

The Research on the Practical Path of Party Building Brand Building of University Student Party Branch in the New Era

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Abstract

The student Party branch in colleges and universities is a bridge between the party and young students, and a battleground fortress to guide students to strengthen their ideals and beliefs, temper their party spirit cultivation, and grow into talents in an all-round way. Creating a brand of Party building is an important way to solve the problem of homogenization and formalization of Party building in student Party branches, activate the endogenous power of Youth Party building, and promote the quality and efficiency of student party building in the new era. Based on the organizational characteristics of student Party branches in Colleges and universities in the new era and the growth patterns of student party members, through the methods of literature, policy analysis and practical observation, this study defines the core connotation and era value of the party building brand of student Party branches, deeply analyzes the common difficulties existing in the current brand building, such as vague positioning, shallow connotation, singular forms of engagement, lack of integration, weak continuity, and so on. Combined with the practical characteristics of student Party branches in different grades and majors, this study puts forward practical paths from the five dimensions of precise positioning, deep cultivation of connotation, innovation in forms of engagement, integration empowerment, and long-term guarantee, so as to provide important theoretical support and practical guidance for the party building brand with youth temperature, educational strength, and demonstration effect for student Party branches in Colleges and universities.

Keywords

University Student Party Branch, Party Building Brand, Brand Creation,

1. Introduction

Young students are the future of the country and the hope of the nation. As the core position of cultivating young students and young Party members, the student Party branch of colleges and universities in the new era undertakes important responsibilities of political guidance, ideological education, organizational cohesion and student development. At present, the party building work of student Party branches in Colleges and universities is facing many challenges: the activities of individual branches often rely on solidified conventional forms, it is difficult to attract young students to participate, and there is a lack of Party building brands that are accessible, influential and practical (Deng, 2023); The work of Party building is out of touch with the growth needs of students' studies, scientific research, competition and employment, and there is a "phenomenon of 'separation between theory and practice'"; The party building work of different branches is seriously homogenized and lacks recognition and influence.

In the new era, the creation of the party building brand of college student Party branches can not only promote the innovation of grass-roots party building and enhance the political and organizational functions of grass-roots party organizations (Hong & Gao, 2021), but also is the inevitable requirement of improving the scientific level of Party building in Colleges and universities and an effective means of strengthening the Party's governance capacity (Yang, 2014), especially the party building system with distinctive logo, rich connotation, remarkable achievements and demonstration value formed by the student Party branches under the guidance of the party's innovation theory, combined with the age characteristics, professional characteristics and growth needs of student party members, through systematic cultivation, feature-driven construction and regular practice. Brand building is not a simple "naming and listing", but a comprehensive optimization and upgrading of the concept, content, methods and mechanisms of student party building, which can effectively stimulate the vitality of student Party branches and enhance the attraction and cohesion of Party organizations to young students. At present, the student Party branches in colleges and universities have generally carried out brand creation attempts, but some brands still have problems such as "focusing on form rather than connotation, focusing on creation rather than operation, focusing on short-term rather than long-term". Therefore, based on the characteristics of students' Party branches and the law of youth growth in the new era, exploring the scientific and systematic path of brand building practice holds important theoretical significance and practical value for improving the quality of students' Party building work, guiding young students to follow the Party firmly, and cultivating new people of the times who are responsible for national rejuvenation.

2. The Connotation and Value of the Party Building Brand of University Student Party Branch in the New Era

2.1. The Core Connotation of Brand Building

The brand building of college student Party branches is based on strengthening the political function and guided by serving the growth and success of students, highlighting the four core characteristics of “youth, practicality, humanity and diversity”. First, youth, closely linked to the characteristics of young students’ active thinking, quick acceptance of new things, and focus on the realization of self-worth, the brand concept and forms of engagement fit with the young people’s cognitive habits and emotional needs. Second, it is practical. Based on students’ learning and living reality, it takes perceptible, participatory and hands-on activities as the carrier, rejects empty preaching, and allows party building work to be integrated into daily work and seen in detail. The third is to cultivate people. Ideological and political education and value guidance will be carried out throughout the whole process of brand creation, so as to realize the deep integration of Party building and the fundamental task of cultivating morality and talents, and help student party members improve their character and talents. Fourth, differences. Combining the characteristics of student Party branches in different majors and grades, we should create a brand with exclusive recognition and avoid the homogenization dilemma of “one thousand branches”. Compared with other brands of grass-roots party organizations, the party building brand of student Party branches emphasizes the dominant position of youth, and pays more attention to the organic unity of growth empowerment and value guidance.

