Research on the Path of the Construction and Development of College Student Associations in the New Media Era

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Abstract—College student associations, as the second classroom for student growth, play an important role in college education. The arrival of new media era brings opportunities and challenges to the construction and development of student associations. In order to adapt to the current new media environment, it is necessary for college student workers to explore new ways to build and develop associations by establishing institutions and norms related to the new media of student associations, paying attention to and strengthening network literacy education of student association cadres, exploring and developing new forms of association activities, and innovating new media platforms for student associations.

Keywords—New media era; College; Student associations; Student worker

I. INTRODUCTION

With the continuous development of new media technology, digital technology has supported the current mainstream media. The immediacy, openness, interactivity, integration and other characteristics of new media promote the change of people's working and life style. According to the <2018 Chinese college students' daily life habit and network research report>, based on the data statistics found that at least 86% of college students before entering the university began to use a mobile phone on the Internet. The majority of college students have deep experience in microblog, WeChat, network, network video applications. Namely, it can be said that Chinese college students is a standard form of digital natives. Jinping Xi, the general secretary, once pointed out in<An important discussion on ideological and political work in colleges and universities> that if you gain the Internet, you gain the students; if you lose the Internet, you lose the students. The communist youth league of colleges and universities must speed up the strategic transformation of new media, and make the ideological and political work new, alive and fire."

As the "second classroom" of the communist youth league of colleges and universities, student associations play an important role in ideological and political education in colleges and universities, and are the important support and supplement of the first classroom. How to build and develop student associations in the new media environment is an urgent problem for college students to face and solve.

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II. CHARACTERISTICS AND FUNCTIONS OF COLLEGE STUDENT ASSOCIATIONS

College student associations are mass organizations formed by college students on a voluntary basis, in accordance with their common interests and values, and in accordance with the articles of association. College student association is a group with spontaneity, autonomy, target, diversity and instability. Various characteristics show the complexity of the community, among which the instability is more prominent in the new media environment. Under the current new media environment, college student workers need to seek effective ways to build and develop the community.

Student associations play an irreplaceable role in the process of ideological and political education in colleges and universities. From the point of view of college student workers, associations can enhance the effectiveness of ideological and political education, and supplement the class-based ideological and political education form of college students; Community can also play the role of cultural education, and is an important carrier of campus cultural activities; By meeting the diverse needs of students, the community helps to strengthen the cohesion of the school and maintain the stability of the campus. From the perspective of college students, the association can expand the students' comprehensive quality, cultivate their interests and broaden their horizon; It can also improve students' professional skills, expand and supplement classroom knowledge; In addition, the community is conducive to the socialization of college students' growth. Through community activities, the connection between school and society can be realized and college students can get in touch with and understand the society.

III. OPPORTUNITIES FOR THE CONSTRUCTION AND DEVELOPMENT OF COLLEGE STUDENT ASSOCIATIONS IN THE NEW MEDIA ERA

A. The expansion of publicity channels for community activities

As a new means of communication, new media greatly widens the publicity channels of community activities. In the past, the mode of activity communication was mainly paper media, limited to campus newspapers, activity notices, short

messages, campus radio and other forms. Nowadays, the most important force in the promotion of college activities is the mobile phone client, which is a necessary and portable tool for every college student. According to <The survey report on the daily life and Internet habits of Chinese college students in 2018>, among the apps commonly used by college students, QQ has the highest penetration rate, accounting for 96%, followed by WeChat, which accounts for 95%, and microblog, which accounts for 87%. It can be seen that in the context of the comprehensive popularization of mobile Internet among Chinese college students, these three new media applications have occupied most of the attention resources of college students. From the advance publicity of club activities to the effect of activities, students can obtain the relevant information by the platform of mobile phone client. They post and forward messages in the form of video and pictures so as to get a lot of attention on the Internet and encourage more students to participate in community activities.

