

# Exploration on the Construction and Innovative Practice of the Vigorous Youth League Branch in Colleges and Universities

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**Abstract:** The youth league branch in colleges and universities is an important unit of the league organization. It is the most direct contact team for the league members and young students in colleges and universities. It undertakes the basic work of the league organization and shoulders the important task of correctly guiding the youth league members' thoughts and actions. In the face of the influence of multi-cultural in the Internet age, the ideological consciousness of some contemporary youth league members has gradually deviated from the weak, the working ability of the youth league branch needs to be improved, and the work responsibilities of the youth league branch also show the trend of marginalization. These problems are highlighted, and the work of non university youth league branches poses higher challenges. This paper explores the innovative practice of the youth league branch in colleges and universities, hoping to enhance the vitality and cohesion of the youth league branch in colleges and universities by enhancing the organizational consciousness of the league members, strengthening the training, exchange and the functions of the college youth league branch, and enriching the work form, as well as comprehensively implementing the management system, and strictly implementing the reward and punishment measures.

**Keywords:** University; Dynamic Youth League Branch; Innovative Practice

The communist youth league is the reserve force of our party organization, which plays an important role in the ideological and political education of college students. The work of promoting the communist youth league in colleges and universities falls on the shoulder of the youth league branch. Its vitality directly affects the smooth development of league organization activities, and the appeal of the communist youth league among young students, which related to the role of the communist youth league in the link between the party and young students.

## 1. The current situation and existing problems of youth league branch construction in colleges and universities

### 1.1 Weak organizational consciousness of the members of the communist youth league

More than 90% of college students are members of the communist youth league. Most of them have joined the communist youth league organization before entering the university. They are also the main group of the youth league branch in colleges and universities. However, affected by the current education form, some members of the communist youth league do not have a clear understanding of the youth league branch, and their organizational consciousness is relatively weak, and they cannot actively participate in the activity of youth league branch. In particular, under the background of comprehensively deepening the reform, due to some one-sided material negative influence in the process of social development, the communist youth league members show a more obvious utilitarian and selfish trend, and the collective consciousness of the team is increasingly weak<sup>[1]</sup>.

### 1.2 Weak working ability of members of youth league branch

The youth league branch members in colleges and universities are replaced almost every year, which is not conducive

to the cultivation of the youth league branch's working ability. In addition, colleges and universities seldom organize league branch committees to carry out systematic and in-depth ideological and theoretical study, leading to the low ideological and political level of some youth league branch committees, lack of work thinking and unique opinions. In carrying out the work of the youth league branch, they are simpler to implement, without taking a better way. Therefore, the working ability of the members of the youth league branch needs to be improved.

### **1.3 The gradually marginalized functions of the youth league branch**

In some colleges and universities, the construction of youth league branch and class committee overlaps or is set up in parallel. The division of functions often focuses on class construction. The youth league branch only serves as the auxiliary force of the class committee to cooperate with class activities of some important nodes and events. This makes the leadership function of the youth league weaken gradually, and even tends to be marginalized, so that the communist youth league shoulders the responsibility of serving the youth and leading. The basic functions of guiding, organizing and safeguarding the legitimate rights and interests of young people have been forgotten.

### **1.4 No innovation in the activity organization of the youth league branch**

When some youth league branches carry out work organization activities, they do not consider the personality characteristics of contemporary youth, nor combine with the characteristics of the current era. They still continue the traditional form of activities, which is difficult to stimulate the enthusiasm of college students to participate. With the development and popularization of the Internet, the youth league branch should, with the help of new media, organically combine national theme memorial day, league day activities and social hot news to carry out various activities with various forms, distinct themes and educational significance. We should try our best to break through the rules and regulations of traditional youth league branch activities, carry out innovation, and attract more young students to actively participate in it.

### **1.5 Lack of standard for the youth league branch system**

Generally speaking, the activities of the youth league branch in colleges and universities are presided over by the secretary of the youth league branch, the propaganda committee member and the organization committee member. Their selection, appointment and removal depend on the league members. The work of the youth league branch needs to be supervised and restricted by the league class system, regular meeting system, youth league cadre assessment system and league day activity system. However, in the process of the construction of the youth league branch in many colleges and universities, there is no perfect management system of the youth league branch, or the establishment of the relevant system cannot be implemented in place, leading to the lack of strict standards for the work of the whole youth league branch.

