavior; the social structure of the new media environment also presents a new picture [8]. The huge amounts of information from Network will produce unprecedented important influence on the thinking mode and behavior for college student party members and young college students under the new media environment. How to guide and cultivate college students' party construction and put forward the updating and higher requirements make the university student party construction work in colleges and universities is great challenge for everyone.

RESULTS AND DISCUSSION

With the rapid development of network information technology and the wide application of new media, the methods of contemporary college students' party construction and the means of training student Party have change greatly, so we should also explore adaptive ways of Student Party Education constantly in the new situation and environment.

Depth in student party microscopic field of network activity

Inside the university, whether student are an ordinary student or a member of the Party, they are all in substantially similar age , common interests, hobbies, and the demand for the network. At this point, there are no differences among of them. We should go deeper into Student Party microscopic field of network activity, because these microscopic fields equally profound impact on the status and behavior of college students .So we can know the views and reactions of college students towards social events on the Internet .And we can educate the students who is the member of the Party more professionally. Only in this way can we leave an influence on the students who are non-party members in a deeper degree. Thus both on the network or even in real life, we will appeal to a huge amount of "positive energy", which is a concrete manifestation of Student Party's advanced nature and exemplary role.

Using new media to build a platform for self-education Student Party

Now, it is important to strengthen the quality of college student and improve the using ability of college students in new media. Appoint particular Party member as 'opinion leader 'or 'moderator' in the community of network, which could help students to establish a correct view of the network and improve the ability to distinguish from right and wrong, so that they can make the correct judgment when they meet the conflict of varieties of principles in the results of information transform. To establish a network of public opinion Student Party team, responsible for network information collection, they must take the initiative to post positive thread, join the hot forums actively. Do full effect ion of their exemplary role, which not only could enhance student party members and activists of their self-education, self-management, self-service conscious behavior, but also could effectively expand the positive influence. In the embryonic stage and development stage of the network of public opinion, opinions tend to be extreme, sporadic and of low quality, maybe a piece of micro-blog which contains something sensitive will result in college ideological confusion, shake their ideals and beliefs. Therefore, once the incident happens, the school and counselors should made it clear in the shortest possible time and declare their right attitudes in order to obtain recognition of student understanding, this is the characteristics of transparency affect credibility in a new-media age.

Provide a new platform for the work of party building

In an era of rapid development of new media, dissemination of information is no longer subject to space and time constraints. Some new media platforms, such as blog, micro-blog and forums, have advantages and strong attraction among teachers and students. It also provide possibilities for Party in college networks such as active open new positions, building red campus sites, releasing important news of the party, state and the school timely, establishing the correct guidance of public opinion, publishing information about the students, faculty building activities, provide the spirit food for students and teachers. We could organize the party's knowledge contest, actively motivate their members and student Party members' enthusiasm party's knowledge through new media platforms, open party public micro blogging, offer online party, invite experts Scholars explain the party's knowledge of the way through the video. We also get a lot of resources through new media platforms, break the shackles of traditional programs, and disseminate correct ideas, theories and policies actively. This will not only help those who want to join the party in favor of the party's theoretical knowledge but lack of students and teachers, but also help expand the dissemination of knowledge of the party, so that each party has the opportunity to improve their studies and theoretical training.

Strengthening Party in college ranks new media literacy

With the development of new media, college party building workers should not only have advanced theories to arm their minds, but also should master the advanced new media technologies. Learning to use new media skills and the use of new media to carry out work of party building have become a required course in leading cadres at all levels and Party building workers. Leading cadres at all levels and Party building workers must enhance the use talent of new media and focus on learning, overcome fear psychological concerns keep pace with the times, do not stay dead college party building work. While universities must have a thinker and proficient work of party building of new media technologies party building high-quality work force. Party building team must have the skills of party building new media team, and have strong sense of responsibility and professionalism with excellent media literacy, released out the party's line, principles and policies, and current events and the University's policy documents through the new media in time. They must be good at capturing information, distinguishing right or wrong, and can solve the problem in information transmission, grasp the initiative to control the Internet, play an important role in guiding public opinion, and enhance the vitality of Party Work in Universities.

Improve the mechanism of coping with party building crisis

Under the new media environment, the spread of the crisis and information become more rapid. Colleges and universities should strengthen the management of the campus network, improve information dissemination system on campus, and establish network communication crisis response mechanisms and online behavior monitoring mechanism as soon as possible, increase network security management. By using the network platform, party building workers in college should also organize regular practical activities concerning about the hot issues, and guide students to think positively, and communicate and discuss with students online, trying to be the tutors of students in virtual contexts, so that the college party building work can achieve better results, thus enhancing the awareness of college party members, guiding them to be innovative and excellent in learning and activities.

Construct online party branch combining with the characteristics of the era

With the increased college enrollment, the number of party members and branch numbers gradually increase and the workload of managing party members also grow bigger. Because of the implementation of the elastic school year and the new employment policy as well as the existence of the graduation practices, there is a high liquidity of the college party members. With the increase of foreign cooperation in running schools, many students want to study abroad. In this case, we should give full play to the advantages of the new media, and establish online party branches, such as interns' online branches, suspend employment student branches, and overseas students' online branches. By using the Internet to carry through daily work of party building, students around the whole world can live an organized life and pay party membership dues and submit thinking reports, thus solving the problem of distance and space. Henan University of Technology actively supports the International Institute and the Institute of Food has achieved certain results by establishing online branch.

Cultivate a network of opinion leaders actively

In the new media environment, each individual is not only a news viewer, but also a news publisher and producer. With the rapid development of new media technologies, we have entered into a "public microphone "Time, then, as a college student, their individual responsibilities are becoming more important and obvious, they must be responsible for their words and deed on the network. Opinion leaders are often able to control the development direction of incidents, network and play a role in guiding public opinion. In the new media network, we should nurture some college students to be online opinion leaders, and establish information release and exchange platform, which can ensure the authority

of guiding ability to some extent, truly advance with the times and really occupy this information communicate domain so as to ensure the effectiveness of online education of Party members.

CONCLUSION

In summary, the rapid development of new media technologies has a huge influence on the party's grassroots organization construction. We must follow the development of the situation, keep pace with the times, recognize the influences of the new media on party building work clearly and face rationally to reduce the negative impact. Meanwhile, we should actively carry out Party building under the construction of new media technologies and make work adjustment according to practical situation, combine the new media party building with the traditional party building modes organically, so as to push the grassroots organization construction of the party to a higher level.

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