

# Give full play to the advantages of emerging media to broaden the path of university publicity work—based on the research and analysis of the operation of a youth media center at a university in Wuhan

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**Abstract.** The university is in the front position of ideological work, and its task is arduous, its mission is great. It is a strategic project to do propaganda and ideological work well in universities, which is related to the party's leadership over colleges and universities, the full implementation of the Party's educational policy, and the successor of the cause of socialism with Chinese characteristics. This is of great and far-reaching significance for consolidating the guiding position of Marxism in the field of ideology and consolidating the common ideological basis for the united struggle of the whole Party and the Chinese people. Colleges and universities should adapt to the trend of the Times, make good use of modern media platforms, continuously promote the innovation of publicity ideas, methods, and effects lay a solid cultural foundation, carry forward the spirit of colleges and universities, and make colleges and universities become demonstration areas of the construction of spiritual civilization in the new era.

**Keywords:** University propaganda and ideological work new media, Youth media center.

## 1 Introduction

General Secretary Xi Jin ping emphasized, "As socialism with Chinese characteristics enters a new era, we must make unifying our thinking and pooling our strength the central link in our propaganda and ideological work." Colleges and universities are the main field of propaganda and ideological work, which has effectively promoted the work of ideological guidance, value shaping, and theory indoctrination, and made great contributions to firmly grasping the dominant power in the field of ideology. Nowadays,

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with the development of new media, the general trend is to make propaganda ideological work scientific and intelligent. Only by following the tendency, taking the initiative, making bold innovations based on resource endowments, and expanding the path of publicity work, can colleges and universities shoulder the important mission of upholding socialism, rallying public support, fostering a new generation of people with sound values and ethics, developing Chinese culture, and building a good image of China.

## **2 The significance of innovating the propaganda work in colleges and universities in the new era**

Colleges and universities shoulder the important mission of studying and propagating Marxism, prospering and developing socialist culture, and providing intellectual support for realizing the Chinese Dream of the great rejuvenation of the Chinese nation. Today, with the rapid development of new media technology, how to satisfy the propaganda requirements and responding to the concerns of teachers and students is a realistic task encountered by innovative propaganda and ideological work in colleges and universities.

### **2.1 Innovative propaganda channels play a crucial role in improving college students' ideological and political levels**

University is the place where thinking is the most active and ideas are the most innovative, as well as the place where the collision of social thoughts and value propositions is the most drastic. Once the propaganda work lags, it will lead to a flood of erroneous thoughts such as historical nihilism and constitutional thought, which will have a bad influence on college students' ideals, beliefs, and political literacy. Based on this, colleges and universities must keep pace with the development of the times, boldly innovate the pattern of propaganda and ideological work, and strengthen the propaganda of political theory, revolutionary history, red culture, and other contents. In addition, they must guide teachers and students to uphold high Xi Jin ping Thought on Socialism with Chinese Characteristics for a New Era, always maintain a high degree of political sobriety, political sensitivity, and political insight, and ensure that the correct political direction will not waver.

### **2.2 Innovative publicity channels are conducive to promoting the construction of campus culture**

The propaganda work of colleges and universities plays an irreplaceable role in strengthening the cultural foundation of colleges and universities, cultivating the confidence of campus culture, and building a sense of belonging for teachers and students. Firstly, every news publicity enriches and expands campus culture, and promotes the construction of campus culture towards scientific and regular development. Secondly, by reporting colorful campus activities, introducing the exemplary deeds of outstanding teachers and students, and recording the historical context of the development of the university and other ways. We can create a positive cultural atmosphere for all teachers and students. Thirdly, through news publicity, teachers and students can fully understand the development trend of the school, participate in the planning and construction of the school and enhance the sense of ownership, which is conducive to coordinating all efforts to complete key scholastic undertakings.

### **2.3 Innovative propaganda channels are beneficial to enhancing the comprehensive competitiveness of colleges and universities**

The propaganda work of colleges and universities is not only a window to show the school's running strength and management level, but also an important way to build up an image and win public praise to extend social influence. It is also of tremendous value to strengthen the comprehensive competitiveness of universities and promote their high-quality development. On the one hand, news propaganda has opened up channels for communities to make suggestions and seek common development, which guarantees the democratic rights of various social subjects. On the other hand, news publicity improves the transparency of the work of colleges and universities, builds a good image, and wins the initiative in the talent competition.

## **3 The supporting role of science and technology should be given full play to the innovation of university publicity**

In the new media era, relying only on traditional media can no longer cater to the needs of college propaganda. Therefore, it is imperative to strengthen scientific and technological support, establish a professional platform relying on modern communication networks, and build a team of new media propaganda talents with high sensitivity, sufficient mobility, and strong innovation, to promote the professional, intelligent and high-quality development of propaganda and ideological work in colleges and universities.

