Related Research on the Grassroots Organization of the Communist Youth League of China in the New Era

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Abstract. With long-term efforts, socialism with Chinese characteristics has entered a new era, and the communist youth league, as an important mass organization, has to keep pace with The Times, and its work in various aspects has entered a new stage. This paper studies the reform of the grassroots communist youth league in China under the background of the new era, studies the deficiencies of the grassroots communist youth league in China, and then puts forward relevant measures for the reform and innovation of the communist youth league.

Theoretical Background
"After long-term efforts, socialism with Chinese characteristics has entered a new era, which is a new historical orientation for China's development," "the 19th report said. Xi Jinping thought on socialism with Chinese characteristics for a new era has emerged. With eight "clear" clearly stated, and with 14 basic strategies for specific planning, it attracts the world's attention to look for the future direction through China, representing the latest achievements of Marxism in China. Xi Jinping thought on socialism with Chinese characteristics for a new era is enshrined in the constitution on March 11, 2018, which has been widely recognized both within the party and across the country. Mass organizations are the bridge and link between the party and the masses. Mass work is conducive to expanding the party's mass base and consolidating the party's ruling status. Therefore, in order to meet the requirements of the new situation, mass organizations like the communist youth league should keep pace with The Times and constantly seek their own development and reform. In this context, the following studies were conducted on the grassroots organizations of the communist youth league in China.

Deficiencies of the Grassroots Organization Work of the Communist Youth League of China in the New Era
From 1922 to 2018, the communist youth league has experienced more than 90 years of development and reform. Nowadays, the era is the information age and the Internet age, and the new generation of youth is bound to have new features and demands. Therefore, in order to better serve the youth, the contemporary communist youth league is faced with quite a few challenges in terms of working ideas, organizational forms, operation mechanism and style of cadres.

First, the public awareness is not strong, the level of interaction is low. From the perspective of reality, it is mainly reflected in two aspects: on the one hand, responsible comrades at all levels have deficiencies in their thinking, failing to devote themselves to the young people to the maximum extent. The urgent people need what they need, and the idealistic people are serious. Therefore, it is still necessary for the workers to go deep into the masses, from the masses to the masses. On the other hand, the ideological defects of the members of the communist youth league are very serious, especially the students in junior and senior high schools who only know to join the communist youth league, but do not know why to join the communist youth league and what to do after joining. Therefore, it is easy to have some adverse consequences.

Second, the quality of team members is not high, and the degree of resource integration is small.
In the work of accepting league members in the grassroots communist youth league, we only consider increasing the number of league members, but ignore the selection of the quality of league members. Although the amount of the communist youth league together youth, can influence its value of party, but not tested for acceptance of more and more people to join the communist youth league, regardless of their moral character, ability, faith. Accepting both the good and the bad, the result of the future can only be more and more conform to join league organization exists in the communist youth league, led to the bloated.\[1\]

Third, the mode of activities is outdated and the implementation of policies is difficult. The organization of the communist youth league guides the growth of young people, and it is definitely mandatory for young people, for example, through implementing a series of policies and launching a series of activities. With the change of society, especially the tide of the era of "Internet +", that is to say, mobile Internet, new media, big data and cloud computing are not only the historical background on which mass reform is based, but also an important magic weapon to solve the "stubborn diseases" of mass work. The Internet has changed people's lifestyle and consumption habits, as well as the political environment. It reshapes youth, and at the same time it affects interconnection; it affects not only the working methods of the masses, but also the thinking of the masses. Reform didn't happen overnight, however, there exists a lag in the layers of propulsion, especially the formality of youth activities in the communist youth league organizations at the grass-roots level, lack of innovation in content and form, failing to effectively and the integration of new era, failed to make full use of big data, the raise, cross-border, links, Shared thinking to provide better services for youth, such as the activity of relatively old-fashioned way, nature is difficult to attract young people to actively participate in.

Fourthly, the tendency of administration is serious and the characteristics of mass are insufficient. The administration of the communist youth league is mainly reflected in: "big movement, small influence", "big system, small grassroots", "big work, small circulation", "big elites, small masses". Although in some cases, the administration can help improve the efficiency to a certain extent, but it is incompatible with the mass attribute of the communist youth league, and has the closest distance from the public power, which easily leads to "administrative inertia". Thus it can be seen that the development vitality and impetus of the highly administrative social organization will be affected, and the organization is separated from the masses or even dissimilated into the holder and monopoly of public power.

