

On the Application Exploration of the Work of the Communist Youth League and the Development of New Media in Colleges and Universities

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Abstract

In the network age, the Communist Youth League workers in colleges and universities, facing their own educational objects ——'network' college students, have encountered many challenges different from the traditional ideological and political education objects. The rapid development of new media technology has affected young students to obtain information, study and communication to varying degrees, and has brought many opportunities and challenges to the work of the Communist Youth League in colleges and universities. This requires that the work of the Communist Youth League in colleges and universities must keep pace with the times and conform to the trend. This paper analyzes the influence of the new media environment on the Communist Youth League in colleges and universities, combines the innovative work carrier of the Communist Youth League in colleges and universities under the new media technology, and analyzes many problems in the process. To explore and put forward the strategy of the construction of online Communist Youth League.

Keywords

Colleges and universities, New Media, The communist youth league, Network.

1. Introduction

As we all know, the information technology revolution represented by the network has brought great and profound changes to the life, study and communication of young students, changed the way of production in society, expanded the living space of the people, and greatly improved the ability of young students to understand and transform the world. In the network age, young students are facing new challenges. As a new cultural form, network culture has increasingly shown its unique strength, which has a strong impact on the mainstream ideology and the cultural values of the whole society. Young students are still in the important stage of shaping world outlook, outlook on life and values, and their cognition, thinking and lifestyle are deeply influenced by the network. It is of great significance to correctly analyze the working methods of the Communist Youth League under the new media environment and to seek the ideas and countermeasures of the work of the Communist Youth League in colleges and universities under the new media technology and environment.

2. Impact of New Media Work on the Communist Youth League and Young Students

2.1 Favourable impact

The new media platform can release accurate information to all users and followers at the first time, so that the content of the work can be increased, the coverage is wide, the propaganda is great, and the results are quite remarkable.

The emergence of new media technology has expanded the information channel of young students and expanded their information capacity. If under the control of this year's new coronavirus epidemic situation, students can not return to school to study, colleges and universities will begin to teach online, students' learning methods become more flexible and diverse. The way of learning also has the previous closed, classroom to open, autonomous.

In today's society, most of the young students like to communicate their thoughts and feelings through the virtual means of network.

2.2 Adverse effects

Before the emergence of new media, young students received information through traditional media, such as newspapers, magazines, television, advertising, and so on. Nowadays, with the emergence of new media such as the Internet, mobile phones, young students have more convenient, convenient and diverse access to information. Young people can obtain information by QQ, WeChat, Weibo, shaking voice and other channels, which increases students' dependence on new media while young people's thinking about affairs has changed from active to passive, and their ability to think independently and research innovation has been greatly reduced. At the same time, because of the freedom and openness of the network, as well as the imperfect regulatory system on the network, the rapid dissemination of information makes the spread of good and bad information faster and wider among young people, and the young people are in a period of maturity, and their ability to distinguish bad information is not strong.

Therefore, the emergence of new media at the same time to the current work of the Communist Youth League has brought unprecedented pressure and challenges. In the new historical period, the work functions of the Communist Youth League constantly adapt to the changes of society, meet the needs of the development of the times, master and control the new media, so as to realize the innovation of thinking and change of working mode of the work of the Communist Youth League.

3. Opportunities and Challenges for the Application of New Media by the Communist Youth League in Colleges and Universities

3.1 New media has expanded the work space of the Communist Youth League

With the development of new media, the popularization of network and the continuous updating of mobile phone technology, it provides a new platform for the work of the Communist Youth League in colleges and universities. Because of the openness of college students' environment, the interaction of communication and the extensive contact of information, network resources and information can be transmitted to the vast number of young people in all directions and in many forms. The Communist Youth League of the school can set up a website through new media, open up through the mobile phone network such as the most popular shaking sound, small red book and so on, and find out through many channels the propaganda methods that young people are easy to accept and enjoy.

3.2 New media provide a platform for young people to grow healthily

Through new media, the Communist Youth League can vigorously propagate the knowledge of the Party and League. Leading the main melody of youth ideology and culture, strengthening youth ideological and moral cultivation. Take Southwest Petroleum University League Committee WeChat public number as an example, sing the network melody that leads the youth. The party flag refers to the direction of the regiment flag, conscientiously responding to and studying advanced political theories, raising awareness and positioning, carrying forward the socialist theme around the fundamental task of "building up people by virtue ", selecting topics of interest to young college students, conducting guided propaganda, and finding a breakthrough that young students can easily accept for propaganda.