B. Enrich the content of club activities

The rapid development of new media technology adds a lot of content to club activities. In the traditional community activities, the members of the community are basically carried out in the form of face to face, and the content of the activities is relatively simple. Relying on the Internet and mobile client, new media platform can gather a large number of campus culture, theoretical knowledge and news information. And students can participate in various activities through various platforms. For example, in addition to showing their style on a specific stage, performance clubs can also release video performances on new media platforms to break through the limitations of time and space and make more people pay attention to performances. Some academic opinions of theoretical societies are published on the new media platform, where students can discuss academic opinions and spark their thinking. In addition, some societies can also carry out network knowledge contests, network surveys and other activities. The new media era has injected more vitality into student club activities and promoted the development of club activities.

C. Innovation of community management

New media provides a new way for college student workers to manage associations. In the past, all kinds of community management work basically requires paper materials to be preserved and communicated, which is incomparable with the convenience of new media network management. In the process of community management, information related to the staff, activities and development of the community can be directly filled in and saved in the network system. For the approval, tracking and supervision of community activities, college student workers can complete it through certain platforms. Working anytime and anywhere can reduce a lot of workload, and greatly improve the work efficiency.

IV. CHALLENGES TO THE CONSTRUCTION AND DEVELOPMENT OF COLLEGE STUDENT ASSOCIATIONS IN THE NEW MEDIA ERA

A. The influence and penetration of negative information

Due to the immediacy, openness, interactivity and integration of new media, communities will be exposed to a large amount of information in this environment. College students are at a young age, and new media is the main channel for college students to get information. In addition, college students are generally poor in self-discipline, so it is difficult to discriminate a large amount of information on the Internet. The lack of legal consciousness and self-discipline consciousness, and the inconsistency of attitude and behavior, make the influence and infiltration of negative information become a serious problem on campus. When college students are faced with these negative information, it will affect club activities and college students themselves. Therefore, it is necessary for college student workers to guide students to deal with the negative information brought by the Internet.

B. Involvement of social undesirable organizations or platforms

College student associations have great autonomy and the scope of activities is not limited to the inside of colleges and universities. Some well-developed associations will contact with other college associations and even the society. There are some bad organizations or platforms in the society. They will take advantage of college students' lack of social experience and limited screening ability to help and support community activities under the pretext of driving the community to do some behaviors that meet their own interests. The actual results are unsatisfactory. The behaviors of these bad organizations or platforms cannot really promote the development of the community. Some clubs affected by them cannot carry out the activities they want, and all kinds of information of the societies may be leaked, posing a great security risk. Once there are bad organizations or platforms involved in the club, its development will be hindered.

V. THE PATH OF OPTIMIZING THE CONSTRUCTION AND DEVELOPMENT OF COLLEGE STUDENT ASSOCIATIONS IN THE NEW MEDIA ERA

A. Establish and improve the new media related systems and norms

For the long-term development of college student associations in the new media environment, it is necessary for colleges and universities to establish a system to regulate the operation of new media.

First of all, college students should abide by China's Internet laws and regulations. In the context of the rapid development of the network environment, they should try their best to grasp the new trend of the development of network moral concepts and effectively carry out network education.

Then, at present, it is very common for societies to publish and hold relevant activity information on new media social platforms. WeChat Official Account, microblog and Tik Tok

are the most commonly used platforms. Relying on these new media platforms, the community provides a good way for its own construction and development. With the development of recent years, these platforms have gradually become an important link in the process of community activities. However, as a relatively independent and free way of development, coupled with the instability of the new media environment, it is easy for university associations to release some inappropriate or inappropriate statements. Once discovered by those with ulterior motives, in the current situation of rapid information dissemination, it is easy to push the community to the forefront, which will eventually affect the reputation of colleges and universities. This requires college student workers to strengthen the management of new media operation of student associations, establish relevant systems and norms, and improve the awareness of safe operation of new media in student associations.

This system can include the norms of the operation responsibility of new media, the supervision regulations of new media, and the internal review and management of the society. The operation effect of new media can also be taken into the community assessment mechanism. University student workers should clarify the regulations to the members of the associations. They should guide and restrain the associations to use the Internet in accordance with the law and abide by the new media system on campus.

