

Research on the Construction of Ideological and Cultural work Propaganda Teams in Colleges and Universities in the Era of Intelligent Media

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Abstract: In the midst of the intelligent media era, bolstering the construction of ideological and cultural work propaganda teams in universities has taken on a paramount significance. This paper meticulously examines the challenges confronting the establishment of such teams within this dynamic landscape. It subsequently outlines specific and targeted countermeasures, introducing fresh perspectives and innovative strategies aimed at fortifying the development of university propaganda and ideology work teams. Ultimately, these contributions serve to propel forward this vital endeavor, ensuring its relevance and effectiveness in the age of intelligent media.

Keywords: intelligent media era, propaganda, ideology and cultural work, colleges and universities, team construction

Introduction

In recent years, the rapid development of new media has positioned university students as the primary force in the application of intelligent media. Online media has emerged as a crucial front for promoting ideological and cultural work propaganda work. Under this circumstances, strengthening the construction of ideological and cultural work propaganda work in universities is a formidable task. As new media technologies continue to evolve, leveraging their advantages to excel in ideological and cultural propaganda efforts within universities is paramount. The cornerstone of effectively conducting ideological propaganda, news reporting, cultural heritage preservation and innovation, as well as opinion guidance in the new era lies in the individuals involved. Therefore, the ideological propagandists in universities are the vital force driving this endeavor forward. Strengthening the construction of ideological and cultural work propaganda teams in universities is a fundamental requirement for implementing the principle of "cultivating virtue through education" in higher education institutions.

1. The current status of ideology and cultural propaganda work teams in colleges and universities

In the context of the intelligent media era, the construction of ideological and cultural work propaganda teams in colleges and universities confronts unprecedented opportunities and challenges. With the rapid development of information technology, new media platforms are emerging in an endless stream, and the speed and scope of information dissemination pose severe tests to traditional models of ideological and cultural propaganda work^[1]. Therefore, a thorough analysis of the current status of ideological and cultural work propaganda teams in universities is of great significance for promoting their adaptation to the requirements of the intelligent media era and achieving innovative development.

1.1 Diversified team composition yet necessitating professional enhancement

The current ideological and cultural work propaganda teams in universities boast a diversified composition, encompassing a broad spectrum of individuals. This includes not only dedicated full-time teachers specializing in ideological and political education but also a cadre of part-time contributors from student affairs departments, counselors across departments and schools, as well as administrative personnel. This multifaceted makeup brings fresh perspectives and vitality to the realm of ideological and cultural work propaganda endeavors within universities.

Nonetheless, it is crucial to recognize that certain members within this diverse team may possess insufficient proficiency in areas such as the utilization of new media technologies and the navigation of online public opinion. This shortcoming hinders their ability to fully meet the demands and expectations of the intelligent media era, underscoring the need for continued professional development and enhancement.

1.2 The work philosophy is gradually being updated, but innovative practices still need to be strengthened

With the advent of the intelligent media era, the work philosophy of the ideological and cultural propaganda teams in universities is gradually shifting towards digitization, networking, and intelligence. Many universities have begun to emphasize the construction and utilization of new media platforms, conducting ideological and cultural propaganda work through channels such as WeChat, microblogs, and short video platforms^[2]. However, in operations, there are still deficiencies in innovative. Some universities lack novelty in content creation and communication methods, making it difficult to attract the attention and participation of teachers and students, thereby affecting the effectiveness of ideological and cultural propaganda work.

1.3 The training mechanism is gradually improving, but its relevance and effectiveness need to be enhanced

To enhance the professional quality and work capabilities of the ideological and cultural propaganda teams in universities, many institutions have established corresponding training mechanisms. By organizing specific lectures, workshops, online courses, or through other forms, they provide a platform for team members to learn and exchange ideas. Nevertheless, the current training mechanism still needs improvement in terms of relevance and effectiveness. On the one hand, the training content should be more closely aligned with the work demands of the intelligent media era, focusing on training in new media technologies, online public opinion response, and other relevant areas. On the other hand, the training methods should be more flexible and diverse, emphasizing practical operations and case studies to enhance the effectiveness of the training.