Merging with the practice of Youth Media Center, a new media propaganda platform in a university in Wuhan, the author explores its function orientation, organizational structure, and operation mode and analyzes the influence of the network propaganda platform on university propaganda work.

### **3.1 The function orientation of the Youth Media Center**

The Youth Media Center fully integrates the university's official website, Wechat, Weibo, TikTok, and other platform resources, implements classified management, hierarchical responsibility, and unified disclosure, which becomes the main official channel for publicity. The Youth Media Center which contains the main functions of the propaganda is responsible for publicizing the basic theory, line, and policy of the CPC, carrying out ideological and political education for students and arranging cultural and recreational activities.

### **3.2 The organizational structure of the Youth Media Center**

As an organization parallel to the Youth League Committee and the Student Union, the Youth Media Center has one director and two deputy directors. The former is in charge of publicity work, while the latter is responsible for team management and business construction. At the same time, it has an editorial department, secretary department, network publicity department, technology department, and other departments. The editorial department is primarily responsible for the writing of press releases, and the operation, and management of the official website. The Secretarial Department principally takes charge of coordinating and distributing the affairs of the various departments. The Network Publicity Department is largely responsible for the operation of platforms such as the WeChat official account, TikTok, and Bilibili.

### **3.3 The operation and management of the Youth Media Center**

The Youth Media Center actively promotes the construction of sites and builds a youth media home that meets the six standards. It adheres to the principle of "strictly observe the bottom line and follow the mainstream", implements a four-level verification mechanism for publicity content, and strictly regulates the quality of manuscripts. At the same time, in accordance with the operation idea of "scientific planning and professional operation", it has formulated and issued some systems and regulations such as "Operational Specifications for Youth Media Center" and "News and Propaganda Workflow", which reasonably standardized the work procedure and clarified the boundary of responsibility.

## **4 Problems with the operation of the Internet media platform**

### **4.1 Insufficient ideological and political capacity**

On the one hand, the workers of the Media Center are weak in the basic theoretical foundation of the Party, their study of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is not thorough and comprehensive, and they are deficient in political discrimination and sensitivity. On the other hand, the implementation of new media management regulations is not rigid enough, and the information review is not sufficient, which makes some potential ideological problems become "fish that slip through the net", causing negative public opinion.

### **4.2 Low professional level of the team**

Neither teachers nor students of the Youth Media Center are fully qualified to work in new media. Limited by time, materials, knowledge, and other reasons, they lack skilled video editing techniques, and their basic knowledge of news writing is inadequate, so it is hard to output high-quality content in a short time to adjust to the real-time communication characteristic of new media.

### **4.3 Content quality needs to be improved**

In the information age, materials are everywhere and there are always hot spots. However, the students in the Youth Media Center lack the sensitivity to discover materials and professional theoretical depth, and their analysis of some information is exhaustive and their creativity is not strong, which leads to the serious homogenization of the content of publicity, and they stay on the surface, unable to see the far-reaching impact of news events.

## **5 Suggestions on innovating the ideological work of new media publicity in colleges and universities**

### **5.1 Adhere to the correct political direction**

General Secretary Xi Jinping pointed out that "the principle of Party spirit is the fundamental principle of the Party's press and public opinion work." Adhering to the principle of party spirit is the essential attribute of new media in colleges and universities in the new era. Therefore, we must always insist on the right political position in the first

place, scientifically publicize the party's proposals, and reflect the common will of teachers and students. University party committees should strengthen the management of new media platforms, introduce new media management measures, clarify the main responsibilities of new media platforms, adhere to the principles of who operates, who is responsible, who is in charge, and who is responsible, and strictly implement the review and verification system before releasing information and ensure that new media in colleges and universities can always spread mainstream ideas.

## **5.2 Improve the quality of the propaganda team**

On the one hand, it is vital to do a good job in cultivating talents for the publicity team, adopting educational methods such as lectures, cases, and seminars, and carrying out new media business training such as topic selection planning, content production, and operation management, and continuously improve the professional level of the team. On the other hand, it is exceedingly significant to arrange propaganda teams to study and exchange with propaganda departments of other colleges and universities, and encourage members to devote themselves to practice and exercise their abilities of investigation and research phenomena, observing and judging things, thinking and analyzing problems.

## **5.3 Promote the quality of publicity content**

Securely establish users' thinking, understand the service objects of the new media platform, and provide targeted content. Thoroughly establish professional thinking, analyze the meritorious deeds of educators and students from a professional perspective, dig deep into the positive energy contained in them, and tell stories about the struggles of the new era around you.

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