

Analysis on the Characteristic Brand Construction of the Party Branch of Normal University Students

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Abstract: In the development of colleges and universities, the student party branch is an indispensable part, whose responsibility is to cultivate outstanding talents and create good conditions for educational management. After colleges and universities enter a new stage of development, the Party branch of normal university students needs to create a characteristic brand, enhance the influence of the characteristic brand, strengthen the will of Party members, and cultivate high-quality normal university student Party members.

Keywords: Teacher's Major; Student Party Members; Brand Building; Development Path

Introduction

The cultivation of young Party members is fundamental to national development. Party members of normal university students are an important youth group. In order to give play to the important mission of young party members, we need to do a good job in party member education and guidance, fully implement the people-oriented principle, and highlight the goal of student party branches to cultivate moral integrity. As for the student party branch, in the construction of characteristic brand, it is necessary to consider the personality of student party members, integrate the teaching characteristics of teachers' major, improve the comprehensive quality of student party members, and create basic conditions for the stable development of colleges and universities.

1. The Significance and Objectives of the Construction of the Characteristic Brand of the Party Branch of Normal University Students

1.1 The Significance of the Characteristic Brand Construction of the Party Branch of Normal University Students

The innovation goal of the student party branch is to change the traditional development mode and highlight the specialty of the party branch. The student Party branch of normal majors in Colleges and universities can provide a new direction for the cultivation of student party members. Only by focusing on the current situation of brand construction and ensuring the progressiveness of student party organizations can it meet the development requirements of the new stage. For the development of teachers' major, student Party branch is an important strategy to complete the training of students, which can promote the steady improvement of student Party members' ability. In the brand construction of student party branches, we need to pay attention to the students' personal characteristics, and ensure the all-round development of students through the cultivation of students' Party members' specialties. In addition, the student party branch needs to enhance the brand influence, maximize the brand effect, and solve the problems encountered in the training of student party members.

1.2 The goal of building the brand of the Party branch of normal college students

The construction of the characteristic brand of the student party branch needs to have a clear development idea to ensure

that the development system is perfect and reasonable. After going through a long time test, it highlights the role of brand construction and creates a good foundation for the development of the teacher education specialty in colleges and universities. After the emergence of the brand development model, we need to find the key points of the student party building work, define the training objectives of student party members, and lay a solid foundation for the party building work at all levels in colleges and universities. The construction of the characteristic brand of the student party branch needs to have a clear idea of reform and innovation, follow the working principles of the party organization in colleges and universities, let students have the responsibility for the development of the times, and make contributions to the construction of a harmonious society ^[1].

2. The Path of Building the Characteristic Brand of the Party Branch of

Normal University Students

2.1 Improve the ability and theoretical basis of Party members of normal school students to preach

When teaching work in colleges and universities is carried out, it is necessary to let students have clear thinking, enhance students' awareness of party building, expand the vision of normal school students' party members, and enhance students' party members' practical ability and problem solving ability. From a practical perspective, in order to achieve the goal of building a characteristic brand of the student party branch, it is necessary to encourage normal student party members to actively read, enrich theoretical knowledge, and actively participate in the training activities of party members and party spirit. Normal student party members also need to make a good summary in practical activities, enrich their theoretical basis, and provide assistance for building a characteristic brand of the party branch. In addition, in colleges and universities, it is necessary to set up a propaganda group of the Party branch to find student Party members who are excellent in character and study, complete the production of lecture notes and courseware, actively explore the propaganda skills, enrich the theoretical training content of Party members for normal students, and provide a platform for students to understand the Party knowledge. Colleges and universities need to regularly carry out party lecture activities, clarify topics before the activities, determine the mainstream ideology of the party branch brand construction, enrich the theoretical knowledge of normal school students' party members, and reasonably respond to the challenges faced by the development of student party branches.

2.2 Do well in the ideological construction of Party members of normal school students

After the requirements for the brand construction of student party branches are put forward, we need to attach importance to the guidance of the Party member spirit of normal school students, so that they have the spirit of hard struggle. At the initial stage of Party member education for normal school students, it is necessary to deeply understand the connotation of Marxism, explore problems from the perspective of scientific theory, enhance students' patriotism and innovation awareness, and make normal school student Party members gradually become the main force of social development. To guide student Party members to have correct values, it is necessary to clarify the spirit of moral cultivation, rationally use information technology, and increase the coverage of Party history education when carrying out education and guidance. To guide the outlook on life and values of Party members of normal school students, attach importance to the combination of theory and practice, prevent Party members of normal school students from being affected by bad ideological trends after entering the information age, and enhance their legal awareness and sense of social responsibility. Party members of normal school students also need to consider issues from a macro perspective, pay attention to the development of all mankind, and establish the idea of serving the people. In the process of cultivating party members of normal school students, we need to pay attention to moral quality education, balance the content of theoretical knowledge explanation and practical teaching, enhance the feelings of student party members, limit the daily behavior of party members of normal school students,

and play a practical role in cultivating party members [2].

2.3 Enrich the form of Party courses and enhance the effect of education

In the development of party teaching in normal colleges, it is necessary to innovate the party teaching form, reasonably integrate video teaching and informal teaching, create a harmonious teaching atmosphere and improve the quality of party teaching with the support of student party branches. When teaching work is carried out, it is necessary to create practice space for party members of normal school students, for example, to lead students to visit the Martyrs Cemetery, enhance students' learning experience, and let students deeply understand the red culture. The student party branch needs to clarify the theme of brand characteristic construction, enrich the organization form of party courses, let the normal student party members participate in the practical projects, and enhance the service consciousness of normal student party members. Party members of normal school students need to pay attention to practical investigation, carry out practical activities at the grass-roots level, and summarize the practical experience obtained, so as to contribute to social development. In the process of carrying out Party courses, we need to change our educational ideas, enrich the organizational form of Party courses, and improve the cultural quality of Party members of normal school students [3].

2.4 Cultivating Party Members with Educational Ability from Normal

University Students

In the process of cultivating Party members of normal school students, it is necessary to follow the teaching principles of normal school majors, provide an independent learning environment for normal school students, and increase the comprehensive quality of normal school students in course evaluation and teaching. For the student party branch, it is necessary to understand the current teaching situation in colleges and universities before training normal student party members. Through social practice investigation, it is necessary to understand the true ideas of normal student party members, so as to lay a good foundation for later teaching. Party members of normal school students also need to enhance their sense of social responsibility, take advantage of the winter and summer holidays to support rural education, participate in voluntary service activities, and gradually cultivate the awareness of serving the people. In order to cultivate Party members among normal college students, we need to attach importance to spiritual guidance, cultivate students' perseverance, and make students become passionate and warm Party members. In the development of student party branches, it is necessary to clarify the thinking of party building work, play the role of organization and guidance, integrate the training of student party members with the teaching profession of teachers' colleges, do well in the connection of education, and guide student party members to consciously participate in practical activities. Student Party members should have the space to give full play to ensure the healthy growth of student Party members.

Conclusion

To sum up, the student party branch is an indispensable and important content for the development of teachers' major in colleges and universities. The purpose of building the characteristic brand of the student party branch is to enhance the ideological awareness of student party members and create good conditions for the development of teaching in colleges and universities. When building the brand of the student party branch, we need to consider the adaptability to the teaching profession. Only by deeply integrating with teaching can we improve the comprehensive quality of student party members. In the process of designing the Party course, we need to consider the characteristics of normal college students' Party members, attach importance to targeted training, enhance the Party spirit and social responsibility of normal college students' Party members, and provide guarantee for social stability and development.

References

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