2.2. The Contemporary Significance of Brand Building

Creating the party building brand of student Party branches is an important measure to strengthen the Youth Party building in the new era, which has multiple dimensions of contemporary significance. First, build a strong political foundation for young people, strengthen the political attribute of student Party branches through brand building, guide young student party members to deeply understand the decisive significance of “the Two Affirmations”, resolutely achieve “the Two Upholds”, firmly establish a correct world outlook, outlook on life and values, and let the red gene be passed on from generation to generation. Second, to solve the dilemma of students’ Party building, we should integrate party building resources and innovate working methods with brand as the starting point, break the fixed mode of traditional party building activities, and solve the problems of homogeneity, formalization and fragmentation, so as to make students’ Party building work change from “passive participation” to “active integration”, and improve the pertinence and effectiveness of the work. Third, enable students to grow and become talents, deeply integrate brand building with students’ growth needs such as academic improvement, scientific and innovative practice, voluntary service, employment and entrepreneurship, build a platform for student party members to improve their ability and realize their value, and help them grow into young people of a new era

who are ambitious, responsible, able to endure hardship and willing to struggle. Fourth, build a benchmark for Youth Party building. A mature student party building brand can form promotable and replicable work experience, effectively promote the quality and efficiency of student party building, provide demonstration guidance for other student Party branches in Colleges and universities, and provide practice samples for Youth Party building innovation.

3. The Realistic Dilemma of the Party Building Brand of University Student Party Branch in the New Era

At present, some progress has been made in the establishment of the Party building brand of student Party branches in Colleges and universities. However, due to the large mobility of student party members, limited party building resources, cognitive biases in the work and other factors, some brands are still in the initial stage of exploration and face many common difficulties.

3.1. Vague Brand Positioning and Insufficient Recognition of Characteristics

Some student Party branches have misunderstandings regarding brand building, and their positioning lacks pertinence and differentiation. First, a tendency towards bandwagoning, the brand name and construction content are mostly concentrated in the generalization fields such as “patriotic education” and “voluntary service”, and the exclusive brand is not created in combination with the professional characteristics and grade characteristics. For example, the Party branch brands of liberal arts and science students are seriously homogenized, and there is no obvious difference between the Party branch brands of freshmen and graduates, resulting in low brand recognition and weak memory. Second, the positioning is divorced from reality. Some brands excessively pursue “innovation”. Some fall into the empty generalization dilemma of “emphasizing slogans and ignoring practice”, and some exceed the resource carrying capacity of student Party branches and the actual needs of student party members, which is difficult to take root and be sustained.

3.2. The Connotation is Shallow, and the Integration of Party Building and Education Is Disconnected

Brand connotation is the core vitality of the brand. Some student Party branches' Party building brands have the prominent problem of “emphasizing form and ignoring connotation”. First, the connotation is shallow, only the brand name and visual identity are determined, and the core concept, value pursuit and work system of the brand are not systematically constructed, resulting in the brand becoming a “shell”, failing to effectively play the function of ideological and political education, and weakening the value guidance. Second, the phenomenon of “a ‘separation between theory and practice’” is serious. The integration of brand building and students' core growth needs such as academic, scientific research, competi-

tion and employment is not deep enough. Some party building brand activities are out of touch with students' daily learning and life, and some exist in gorgeous packaging and flashy content, which further leads to the party building brand creation not being attractive, infectious and cohesive (Chen, 2025).

3.3. Singular Forms of Engagement, Lack of Attraction and Participation

Brand carrier is an important support for the implementation of brand connotation. Some student Party branches' Party building brand carriers lack innovation and are difficult to adapt to the ideological characteristics and behavior habits of young students. First, the carrier form is traditional, mainly in the form of "three meetings and one lesson", theme party day, theoretical study, visit exhibition and other conventional forms, lacking interactive, experiential and immersive activity carriers, which is difficult to stimulate the enthusiasm of young student party members. Second, the carrier design is homogeneous. Different student Party branches adopt similar forms of activities and fail to design targeted carriers in combination with professional characteristics and students' interests, resulting in low attraction and participation in brand activities.

