

# Research on the Path of Cultural Construction of College Student Party Branches in the New Era

Kaikai Zhao

School of Marxism, Northwest University, Xi'an, Shaanxi 710127

**Abstract:** Colleges and universities are the main battlefield of ideological and political education. The party branch of college students is the cell of party building work in colleges and universities, and an important carrier for the creative transformation and innovative development of traditional Chinese culture. Strengthening the cultural construction of college student party branches in the new era is conducive to giving play to the value-leading role of culture and building Chinese power, Chinese values, and Chinese spirit. It is necessary to deeply integrate cultural construction and party branch construction, sober theoretical cognition, enhance emotional resonance, increase practical education, and help build a culturally powerful country.

**Keyword:** New era; College student party branch; Cultural construction

The student party branch is the cell of the party building work in colleges and universities. It is the battle fortress in the grassroots party organization. It is the source of power to maintain the advancement and purity of student party members. The role in the overall improvement of the quality of party building cannot be ignored. How to innovate the cultural construction of student party branches in the new era is an important way to give full play to the role of the basic-level party organization of college students, enhance the influence of student party branches, and give play to the pioneering and exemplary role of student party members. It is a new issue facing college party building in the new era. , New tasks.<sup>[1]</sup>

## 1. The practical significance of the cultural construction of college student party branches in the new era

The student party branch of colleges and universities is the party's grassroots organization and an important battlefield for party building work. It shoulders the major political task of transmitting the spirit of the upper party organization and connecting young students. Whether a branch can accept the latest spirit of the party in a timely manner and promote it among party members, and whether the spirit of the superior party organization can be incorporated into every young student in a timely manner is closely related to whether the party's various policies can be implemented; Whether party members can actively carry out theoretical studies, play their pioneering role as a pioneer, form a good style of study among the majority of young students, and strengthen their belief in communism is closely related to whether the party branch's role as a fighting fortress can be fully utilized.

At present, the ideological and political education of college students cannot only rely on the classroom. The student party branch is also an important position. Strengthening the construction of college student party branches and strengthening the education and training of student party members are the inherent needs of college students' ideological and political education and the propaganda work in the new era. Intrinsic needs. Cultural construction helps to enhance the effectiveness of student party branch construction.<sup>[2]</sup>

Socialism with Chinese characteristics has entered a new era. The people not only have a higher pursuit of material life, but also have a higher demand for spiritual culture. With the rapid development of the market economy, some Western cultures, Japanese and Korean cultures have flooded in and instilled into the minds of young people. Among them, there are a large number of college students and even a large number of student party members. Social issues, such as the emergence of some "fine Japanese, Korean, and Korean", these "fast-food" foreign cultures try to confuse youth at the cultural and spiritual level, and gradually eliminate the disintegration of the youth's sense of identity and acquisition of Chinese culture, and dispel youth self-confidence. The heart produces a sense of boredom and powerlessness towards Chinese culture. Among them, some party members in the party branch of colleges and universities always have a psychology of worshipping foreigners and foreigners. The actual manifestations of these mentalities include extravagance and wastefulness. The foreign culture is prevalent, and the traditional Chinese culture is in a corner of decline. Disappearing in their world, eventually leading to their loss of cultural self-confidence, this major issue must arouse our great attention.

## 2. The realization path of the cultural construction of the party branch of college students in the new era

The current cultural construction of college student party branches is mainly faced with some students' vague understanding of local culture, and sometimes even questioning and confusion. Some students are keen on foreign culture. Therefore, the core of

strengthening the cultural construction of college student party branches in the new era lies in cultural subjectivity and enhancing cultural identity.

First, sober theoretical cognition strengthens cultural beliefs. Cultural diversity has caused serious value distortions for some college student groups, so sober theoretical cognition is our urgent need. It is necessary to focus on the subjective role of human beings, strengthen the cultivation of college students' subjective cultural consciousness, and guide college students to understand and understand the cultural origins, especially the values and ideologies in the excellent traditional Chinese culture. Strengthen the propaganda and education of the appeal of local culture, promote the popularization and popularization of local culture, and promote theoretical maturity on the basis of a sober theory. Maintain cultural sobriety and cultural discernment, and promote the continuous transformation of theoretical and cultural qualities in the process of maintaining integrity and innovation.

Second, strengthen emotional resonance and strengthen cultural identity. To find emotional resonance, start with cultivating college students' love for Chinese excellent traditional culture, revolutionary culture, and advanced socialist culture, and enhance emotional resonance. Culture must be truly integrated into the construction of student party branches, and the cultural consciousness of becoming a college student party member must be creatively transformed.<sup>[3]</sup>It is necessary to be closer to reality and to the daily lives of college students, to carry out party branch cultural construction in a more acceptable and lively way, and to strengthen emotional resonance in the most intuitive and sensory education. For example, shaping the exclusive brand of local culture and using traditional festivals for ritual education. It is necessary to innovate the form of "three meetings and one lesson". The current student structure of colleges and universities is mainly "post-90s" and "post-00s." "Micro-end" can also combine classroom theory teaching with on-site experience and practical activities, and adopt the methods that students prefer to achieve the purpose of educating people.

Third, increase practical education and strengthen cultural self-confidence. Strengthening the cultural construction of college student party branches in the new era requires adapting measures to local conditions, relying on local cultural resources, and actively carrying out thematic practical activities based on actual conditions. Make use of local cultural resources, give full play to the advantages of local characteristics, enhance the authenticity and timeliness of educational methods, make good use of channels such as the "three trips to the countryside" in summer and social practice in winter to strengthen the appeal and appeal of thematic educational activities of college party branches. For example, Shaanxi Province is rich in cultural resources with local characteristics. In terms of history and culture, there are Tang Furong Garden, Forest of Steles, etc.; in terms of the Red Revolution, there are revolutionary sacred sites such as Yan'an and Lishan Huaqing Palace; in terms of folk culture, there is Qinqiang. , Northern Shaanxi folk songs, paper-cutting, etc., explore local characteristics, integrate with the cultural construction of local college student party branches, combine historical and contemporary, theoretical and practical, perceptual education and rational education, and strengthen the new era Construction of student party branches in colleges and universities.

## References:

---

- [1]Li Tao. Problems and countermeasures in the construction of college student party branches [J]. Journal of Ideological and Theoretical Education, 2014 (04): 133-135.
- [2]Gao Yunduo. Research on the Cultural Construction of the Student Party Branch in Colleges and Universities in the New Era[J]. The Collection of Party History (Part 2), 2020(03): 38-40.
- [3]Hu Yongsheng, Tang Chaoji. Reflections on the mechanism of integrating red culture into the construction of college student party branches[J]. Cultural and Educational Materials, 2018(09): 69-70.

**About the Author:** Kaikai Zhao , male, Han nationality, November 1996, from Yicheng, Shanxi, a master's degree student at the School of Marxism, Northwest University, and a research college on the Sinicization of Marxism; Industry, the research direction is the theory and practice of socialist culture with Chinese characteristics, Xi'an, Shaanxi Province, 710127, no fund.