## **2. The necessity of the construction of vigorous youth league branch in colleges and universities**

The youth league branch is the basic unit of the communist youth league. The vitality of the youth league branch in colleges and universities determines the effectiveness of the work of the communist youth league in colleges and universities, affects the role of the communist youth league in the link between the party and young students, and is related to the reserve force status of the communist youth league in the party organization. Therefore, in view of the current situation and existing problems of the youth league branch work, it is an important work for colleges and universities to comprehensively enhance the vitality of the youth league branch and create a cohesive college vitality youth league branch. It is also an effective way to establish a good school spirit and promote the talent training plan, which is of great significance to the adult development of college students and the social influence of colleges and universities<sup>[2]</sup>.

## **3. The innovation path of the vigorous youth league branch in colleges and universities**

### **3.1 Enhancing the organizational consciousness of college league members and actively participating in the construction of league branches**

Consciousness guides practice. In order to promote the innovation and construction of the youth league branch in colleges and universities, and ensure the smooth development of the innovation and practice activities of the youth league branch, first of all, it is necessary to improve the organizational consciousness of college League members, with correct ideological guidance because the young college students are in the critical period of maturity of three outlooks. The youth league branch should make full use of the opportunities of the two sessions, major party and league festivals, central leaders' speeches and other opportunities to carry out theme activities loved by young students, constantly strengthen ideological guidance, mobilize the enthusiasm of youth League members and students, so as to improve their ideological level and organizational consciousness, and actively participate in the construction of youth league branches.

### **3.2 Strengthening the training and exchange of youth league branch committees in colleges and universities and improving their working ability**

The working ability of the youth league branch will directly affect the vitality index of the youth league branch in colleges

and universities. Therefore, colleges and universities should increase time and energy input to guide and train the daily work of the youth league branch committee. The work of the youth league branch committee in colleges and universities includes the basic league branch business, such as league membership registration, league fee collection, League member education, and league internal promotion. It also carries out activities organization and planning with strong pertinence, distinct theme and educational significance, as well as the implementation of “three meetings, two systems and one course”. These three major tasks are jointly undertaken by the youth league branch committee, which not only has certain requirements on the ideological and political level of the youth league branch, but also tests the ability of the youth league branch to handle trivial and complicated affairs. At the same time, it needs to be very familiar with the whole work process and details of the youth league branch. Therefore, organizing the members of the youth league branch committee to carry out business process operation drills, group discussions, case analysis and other training and learning can greatly improve their working ability, so as to carry out innovative practice of dynamic youth league branch.

### **3.3 Strengthening the functions of the youth league branch in colleges and universities, and realizing the educational value of the youth league branch**

The youth league branch should bear in mind its basic functions of serving, guiding, organizing and safeguarding the legitimate rights and interests of the youth league. The secretary and the monitor of the youth league branch can be concurrently held by one person, so that the youth league branch can fully lead the daily work of college classes, realize the value of the youth league branch in the construction of class and league integration, and promote the vitality construction of the youth league branch.

### **3.4 Enriching the work form of youth league branch in colleges and universities, and attracting young students to participate actively**

Contemporary college students are active in thinking and have their own opinions. They like to try to challenge new things, but they are not very interested in the administrative activities of the traditional youth league branch, and even are full of exclusion and resistance to some compulsory activities. Therefore, in order to attract contemporary young students to actively participate in the activities and carry out the innovative practice and exploration of the vitality of the youth league branch, it is necessary to cater to their interests, change the traditional activity content and single activity form, and try to diversify according to the characteristics of the Internet era.

### **3.5 Fully implementing the management system and strictly implementing the reward and punishment measures**

In the process of innovation and practice of the vigorous youth league branch in colleges and universities, we must formulate a set of perfect management system and carry it out in an all-round way. Only in this way can we ensure the effective development of the work of the vigorous youth league branch, and make the work of the youth league branch have rules to follow, which can reduce the work pressure of the youth league branch committee to a certain extent. When the youth league branch carries out innovative practice activities, the specific management system can carry out detailed inspection and assessment on it, and strictly implement the reward and punishment measures according to the assessment results, in order to refine the specific rewards and punishments to each member of the youth league branch, which will greatly promote the work of the youth league branch to be more standardized and institutionalized, and improve the vitality of the whole college youth league branch.

## **4. Conclusion**

With China’s socialist construction entering a new era, we are stepping into a new journey together. Young college students are undertaking new construction tasks. The communist youth league has also ushered in new requirements for work. All grassroots youth league branches will face new problems and challenges. In this context, the work of the youth league branch in colleges and universities has been paid attention to by all walks of life. If we want to complete the mission entrusted by the times, we should calmly analyze the current situation of the construction of the youth league branch in colleges and universities, combine the strength of every university leader, teacher, league member cadre and young students, so as to carry out innovative practice exploration, find a feasible construction path, and comprehensively improve the vitality of the youth league branch in colleges and universities. It can better complete the work of the communist youth league, and give full play to the function of youth league branch in colleges and universities.

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