3.4. Lack of Synergy Mechanism and Weak Brand Radiation

At present, the party building brand creation of student Party branches mostly presents the situation of "working in isolation", and the lack of coordination, linkage, communication and promotion. First, the internal coordination is weak, the student Party branches lack experience exchange and resource sharing, and fail to form a brand cluster effect. The dispersion of resources leads to limited brand influence; The linkage with the party committees of departments and colleges, Youth League committees and other organizations was not enough, and it failed to integrate various forces to enlarge the brand value. Second, the communication ability is insufficient, and the communication channel is single. It relies on closed channels such as internal WeChat group and circle of friends, and lacks the use of off campus media and Party building platform; The communication content is boring, mostly written reports, and lacks vivid presentation of brand stories, typical cases, and actual results, making it difficult to expand brand coverage and influence.

3.5. Insufficient Long-Term Guarantee and Weak Brand Sustainability

The characteristics of student party members, such as high mobility and frequent turnover, lead to the brand construction facing the sustainability dilemma, and the serious lack of long-term security mechanism. First, the organizational guarantee is weak. The brand creation of some student Party branches is led by the branch secretary alone. The division of labor of the branch committee is not clear, and the participation of ordinary Party members is low, so it is difficult to form a working force; Lack of professional party building guidance, brand building is

promoted by experience, and lack of scientificity and systematicness. Second, there is a lack of evaluation incentive and sustainability mechanism. The effectiveness of brand building has not been included in the evaluation system of student Party branches and Party members, so it is difficult to mobilize the enthusiasm of Party members to participate; The lack of brand sustainability mechanism and the lack of continuity of brand history and core concepts by the new team after the change of office led to the interruption or deviation of brand construction.

In view of the above practical difficulties such as “vague brand positioning, insufficient recognition of characteristics”, “shallow connotation excavation, disconnection between Party building and education”, “single carrier form, insufficient attraction and participation”, “lack of coordination mechanism, weak brand radiation”, “insufficient long-term guarantee, weak brand inheritance”, we can improve and perfect the following paths respectively, “precise positioning: building a young brand identity based on Characteristics”, “deep cultivation of connotation: promoting one fusion and two highs, and building a solid foundation for brand creation”, “carrier innovation: building a diversified brand position based on youth characteristics”, “integration empowerment: building a collaborative mechanism, expanding brand demonstration radiation”, “long-term guarantee: improving the mechanism system, and promoting brand inheritance and development”.

4. Practice Path of Party Building Brand Building of University student Party Branches in the New Era

The practice path of Party building brand of college student Party branch refers to a series of systems, specifications, specific implementation methods, work measures and operation processes built by college student Party branch in terms of political guidance, organizational construction, educational integration, demonstration and promotion, in order to cultivate, build and deepen the party building brand, around the brand building goal, combined with the characteristics of student Party branch and educational needs. It is the core support for transforming the party building brand concept into practical results, improving the quality and upgrading of the brand, and playing the role of brand education and demonstration. It is also the key path to promote the transformation of college student party building brand from “tangible creation” to “effective creation”. The brand building of university student Party branches in the new era needs to be based on the growth patterns of young students and the organizational characteristics of the branches, follow the logic of “precise positioning-deep cultivation of connotation-innovation in forms of engagement-integration and empowerment-long-term support”, build a practical path with strong pertinence, implementable and sustainable, and build a brand of Youth Party building with vitality, influence and educational value.

4.1. Precise Positioning: Build a Youth Oriented Brand Identity Based on Characteristics and Differences

Precise positioning is the premise of brand creation. The core is to create a differ-

entiated and young brand logo based on the professional characteristics, grade characteristics and students' needs of the student Party branch, so as to enhance brand recognition and attraction.

4.1.1. Anchor Three-Dimensional Positioning and Create Differentiated Brands

The first is to anchor professional characteristics and design brands with different professional attributes. For example, the liberal arts Party branch has created the brand of “promoting red culture and literary heart to the party” (this case and the cases involved below are all constructive schemes) to carry out the study and practice of Red Classics and theoretical communication; The Party branch of science and technology has created the brand of “pioneering technological innovation, we are the force”, established a scientific and technological innovation team of Party members, and carried out scientific research activities. The second is to anchor the characteristics of different grades and accurately position the needs of students in different grades. Freshmen focus on “starting from the beginning and adapting to growth”, and carry out the activities of Party membership enlightenment and learning style guidance; Sophomores and juniors focus on “improving ability and shouldering mission bravely”, and carry out science and innovation competitions and volunteer service activities; Graduates focus on “original intention sustainability and employment escort”, and carry out employment guidance and Grass-roots Service mobilization activities. The third is to anchor the needs of young people, focus on the core needs of young students' attention, such as academic, scientific and technological innovation, employment, volunteer service, and make the brand positioning fit the actual situation of students and avoid empty generalization.

