Measures and Thoughts on Youth League Work in Universities at New Media Era

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Abstract

The rapid development of new media technology is greatly affecting the young men in terms of their thoughts, study and lifestyles, which bring new opportunities and challenges for youth league work executed at the new media era. This paper analyzes the characteristics of young men who living at the new media era, as well as the challenges being encountered by the youth league work in universities.

Key words: New Media; The young men; Youth league in universities

INTRODUCTION

New media is not a certain kind of media. Actually, new media is different from traditional medias like newspaper and television etc.; instead, it is a kind of network system providing information flow for clients by using advanced technologies (e.g. digital, network and satellite etc.) and some terminals (e.g. phones, Ipads and computers) (Shi, 2015). Compared with traditional media, new media has its own features and advantages like huge information, fast spread, huge coverage, open, tolerant and personalized.

New media era is also named as mobile network, connecting mobile communication with internet, which takes the place of computer to visit the internet. How fast it is being developed is really out of our prediction and imagination, which has greatly changed people's life. In January 2017, CNNIC (China Internet Network Information Center) issued *39th Statistic Report on China's Internet Development Status*, saying that by the end of 2016, there has been 0.731 billion netizen in China, which is equal to the total population of Europe. That is 53.2% people are engaging in Internet. In China, 0.695 billion phone netizen, with an increase rate of over 10% for three consecutive years. According to relevant statistics, the use of laptop and desktop is being decreased while the cell phone is becoming more and more popular equipment used by individuals to surf on the Internet. Pursuant to statistics, Chinese netizen are mainly aged between 10-39 years old, about 73.7% of the total. Among them, netizen aged at 20-29 years old are the major part, about 30.3%.[1] Generally, the new media era not only changes people's lifestyles but also causes new challenges to the youth league work.

1. CHARACTERISTICS OF THE YOUNG MEN LIVING AT NEW MEDIA ERA

At the time of Internet era, here comes a totally new lifestyle—online shopping, online chat and reading news online, which is taking the place of traditional face-to-face lifestyle slowly. Today, new media is ruling our life and the young man is the main force at the time of new media era. Here below are the characteristics of the young men.

1.1 College Students Are Leading a Life Which Is More "Stay-at-Home"

According to a certain survey, it is said that excluding the break time, each student needs to check their phone once every six minutes; it seems that "the first thing is to check the phone after opening the eyes, and the last thing is to check the phone before closing the eyes. At new media

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[1]CNNIC. *39th Statistic Report on China's Internet Development Status*.

era, people are able to do a lot of things, including going to shop, online video chart, online games, online banks and online take-away etc., more importantly, the young men can make friends who have common goals and the young men can talk online freely. Anyway, today, the young men is getting more and more dependent on network and network life has become a fashion of our modern life.

1.2 Students' Study Is More Independent

These days, network is becoming more and more popular with the college students because of its great advantages—numerous educational resources and multiple educational methods. In 2012, the development of world higher education starts a new chapter—MOOC, a new model of online teaching, appears. Actually, online teaching is large-scaled and open, which greatly impacts on the higher education and online study all over the world. It was honored as "a digital tsunami" which has never been suffered by education. Even New York Times said that 2012 is the year when MOOC starts. Once you search "mooc" via Baidu, 8.15 million pieces of information concerned can be founded. MOOC owns several different platforms. For example, "Class online", one of the platforms, can provide more than 1,000 subjects set in well-known universities (Tsinghua University, Beijing University and Stanford University etc.) can be learned for free, including computer, economic management, language and entrepreneurship. From this example, we can see that new media brings large amounts of study information and convenient study methods, widens the study channel, which can help students to know more about the front-end knowledge. However, there are still some negative influences, like the knowledge is not systematic and correct enough, the habit of taking notes is being replaced by download online and copy. Therefore, deep thinking will not be available.

1.3 College Students' Communication Methods Are Becoming Multiple

Unlike our traditional ways of making friends, today's college students prefer to communicate with others by virtual space like BBS, Wechat, QQ and phone message. However, what we should realize is that network is like "one coin has two sides"—one hand, the openness and virtuality of network get students free from constraints, on the other hand, students might be addicted to virtual space and lower the chances to chat with others. That is students are easy to be controlled by "virtual space", making students have great difficulties in interacting with others; or even there will be students who want to avoid the real world and who have the tendency of "psychological distortion".

