Relying on the Platform of "Learning Power" to Expand the New Paths of PartyConstruction in Universities

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Abstract: *The "Learning Power" platform combines theories and practices of the Party, combining scientific and cultural education with Party history and construction education, and short-term learning with lifelong education, which has a multifaceted impact on the Partyconstruction work in universities. The challenges faced by the Partyconstruction in universities in the new era were analysed, and the necessity of expanding the new path of Partyconstruction in universities was pointed out. It was proposed that the new path of Partyconstruction in universities should be expanded by relying on the "Learning Power" platform, bringing into play the unified function of the "Learning Power" platform in both explicit and implicit aspects, and using the "Learning Power" platform to grasp the ideological discourse. The integration and utilization of Partyconstruction resources on the "Learning Power" platform should be strengthened, and a symbiotic network path for Partyconstruction in universities should be built in the "Learning Power" mode. Logging on to the "Learning Power" platform has become a habit of life and a conscious action, using the "Learning Power" platform to carry out scientific and in-depth communication, developing new positions for Partymembers' activities through the "Learning Power" platform, and building a new mechanism for Partyconstruction work in universities based on the "Learning Power" platform.*

Keywords: *"Learning Power"; PartyConstruction; Challenge; Necessity; New Paths*

1. Introduction

The "Learning Power" platform uses new media technology to create an intelligent learning system that aggregates rich ideological and cultural resources, propagates the Party's scientific theories, disseminates hot social news, tells the history of the State and the Party, and introduces the deeds of advanced figures, which has greatly promoted and supported university teachers, students and the public to consciously study the latest theoretical achievements of Marxism in China, improve their own ideological awareness, cultivate advanced socialist cultural concepts, and actively participate in the realization of the Chinese dream of the great rejuvenation of the Chinese nation.At the present stage, the Partyconstruction in universities is facing various opportunities and challenges brought by the new media era. Partyorganizations at all levels in colleges and universities should fully understand the importance of the "Learning Power" platform and conduct innovative exploration of Partyconstruction in universities.

The unique advantages of the "Learning Power" platform are obvious to all, and universities must make good use of this platform to develop moral education and cultivate qualified socialist talents, so as to help college students become virtuous people and practice virtuous ways[1]. In the era of new media, how to rely on the platform of "Learning Power" to actively promote the innovation of the mechanism, content and way of Partyconstruction in universities, and build Marxist learning Partyorganizations in universities has become an important historical issue. Guided by relevant theories and using various research methods, this topic proposes to expand the new path of Partyconstruction in universities by relying on the platform of "Learning Power", so as to comprehensively improve the effect of Partyconstruction in universities in the new era. The research results of this topic will further enrich and supplement the theory and methods of Partyconstruction in universities in theory, and provide some scientific reference basis for the decision-making behavior of education authorities in practice.

2. Challenges of PartyConstruction in Universities in the New Era

Partyconstruction has always been an important part of the work of universities, and is of great significance to the construction of the Party's cause and the common progress of society. Partyconstruction in universities in the new era is facing many new situations and problems, as well as unprecedented opportunities and challenges. The challenges faced by the Partyconstruction in universities in the new era should be analyzed in depth in order to improve the relevance of the solutions.

2.1. New Media Has a Negative Impact on Mainstream Values

Faced with the complicated information environment, some people with ulterior motives spread rumors or incorrect values on the new media platforms, and even some anti-socialist remarks. University students are not strong enough to distinguish right from wrong and lack the ability to think rationally, so they are easily influenced and compelled by bad information. Values such as vulgarization, pan-entertainment and the supremacy of money have expanded their influence through the new media platform, especially the prevalence of pan-entertainment, resulting in the phenomenon of entertainment supremacy, which has impacted on the traditional mainstream values formed in the minds of university students. When speaking anonymously on the Internet, there may be a great contrast between their words and behavior and their real life, which exacerbates the crisis of value choices of university students.

2.2. More Carriers but not Enough Articulation Between them

New media technology continues to develop, the requirements for Partyconstruction carriers are getting higher and higher, and they must take a diversified way of development to better serve Partyconstruction. At present, there are numerous carriers for Partyconstruction, including both traditional carriers and network carriers, as well as online and offline carriers [2]. As one of the important online carriers of Partyconstruction, the "Learning Power" platform has not fully exerted its functions of education, management and service, and has not yet formed a synergy with other carriers, especially offline carriers, and the online and offline carriers are to a certain extent "working separately", resulting in the objectives and functions of Partyconstruction not being maximized.

