

# Exploring the Path of Brand Building in Party Building Work in Universities

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**Abstract:** Implementing the branding strategy of party building work is an important lever for innovation in party building work in universities, and it is also an inherent requirement for improving the quality of party building. This article defines the connotation of the construction work brand and analyzes the current situation. Based on long-term practical exploration, it adheres to the principle of combining theory with practice and proposes the basic ideas and practical paths for the construction of the Party building work brand.

**Keywords:** Universities; Brand of Party building work; Construction path

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## **1. Definition of the connotation of the brand of party building work in universities**

### **1.1 The Meaning of the Brand of Party Building Work in Universities**

It is a practical requirement to promote the scientific development of universities and an inherent requirement to enhance the vitality and vigor of party building work in universities.

The brand of university party building work is the application of the “brand” concept to party building work, combined with the characteristics and laws of university party building work, using project-based operation as a means, innovation in party building work as an important focus, serving teachers and students as the work center, enhancing the appeal, cohesion, and influence of grassroots party organizations as the focus, and continuously improving the quality and level of party building work as the goal.

### **1.2 The Important Characteristics of the Brand of Party Building Work in Universities**

Through the summary and analysis of the brand of party building work in universities, it is found that the brand of party building work in universities has the following important characteristics:

1.2.1 Innovation. The implementation of the brand strategy for party building work itself is an important measure for innovation in party building work. Innovation is the core of creating a brand for party building work, including innovation in brand concepts, institutional construction, cultural construction, and organizational management.

1.2.2 Progressiveness. Party building brand construction must keep up with the trend of development and pace of the times, especially in the aspects of construction concept, top-level design, construction ideas, brand value, etc., to keep progressiveness and reflect the times.

1.2.3 Leadership. The brand building ideas for party building work should be clear, with accurate positioning, high positioning, comprehensive planning, and the ability to fully leverage the exemplary and leading role of the party building work brand in other work, which is also the value of creating a party building work brand.

## **2. The Current Situation of Brand Building in Party Building Work in Universities**

At present, many universities attach great importance to the brand building of party building work and have achieved a series of theoretical achievements in theoretical research, which has certain academic value. In terms of practical exploration, universities such as Yunnan University, Guangdong Medical University, and Yellow River University of Science and Technology have all carried out brand building for party building work and achieved good results.

Although the brand building of party building work has achieved remarkable results and outstanding results, it is still in the exploratory stage. There are still some problems and shortcomings in the process of brand building of party building work, such as a few universities not attaching enough importance and understanding to the brand building work, weak party building brand awareness, unscientific top-level brand design, insufficient brand innovation, and poor brand promotion effect, There are also objective issues such as the lack of a long-term mechanism for establishing a brand for party building work.

## **3. Practical Path for Brand Building of Party Building Work in Universities**

The reasons for the problems in the process of party building brand building are multifaceted, including both subjective and objective reasons, as well as epistemological and methodological issues. To this end, it is necessary to face the problem squarely, analyze the reasons, prescribe the right medicine, and find practical and feasible methods and paths.

Some scholars and university administrators have proposed specific suggestions and strategies for building the brand of party building work in universities, which are worth learning and learning from. However, there are also problems such as more theoretical exploration, less practical exploration, and insufficient connection between theory and practice.

This article takes the innovation craft society of college student party members as a platform and carrier, combined with the characteristics of disciplines and majors, and proposes the basic ideas and implementation paths for brand building of party building work in long-term practice.

### **3.1 Guided by the goal of talent cultivation, attach importance to the brand positioning of party building work**

The school has proposed the goal of “one body, two wings” talent cultivation, which is to cultivate ideological and political qualities, scientific and humanistic qualities, and physical and psychological qualities as one. With practical ability and innovative spirit as the “two wings”, cultivate high-quality applied talents with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. Under the guidance of such talent cultivation goals, the Party building work brand focuses on cultivating the comprehensive quality of students. The Party building work brand emphasizes leadership, innovation, service, and effectiveness, and adheres to the student-centered brand building concept.

### **3.2 Adhere to the “four combinations” and streamline the brand building ideas for party building work**

3.2.1 Combining theoretical and practical aspects. Firstly, in the brand building of Party building work, we must adhere to the principle of integrating theory with practice, arm our minds with the scientific theories of the Party, and guide reality. Secondly, theoretical researchers should closely connect with reality, adhere to starting from reality, adhere to problem awareness and goal orientation, sort out and summarize the practical experience of brand building in party building work, rise to the level of theory, and combine theoretical research with practice. Finally, theoretical research on relevant party building work brands must also be tested in practice. If theoretical research cannot withstand practical testing, it is also not feasible.