1.4 College Students' Value Orientation Is Multi-Dimensional, Multi-Layered and Comprehensive

At new media era, the young men hold a more multiple value orientation. Normally, the young men are not only media spreader but also media receiver. New media provides channels by which the young men are able to vent their emotions and express their views, which also provides multiple visual angles. During this period, if the young men are not well instructed, they are easy to be adversely affected or misled. Once the young men are adversely affected, it is definitely not good for college students' grow-up. For example, food quality in the dinning hall in universities is not good, once it is posted on renren.com, Wechat and weibo, the adverse influence will be remained for days.

1.5 College Students Freely Show Themselves, Being More and More Personalized

At new media era, the young men are able to receive large amounts of information and multiple lifestyles, and the young men are easy to be affected by the Internet along with the development of new media. Therefore, the young men will have a stronger sense of self-consciousness and self-confidence, at the same time, the young will be more personalized and follow their hearts. However, there are still some adverse affects like that the young men become anxious, hold a stronger sense of competition while a fading-away sense of team-work who grow up along with the development of new media; if so, the young men will be more inclined to egoism and individualism.

2. CHALLENGES FACED BY YOUTH LEAGUE WORK IN UNIVERSITIES AT NEW MEDIA ERA

2.1 Mainstream Ideology Is Greatly Impacted by Online Public Opinions

On the meeting to propagandize the national ideas, President Xi pointed out that ideology is an important work. Since college students are quite active in ideology and it is convenient form them to know more information, paying attention to college students' ideology shall be the key work. In new media era, information is spread rather quickly and freely, whose time and space are unable to be controlled. For example, people can share their own ideas online at any time for the topics and events that they care about. Compared with the traditional method used by college political education (ideological guidance is done face to face), it is more efficient and convenient. Besides, our traditional mainstream ideology has experienced a long time when it is considered to be "too empty and too general", the mainstream ideology will be easy to be marginalized. Therefore, big challenges are caused for the ideological guidance.

2.2 Monitoring and Management of Youth League Construction Are More Difficult

Depending on new media platforms, the information spread is rather flexible and barrier-free. Every day, the

young men will receive large amounts of information so it is hard to satisfy the college students' needs by expounding something mechanically. Thanks to Internet, a new world where everything is fresh and colorful is opened. In the new world, one can find anything— new knowledge and new friends, as well as some bad information like pornographic information and violent information. All these will be conflicted with the political education in university, which will easily affect college students' decision-making and judgment, or even students will have rebellious ideas. Now, we are facing the fact is that the origin of online information is hard to be traced because of its divergence and anonymity, which results in new challenges for use to monitor the league members' ideas and opinions (Li & Li, 2010).

2.3 The Traditional Way of Organizing Is Being Replaced by New Media Technology

For a long time, youth league has been using some traditional ways for its organization work, including holding meetings, issuing call-to-actions, executing activities and delivering tasks etc. With the appearance of new media, new media technology like Weibo is taking the place of traditional ways by its great advantages— fast, high efficient, wide spread and wide coverage etc. In addition, the traditional management mechanism used for youth league construction is facing great challenges resulted in by the new media. League members are the ones who receive and spread information, who will do a secondary spread according to their own needs and demands. Therefore, the one-way management mechanism is far less able to satisfy the demands of league construction in the new era.

2.4 Media Literacy Owned by Youth League Leaders in Universities Is Facing Challenges

On the meeting about political and ideological work in colleges and universities held in December 2016, President Xi clearly pointed out that league youth workers in universities shall make good use of new technologies like new media, trying to get all work actively carried out and well blend the advantages of traditional work with modern information technology. That is they shall help each other forward so that youth league work will be able to keep pace with the world and become more attractive.

At new media era, the young men are always the ones who early know about the new media and master the use of new media, who have technical advantages compared with youth league workers in universities. Therefore, people engaging in youth league construction in universities shall be aggressive and keep learning about internet information, trying to well master the new media technology and find out the laws how youth league members in universities develop themselves in the new media era. By making full use of different kinds of new media technologies, keep innovating paths accessing to the political and ideological work related to the young men in universities and figure out the way how to better fulfil the work to educate youth league members.