2.3. The Content of PartyConstruction in Higher Education Is under Attack

The accessibility of information dissemination in the new media era has had a great impact on the content of Partyconstruction in colleges and universities. Traditional Partyconstruction is mainly carried out through Partyhistory education, Partytraining, propaganda and lectures and seminars for teachers and students, which are more controllable. In the era of new media, information dissemination channels have increased and the information environment is complicated. Even various anti-Marxist or anti-socialist arguments can be spread, subconsciously influencing students' concepts and causing ideological confusion. The ideological infiltration of Western societies, using the new media platform to forcefully instill their ideologies and cultural ideas into countries and to promote new policies of political and cultural expansion online, influencing students' value judgements on real social life.

2.4. Insufficient Efforts to Build Information on PartyConstruction

Partyconstruction managers do not realize the importance of information construction to enhance the efficiency of Partyconstruction, and are unable to accurately and effectively establish a special information exchange platform, resulting in the level of Partyconstruction propaganda and the efficiency of Partyconstruction has not been effectively improved [3]. The Partyconstruction information system program is not sound, the needs are not well thought out, the completed system does not meet the needs, and some core functions cannot be realized. The Partyconstruction systems of each unit are relatively independent, with "information islands" and a lack of a unified data sharing and exchange platform, making it difficult to integrate and share data between systems. A large amount of information data is scattered in different systems, and Partyconstruction data lacks in-depth analysis and application.

3. The Necessity of Expanding the New Path of PartyConstruction in Universities

China's economic development has entered a new normal, the comprehensive deepening of reform has entered a deep-water area, and the ideological field has presented a new and complicated situation. It is necessary to firmly grasp the leadership and initiative of ideological work in universities, guide the teachers and students to unify their ideological understanding and maintain a harmonious and stable situation. The development of universities has also entered a new stage from scale development to connotation improvement, strengthening the work of grassroots Partyconstruction, ensuring that the school becomes a strong position to adhere to the leadership of the Party and train builders and successors of the socialist cause.

3.1. An Inevitable Choice to Promote the Strategy of Promoting Science and Education

The strategy of developing the country through science and education has provided scientific guidance to promote the leapfrog development of science, technology and education, and has strongly promoted the historic achievements and changes in science, technology and education in China, making a significant contribution to the revitalization of the nation and the progress of society. As the main training ground for national talents, universities must guide young people with advanced theories, train them to use Marxist views to guide their practice, and train a group of reliable successors who will build the socialist cause and struggle to achieve the great rejuvenation of the Chinese nation.

3.2. Responding to the Needs of Higher Education Development in a New Era

Information technology has a revolutionary impact on the development of education and must be given great attention. In the face of the impact of new media on university student Party construction, we must liberate our minds, keep pace with the times, pioneer and innovate, make full use of the advantages of new media in technology, constantly innovate the mechanism and management mode of university Party construction, create a new position for university Party construction in new media, in line with the development needs of the times, and also the practical requirements of the new period to improve the level of work, enhance information technology, and cope with new issues and new tests.

3.3. An Important Tool to Improve the Quality of Talent Training

However, with the continuous expansion of higher education institutions, it is an indisputable fact that the quality of teaching is slipping, and improving the quality of talent training has aroused widespread concern in society. Universities must continue to strengthen and improve grassroots Partyconstruction, adhere to the direction of socialist schooling, keep the important issues of "what kind of people to train" and "how to train people" in the forefront, implement the Party's education policy into the whole process of talent training, and train young students to become high-quality builders and successors of the socialist cause.

3.4. The Practical Need to Build a Harmonious Campus in a New Era

As an important part of the grassroots Party organization, the Party organization in universities is the basis of all the work and fighting power of the Party in universities, and is also the leading and driving force in the construction of harmonious campuses[4]. Building a harmonious campus is an important task for the Party construction of universities, and also puts forward higher requirements for the Party construction of universities. Universities should strive to explore new ways to strengthen and improve Party construction, and actively innovate new ideas and methods of Partyconstruction. Establish a long-term mechanism for the advanced construction of the Party in universities, achieve new breakthroughs in the innovation of Party construction, and promote the construction of harmonious campus.