2. Strategies for strengthening ideological and cultural work propaganda teams in universities in the intelligent media era

2.1 Embracing multifaceted talent to energize team dynamics and innovation

Amid the intelligent media era, universities must prioritize the integration of multifaceted talent within their ideological and cultural work propaganda teams to invigorate team dynamics and bolster innovation capabilities. This encompasses not only a blend of diverse professional backgrounds but also a rich tapestry of ages, genders, and thought processes. To achieve this, universities should deliberately seek out professionals from varied fields, such as journalism and communication, digital media, psychology, and sociology, thereby fostering a truly interdisciplinary and multi-faceted team. By doing so, universities broaden the team's perspective and facilitate the exchange and fusion of ideas among individuals with disparate backgrounds, continuously nurturing creativity and innovation. To attract such talent, universities can leverage various recruitment strategies, including targeted campus drives and open market hiring, to capture the attention of innovative and experienced individuals. The infusion of these fresh perspectives brings with it

cutting-edge technologies, fresh working methodologies, and significantly enhances the team's overall execution capabilities and influence. To fully harness the potential of this diverse talent, universities should establish robust training and exchange mechanisms. Regular professional development programs, seminars, workshops, and other learning opportunities should be provided to ensure team members stay abreast of the latest trends and developments. Moreover, universities should encourage cross-disciplinary collaboration and knowledge sharing, breaking down professional barriers and fostering a culture of inclusivity that empowers team members to contribute their unique perspectives and expertise. This open and collaborative environment will undoubtedly stimulate the enthusiasm and creativity of team members, driving the innovative development of ideological and cultural work propaganda work in universities forward with renewed vigor and momentum.

2.2 Forging cross-departmental collaboration for synergistic progress in the intelligent media

era

In the dynamic landscape of intelligent media, universities' ideological and cultural work propaganda endeavors confront both daunting challenges and exhilarating opportunities. To navigate these waters effectively, the establishment of robust cross-departmental collaboration mechanisms stands as a cornerstone. By instituting a "Collaborative Conference Framework for ideological and cultural work propaganda Advancement," universities can forge seamless partnerships among pivotal departments, including the Propaganda Department, Student Affairs, Academic Affairs, and Research. This framework fosters regular gatherings where strategic blueprints, project blueprints, and operational nuances are jointly deliberated, thereby dismantling departmental silos and fostering a culture of information transparency and resource harmonization. The result is a more agile and cohesive work ecosystem. In execution, universities harness the power of big data analytics to craft nuanced audience personas, empowering departments with tailored guidance. The Student Affairs Department, for instance, leverages insights to refine promotional campaigns tailored to students' preferences, while the Academic Affairs Office seamlessly weaves ideological and cultural work propaganda elements into curricula, enriching students' cultural horizons. This collaborative model amplifies the relevance and impact of efforts, driving up both efficiency and the quality of outcomes. Moreover, universities underscore the importance of nurturing a sustainable incentive ecosystem, acknowledging and rewarding the exceptional contributions of cross-functional teams and individuals. These positive reinforcements fortify a vibrant, motivated workforce, fostering a culture of excellence and continuous improvement.

2.3 Refining incentive structures to ignite team vitality and creativity

In the intelligent media realm, refining incentive structures is paramount to igniting the vitality and creativity of university ideological and cultural work propaganda teams. Beyond tangible rewards like bonuses and career advancement opportunities, universities recognize the value of intangible incentives, such as public accolades and internal recognition, which deepen team members' sense of belonging and accomplishment. Furthermore, the introduction of a "Points-Based Incentive System" serves as a catalyst for innovation and engagement. By awarding points for achievements in training, innovation endeavors, and teamwork, and offering a diverse array of redeemable rewards—from professional development courses to wellness benefits and time off—this system ignites a spark of enthusiasm and creativity within the team^[3].

3. Conclusion

In conclusion, as the intelligent media era unfolds, the cultivation of university ideological and cultural work propaganda teams is not merely a matter of campus culture's vitality but a pivotal force in shaping societal discourse and nurturing future leaders. Amidst the relentless march of technological progress, our endeavors must remain agile, continually exploring fresh avenues and methodologies, embracing an open, inclusive, and forward-thinking stance to boldly confront the challenges of tomorrow.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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