3. INNOVATIONS OF YOUTH LEAGUE WORK IN UNIVERSITIES AT NEW MEDIA ERA

3.1 Strategy Transition Requires to Change the Traditional Ideology Held by Youth League Work

Internet is greatly shocking and influencing the whole world, offering a totally new value—fair, share and client-first. Chairman Mao once pointed out that the youth league shall take good care of the young men's characteristics. Youth is youth, if their characteristics are ignored, how shall we continue with the youth league? (Mao, n.d.) Normally, the youth league work shall focus on the demands and needs of the young men, get all young men together. In order to do this, it is required to respect and hold the fact that the young men play a dominant role, change the one-way passive acceptance method (from top to bottom). Instead, a two-way mechanism which is interactive and fair shall be turned to. Under the mission that youth league shall be a friend but not a commander to the young men, it is mandatory to strictly follow the principle "student oriented, everything for students, get close to the facts and students, blend with students' life and study", trying to reflect that the youth league greatly care about and love the young students.

3.2 Strengthen the Development of Youth League Mobile Application

In new media era, almost all work being carried out in universities (like distributing notices, issue call-to-actions, voting, handing out and handing in schoolwork and study discussion etc.) can all be done by Wechat, QQ and Facetime. If so, the work will not be constrained by time and space, which will greatly improve the work efficiency. According to relevant statistics, more than 83.6% netizen download 10 or more application software and all these applications greatly attract college students' attention: Wechat talking has become a major communication method, BBS is just like a "small blackboard" where one can read all comments and replies, and news can be spread quickly; by words, audios and photos, information can be output via weibo in the shortest time; there are some other applications like music, GPS and entrepreneurship etc., on which college students time are almost spent because these applications are full of entertainment and interactivity. So it is concluded that only core value is fully melted with new media and penetrated into the micro activities

and micro videos which are liked by students, can the application be popular with the students (Zhou, 2013).

3.3 Cultivate and Establish New Media Team

At the era of mobile Internet, the efficiency of youth league work is determined by the ability of league leaders. So it is quite important to strengthen the media literacy of league leaders and improve the new media technique and ability, which can provide a great guarantee for our youth league work. We should put great efforts to cultivate and train the league leaders, to encourage them to use new media interactive methods like Wechat and Weibo; all league leaders shall set up an good example for all league members, trying to get themselves not left behind by the new media era; it is mandatory to cultivate a group of youth league workers who are good at internet characteristics design and planning online activities; at the same time, online cultural products which are popular to college students and maximize the number of loyal fans of youth league; do our best to attract students and social elites who are good at new media to join our subsidiaries; play an active role cultivating students as the opinion leaders, then start the ideological work by depending on the power of opinion leaders, try to grasp the speaking right in the field of cultivating students' sense of ideology and politics; try to have more volunteers engaging in online civilization, whom shall be relied on to spread online civilization and lead a new trend.

4. STRENGTHEN THE MECHANISM AND COMPLETE THE ORGANIZATION AND GUARANTEE OF NEW MEDIA WORK DONE BY COLLEGE YOUTH LEAGUE

College youth league shall set up institutions to manage new media platforms, which shall be in the form of matrix interaction; meanwhile, management systems shall be issued and hierarchical feedback system shall be established, as well as information issuance system; it is required that the database shall be updated in time. By collecting the points, topics and needs given out by students via mobile phones and Internet, try to well know about students' tendency of online opinions. Pay attention to the linkage of new media platforms and carry out online and offline promotions, encourage to forward the information issued by senior organizations; encourage to recommend the unique and fresh information and activities made by subsidiaries to the senior organizations.

Conclusion: At the new media era when everything is changing every second, organizational management used by college youth league shall keep the pace with the world and innovate the work methods continuously, trying to get the new highland of online ideologies. Being as a great helper and backup force of CCP, youth league shall link the government with the young men. Only the power of initiative is firmly grasped can college youth league better serve the young men and make full use of the young men. Then, the backup force of CCP can be stronger and more reliable. In this way, the students can be led to follow CCP and a new page of college youth league work in terms of political and ideological guidance can be achieved.

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