

# Research on the Innovation of Themed Party Day Activities of University Party Branch

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**Abstract:** The theme Party day activities of the Party branch in colleges and universities refer to the unified arrangement and requirements of the Communist Party of China (CPC). These activities involve the general assembly of Party members, Party group meetings, Party classes, and theme Party days as the basic forms, with organizational life as the fundamental content. They are designed to focus on learning education, listening to reports, carrying out criticism and self-criticism, volunteer service, and other political activities essential for Party members. At present, however, the theme Party day activities in university Party branches face several issues: the forms of activities are overly simplistic, organizational life is infrequent, systems are not implemented effectively, and activities are often reduced to mere formalities. Furthermore, the content of these activities lacks standardization. As a result, how to innovate the forms and content of theme Party day activities and enhance Party branches' cohesion and combat effectiveness has become a pressing topic in the current Party-building work in colleges and universities. Based on this, this article explores innovative development paths for university Party branch theme Party day activities, providing a reference for further improvement.

**Keywords:** University party branch; Theme party day activities; Innovation path

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## 1. Introduction

Currently, there are several problems with the theme, form, and content of themed Party day activities in Party branches at colleges and universities. These issues include a low participation rate among Party members, a disconnection from theoretical learning and organizational life, vague and non-specific study content, and organizational activities that often become mere formalities, diluting Party members' sense of responsibility<sup>[1]</sup>. Additionally, practical activities are often superficial and disconnected from reality. To enhance the appeal and effectiveness of themed Party day activities, Party branches in colleges and universities must innovate by combining practical forms and content, integrating ideological and political work throughout organizational life, and giving full play to the branch's central role. They should adopt an innovative "study +

discussion” model, explore new paths for themed Party day activities, and effectively engage both the branch and Party members in the process.

## **2. The necessity of innovation of themed Party day activities of Party branches in universities**

### **2.1. It is an urgent requirement for colleges and universities to strengthen Party building**

Fully mobilize the enthusiasm, initiative, and creativity of the entire Party; comprehensively promote the construction of the Party’s political, ideological, organizational, stylistic, and disciplinary foundations; strengthen system development; and carry out an in-depth fight against corruption <sup>[2]</sup>. These efforts aim to further enhance the level of Party building and transform the Party’s political and organizational advantages in universities into a strong driving force for the development of higher education <sup>[3]</sup>. In light of the new situations and tasks faced by Party building work in colleges and universities during the new era, themed Party day activities should be regarded as an important component and carrier of grassroots Party building work. They should serve as a starting point and platform to effectively strengthen the Party’s leadership over the work of colleges and universities.

### **2.2. It is an important guarantee for the implementation of the fundamental task of fostering moral education and human development**

Fostering moral education is a core component of the Party’s educational policy and the fundamental task of educational work. Party branches in colleges and universities bear significant responsibilities in implementing this essential task. In the work of moral education, Party members serve as role models, setting examples through their conduct and actions <sup>[4]</sup>. Taking “moral cultivation” as the main focus is a concrete embodiment of the Party’s educational policy in colleges and universities.

Party members within the branch should actively participate in themed Party day activities to strengthen their theoretical knowledge, enhance Party spirit cultivation, solidify their ideals and beliefs, stay true to their original mission, and strive to embody the qualities of the “four good teachers” and “four guides” <sup>[5]</sup>. Party branches should also organize themed Party day activities to inspire Party members to excel in their roles, fulfill their responsibilities, and demonstrate a pioneering and exemplary spirit. Additionally, it is essential to fully utilize themed Party day activities as a platform to reinforce the role of Party branches as strongholds of action and to highlight the vanguard role of Party members.

