Platform Building of College Student Cadre Thoughts

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Abstract. Universities are important organizations to create and deliver knowledge, cultivate and develop professionals at various levels, and take students walk the road of socialism with Chinese characteristics with education in the development pattern of the social cause with Chinese characteristics. As important organizers and participants of campus cultural activities, how to deliver and lead students will be the key to play the good role of student organizations. Student cadres should act as pioneers to keep up the pace, focus on the development of hybrid mode, promote students’ work with media, and to realize the improvement of student cadres’ overall quality with the construction of cadres’ thoughts leading platform.

The merger and change of media form and integration of media content, channel as well as function make people cover more meanings when using the concept of media. Therefore, the concept of entire media is widely used. As a new technology, entire media is one of the most significant changes in human history. People are more likely to teach, advertise and practice with entire media rather than traditional media which is gradually ignored by us but still play a role in education. Therefore, under the vigorous development of entire media, student cadres should fully play the thought of leading role, focus on the development of hybrid mode, promote students’ work with media, and to realize the improvement of student cadres’ overall quality with the construction of cadres’ thoughts leading platform.

The Significance of Building College Student Cadres Thoughts

College students’ thoughts are not only an important part of education work, but also are the important unity of socialist moral construction. The core content is to guide students adhere to the integration of patriotism and socialism, and combine national spirit with the spirit of the times, and individual achievement with social responsibility. With the complex struggle of current international ideology and diverse development of domestic social values, it’s important to strengthen leading thoughts for those who are deeply affected by various trends, feeling great employment pressure, not clear about social cognition and have wavering attitude towards life.

Today’s society is the so-called Entire Media Era. It has the characteristics of networking and digitalization of media activities, diversity and integration media entity, extension and confirmation of transmission pipeline, fragmentation and focus of media audience, polarization of media form, multimedia of products, mobile terminal of media and social functions of media. The three-dimension and huge amount of information of entire media make ideological and political education available, and, at the same time, the intuition of network resource like sound and images would stimulate students directly in sense organ. In the students’ ideological and political education, teaching contents are often involved in many extra-knowledge such as natural scenery, social background, etc. Some related content can be vividly presented with excellent pictures and texts, which not only stipulate student’s interests in learning, but also accumulate knowledge for those with little work experience, thus provide a strong support to build a socialist core value system.

Under the background of various eras, as the pioneer of college students, if cadres have no clear understanding of entire media, the development of entire media will be struggling.
It’s good to expand space of ideological and political education for student cadres and take the initiative to grasp the network construction team

With the transformation of entire media from “one to one” to “many to many”, the humanization and convenience of entire media make the traditional ideological and political class possible to teach in many ways. And as smartphones are widely spread, mobile newspaper and internet both provide a new carrier for college students. In the background of new media era, the openness and interaction of living environment, and universality of information are easier collect rich resources as well as information, and delivered to student cadres in all dimensions conveniently in order to build vast new media education platform.

It’s good to widen health growth service platform of college student cadres and promote the construction of harmonious campus culture

With the spread of new media, college service for students is greatly improvement in ability and level. The communist youth leagues can be able to deliver information, recruit volunteers and approve the establishment of students associations by new media like QQ group, committee website, blogs, micro blog, etc. Meanwhile, students can also be encouraged to get involved in group activities and attract and collect young people by new media so as to satisfy their need and improve their growth. Universities can broadcast advanced thoughts and typical practice, and create a stable and harmonious cultural atmosphere; at the same time, they can also focus on political issues and develop topic discussion and network activities, take initiative to grasp education to students and further promote harmonious campus cultural.

It’s good to develop socialist core values of student cadres and strengthen their thoughts

Universities should fully take advantage of new media, open up the ideological and political education network position, intensify the publicity of education, and increase the recognition of students to socialist core value system. Campus website can establish columns like thought construction, dynamic information and special report. As for website content, the pertinence and effectiveness shall be improved by the way of closing students study and life. Open the blog and micro blog of youth league as the platform of student communication and service, so that network can be the new platform for campus ideological and political education and student cadre development.