Fifth, information transmission is blocked and management efficiency is low. Blocked information transmission and poor management efficiency must slow down the operation of the organization itself, as well as restrain the staff. Excessive hierarchical structure will lead to more information transmission links within the group organization, slow or distorted information transmission, resulting in decision-making errors, and also reduce the organization's running speed and work efficiency. In addition, too many levels require more managers, which is not conducive to motivate subordinates. Too many levels also affect the division of power and responsibility among different levels, leading to unclear division of power and easy to appear patriarchal and subordinate relations with dependency.\[2\]

Sixth, official standard of thought prevailing, do young friends or young "official"? At present, many league organizations still manage through administration. The more rigid the hierarchy in the organization, the more emphasis is placed on the division of labor and responsibilities, so information is difficult to communicate and feedback in a timely manner. The more clearly the power is divided, the stronger the desire of the members to obtain power becomes. In this way, a bureaucratic habit of bowing to the high, trampling on the low, cashing in on the powerful, and cajoling with gossip and flattery will be formed. Similarly, China's grassroots communist youth league organizations. Inside the communist youth league of hierarchy is obvious, will lead to most staff do not focus on how to do well at work, but beefing, gaming, and find a way, more to consider how to handle with the higher administrative departments, the relationship between the leadership of for more duties and promotion, as a result, for the long-term development of the youth league organizations also is very bad.
The Reform and Innovation Measures of the Grassroots Organizations of the Communist Youth League of China in the New Era

First, we need to strengthen public awareness. Political nature, advanced nature and mass character are the three essential attributes of the communist youth league. Therefore, it is more necessary to strengthen the mass consciousness and highlight the shortcoming of mass character on the premise of enhancing political nature and advanced nature. As general secretary Xi Jinping has advocated, we should "focus on the masses and let them play the leading role instead of supporting roles and audience roles". Therefore, the primary issue of the communist youth league reform is how to closely unite the youth, consider how to better represent and safeguard the interests and needs of ordinary young people. The urgent young people need the needs of young people, satisfy the preferences and demands of young people, serve and guide them, and establish a youth league cadres direct contact with the youth system.

Second, improve the quality of league members. First of all, we should raise the entrance threshold of league members, grasp the source, and appropriately grasp the scale of league members. Strengthen training, and comprehensively improve the quality of team members; improve the structure and do a good job in developing league members in key areas; Standardize the system and develop the work procedure of the league members strictly. Strengthen inspection to improve the work satisfaction of league members. Second, implement the league cadres "selection system". Specific practices, such as the establishment of a unified selection platform, to take the transfer, transfer, examination, and other ways to investigate cadres.

Third, innovate the way of activity. Traditional group activities, such as deeds, movies or songs that share positive energy; for example, the summer social practice activities in the countryside, nursing home activities, love ward activities. With the advent of the big data era and the promotion of supply-side structural reform, the content and mode of group organization activities have also changed in response to the development of The Times. For example, the user supremacy, openness, equality, interactivity, grassroots and simplicity of the Internet enlighten the content and way of the communist youth league activities. For example, big data thinking, crowdfunding thinking, cross-border thinking, link thinking and Shared thinking on the Internet guide the content and mode of activities of the communist youth league. For example, the reform thinking, fast iteration thinking and subversive innovation thinking of the Internet have inspired the content and mode of the communist youth league. Under such circumstances, such methods as "smart group construction", Wechat public account and microblog cluster have come into being. Under the new era background, the communist youth league can better maintain its position of mandatory guidance to the youth only by keeping pace with The Times, innovating the activity mode and optimizing the activity content.

Fourth, eliminate administration and adopt "flattening". The de-administration reform of the communist youth league means adhering to the leadership of the party and narrowing the distance between the party and the youth league. At the same time, push the "flat" operation mode of the leading bodies. Therefore, to solve the "administrative" and "machine-oriented" problems of the organization, it is necessary to change the organizational structure of the communist youth league from a broad, narrow, top-heavy, inverted "pyramid" to a "pyramid" structure.

Fifth, the establishment of "group service station", pay attention to performance evaluation system. The group service station is established by the joint labor union of the communist youth league, women's federation and other group organizations. It can be built in the buildings, industrial parks, business circles, incubators and other places where young people are concentrated. The main purpose of the station is to help young people solve the "problem of having to do something but not having to do it", making the group service station a home for young people. At the same time, to achieve youth satisfaction with the work of the communist youth league, it is necessary to measure it by performance. By this means, the league organizations and cadres are encouraged to transfer more energy to the practical needs of young people and guide the league organizations and cadres at all levels to go to the grassroots, get close to the masses and improve their style of work. For example, satisfaction evaluation, mass voting and recommendation. The creation of "group service
station”, the group organization to its own work organization also strengthened the constraint in another way. At the same time, the emphasis on performance evaluation is also an incentive to staff behavior.

Sixth, make full use of media technology to strengthen online public opinion supervision. As a kind of social organization, the communist youth league, in order to better display its functions and better serve the youth, must conform to The Times and carry on the reform. So, its reform also needs the society to carry on the surveillance. In the new media era, online public opinion is more complicated and young people's life is more networked. Therefore, young people can use new media technology to strengthen online public opinion supervision of the communist youth league. For example, "double network interaction", "WeChat alliance", "WeChat matrix", "data analysis", etc., thus forcing the youth league staff to better serve the youth. Only by strengthening the supervision of the youth masses to the youth league organization can the identification of the youth league organization be strengthened.

**Conclusion**

In general, under the call of the new era, all levels of the communist youth league organizations should take the initiative to eliminate the defects, actively improve and perfect, and reform is always on the way. We should adhere to the "1334" working law, the "mechanization", "administration", "aristocracy" and "entertainment", and the "three natures" (political nature, advanced nature and mass character).

**References**
