Innovation and Practice in Building Party Construction Brand of Grassroots Party Branches in Universities

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Abstract

Strengthening the construction of grassroots party branches in universities is an important measure for the governance and management of schools. In the process of constructing grassroots party organizations, the concept of brand is introduced in combination with the characteristics of the profession, and the "party construction + art" operation mode is outlined. By integrating the characteristics of the college's profession with the practical work of the business, innovative ideas, new carriers, and new forms of party construction are created to achieve a deep integration of party construction and art. This aims to better stimulate the vitality of party construction work, achieve new results, and implement the fundamental mission of cultivating virtue and nurturing talents in grassroots party branches at universities.

Keywords

Party Construction Brand; Party Construction + Art; Party Construction Model.

1. Introduction

General Secretary Xi Jinping's series of important expositions on the construction of party branches provide fundamental guidelines for the party building work in the new era. Strengthening the construction of grassroots party branches in universities is an important measure for the governance and management of schools. The grassroots party branches in universities are the strongholds for implementing the Party's line, principles, and policies, and the main battleground for implementing the Party's educational policies. They bear the responsibility and mission of disseminating knowledge, spreading ideology, and propagating truth, and shoulder the fundamental task of cultivating virtue and nurturing talents [1]. The construction of grassroots party organizations plays an important role in the high-quality development of universities. University party branches must fully play their role as strongholds, implement the fundamental task of cultivating virtue and nurturing talents, promote the physical and mental health and comprehensive development of students, and must be rooted in the "soul", excavate characteristics, and effectively explore and research the methods and implementation paths of characteristic construction of university party branches. [2]

2. Background of Construction

The grassroots party branch studied in this research is located in an art-related college. Characteristic construction should focus on combining the characteristics of its own branch with the characteristics of disciplinary majors, using party building to promote professional development, and avoiding the phenomenon of "wearing two skins" of party building and professional development [2]. Universities are important bases for talent cultivation, and the student party building work of grassroots party organizations in universities is inseparable from the specific departments of grassroots party organizations' professional education work. How to integrate the development laws between the two and achieve integrated development is worth pondering for grassroots party building workers and educators [3]. The party branch

of the administrative institution combines the characteristics of the digital media college with the practical work of the business in party building work, innovates new ideas for party building, and achieves a deep integration of party building and art.

By combining excellent forms and content in the field of art with digital means, and through creative transformation and innovative development, combined with party building, innovative measures of "party building + art" are proposed. A series of party building activities are carried out in various forms to ensure that the Party's political theories take root in the hearts of party members and cadres, and ideological and belief education is deeply rooted in their minds. This helps all party members firmly establish the "Four Consciousnesses" and strengthen the "Four Confidences". Party organizations guide teachers to conduct in-depth research on cutting-edge knowledge in their profession through organizing professional theme party days and academic seminars, promoting continuous innovation in the education of art design majors. The guiding role of party organizations makes the education of art design majors more forward-looking and creative, contributing to the high-quality development of the college [4].

3. Implementation Path

3.1. Standardize the organizational life system, focus on building the "Party Building + Art" brand

Efforts are focused on promoting the normalization and institutionalization of the "Two Studies, One Action" learning and education, strictly implementing systems such as "Three Meetings and One Lesson," theme party days, organizational life meetings, and democratic evaluation of party members. Monthly learning plans are formulated strictly in accordance with the learning outlines issued by the Party Committee Organization Department, attendance records are strictly maintained, and regular checks on learning progress, reporting on party fee payments, and conducting criticism and self-criticism are carried out to standardize party organizational life, ensuring the effective implementation of the Party's line, principles, and decisions. Emphasis is placed on closely integrating the study and implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era into party organizational life. While consolidating and deepening the results of the "Never Forget Why You Started, and Strive to Achieve Your Mission" theme education, the latest achievements in learning the Party's innovative theories are followed up on to enhance the political theoretical level and party consciousness of branch party members, strengthen ideological and political quality construction, and establish a theoretical foundation for the content selection and presentation forms of "Party Building + Art" activities.