Problems Existed in New Media Platform of College Student Cadre Thoughts

Facing with the challenge of entire media era, the situation of student cadres is not positive in the following aspect:

The organization structure is irrational

Nowadays, the four main media in college media are newspapers, traditional media including broadcast station and campus TV, and new media including college network. In most of universities, the media are managed by different department. For example, as communist party mouthpiece, campus newspaper belongs to Propaganda Department, while broadcast station is often managed by Propaganda Department or youth corps committee; some postgraduate newspaper is managed by postgraduate student department, and some is managed by youth corps committee. The four media have their own set of independent operation mechanism and editorial team, which lack of effective communication to some extent. In real work, the management way is not only a waste of resources, but also even report appositive information, and may cause disorder.

Editors are not professional

At present, the vast majority of universities is mainly managed by college and supervised by
college student cadres. Some teachers would charge overall daily affairs. As a main component of campus media, student cadres can only regard it as a part-time job under the great pressure, which will cause editorial team unstable. Editorial team updates every year will also limit proper role of business training, and the business level is not high. In addition, in the majority of college media, the school activities are often voluntary work, the little subsidy is also just a symbol of encouragement. Therefore, it’s difficult to implement effective rewards and punishment system, and students have low enthusiasm towards it. The unprofessional editors will naturally affect the development of campus media.

The content is not wide enough

From a long time, campus media, especially campus newspaper and TV, often report official news like leadership dynamics, opening of meetings and academic exchanges, which are overly constrained at colleges and alienated from society, and coverage is narrow, and the depth and breadth of report are not enough. The information between different media is homogenous seriously and less interest, and cannot fully effectively reflect contemporary colorful campus cultural life.

The effect of publicity is not so good

The four media have their own advantages in languages and ways of transmission. Campus newspapers, as paper media, is easy to deliver and keep, the way of pictures and texts us more suitable for depth report; however, it has a poor presence and long cycle, semimonthly or monthly magazine is often used. When we read the newspaper, the news would already become old news. In contrast, the campus broadcast has a strong timeliness, it picks up a simple, convenient and quick form, the form of sound is easy to get, but hard to keep, so it’s not suitable for depth reading. Campus TV can be used for depth reading and has a strong appeal for audio and video, but post-production is difficult and time-consuming, and broadcast content is restricted. Campus network information updates quickly with large volume and strong timeliness, but the cost is relatively high. And as there is not professional editor, so the original content is limited. As a whole, the four media work independently and cannot learn from others’ strong points to offset one's weakness, thus the effect of publicity is not so good.

The Approaches of Cultivating Higher School Students’ Thoughts to Lead the Platform

Higher school is an important social organization, which creates and spreads knowledge, cultivates and transports various professional talents. In the development pattern of the socialist cause with Chinese characteristics, higher schools have the responsibility of spreading and teaching university students to carry forward the socialist care values, delivering the faith of walking the road of socialism with Chinese characteristics to students. As the important organizers and participants of campus cultural activities, college student cadres play the important roles of students’ organization about how to further penetrate thoughts in campus cultural activities. The approaches of cultivating higher school students’ thoughts to lead the platform should be as following:

Carry forward the theme; focus on enhancing the consciousness of college student cadres’ leading thoughts

The media is the spread to all people. The development of media and the strong energy has two sides for society, which provides rare opportunities to higher school student cadres, but also faces severe challenges. To ensure the healthy development of the media, it is necessary to strengthen the standard management, to reduce the negative influence, to study and implement the important spirit of President Jinping XI, which is to keep a clear mind, keep a high degree of political acumen and strong sense of responsibility, strengthen the university student cadres’ political sense, responsibility sense, overall situation sense, position sense, lead consciousness, discipline consciousness, innovative consciousness in order to provide powerful spiritual motivation and ideological guarantee
for “China Dream” and carry forward the theme and spread the positive energy.[4](p98)

Consciousness is awakening, character, quality and ability. Consciousness is the result of work practice and to guide the practice. Consciousness reflects the objective world and guides people to transform the objective world. Enhancing the above seven consciousness will not only make student cadres’ mind clearer and more active and more productive, but also make the entire media’s work promote scientific development, promote social harmony and serve the vast majority of students lively and effectively.