### **2.3. It is an important way to strengthen the education and management of university party members**

Themed Party day activities organized by Party branches in colleges and universities are a key method for strengthening the education and management of Party members. They serve as an important starting point for Party member development and are a fundamental component of the Party’s organizational life <sup>[6]</sup>. Conducting themed Party day activities helps to promote Party members’ study of political theory and fosters change in ideological style, thereby improving ideological awareness, strengthening Party spirit cultivation, and encouraging Party members to exercise their Party spirit actively.

These activities also facilitate the implementation of intra-Party organizational systems, enhancing the cohesion and combat effectiveness of Party branches <sup>[7]</sup>. Furthermore, they contribute to improving work style

and efficiency while enabling Party members to play their vanguard role, thereby driving the advancement of various initiatives within universities.

To maximize the impact of themed Party day activities in ideological and political work, it is essential to continuously innovate and enrich their forms and content. Party branches in colleges and universities must explore new ideas, methods, and mechanisms for conducting themed Party day activities, ensuring that their quality and effectiveness are consistently improved<sup>[8]</sup>.

### **3. The status quo of the theme Party day activities of Party branches in colleges and universities**

#### **3.1. The development of themed Party day activities is limited by time and space**

Themed Party day activities are typically conducted in Party organization activity venues. However, due to constraints such as time and space, it can be challenging for many Party members to participate. These activities are a vital aspect of the life of Party organizations. They play a crucial role in strengthening the education and management of Party members, fostering closer ties between the Party and the masses, and enhancing the quality and capabilities of Party members<sup>[9]</sup>.

With the support of the school Party committee and administration, various departments can utilize Party members' activity days to organize a range of events. For example, significant anniversaries like "May Fourth" Youth Day and the "July First" Party Building Festival can serve as opportunities to host themed Party day activities. On Party members' activity days, departments can arrange heart-to-heart discussions, home visits, and social practice events. The "Three Meetings and One Lesson" framework can also be leveraged to study political theory, watch red movies, and conduct Party class education.

Additionally, departments can invite senior Party members to give lessons to other members and organize diverse themed Party day activities to ensure comprehensive coverage of Party members' education and management. These efforts collectively help create a more engaged and well-managed Party membership<sup>[2]</sup>.

#### **3.2. The theme Party day activities are a single form and lack attraction**

The form of themed Party day activities in university Party branches is often limited and lacks diversity. Firstly, the content arrangement lacks innovation<sup>[10]</sup>. Activities are typically confined to concentrated study, reading original works, and teaching Party lessons, without diverse formats or distinct themes. Secondly, the activity arrangements are inflexible, as most themed Party day activities rely on "prescribed actions" that lack creativity and fail to engage or attract Party members. Thirdly, the organizational life of Party branches lacks effectiveness. Some Party members do not participate in the themed Party day activities, while others are unfamiliar with the system of organizational life and democratic evaluations, leaving them uncertain about what to do. Even when they participate, their enthusiasm is low, and they often engage superficially without gaining real understanding or valuable experience. Lastly, the design of activity carriers lacks innovation. Although some grassroots Party organizations have moved themed Party day activities online using platforms such as WeChat, Douyin, and Weibo, many branches still restrict their activities to a limited scope, such as a few WeChat groups, without fully utilizing these platforms to develop diverse and engaging activities.

#### **3.3. There is a lack of deep learning education in themed Party day activities**

Themed Party Day activities are an effective way to strengthen the ideological and political education of Party

members in colleges and universities. However, they must be tailored to the specific characteristics and actual situations of each institution. When conducting Party day activities—whether through theoretical learning, discussions, or field inspections—many of these activities tend to be superficial and short-lived, failing to truly resonate with the majority of Party members. Some Party members report that in the process of exchanging experiences and learning, their contributions are often grand and theoretical, yet disconnected from their realities. Moreover, some Party members have expressed that they remain in a passive state of learning, not fully leveraging their initiative, resulting in limited educational effectiveness of themed Party day activities. In carrying out these activities, Party members predominantly adopt a passive approach rather than actively engaging in the process<sup>[11]</sup>.

