

Research on the Party Building Work of Private Colleges and Universities in the Background of “Internet+”

Wu Jiang

College of Arts & Information Engineering Dalian Polytechnic University, Dalian City, Liaoning Province, China

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Abstract: In the context of today’s rapid changes in science and technology, the Internet has become an indispensable medium in our work and life. The continuous development of information technology has allowed the Internet to penetrate all areas of human social life. Of course, the era of Internet prevalence has also given private colleges and universities. Grassroots party affairs work has brought many challenges and new development opportunities. The party’s 19th report also clearly stated that it is necessary to accelerate the modernization of education and do a good job in the advocacy and requirements of online education, which shows that the promotion of “Internet + party affairs” is the general trend. In the context of “Internet +”, this article makes corresponding countermeasures to the necessity of private colleges and universities to carry out basic-level party affairs and the problems that arise.

1. Introduction

With the continuous development and widespread popularization of network information technology, the grassroots party building work of private colleges and universities should also advance with the times. It is necessary to change working thinking, working methods, and educational concepts to adapt to the social housing development status, and to help grassroots party construction workers in the private colleges and universities are tireless in the process of promoting.

2. The Significance of Implementing “Internet + Party Building Work” in Private Colleges and Universities

With the rapid development of information technology, it covers all aspects of people’s lives. Of course, the field of education is no exception. Cloud computing, artificial intelligence, big data and other technologies are widely used in various colleges and universities. The combination of Internet and education makes today’s education field more modern, fast, efficient, and informational. Therefore, private colleges and universities should take advantage of the current trend and make full use of Internet technology to strengthen the efficiency and pertinence of party building work in colleges and universities, so as to strengthen and improve party building work at the grassroots level, and realize a new education model that integrates “Internet + party building work”.

With the rapid development of the Internet, people's behavior patterns and thinking patterns are changing subtly. In the past, party building work was affected by time, space, environment and other factors, but now Internet technology has opened up an efficient and brand new path for party building work. Relying on Internet technology, the implementation of party building work is no longer restricted by time, space and other conditions.

As a private college, we should keep in mind the mission of cultivating the builders and successors of the characteristic socialist cause, adhere to the ideological guidance of morality, and strengthen and improve the party building work of private colleges. Therefore, in order to improve the efficiency of grassroots party building work, it is necessary to make corresponding strategies for the needs of party members in private colleges. In private colleges and universities, young party members account for the majority. They are highly dependent on the Internet. The results obtained under the traditional mode of conveying the spirit of documents and paper-based organizational learning in meetings are not high. Under the new situation, use the expression of the Internet, because the Internet can use text, animation, video, audio and other forms, make the party's ideological and theoretical propaganda and education more vivid, appealing, and create a good atmosphere. Of course, this can also be more attractive. Students' eyes are also more receptive to such learning models and methods, so that the grassroots party building work in private colleges can be carried out more smoothly and the results obtained are more efficient.

If private colleges and universities realize the integrated education model of "Internet+ party building work", they can promote the modernization and innovation of the form and content of grassroots party building work, and they can also continuously supervise and urge the grassroots party building work of private colleges to improve themselves. In an era where mobile phones are not in your hands, various information platforms are also the most direct places for the grassroots party building work of private colleges and universities to show their own image to the outside world, such as WeChat, Weibo and other social networking platforms. Modern people's use of smart phones and the development of chat software have made communication between people more convenient and faster. At the same time, colleges and universities have also established corresponding WeChat public platforms and developed corresponding software to facilitate students' learning. It can make the grassroots party building work more colorful and better meet the needs of grassroots party building work in private colleges.

3. Problems in the Grassroots Party Building Work of Private Colleges

3.1 Private Colleges and Universities Do Not Pay Enough Attention to the Cognition of "Internet +" and Party Building

The traditional education mode of the party class is single in content and weak in practice. It is restricted by the level and number of teachers in the party class, and the results presented are not ideal. Although "Internet+" was included in the "Government Work Report", there are still many private colleges and universities in our country that do not realize the impact of "Internet+" in the work of grassroots party building, and still adopt the traditional education methods of party classes. It is mainly in the form of face-to-face teaching of party classes, which is also a major obstacle to the development of grassroots party building work in private colleges.

In the grassroots party building work of private colleges and universities, multiple departments of the colleges and universities need to cooperate. Only when the various departments cooperate with each other can the development of grassroots party building work in private colleges be promoted more effectively. The focus of party building work in private colleges is at the grassroots level, and the difficulty lies at the grassroots level. It is precisely because of the need for multiple

departments to collaborate, so many private colleges have made slow progress in establishing “Internet + party building work”.

