

Research on strategies to stimulate the vitality of grass-roots union organizations in colleges and universities under the new media environment

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Abstract: With the rapid development of Internet technology, new media has been favored by the general public with its advantages of high awareness, high efficiency and fast information dissemination. At the same time, the emergence of new media has also brought opportunities and injected strong impetus to the high-quality development of grassroots trade union work. However, under the influence of traditional concepts, the grass-roots trade union organizations in colleges and universities lag behind in the application of new media, resulting in the lack of vitality of grass-roots trade unions, which in turn restricts the innovative development of grass-roots trade union work in colleges and universities. In this regard, this paper explores the strategies to stimulate the vitality of grassroots trade unions in colleges and universities under the new media environment, for reference only.

Key words: new media; Universities; Grassroots trade union organization; Vitality; aroused

With the advent of the new media era, there has been an obvious change in the way people communicate with each other, making communication more and more convenient. The application of new media has also injected more impetus into the grassroots trade union organizations of colleges and universities, which is convenient for colleges and universities to grasp the real needs of faculty and staff in a timely manner, and can also more conveniently obtain the suggestions and evaluations of faculty and staff on grassroots trade union organizations. In addition, grassroots trade unions will also rely on the new media platform as an important carrier to carry out targeted ideological and political education for faculty and staff and serve them more accurately and efficiently, so as to further enhance the enthusiasm of faculty and staff for love, honor and entrepreneurship, and thus inject inexhaustible impetus to promote the sustainable development of colleges and universities.

1. It is necessary for colleges and universities to use new media to stimulate the vitality of grassroots trade union organizations

1. The use of new media to stimulate the vitality of grassroots trade union organizations is an inevitable requirement of the development of The Times

In the new media environment, the traditional working mode of the base trade unions in colleges and universities is increasingly incompatible with the environment they live in. Most of the staff focus more on teaching, scientific research and management, thus weakening the enthusiasm to participate in grassroots trade union work. Today, with the rapid development of new media, everyone is willing and accustomed to communicating in a virtual environment, and staff members are more likely to use platforms such as the “two micro ends” of mobile phones to obtain information and express opinions, which further aggravates the decline of the traditional working methods of trade unions. It can be seen that the traditional trade union has a single way of work, a single means and a single expression paradigm, which directly leads to the decline of vitality of grassroots trade union organizations. However, the application of network new media not only greatly enriches the work content of grassroots trade unions in colleges and universities, but also effectively promotes the innovation of working methods of trade unions, thereby effectively improving the work efficiency of grassroots trade unions. Not only can the network education, public opinion guidance, service information and other information involved in the grass-roots trade union organizations in colleges and universities be effectively disseminated, but also provide more convenient, all-round and accurate services for the majority of staff; At the same time, these important information and data can be applied and processed scientifically and efficiently, which is convenient for real-time tracking and carrying out full-time holographic online education and services. Therefore, relying on new media to do a good job of trade union work, so as to activate the vitality of grassroots trade union organizations, has become an inevitable requirement for the innovation and development of college trade unions in the new era.

2. The use of new media to innovate expression patterns is an inevitable choice to stimulate the vitality of grassroots trade union organizations

With the rapid development of new media, wechat, Douyin, QQ and other new media platforms are increasingly favored by the majority of teaching staff. The existence of new media makes the means and ways of information dissemination more convenient. Most faculty members get information through rich new media platforms such as wechat, and in the process of using new media to communicate with each other, their goals become more proactive and selective. Trade unions at all levels adapt to the development of integrating media and build an “online home” with mobile network platforms, which can make it convenient for each faculty and staff to quickly obtain the latest information they are interested in, and carry out more extensive dissemination by actively transferring comments. Therefore, the grass-roots trade unions in colleges and universities use new media to innovate expression paradigms, which is an inevitable choice to stimulate

the vitality of grass-roots trade unions' "whole body cells".

2. Strategies to stimulate the vitality of grassroots trade union organizations in colleges and universities under the new media environment

1. Change ideas and establish new media work concepts

Consciousness guides action, and consciousness is the forerunner of action. Under the background of new media, grassroots trade unions in colleges and universities should combine the characteristics of college staff groups, explore the use of new media to promote the career development of faculty and staff, actively carry out online education and public opinion guidance, and promote the integration of ideological and political work into daily life and make it regular. In this regard, the grassroots trade unions in colleges and universities should change their ideas, establish new media work concepts, give full play to the advantages of new media, and establish their own "micro-screen end of the newspaper network" all-media platform. Make use of the advantages of new media such as fast communication speed, strong interaction and strong openness, grasp the initiative of new media, closely follow the working concepts of increasing the "three characteristics", eliminating the "four modernizations", strengthening the grassroots and promoting innovation, and set up an education section with advanced ideas, novel content and full of positive energy. At the same time, colleges and universities can provide a two-way barrier-free "new channel" for the majority of faculty and staff through new media, so that they can freely express their personal opinions and suggestions on this platform, and express their true ideas. Only in this way can schools and departments at all levels better understand their thoughts and expectations, and provide accurate policies and services. In addition, the secondary trade unions should also play the role of "above the situation", pay close attention to the "urgent and anxious" problems of the majority of staff in life, work and physical and mental health, and jointly provide emotional communication, psychological counseling, life decompression and other services for the staff, so as to continuously improve the adhesion of grassroots trade union organizations and the attractiveness of trade union activities. Let the grassroots trade union organizations really become the majority of members sincerely trust the "mother family".