## **4. Innovative ways to carry out themed Party day activities in university Party branches**

### **4.1. Strictly organize, manage, and strengthen the standardization of theme Party day activities**

The Party branch in colleges and universities should fully consider the reality of the branch and its members, paying close attention to the ideological aspects of branch activities, and organizing them with seriousness and purpose. It is essential to institutionalize and standardize the theme Party day activities. Before initiating these activities, a detailed work plan must be formulated, taking into account factors such as time, location, theme, and content. This plan should leverage the collective wisdom of branch members and Party members, allowing for thorough discussions and the development of an effective implementation strategy.

When planning the theme Party day activities, it is crucial to assess the feasibility and effectiveness of the proposed activities. These activities should aim to enhance the political awareness of Party members and boost the vitality of the Party organization. During the execution of the theme Party day activities, it is necessary to firmly focus on the theme, enrich the content, and ensure comprehensive coverage. Each aspect of the activities—including theme, time, place, participants, content, and outcomes—should be meticulously documented to facilitate post-activity evaluation.

In summarizing the activities, it is important to provide a thorough analysis of the entire process, including preliminary preparation and participation. This evaluation should both highlight the achievements and identify areas for improvement, offering valuable insights for future activities. Additionally, post-activity publicity efforts should be strengthened by enhancing the professional quality of the publicity team. This includes improving writing skills and photography techniques, which can increase engagement and participation among Party members, thereby promoting the overall development of Party building work.

### **4.2. Explore the idea of integration and enrich the content with the “theme Party day +” model**

The “theme Party day +” model refers to closely combining the “theme Party day” with other related work to achieve the effect of  $1 + 1 > 2$ . The “theme Party day +” mode can make the organizational life more vivid and make the theme Party day activities more attractive, appealing, and vibrant<sup>[4]</sup>. Party branches can combine their own realities to enrich the content of “theme Party day +” activities and make the organizational life richer and more diversified.

Firstly, innovate the “theme Party day + special Party class.” Through the form of “good Party lessons and

good special lessons,” the branch secretary, branch members, and Party affairs workers serve as instructors, and the theme and content of the party lessons are determined according to different learning and education contents and the actual needs of different Party members. Organizing Party members into communities, rural areas, enterprises, and the like, so that Party members can be educated, exercised, and inspired in practice. Relying on the network platform to carry out online education, the learning education is extended to the branch WeChat group, QQ group, and other platforms, and makes full use of new media means to carry out theme Party Day activities. By organizing party members to go out to visit and study, research, and discuss, Party members are allowed to get out of the closed circle of branch study, and revolutionary traditional education, situation policy education, and advanced typical education run through the whole process of organizational life.

Secondly, is to combine with the main role of the Party branch. The theme Party day activities of the branch should be closely linked to its reality, enhance the pertinence, effectiveness, innovation, and attractiveness of the theme Party day activities of the branch, and ensure that the theme Party day activities always adhere to the correct political direction and public opinion guidance, and truly realize the “two maintenance.”

Thirdly, is to combine with the needs of party members. The Party branch theme Party day activities should take the needs of party members as the starting point and foothold of carrying out theme Party day activities, fully consider the practical problems that party members may encounter in their work and life, and provide convenient and colorful services and help for party members.

### **4.3. Innovate the forms of activities and improve the participation of Party members in colleges and universities**

The theme Party day activity of the branch is an important ideological and political position of the party organization in colleges and universities, an important form of ideological and political work in colleges and universities, and an important way to enhance the participation of college Party members and improve their interest in learning. To realize the innovation of the form of the themed Party day activities of the party branch in colleges and universities, one is to combine with the party building work to form a working force. Organically combine the theme Party day activities of the branch with the grassroots party building work, and integrate the requirements of the theme Party day activities into the grassroots party building work.

Next, it should be combined with the requirements of modern times to reflect. The theme Party day activities of the Party branch should closely combine the requirements of modern times, keep up with the pace of social development, and highlight the characteristics <sup>[12]</sup>.