3.2.2 Adhere to the combination of universality and particularity. The universality and particularity of contradictions are dialectically unified, and anything that exists in reality is an organic unity of the universality and particularity of contradictions, with commonalities embedded in individuality. On the one hand, the brand building of party building work should grasp common and universal issues and laws, and at the same time, it should be combined with the actual situation of various universities, fully considering the special and differential characteristics of party building work brand building in different regions, schools, and even different departments and departments within the school. Party building work brands form their own characteristics and highlights due to differences or particularities.

### **3.3 Highlight the “five flavors” and enrich the brand connotation construction of party building work**

3.3.1 Highlight the “Party flavor”. Strengthening the guidance of party building and cultivating students’ spirit, we should use the innovative technology society of college student party members as a platform. Through activities such as party organization secretaries entering the society, party building activities entering the society, party member teachers entering the society, curriculum and ideological and political education entering the society, typical cases entering the society, student party members entering the society, and actively promoting the admission of students to the party, we should implement the fundamental task of cultivating morality and

talents, help students strengthen their ideals and beliefs, and clarify their goals.

3.3.2 Highlight the “learning flavor”. Adhere to student-centered learning, with student learning being the top priority, and ensure that the learning of professional knowledge and skills runs through the entire process of party building and brand activities. The construction of party building brands should attach importance to the demonstration and leading role of academic backbone teachers and excellent students, and create a strong atmosphere of education.

### **3.4 Grasp the “six dimensions” and do a good job in top-level brand design for party building work**

3.4.1 Political height. The brand of party building work is different from other brands. The brand construction of party building work in universities should have a high political level, broad vision, and long-term planning. It should stand at the height of the university’s responsibility to educate people for the party, cultivate talents for the country, and promote high-quality development of the school’s cause. It should actively plan, think deeply, and strengthen top-level design.

3.4.2 Depth of thought. The brand of party building work originates from the daily work of party building, but it is not a simple summary of daily work, nor is it blindly following the trend for work performance. The brand of party building work itself should have connotation, culture, value, and generate ideological leadership.

### **3.5 Take multiple measures simultaneously to achieve the effect of brand building in party building work**

3.5.1 Path for brand building in party building work. Adhere to the construction of the College Student Party Member Innovation Craft Society as the carrier, give full play to the role of the Student Innovation Society in talent cultivation, subject competitions, and other aspects, enrich the “second classroom” of students, and comprehensively enhance their innovation awareness, spirit, and ability. To do a good job in team building, we mainly focus on the construction of two teams: the teacher team and the ideological and political team. Especially, we should give full play to the exemplary and leading role of party members, teachers, and students. At the same time, based on reality, we should formulate an implementation plan for the brand building of party building work, with a clear timetable, roadmap, and responsibilities assigned to individuals. We should work hard for a long time and work hard with a blueprint to the end.

3.5.2 The effectiveness of brand building in party building work. In long-term exploration and practice, the effect of party building brand building has been significant, and a number of theoretical and practical achievements have been achieved.

In terms of scientific research. Teachers conduct research around the brand of party building work, and have been approved for more than 10 projects at or above the school level. They have published 6 textbooks and academic works, as well as more than 10 academic papers, which have certain academic value.

In terms of cultivating innovative talents. The Student Party Member Innovation Technology Society has completed more than 300 innovative inventions, won more than 600 awards in provincial or above discipline competitions, published more than 300 papers, and more than 30 students have won honors such as the “Yangtze River Student” in Hubei Province, the Star of China’s Self Strengthening and Nomination Award (including provincial level), the China Telecom Scholarship, the Hubei Province Upward and Good Youth, the Wuhan Entrepreneurship Pioneer, and the National Scholarship. Graduates have established more than 20 companies, and currently the overall economic and social benefits are good. Due to outstanding achievements in teaching innovation, it won the second prize and other awards of the 9th Hubei Provincial Teaching Achievement Award in 2023.

In terms of social responsiveness, sister universities have visited the Party building brand base of the College Student Party Member Innovation Craft Society for learning and exchange multiple times. Media at all levels have extensively reported on the Party building brand, further expanding its visibility and reputation.

In summary, although some achievements have been made in the construction of the Party building product work sign, there are still many problems and shortcomings. At present, the brand construction of party building work in Chinese universities is still in the exploratory stage, and it is necessary to further strengthen theoretical research and practical exploration, form distinctive party building work brands with their own characteristics, and make important contributions to leading the high-quality development of school undertakings with high-quality party building, and achieving an educational powerhouse.

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