2. Give full play to the advantages of new media and expand service channels for employees

First, focus on the needs of faculty. In the grassroots union work in colleges and universities, if the staff needs to be fully valued, they can better integrate into the university's career development. And the existence of new media can make the school trade union understand the needs of the staff faster and more efficiently. Through the mobile network platform, the staff can express their requirements anytime and anywhere, so that the grassroots trade union organization can grasp the demand information in the first time. For example, employees can send their needs to the trade union organization through QQ messages, wechat public account private messages and other ways, so that the trade union at all levels can understand the needs of the staff in a timely manner, and then improve the pertinence of the work of the trade union, can effectively solve and meet the needs of the staff. In this way, the faculty and staff will be more willing to communicate with the trade union, and then achieve a win-win effect. Second, create a service platform for faculty and staff. There are a lot of things for university staff to do, and they need to go to the relevant departments of the university to handle relatively complicated affairs. Therefore, the university trade union can integrate the diversified and differentiated individual needs of the staff through new media, and implement intelligent push and grid services in collaboration with teaching, scientific research, personnel, logistics and other departments, so as to effectively improve the precision and efficiency of grassroots trade union services. In addition, grassroots trade unions can also use new media to set up some life and mental health columns, enrich the cultural life of the majority of teachers and staff, and inject "new factors" to enhance the vitality of grassroots trade unions in colleges and universities.

3. Apply new media technology to optimize the service quality of trade unions

With the rapid development of new media technology, trade unions in colleges and universities should make better use of new media technology to improve their work quality, so as to improve the happiness and sense of gain of faculty and staff. For example, in terms of the welfare of faculty and staff, new media can be used to solicit more opinions from the majority of members, so as to give them diversified and personalized choices. In terms of ideological and political education, the university trade union can use the new media platform to activate the way of ideological and political education of the faculty and staff, and effectively solve the problems of difficult organization and unsatisfactory results. In addition, the university should make full use of wechat, Douyin and other new media to organize and carry out colorful cultural activities such as "the most beautiful staff" and "model workers around", maximize the promotion of democracy, let more faculty and staff participate in, so as to further enhance the majority of faculty and staff's sense of identity for the "big family" of the university.

4. Establish and improve the early warning mechanism by relying on new media technology

In a diversified society, there will inevitably be some problems in the group of university staff. How to actively guide and resolve the contradictions is also an important issue facing the grassroots trade unions in universities. In some colleges and universities, there may be conflicts of interests among faculty and staff, or conflicts caused by their rights and interests not being fully protected. If the trade union organization fails to follow up and deal with them effectively together with the university in the first place, negative emotions will tend to accumulate continuously. The exposure of individual faculty and staff through new media will cause public opinion to grow. Which will bring different degrees of negative impact to the university. Therefore, the grass-roots union organizations and their staff should also make full use of the advantages of the new media, exert its early warning function to grasp the psychological trend of teachers in time, and effectively intervene in it, so as to solve the problem in the bud.

5. Establish a high-quality trade union team and improve the level of new media construction of college trade unions

A high-quality and high-level trade union team is an important factor to stimulate the vitality and healthy development of grassroots trade union organizations. The advent of the age of financial media has brought great changes to the working mode and mode of university trade unions, which requires the staff of university trade unions to consciously adapt to the changes brought by new media, take the initiative to learn and master the knowledge related to new media technology, so as to improve their network media literacy and effectively apply new media technology to the work of grassroots trade unions. Through the new media platform, the members of the university trade union organization can conveniently and effectively reply to various comments and messages issued by the faculty and staff, sort out various problems reflected by the faculty and staff, share them with other departments in a timely manner, and track follow-up solutions in real time. In addition, through the new media, it can maintain a good and smooth and effective contact with the staff, so that the legitimate rights and interests of members are fully guaranteed, and reasonable demands are positively responded to, and further enhance the majority of staff's sense of identity with the grass-roots union organizations in colleges and universities.

In summary:

All in all, in the new era, grassroots trade union organizations play an increasingly prominent role in the construction and development of colleges and universities. Therefore, colleges and universities need to further enhance the importance of grassroots trade union organizations and adopt effective strategies to activate the vitality of grassroots trade union organizations. In this regard, we can start from the following links: change the idea, establish the new media work concept; Give full play to the advantages of new media and broaden the service channels for employees; Apply new media technology to optimize the service quality of trade unions; Relying on new media technology, establish and improve the early warning mechanism; Establish high-quality trade union teams, and improve the level of new media construction of university trade unions. In this way, it can effectively mobilize the enthusiasm of the staff, stimulate the vitality of the members to actively participate in the work of the trade union organization, and then provide a strong guarantee for the realization of high-quality development of colleges and universities.

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