4. The working ideas of the Communist Youth League under the background of new media

4.1 Integration of resources to create a new platform for the work of the Communist Youth League

To carry out the work of the Communist Youth League in the new media environment, we must change the traditional working ideas, innovate boldly through the original working ideas and methods, give full play to the advantages and characteristics of the new media, and open up new positions of

network propaganda. Expand the new propaganda and organization of the work of the Communist Youth League in colleges and universities, so as to truly serve the youth. Taking the Youth League Committee of Southwest Petroleum University as an example, this paper constructs a new media work matrix with the core of "Southwest Petroleum University Association ", " Southwest Petroleum University League Committee" WeChat Public number, Weibo platform as the core. The WeChat public number has 51141 fans, the Weibo platform has 16097 fans, and 1248 messages a year, ranking among the top new media influence in colleges and universities in the province.

4.2 Enrich the content of communication and increase the interaction of the activities of the Communist Youth League

Create a product system that nourishes young people. The ideological attributes and characteristics of youth are the starting point for the propaganda and ideological work of the Communist Youth League to grasp the law of news propaganda and to understand the youth in order to serve the youth. When the new youth meets the new era, the youth's thought also shows more prominent and distinct characteristics of the times. Adhere to the youth-centered creative guidance, create a clear network space, spread the voice of young people. Taking the WeChat public name of the Youth League Committee of Southwest Petroleum University as an example, the "May 4th" Dance Competition, the "I am Shi Da Ren" graduation party, the "129" theme education, the community culture and art festival and the welcome party and all kinds of campus cultural activities were released at the first time. Teachers, students and alumni scrambled to forward and circulate, setting a high browsing record.

Transfer the youth positive energy of the Communist Youth League. To set up the column of "Shi Pioneer' and" Pomelo to see him ", to tell youth stories and build excellent models, to carry forward and spread the deeds of outstanding young people in different fields, such as academic, scientific research, entrepreneurship, public welfare, etc., to form a good field of public opinion and to produce long-term and benign chemical reactions inside and outside the school.

4.3 Expansion of publicity channels to achieve full coverage of the work of the Communist Youth League

With the popularity of Internet and mobile communication tools, new media such as mobile phone network have been continuously improved. Through mobile media, strengthen the propaganda of the work of the Communist Youth League, build a network home to serve young people. Set up 'secretary zero distance', 'principal face-to-face' and other activities of the webcast, face-to-face, heart-to-heart, strengthen the majority of students' youth choice and Shi Da self-confidence, actively respond to the students' practical concerns, do a good job of student guidance services.

The League Committee of Southwest Petroleum University makes video columns in the form of anchorman talk and broadcast, and makes vivid educational materials by using the technology and characteristics of new media picture and text, audio and video blending. So that the majority of young people in the subtle acceptance of education.

5. Reflections on the Work of the Communist Youth League in Colleges and Universities under the New Media Environment

5.1 Giving full play to the combined effects of old and new media

In the work of ideological guidance, League Day activities, culture, science and technology, social practice, voluntary service and so on, the Communist Youth League in colleges and universities combines traditional media with new media to meet the needs of different needs, different scenes and different forms of the work of the Communist Youth League. Traditional media and new media have their own advantages and disadvantages. We should complement the advantages of new and old media and realize the good effect of the integration of new and old media. Through the integration of various media, the educational function of spreading campus culture and carrying forward campus spirit is achieved, which makes it an important position of the work of the Communist Youth League and an important platform for serving students.

5.2 Take the initiative to adapt to the new media environment and use the latest technological innovation ideas of new media

It is necessary to take the latest technology of new media into the position of the work of the Communist Youth League in colleges and universities, and constantly explore new ideas and means of the work of the Communist Youth League. For example, the most popular today, small red book and other carriers, daily group day activities, community display, cultural sports and other activities through the latest technology to display, in a way that young people like to discuss and communicate, broaden the channels of communication between young students and League organizations.

5.3 Strengthening the New Media Network Management of the Communist Youth League

Establish campus new media management mechanism, formulate corresponding guidelines. In the daily life work, we should strengthen the supervision of the new media, at the same time, cultivate a group of students with theoretical literacy and political height, consolidate the theoretical foundation for the new media work, lay the work direction and broaden the channels.

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