4. Relying on the Platform of "Learning Power" to Expand the New Paths of Party Construction in Universities

Relying on the "Learning Power" platform to expand the new path of Party construction in colleges and universities is a complex system project, involving many aspects such as concepts, policies, organizations, institutions and mechanisms, as well as many subjects such as student Party members,

teacher Party members, the general public, Party departments and educational management institutions. Therefore, it is necessary to put forward multiple paths to form an innovative synergy, so that the platform of "Learning Power" can bring out the best effect and help the Party construction in universities.

4.1. Unifying Explicit and Implicit Functions of the "Learning Power" Platform

Explicit education is mainly organized and implemented by universities, directly providing public, systematic and standardized education to university students, usually through publicized forms and means such as classroom teaching, social practice, special lectures and internet platforms, to instill learning objectives and specific contents into the education targets. Implicit education is usually an implicit or subtle way of infiltrating educational content into the practical realm of social life, with the core objective of achieving a subtle nurturing effect. Through the effective supply of explicit and implicit resources and the use of various forms of content presentation, "Learning Power" achieves the organic integration of the two through the distinctive orientation of education and the presentation of novel forms, combined with the creation of explicit education topics, to achieve the unification of explicit and implicit education[5].

4.2. Using the "Learning Power" Platform to Grasp the Ideological Discourse

As the frontline of national ideological construction, universities are the "weathervane" and "barometer" of ideological security. Externally, the infiltration of western cultural values directly threatens the ideological security of universities and even the country; internally, there are still neglected links and misunderstandings in the ideological work of universities. Discourse is a means of realizing ideological leadership, and plays an important role in value leadership, political security, social integration and image building. By taking advantage of the resources of the "Learning Power" platform, students can learn about current affairs, history, management, language, science and other cultural knowledge on the platform, improve their theoretical and aesthetic skills, inspire their cultural confidence, achieve implicit education and grasp the ideological discourse[6].

4.3. Strengthening the Integration and Utilization of PartyConstruction Resources on the "Learning Power" Platform

Educational resources accompany educational practice, constantly accumulating, expanding and enriching their own spiritual and material connotations, becoming the basis and soil for the survival and development of education. The lack of educational resources is an important factor limiting the effectiveness of Party construction education. In the era of mobile internet and multimedia, educational resources are organically combined with the development of information technology and the network platform, and Party construction education must be adopted in a more vivid way. Although the "Learning Power" platform provides a large number of educational resources, it still needs to be integrated with new online educational communities, educational blogs and campus networks to achieve comprehensive integration and integrated use of educational resources, break the traditional concept of time and geography, and cultivate national spirit and national sentiment.

4.4. Building a Symbiotic Network Path for PartyConstruction in Universities in the "Learning Power" Mode

A symbiotic network is an innovation model in which each functional unit, differentiated in terms of internal structure and external function, relies on functional complementarity and cooperation to maintain a dynamic balance of competing relationships between symbiotic partners and achieve a mutually beneficial state of existence. "Learning Power" has typical characteristics of a symbiotic network space, reflecting multiple symbiosis, open integration and co-evolution [7]. The model features embodied in "Learning Power" tend to be consistent with the logic of constructing a symbiotic network for Party construction in colleges and universities. In realizing this, it is necessary to build a platform for the multifaceted symbiotic synergistic linkage of university Party construction, reshape the community space for the inclusiveness of individual differences in university Party construction, solidly promote the innovative foundation for the open and integrated development of university Party construction, cultivate the learning atmosphere for the co-evolution of university Party construction, and build a co-evolution mechanism conducive to the progress of everyone.

4.5. Logging on to the "Learning Power" Platform Becomes a Habit and a Conscious Action

The "Learning Power" platform is powerful and rich in content, covering astronomy and geography, literature and art, general knowledge of life and current affairs, and many other categories. Opening "Learning Power" is like opening a constantly updated encyclopedia. You can change your mind from "I want to learn" to "I want to learn", and you can make it a habit and conscious action to log on to the "Learning Power" platform every day. On the one hand, the "Learning Power" platform as an important carrier of learning and education for Party members, strengthen supervision and urging, do a good job of incentive assessment; on the other hand, the "Learning Power" platform is used as an important tool to promote the construction of learning Party branches, and knowledge competitions are held to compare and learn, and self-learning content is expanded to create a strong learning atmosphere. In the mutual comparison and learning, we can forge Party spirit, growing knowledge and improving ability.