4.1.2. Condense Brand Elements and Build a Youth Oriented Brand

The first is to condense the core concepts and use simple, clear-cut and youth rich language to reflect the connotation of Party building and growth empowerment, such as “youthful heart to the party, forging dreams forward”, “red sail navigation, dream youth”, etc. The second is to design the brand logo. The name adopts the mode of “party building + youth elements + specialty or grade characteristics”, which is simple and easy to remember and fits the concept; Simultaneously design logo, badge and other visual signs, integrate youth symbols and professional elements, and strengthen the visual recognition of the brand. The third is to clarify the construction goal, focus on the brand landing and preliminary promotion in the short term, highlight the brand characteristics and show the effect of education in the medium term, and focus on the brand sustainability and demonstration in the long term.

4.2. Deep Cultivation of Connotation: Promoting Integration and Dual Enhancement to Build a Solid Foundation for Brand Creation

The core of brand connotation is the deep integration of Party building, student

growth and education. It is necessary to break the “phenomenon of ‘separation between theory and practice’” and make the brand have both “party building flavor” and “youth flavor” and “growth flavor”.

4.2.1. Build a Solid Ideological Foundation and Stimulate Endogenous Power

First, take the party’s innovative theory learning as the core of brand connotation, optimize the learning content and form in combination with the characteristics of young students, carry out a series of thematic learning activities in the form of seminars, case analysis, on-site research of red resources, scenario simulation, youth lecturers, etc., guide student party members to strengthen their ideals and beliefs, and strengthen their responsibility. Second, give full play to the main role of student party members, encourage student party members to participate in the whole process of brand concept refinement, activity design and operation management, and make brand construction a process of students’ self-education, self-management and self-improvement. Third, excavate the advanced models among student party members, tell the growth story of young Party members, and enhance the appeal and identity of the brand.

4.2.2. Focus on Growth Needs and Promote Integration and Empowerment

First, based on the core needs of students’ growth, integrate the brand concept into daily work, and realize the synergy of Party building and education. Carry out party building + style of study construction, set up a “Party member pioneer post”, with student party members helping students with learning difficulties, carry out study habit mentorship and experience sharing activities, and create a good style of study. The second is to carry out the practice of Party building + science and innovation, establish a party member science and innovation group, connect with the tutor resources, carry out science and innovation training and competition activities, and lead the improvement of science and innovation ability with Party building. The third is to carry out party building + employment and entrepreneurship, invite teacher party members and excellent graduates to carry out employment guidance and entrepreneurship sharing, guide student party members to establish a correct concept of employment, and encourage them to make contributions to the grass-roots front line and “Places most in need of the motherland”.

4.3. Innovation in Forms of Engagement: Build a Diversified Brand Position According to the Characteristics of Young People

Innovation in forms of engagement is the key to activating the vitality of the brand. It is necessary to combine the characteristics of young students’ active thinking, keen on interaction and relying on new media to create an immersive and practical multi carrier to make the brand “live and fire”.

4.3.1. Break through the Traditional Mode and Create an Immersive Education Carrier

The first is to break through the traditional theoretical learning mode and carry out activities such as red-themed theatrical performances, red classic reading, and check-in activities at red education sites, so that student party members can inherit red genes and cultivate patriotism in an immersive experience. The second is to invite veteran party members and youth role models to carry out the “Remaining True to Our Original Aspiration” to tell the story of struggle and enhance the appeal of education. The third is to comply with the trend of the new media era, build an online brand position, and use WeChat Official Accounts, Douyin (TikTok), and video channels and other platforms to push theoretical learning content, brand activity dynamics, and stories of young Party members.

4.3.2. Innovative Differentiated Practice Carriers in Combination with Professional Characteristics

First, the practice carrier is designed according to the characteristics of specialty and grade. The liberal arts Party branch can carry out practical activities such as “taking red culture to the community” and “integration of intangible cultural heritage culture and Party building”. Second, the science Party branch can carry out activities such as “transformation of scientific and creative achievements” and “science popularization into the campus”. Third, the freshman Party branch can carry out activities such as “pilot education for freshmen” and “commitment to the construction of study style”. The Party branch of graduates can carry out activities such as “messages as we begin our journey” and “grassroots service mobilization”.