3.2 The Education Level of Grassroots Party Building Work in Private Colleges Needs to Be Improved, and the System Needs to Be Improved

The fundamental task of college education is to establish morality and foster people. The prerequisite for this task is the corresponding knowledge system of quality education as the basis. However, the current number of students in our country is huge, the number of teachers is limited, and some teachers have multiple jobs, are busy with their work, and have many teaching tasks, scientific research projects and professional construction tasks. Although the teacher has a strong knowledge of political theory, but the mastery and operability of information network technology is weak, the knowledge, understanding and application of the Internet are not strong, and they are unable to conduct a large number of Internet teaching operations.

3.3 The Traditional Party Building Work At the Grassroots Level in Private Colleges is Single and Not Widely Used Online

With the widespread popularization and application of network information technology, private colleges and universities have also paid more and more attention to the informatization of party building work and have also done corresponding work. However, after investigation, it is found that most private colleges and universities are not in-depth in the informatization of party building work. They are still in the initial stage, and the corresponding platforms are relatively single. They still rely mainly on offline teaching and online management teaching as a supplement. Some private colleges and universities have established an online learning system. Party members learn online, but there are certain defects in content and functions.

In short, most private colleges and universities cannot achieve the integration of “Internet + party building work”, and cannot achieve the desired effect of party teaching.

4. Innovate the Strategy of Integrating “Internet + Party Building Work” in Private Colleges

In the context of promoting the integration of “Internet + Party building work”, the grassroots party building work of private colleges needs to not only discover problems, but also put forward corresponding strategies for problems, and constantly summarize and innovate new models of party building, so as to promote party building innovation of working methods and mechanisms meets the needs of social development.

4.1 Strengthen the Importance of Private Colleges and Universities to the Informatization of Grassroots Party Building Work

The rapid progress of modern Internet technology has led to the rapid development of society. We fully realize the high-efficiency, fast and interactive characteristics of the Internet. This feature can expand the educational space for party building education and significantly improve the efficiency of party building ideology and theory. It can be seen that private colleges and universities make good use of the importance of “Internet +” in the construction of grassroots party building. To a certain extent, Internet technology has become the main channel for the development of democracy within the party and the people.

The leaders of colleges and universities should attach great importance to “Internet + party building work” and strictly abide by the development method of “Internet + party building work”.

All teachers and students put forward detailed standards for learning mode, interpersonal communication and value orientation in the process of grassroots party building learning. On the basis of strengthening the political awareness, core awareness, overall situation awareness, and alignment awareness of all teachers and students, and improving their own self-cultivation and moral quality, they should realize that Internet informatization plays a pivotal role in promoting grassroots party building in colleges and universities.

4.2 Cultivate Outstanding Internet Technology Professionals

All private colleges and universities should respond to national policies. In order to promote the development of grassroots party building work, they should continuously improve the Internet technology and knowledge of party affairs workers in colleges and universities. In party affairs work, it is not only necessary to master party affairs knowledge and theory, but also to adopt rich and colorful open concept methods in online teaching. Regularly carry out information and network technology-related training and learning in colleges and universities, so that party workers can understand and use new things in a timely manner, promote and appoint better workers, reserve talents for grassroots party workers, and establish high-level teams. It is an important way for the team of super-high party building workers.

4.3 Accelerate the Comprehensive Coverage of Network Informationization in Private Colleges and Universities, and Improve the Internet System for Party Building Work

In order to speed up the comprehensive coverage of the integration of “Internet + Party building work” in private colleges and universities, it is necessary to provide a new platform for grassroots party building work, using network information technology, design software, new media platforms and other mobile Internet means to complete, such as website form “Party building APP”, “WeChat official account”, “Party building platform”, etc., do a good job of learning about party building knowledge of students.

In order to improve the overall work level and quality of the party building work at the grassroots level in private colleges, it is indispensable to have a complete operating system. Only with a complete system can every aspect of the party building work be able to ensure efficient, orderly and smooth progress. Therefore, it is necessary to establish network management, create a new learning model, and develop a grid management model with grassroots academic organizations and teaching and research teams staggered with party building learning as the core. Students can collaborate and help each other before to achieve the effect of improving the overall party building learning work.

5. Discussion

In order to better promote the development of grassroots party building work, all private colleges and universities should strengthen the enthusiasm of party affairs workers in learning party building, and attach great importance to the online and offline education model. Complete the construction of the party building learning platform in colleges and universities and achieve the highest utilization rate. At the same time, it will increase the management system for party building workers, increase the introduction of technology, and focus on the training of network information technology talents, so that the “Internet + party building work” can be penetrated into private colleges collation is widely used.

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