New Media in the Big Data Era and the Great United Front Work in Colleges and Universities

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Abstract

The united front work is an important part of the party building in colleges and universities. It involves broad, comprehensive, democratic, non-party intellectuals, religion, returned overseas Chinese, Taiwan compatriots and Taiwan overseas students and other aspects of the task; is the microcosm of the united front work and the window. Colleges and universities are an important base for cultivating talents. Teachers' teaching level and ideology and morality all directly affect young students' outlook on life and values. Fully mobilize the enthusiasm and creativity of non-party people, is conducive to schools to complete the dissemination of knowledge, training the sacred mission of talent, help to promote the work of the school center to complete. The wide application of new media has provided new opportunities and new challenges for the united front work in colleges and universities.

Keywords: Big Data New Media University

1. INTRODUCTION
The rapid transmission of information and the expression of various means are the important characteristics of modern media. As an important part of the party's construction, united front work in colleges and universities will naturally face many challenges and problems. The united front work in colleges and universities not only shoulder the important mission of talent cultivation, but also the important work content of cultivating the party successors in the new era. Only to find the conflict and the pros and cons, in order to better complete the united front work in colleges and universities. In this case, the united front work of the theoretical innovation and mode of innovation challenges. In the new period, the whole world has shown the situation of economic development as the center. Facing with the ideological construction, the united front work is difficult. In the era of new media, the ideology and values of the united front work staff in colleges and universities, including the way of arrangement and implementation of work, have diversified, and the global economy is a double-edged sword. So that some United Front members will be formed in the ideological deviation of the united front of the principles and institutions have an impact. And the combination of new media factors makes the united front work of colleges and universities advance with the times and become the arduous task of the present united front personnel. This also poses a severe challenge to the theoretical innovation of united front work in colleges and universities. In this case, the new media age has challenged the united front mechanism and the contingent

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building of colleges and universities. In the current information age, the new media has an impact on the mechanism and personnel construction of united front work in colleges and universities. As we all know, the existence of the current network flat and free and open property, for this to break the original form of political space, the formation of a large united front pattern, and the democratic management of university united front work and can not fully adapt. Therefore, in order to create a new united front mode, the use of new media to achieve the efficient advancement of this work, establish a sound mechanism for emergency response and information processing mechanism is imperative. In addition, compared to the challenges, adapt to the characteristics of the times, the use of new media advantages to improve the quality of united front personnel and the level of science and technology is also very important, in order to further grasp the talent building, team building is the fundamental content. In order to achieve this purpose, the head of the United Front work should focus on improving the quality of staff, whether it is technical, or the spirit of the media, should be made to adapt to the pace of the times to improve.

New media public openness and interactivity and other characteristics, making college united front individuality prominent, their ideas and values more emphasis on self, the awareness and demands of political participation significantly enhanced. Unbounded community can be achieved, the identity of unbounded field of communication, greatly improving the breadth and depth of the United Front work coverage. At the same time, the efficiency of communication, integration and feedback of opinions and suggestions is greatly improved. However, the hidden nature of the network world, will bring some disadvantages, the network space is virtual, power is real. Seemingly minor bad words and information may bring a series of chain reaction, induced butterfly effect. This puts forward higher requirements for the united front departments to improve their working methods, explore effective ways of scientificity, and strengthen unity education and political guidance.

2. To carry out the united front work of college students, is the united front work to adapt to the new situation.

The party's 18th National Congress made it clear that it is necessary to "consolidate and develop the broadest patriotic united front" and stressed that the united front should "unite all forces and promote relations between political parties, ethnic groups, religions and social strata, Harmonious relationship, win the new victory of socialism with Chinese characteristics," an important role. At present, China is in an important strategic opportunity of reform and development. The united front should comprehensively implement the spirit of the 18th CPC National Congress, unite the broadest patriotic united forces, hold high the banner of patriotism and socialism and jointly promote the goal of building a well-off society in an all-round way. Only when the young students are included in the united front work can the united front and the great united front be the most extensive patriotic united front in order to ensure that the united front work truly serves the needs of the future development of the country. The united front work of college students is the need of the innovation of ideological and political education. In the new century and new stage, the international situation is changing rapidly, the social change is deepening, and the diversity of people's thoughts is
constantly increasing. Especially the college students groups have a high level of knowledge, broad horizons, new ways of thinking, high acceptance of new things. Many, while lack of social experience, are vulnerable to adverse thinking. These realities have determined that the ideological and political education of college students must be united with the united front work, integrate the united front thoughts and theories into the ideological and political education system of college students, educate and guide the students to distinguish normal religious activities and religious infiltration, and correctly understand and treat ethnic and religious religions. And minority students to live in harmony and so on, so as to resist the hostile forces outside the university students to carry out the penetration of segregation activities, but also in education and guidance to help students develop a sound personality to ensure that young students mind the ideal, firm conviction, The ideal of life into the cause of the party and the people. Carrying out the united front work of college students is the need of campus culture construction. The construction of campus culture in colleges and universities is not only related to the development of teaching and research work, but also related to the cultivation of college students' ideal and temperament. Good campus cultural environment, can resist the adverse effects, corrective action deviation, the ultimate realization of the whole school teachers and students psychological and emotional integration, to motivate students intrinsic motivation, is the school and the school all the good development of the important external environment. Students' united front work can promote teacher-student relationship, ethnic minority students' relationship with Han students, religious beliefs or religious backgrounds. Students' relationship with other students, enhance mutual understanding, promote mutual communication, eliminate misunderstanding and promote Integration, so that the whole school teachers and students closely integrated in a common cultural beliefs, the formation of a unity and unity of the whole, and promote campus harmony.

3. Conclusion
In order to stop the impact in the era of new media, with this powerful platform to promote the construction of united front work, colleges and universities should be updated from the concept and ideology.

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