4.4. Integration and Empowerment: Build a Collaborative Mechanism and Expand the Radiation of Brand Demonstration

The value of brand lies in communication and demonstration. It is necessary to build a collaborative communication system of “upper and lower linkage, internal and external coordination, online and offline integration” to enlarge the effect of brand education.

4.4.1. Strengthen Internal Collaboration and Form Brand Synergy

The first is to strengthen the overall planning at the level of the Party committee of the University. The Party committee of the college and department should provide specific guidance, promote the co construction and sharing of the brands of the student Party branches, carry out joint activities and exchange of experience, and form a brand cluster of “one branch, one feature, one brand”. Second, strengthen the linkage between student Party branches and League organizations, student unions and associations, organically integrate brand activities with League learning activities and association activities, integrate multi-party resources and expand the scope of participation. The third is to focus on the advanced models and fresh cases of young Party members in brand building, and explore the growth

stories of student party members in their studies, scientific innovation and volunteer service, so as to enhance the brand's appeal and foster a sense of identity with it.

4.4.2. Build a Multivariate Matrix and Broaden Communication Channels

The first is to integrate the internal and external broadcasting resources of the school, and vividly present the brand story and educational effect online by relying on new media platforms such as WeChat Official Accounts, Douyin (TikTok), and video channels, and in the form of short videos, cartoons, live broadcasts and other forms loved by young people. The second is to strengthen the brand demonstration effect through offline brand achievement exhibition, experience exchange meeting, on-site observation meeting, theme propaganda and other forms. Third, connect with the off campus media and Party building platform, show the brand value with data, facts and stories, and expand the off campus influence of the brand.

4.5. Long-Term Support: Improve the Mechanism System and Promote the Development of Brand Sustainability

In view of the high mobility of student party members, it is necessary to build a long-term guarantee mechanism from the four dimensions of organization, system, resources and assessment to ensure that the brand can be inherited, continued and upgraded.

4.5.1. Strengthen Organizational Guarantee and Standardize System Process

First, set up a brand building working group, led by the Secretary of the student Party branch, with the division of responsibilities of the Party branch and the participation of all Party members; Employ Party construction experts and excellent teacher party members as instructors to provide theoretical and professional support. The second is to establish a brand sustainability mechanism of "old party members with new party members", do a good job of brand handover before the new term, and ensure the continuity of brand concept and work. The third is to improve the normalization system of brand building, incorporate brand building into the annual work plan and daily work of student Party branches, and avoid short-term behavior; Establish a regular discussion and review system, summarize the effectiveness of brand building, analyze existing problems, optimize improvement measures, and promote brand iteration and upgrading every semester.

4.5.2. Strengthen Resource Guarantee and Improve Assessment and Incentive

First, increase the investment in brand building resources. Colleges and universities should set up special funds to support the brand building activities of student Party branches, communication and promotion, cultural and creative design, etc; We will improve the construction of activity venues, provide fixed activity venues for student Party branches, and create standardized positions for Party members'

activities. Second, integrate internal and external resources, establish cooperative relations with local Party organizations, enterprises and institutions, and patriotic education bases, and expand the brand practice platform. The third is to stimulate the vitality of brand building, incorporate the effectiveness of brand building into the student Party branch assessment, the work review of the branch secretary and the democratic evaluation system of student party members, clarify the assessment indicators and weights, and focus on the assessment of brand education effectiveness, Party member participation and demonstration influence.

5. Conclusion

The party building brand of university student Party branches is an important innovation path to promote the high-quality development of student party building and the fundamental task of empowering and cultivating morality. Its core is to build a characteristic brand with political height, youth temperature, education depth and exemplary influence based on the characteristics of student Party branches and the patterns of youth growth, through the systematic practice of precise positioning, deep cultivation of connotation, innovation in forms of engagement, integration of empowerment and long-term support. Brand building is not an overnight process, but a process of continuous iteration and improvement. We should always adhere to the fundamental requirements of politics and avoid formalism and homogenization; Always adhere to the deep integration of Party building, student growth and education, and let the brand serve the all-round development of young students; Always focus on the needs of young people, make the brand truly recognized by Student Party members, and then guide young students to contribute their youth strength in the great journey of building a powerful country and rejuvenating the nation.

This paper is mainly based on the research and analysis of Chinese colleges and universities. For different types of colleges and universities, the research conclusions may need to be supplemented and improved.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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