B. Pay attention to and strengthen the network literacy education of cadres in student association

Jinping Xi pointed out: "The value orientation of young people determines the value orientation of the whole society in the future, and young people are in a period when values are formed and established. It is very important to cultivate values in this period." It is of great significance to pay attention to and strengthen the network quality education of cadres in student community.

In today's new media environment, community cadres are easily influenced by WeChat, microblog platform. To construct and develop the clubs, college students should pay more attention to community cadres and cultivate a batch of good student cadres who have a high ideological level of network, strong network business ability, comprehensive network quality, and good foundation of the network masses. This can not only stabilize the construction and development of associations, but also meet the needs of ideological and political work in colleges and universities.

It is necessary for college student workers to pay more attention to the ideological trend of student community cadres, and judge whether their comments on the Internet will be adverse to their own and the development of the community. They also should advocate the use of civilized and healthy Internet language to form a civilized, self-conscious and rational good network atmosphere. In addition, in order to strengthen the network literacy education of community cadres, students workers should regard media literacy of club cadres as a normal work, and improve the network knowledge theory training of the cadres, then provide some more new media skills training and related practice. At the same time, they should pay attention to guide and develop their creative thinking.

C. Explore and develop new forms of community activities

Jinping Xi once pointed out in the<An important discussion on ideological and political work in colleges and universities> that ideological and political work is fundamentally a man's work, which must focus on students, care for students and serve students. The reform of the communist youth league of colleges and universities is to deepen the student-centered reform. To explore and develop new forms of club activities is for students and should be based on students.

The traditional communication of community activities is a dualistic pattern. As the communicator, the community spreads the community activities to the student group, rarely producing the interactive effect between the activity and the student group. The timeliness and interactivity of new media break the dualistic pattern of traditional community activities in colleges, and universities create the possibility of diversified community activities. College clubs can make full use of the most commonly used new media of college students, such as WeChat and microblog. The members can regard these as the carrier of club activities, which highlight the personality and characteristics of contemporary college students, and bring new experience to all participants.

College student workers can guide club activities in a form that is popular with college students. For example, pointing a praise on friends circle in WeChat, forwarding content and comments in microblog, establishing the club discussion columns that students are interested in in the platform. And the community guidance teachers can also establish their own WeChat and microblog, and answer questions online. College student workers should understand their needs, and make full use of new media platforms to explore the forms of interactive participation that attract students, and enhance students' sense of participation in community activities.

D. Innovate the new media platform of university associations

Innovation is the inexhaustible soul of a nation. In the era of rapid development of new media technology, only by innovating the new media platform can colleges and universities expand a broader space for the construction and development of associations.

According to <The work points of the group of the central school of the communist youth league in 2019>, it requires focus to maintain and strengthen political, advanced, mass organizations, to advance reform of group learning. And it mentioned to strengthen student community management services, than student community members which more than three people shall establish the youth corps cell. Through the Internet and new media, college student workers strengthen the organization, guidance and education of community and youth league branches. By taking organization activities in an innovative way, it strengthen the "Strong three, four changes" of community activities. For example, we can improve the participation and interaction of new media in the form of online group classes, online remote training classes, and brand activity planning of associations. We can also introduce professional

platforms to guide and evaluate the activities of strong associations and youth league branches.

In order to focus on improving the organizational strength of the communist youth league of the school and strengthen its organizational construction, the central committee of the communist youth league calls for continuous promotion of "smart league construction". We will make good use of the "smart league building" system, carrying out basic league management, doing statistics of information within the organization and organizing the basic living work on a regular basis. Various processes and activity modules are contained in the system to improve the quality and efficiency of the activities of the community.

VI. CONCLUSION

The change of the new media age is obvious. Based on the correct understanding and analysis of the students associations' characteristics in the new media environment, combined with the feature of era and the development of college students' characteristics, college student workers need to grasp the opportunity and challenge of the development of the current students associations, and choose the appropriate, flexible and diverse way of management to make the second classroom of the development of students good, by the system, education, and the innovation of the activities and so on.

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