Then, it should be combined with the needs of Party members to enhance its effectiveness. According to the needs and characteristics of university Party members, various forms such as special lectures, report discussions, field visits, essay contests, and online exchanges can be adopted to fully mobilize the enthusiasm of university Party members to participate. The theme Party day activities should be combined with the actual work, and the volunteer service of party members should be integrated into them.

Finally, it should be combined with the construction of school culture to highlight modern times. The theme Party day activities can be carried out in combination with the school history, the situation of the school, and the major historical events and important figures of the school since the establishment of the school so that the Party members can get the spiritual baptism and ideological sublimation in the activities <sup>[13]</sup>.

#### **4.4. Carry out characteristic activities and strengthen the brand-building of the branch**

The Party branch should, according to the actual situation, focus on the school's central work, and actively organize and carry out the featured theme Party day activities with the main content of "reform and innovation, strive for success" and "do not forget the original heart, remember the mission" theme education. It is necessary to combine the theme Party day activities with the school center work, given the school's development goals and strategic deployment, through the development of characteristic theme Party day activities, to promote the school's work to make new progress.

It is necessary to combine the ideological reality of party members and cadres of the party branch, guide party members and cadres of the Party branch to firm their ideals and beliefs and enhance the cultivation of the Party spirit. It is necessary to further strengthen the brand-building of the branch, give play to the role of demonstration and guidance, and promote the new progress and development of the branch construction by carrying out the featured theme Party day activities. It is necessary to combine the theme Party day activities with the annual assessment of the party branch as an important means to strengthen the construction of the party branch <sup>[14]</sup>.

#### **4.5. Improve the budget of Party building funds and establish a guarantee mechanism for themed Party day activities**

In order to make the theme Party day activities achieve better results, the content of the theme Party day activities of the grassroots Party branch needs to be richer, and the forms of activities are more diverse, so new requirements are put forward for the activity venue, activity equipment, among others. With sufficient funding guarantee, the activities can be carried out smoothly <sup>[8]</sup>. The school Party committee should provide site protection for the theme Party day activities of each grass-roots Party branch, increase the investment in Party building activity venues, and equip the necessary facilities such as the Party flag, projection, Party building reading material, and system on the wall to the activity venues to ensure that each branch has a relatively stable Party building activity venue, to provide convenience for carrying out activities.

Additionally, the branch to carry out field study, quality development, social services, and other work, will also produce transportation costs, materials costs, and other expenditures, which are all in need of relevant financial support. Therefore, the school should include the funds for the theme Party day activities in the annual budget, increase the return of Party fees, support the Party branch to carry out activities, and ensure that the grassroots Party organizations have enough funds to carry out theme Party day activities. Simultaneously, it is necessary to establish and improve the Party building work security system, with the Party branch secretary serving as the primary responsible person for the themed Party day activities of the branch. The branch secretary should clearly define specific responsibilities and implementation methods regarding both the system and duties. This approach will help enhance accountability, ensure effective implementation of various systems and measures, and position the themed Party day activities as a key component of the branch's overall construction <sup>[15]</sup>.

### **5. Conclusion**

The themed Party day of a university Party branch is an essential part of university Party building work, which should be scientifically planned and designed based on the actual situation of the university. In the current context, strengthening the Party's leadership is crucial, as well as enhancing cohesion and promoting grassroots party governance. As an important carrier of Party building work in colleges and universities, themed Party

day activities play a significant role in strengthening and improving ideological and political work, enhancing the exercise of Party members' party spirit, and promoting comprehensive strict governance of the Party at the grassroots level. Addressing the challenges present in the current themed Party day activities of university Party branches, this paper presents countermeasures and suggestions to resolve these issues, to provide valuable reference for grassroots Party branches in universities to improve their themed Party day activities and continuously elevate the level and quality of grassroots Party organization construction.

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