**Occupy the main position and focus on establishing system of higher school student cadres’ leading thoughts**

As the development of the entire media, our country’s network control becomes strengthening. “About the major issue decision of deepening the reform of cultural system to promote socialist cultural development boom” issued by the central committee of the communist party of China, the word “ideology and culture” first appeared in a formal document, but in today’s cultural system innovation advocating, relying on the media to carry on the ideological and cultural construction becomes the best way to build college student cadres’ thoughts.

Compared with the traditional education mode and education approaches before the birth of entire media, it has distinctive features. Building media system can make the students get out of the traditional education model and express their opinions and ideas in the case of hiding identity in the platform of BBS forum, Wechat, Renren website etc. [5](p23) Under the wave, the media has become the main body of the culture in colleges and universities. Meanwhile, school using the ideology construction as the leading factor and college cultural construction as the main line and the entire media construction as safeguard, guiding student cadres to strengthen their ideological understanding to gradually formed a new management system, by the platform of the entire media to strengthen management, makes the students and teachers’ communication more convenient and ideology construction more completely.

System, referring to a certain range or similar things according to certain order and internal contact combination into a whole, is a system composed of different systems. System construction integrates all into the whole. Building college student cadres’ leading thoughts is to make student cadres’ in-depth study integrated into the life and make the school ideology construction arrive in a new height.

**Focus on creating the atmosphere of college student cadres’ thought**

Under the wave of “Entire media”, although the communication becomes more convenient and can provide people with vast amounts of information and provides issues for the ideological and cultural construction, the information lacks a screening process compared with traditional media and cannot avoid false, pornographic, violent rubbish and pollution, which causes the entire media in the process of opening its soil becomes difficult. So creating the atmosphere of student cadres’ leadership is very important during the entire media construction. Only student cadres improve ideological consciousness under the leadership of the party and gradually form a kind of atmosphere, it can attract the surrounded students and build college student cadres’ leading system.

When creating a good college student cadres’ leading thought atmosphere, higher school can attract every students and make all students grow up in this environment and cut off bad information. Then every students’ ideological consciousness can be promoted and drive the entire school students’ thought to a new glory.

**Strive college student cadres’ thoughts in order to motivate the enthusiasm**

Workers’ enthusiasm is necessary to any job. As student workers, the work will be well done only stimulate students’ enthusiasm. The college student cadres should be more enthusiastic to serve students better and lead the students walk the road of socialism with Chinese characteristics. So
motivating student cadres’ thought can only serve student better and led them along with the path of socialism with Chinese characteristic.

The entire media with many elements has positive effect on student cadres’ enthusiasm. Correct information can make every student realized the superiority of the socialist road with Chinese characteristics. By the examples surrounded to enhance the mutual understanding and the facts, it can stimulate the student cadres’ thoughts to motivate the enthusiasm and make the job into practice. With student cadres’ full enthusiasm, higher school can do a better job of students thought and expand college students’ ideological construction road in all aspects.

Set the main channel and focus on the control of the college student cadres’ thoughts

College student cadres’ thought construction is not a big talk. Being engaged in student cadres’ thought in education must have a clear thought leading the direction. Without the right direction, the platform is just a skeleton. Under the impact of the entire media, the information is very messy. Many students will get lost in the flow of the information, but the students’ leader must be on the socialist care values as the guidance and walk the road of socialism with Chinese characteristics and adjust the main channel in order to build better student cadres’ thought platform.

With a clear direction and common goal, the work of students will be more convenient. Guiding the vast young student to adhere to the integration of patriotism and socialism, the national spirit and time spirit, individual achievement and social responsibility, the platform for the students will be better, which can service the vast students better.

Summary

Universities should strengthen students’ media literacy training and build network learning platform to deliver healthy and positive message to students through entire media. College student cadres should strengthen the understanding of entire media and pay attention to the promotion. The College student cadres should follow the trend of The Times and focus on “entire media “and make full use of new media and keep a better way of traditional media at the same time. Higher school should build the leading platform by new way and mode. Higher school should connect the students with “entire media” and establish perfect and efficient system of campus media. The opportunities and challenges of “entire media” exist as the same time. Only through the resource integration, higher school can give full play to the overall advantage and to break the bottleneck and welcome the new development Spring.

References