Introducing a brand concept into university party building work under the backdrop of the new era is an exploration of new measures that conform to the characteristics of universities and follow educational laws. As the "terminal" position in the organizational structure of university party organizations, the construction of party branches must be grasped well to give full play to the political advantages of the Party in the university, and various tasks of grassroots party building can be effectively implemented. The cultivation of grassroots party building brands plays an important role in improving the quality of university party building work, consolidating the cohesion of branches, and enhancing their role as fighting fortresses [5]. By leveraging the professional and artistic resources of the college, efforts are made to create the "Party Building + Art" party building brand, combining artistic elements closely with party building work. Through innovative practice integration models, digital carriers for party building activities are expanded. For example, using virtual reality technology and the characteristics of film and television animation majors to conduct party character practice experience activities, allowing teachers and students to immerse themselves in red culture education through VR technology, enhancing the attractiveness and infectiousness of party

education. At the same time, party branches can innovate practice integration models, combining party building work with artistic practice, showcasing the achievements of party building work through art exhibitions, literary and artistic performances, etc., to stimulate the artistic creativity and party enthusiasm of party members. These innovative practices can not only improve the quality and effectiveness of university party building work but also provide more artistic enjoyment and spiritual nourishment for party members and students, thereby better stimulating the vitality of party building work and implementing the fundamental mission of cultivating virtue and nurturing people in grassroots party branches of universities.

3.2. Based on professional characteristics and highlights, expand the digital carriers of "Party Building + Art"

Combining the virtual reality technology and highlights of the film and television animation majors of the college, accelerate the digitization process of party building, break through the dimensions of time and space, explore the Red Rock story, expand the red scenes, and allow teachers and students to immerse themselves in red culture education. Conduct party character practice experience activities in the VR exhibition hall, and promote original VR education works such as the "Red Rock Soul" series. Through the immersive interactive learning platform of VR + Socratic Classroom, organize teachers and students to watch the independently developed "Red Rock Soul" VR series. With the immersion, imagination, and interaction of VR, party members can experience the five plot chapters of "Entering the Red Rock Exhibition Hall," "Crossing the Southern Bureau," "Entering the Zhasi Cave," "Choosing the Baigong Mansion," and "Awakening the Red Rock Soul Square," and present a vivid party education practice course through learning tests and interactions. Using advanced equipment and simulated design to achieve cross-temporal dialogue, allowing the audience receiving theme education to immerse themselves in historical scenes, immerse themselves in the revolutionary spirit in the red relics, and transform from bystanders to participants.

3.3. Innovative practice integration model, stimulate the charm and vitality of "Party Building + Art"

Conduct the activity of "Remembering the Original Aspiration with a Chisel, Drawing Party History with Engraving," passing on the red gene and promoting the spirit of struggle of the older generation of revolutionaries who were fearless, tenacious, persevering, and daring to overcome difficulties and contribute to the cause of the Party and the people. Conduct the activity of "Taking Cases as Examples to Strengthen Education, Advocating Cleanliness through Intriguing Posters," combining the characteristics of the college's art major, using design aesthetics and art theory-related knowledge to conduct appreciation of clean government posters for branch party members, interpreting the design ideas and deep educational significance of clean government posters from an artistic perspective. Conduct characteristic activities such as "Reading Party History in Art Classics" and "Narrating Party History in Paper-cutting," experiencing party history education through works and actively participating in the edification of paper-cutting art, allowing party history education to penetrate into the mind and heart in a new form.

3.4. Innovate the path of group and student activities, enhance the educational effectiveness of "Party Building + Art"

Conduct the activity of "Getting Close to Party History with Touch, Empowering Beliefs with VR," using smart technology to inspire new vitality in the learning and education of party history, and strengthen the belief and faith of always following the Party on the road to rural revitalization. Conduct the activity of "Recalling Memories to Strengthen Beliefs, Fulfilling Duties with Art," deeply interview stories of veterans who fought in the Korean War, allowing party member teachers and students to remember today's peaceful environment and integrate

personal feelings into the national feelings. Conduct the activity of "Encountering Smiles in the Countryside: Camera Records of a Good Life," presenting the happy life of local villagers from the perspective of young people, depicting a beautiful picture of rural revitalization. Conduct the activity of "Improving the Beauty of the Living Environment, Brightening the Foundation of Rural Revitalization," compiling catchy slogans advocating for garbage classification in propaganda leaflets, promoting ecological awareness, and beautifying the living environment of the countryside.