4.6. Using the "Learning Power" Platform to Carry out Scientific and In-depth Communication

Since the launch of the "Learning Power" platform, it has become a "treasure in the palm of your hand" for Party members and cadres to learn theories, and "learning at your fingertips" has become a new trend. The innovative "Learning Power" platform combines online learning and offline communication and sharing, precisely matching the needs, seeing the learning role models around them face to face, exchanging and sharing stories and experiences in learning, and stimulating enthusiasm for learning in the collision of ideas. Optimize the service process, innovate service methods, explore the combination of online terms with Party education and socialist core values, enhance the sense of identity in communication, normalize contradictions in rational analysis, help Party members rationally analyze problems encountered in thought or practice, guide them to realize that contradictions and differences can be accepted by the mainstream culture, enhance the sense of acquisition of Party members in organizational activities with encouraging and inspiring words, and realize the transformation and upgrading of the service function of Partyconstruction in colleges and universities.

4.7. Developing New Positions for PartyMembers' Activities through the "Learning Power" Platform

The "Learning Power" platform is rich in content, and the topics of Party history learning and education are vivid and interesting. The "Learning Power" platform is used well, with innovative carriers and enriched forms, so that the Party history learning and education is more "local", easier to learn and more popular. The "Learning Power" platform's high-quality resources and powerful functions are fully utilized to solidly promote Party history learning and education into the brain and heart, and to inspire the majority of Party members and masses to learn the power of progress in red history. Through the "Learning Strong" platform, we have opened up a new forum for Party members' activities, adopted leadership-led learning, centralized learning in Party branches and individual independent learning, and comprehensively guided Party members to make use of fragmented learning time to keep abreast of current affairs and central and local work dynamics, creating a strong learning atmosphere, effectively learning theory, practicing mission, promoting further improvement of work, and inspiring a strong force for unity and progress in society as a whole.

4.8. Building a New Mechanism for PartyConstruction in Universities Based on the "Learning Power" Platform

Under the mode of "Internet+Partyconstruction ", the Partyconstruction can be carried out smoothly and the Partyconstruction of higher education institutions can be brought to a new level[8]. At the student level, according to the characteristics of students in colleges and universities, we use the platform of "Learning Power" to lead students in their thinking, cultivate their interest in learning, accelerate the updating of knowledge and optimize their knowledge structure, so as to guide them to dedicate themselves to the times and strive for the Chinese dream. At the teacher level, teachers in universities are encouraged to make use of the "Learning Power" platform to give good Party classes, and through the "Civic Science Course" and "Civic Science in the Curriculum", to become a powerful grip on the "three-wide education" of universities in the new era. At the level of the main Party and government officials, they deeply understand the mission of the first responsible person, grasp the Partyconstruction in schools, firmly rely on the accountability system, grasp the key points, traction direction, active exchange and learning, good at summing up the lessons learned, innovative ways of thinking and working, and carry out innovative exploration of strengthening theoretical armament and

ideological education under new circumstances.

5. Conclusions

As the "Learning Power" platform has been online for a relatively short period of time, there are few research results on "Learning Power" and Party construction in universities, and this research is mainly carried out from the perspective of information technology and new media. Under the new media environment, the thinking methods, behavioral standards, lifestyles, aesthetic interests and attitudes of university students have changed dramatically. The ideological and political education as well as moral education of university students needs to explore methods that meet the communication characteristics of the new media. The "Learning Power" platform combines the theory and practice of the Party, combining scientific and cultural education with Party history and Partyconstruction education, and short-term learning with lifelong education, which has a multifaceted impact on the Partyconstruction in universities. Relying on the "Learning Power" platform to innovate Party construction in universities is conducive to the effective development of ideological and political education work in universities, maximizing the exemplary role of student Party members and enhancing university students' identification with socialist core values.

Acknowledgements

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