3.5. Integration and mutual promotion of professional ideology, demonstrating the teaching effectiveness of "Party Building + Art"

Apply innovative forms of "Art + Party Building" to education and teaching, combine the college's sketching and outdoor sketching practice teaching with our school's Marxism College, and provide students with a fusion experience of professional art practice and ideological education activities, creating a thought-political class walking in beautiful rivers. Party member teachers narrate touching stories such as Liu Bei entrusting Zhuge Liang and Jiang Jie entrusting their children, alternating between professional and ideological perspectives to appreciate the essence of Chinese excellent traditional culture and revolutionary culture. Party member teachers switch the cultural classroom from the classroom to the Wushan Museum, conduct practical teaching by comparing virtual recognition images at the Wushan Museum, teach and visit the revolutionary martyr Li Jida's short and great life, and interpret the design and creation of the Q version Li Jida model from a professional perspective, silently integrating ideological and political education, and launching integrated ideological education, etc.

By explaining the characteristics of local red culture, combined with professional technical instruction, students experience the red spirit and create artworks related to red culture. Let "Art + Party Building" merge and achieve mutual success, and let the red spirit be passed down forever.

4. Achievements

4.1. Igniting Party Building Vitality, Innovating Party Building Forms and Carriers, and Promoting the Education of Ideals and Beliefs

Branch committee members delve into innovative issues related to learning forms, promote party history study and education, and make the education of ideals and beliefs deeply rooted in the minds of party members. Through the use of "Party Building + Art" initiatives, the digitalization of party building forms is promoted, the path of educating students through practical activities is innovated, and the attractiveness and stickiness of theme party days are increased. This allows party building to take root in the beautiful rivers and mountains. Through the "Party Building + Art" initiatives, professional skills are utilized, the charm of art is experienced, the spirit of the party is understood, cultural confidence is enhanced, and the cohesion of party building activities is strengthened.

4.2. Sparking Red Sparks, Playing the Role of Grassroots Party Organizations as Bastions, and Achieving Dual Promotion and Improvement of Party Building Work and Business Work

This branch fully utilizes its organizational, management, and service capabilities, effectively promoting both party building and business work, and playing the role of a bastion for party organizations. In recent years, members of the Communist Party have faced difficulties head-on, fully demonstrating their initiative, creativity, and the exemplary role of party members.

As the leading unit, the establishment of the Chongqing Vocational Education Association Media Art Special Committee has contributed to the development of media art majors in vocational

schools in Chongqing. The successful approval of the national teaching resource library for virtual reality application technology breaks through the school's status as the first host unit of national resources, with the current resource library covering 30 provinces and municipalities, 2485 enterprises and institutions, 90640 registered users, 226 million active sessions, and 158 vocational colleges using it. The college's professional achievements include 3 five-star majors and 2 four-star majors, with virtual reality ranking second nationally. The college has established one national-level online quality course, initiated one national-level planning textbook, and two provincial-level quality online courses. It has won 2 excellent ideological and political education cases awarded by the China Communications Industry Association Education Branch, one first prize and one third prize in the National Teaching Ability Competition, and two second prizes in Chongqing. It has won 12 national awards including the first prize in the national competition for the application of new technologies in the Belt and Road Initiative and the BRICS countries, and one project funded by the Ministry of Education for ideological and political research. The NCDA teacher group has won one second prize and one third prize in the national competition, and two second prizes in the second National Competition for New Technologies in the Electronic Information Industry. One project was funded by the National Education Science Planning Project and one by the Chongqing Natural Science Foundation. It has obtained 23 invention patents, over 100 utility model patents, and 23 design patents, realizing a total of over 910,000 yuan in achievement transformation, with an average annual economic benefit of over 3 million yuan for enterprises. Party members fully demonstrate their subjective initiative, play the role of grassroots party organizations as bastions, and actively participate in the college's urgent and difficult tasks, effectively promoting the mutual promotion of party building and business work to serve the school's development.

4.3. Cultivating Morality and Educating People, Setting Examples with Actions, Guiding Students to Participate in Competitions and Win Awards

Always adhering to the fundamental task of cultivating morality and educating people, acting as guides and mentors in professional learning, party members have repeatedly guided students to participate in competitions and achieve excellent results. Students have won 39 awards in national-level competitions such as the National University Student Advertising Art Competition, the National College Digital Art Design Competition, and the National College New Media Competition (Photography Group). They have won 138 provincial and ministerial level awards (including 17 first prizes) in competitions such as the Challenge Cup, the "Internet Plus" College Students' Innovation and Entrepreneurship Competition, and vocational college student skills competitions. They have won the second prize in the National College Student Art Exhibition for the first time.

Acknowledgements

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