

# Strategies for Promoting Rural Digital Party Building from the Perspective of Rural Governance

Jinna Pu<sup>1,\*</sup>

<sup>1</sup>School of Marxism, Shanghai university, Shanghai, China

\*Corresponding author: 2473430607@qq.com

**Abstract:** With the rapid development of digital internet technology, digital party building has gradually developed and become a hot issue in academic circles. The countryside is a late-developing place for the popularization of digital model. Digitalization has brought technical advantages to rural party building, such as online information and data, collaborative information resources and accurate party building services. However, at present, rural areas are facing problems such as weak "key nodes", digital gap, imperfect operation mechanism and insufficient investment in software and hardware. In the new development stage, rural digital party building should: strengthen the "key nodes" of digital party building; Focus on solving the "digital divide" problem; Improve the operation mechanism of rural digital party building; Increase the capital investment in rural digital party building, so as to implement the work of digital party building and improve the governance efficiency of rural party organizations.

**Keywords:** Rural governance, Digital party building, Strategic inquiry.

## 1. Introduction

The Communist Party of China (CPC)'s leadership is the most essential feature of Socialism with Chinese characteristics. In today's era, the fourth industrial revolution is in the ascendant, and the digital tide is sweeping the world. In the era of digital civilization, "everything can be counted", how to strengthen the "counting", update the concept of digital work and play a leading role in the construction of party organizations is the basic requirement to ensure that the Communist Party of China (CPC) always stays at the forefront of the times in the digital era. At present, the application rate of digital party building in cities is high and its popularization range is wide. Relying on the location advantages of cities, digitalization has a good empowerment effect on rural governance. However, in rural areas, the digital infrastructure is backward, the popularization rate, application rate and popularization rate of digital party building are low, and the governance efficiency of digital party organizations in rural areas is low. Can the construction of rural party organizations in the new development stage seize the opportunity of the times and make digital technology better empower rural governance? This is the problem of the times that rural party construction is currently facing.

## 2. The Problem Consciousness and Research Origin

The report of the 19th National Congress of the Communist Party of China put forward "accelerating the construction of digital China", emphasizing that the construction of party organizations in the new era should actively adapt to the development of the digital era and "be good at using Internet technology and information technology to carry out work". "the Central Committee of the Communist Party of China's Proposal on Formulating the 14th Five-Year Plan for National Economic and Social Development and the Long-term Target for 2035" puts forward: "Strengthen the construction of digital society and digital government, and improve the

digital intelligence level of public services and social governance." The innovation and development of digital technology has created a rare opportunity for the development of party building. However, due to the different adaptability and acceptance of digitalization in different regions, the development gap between different regions has been further widened, especially between urban and rural areas.

In recent years, digital party building has become one of the hot topics in academic circles. From the definition of digitalization, digital party building refers to the party building carried out by using digital ideas, digital thinking and digital technology, which promotes the party building work from slash-and-burn to digital age, keeps pace with development and keeps pace with the times, and truly plays the leading role of party building [1]. The digital development of grass-roots party building refers to the use of mobile Internet, cloud computing, big data and other information technologies to collect, sort out, process and apply all kinds of information involved in grass-roots party building work, so as to further strengthen the management of grass-roots organizations, improve the efficiency of party building work and the level of serving the masses, continuously expand the influence of grass-roots party building work and consolidate the party's ruling foundation. [2]

From the perspective of digital development, digital party building originated at the beginning of the new century, from the primary version to the advanced version of remote, platform and visualization, to the immersive experience and large-scale scene reconstruction in the 5G era, the digital level of party building work has been iterated at a high speed, showing new characteristics of large platform, great participation, great interaction and full coverage [3]. Although some achievements have been made in the digital development of grassroots party building in recent years, there is still a big gap compared with expectations. In terms of technology and mechanism, the platform has a single function and is empty, and the supervision mechanism for the operation of digital party building is still not perfect [4]; In the specific operation, it also faces structural difficulties such

as "structural hole" and "weak key nodes"; Judging from the operation effect, there is a tendency of weakening, blurring and marginalization in rural digital party building [5], and the popularization rate of digital development of grassroots party building needs to be improved [6]. Generally speaking, the research results of digital party building in rural areas are not mature enough, and the digital party building is fully developed in cities and towns. However, in rural grassroots, especially in backward areas, the development is not perfect, and the practical exploration needs to be further enriched and improved. The adaptability of rural party organizations to new information technologies is not sufficient, and rural party organizations must adapt to new changes in the new technological era. Through the establishment of new links between digital party building and new fields, new formats, new classes and new groups in rural areas, we will promote the full coverage of the party's organization and work. In the future, we should also pay attention to the party organization and rural digital construction, and maximize the role of rural party organizations as a fighting fortress in realizing rural governance.

### **3. The New Opportunities Brought by Digital Technology to The Construction of Rural Party Organizations**

As an advanced political party, we must actively conform to the trend of the times and be good at using advanced technology to promote the construction of party organizations. Digital information technology not only gives new vitality to grass-roots party building, but also makes grass-roots party building closer to the broad masses of the people and improves the effectiveness of party building work. The digital development of grass-roots party building is an important measure to improve the scientific level of party building, promote the development of party building information and continuously promote the new great project of party building.

#### **3.1. Digitalization is conducive to the online information data of rural party building**

Compared with the characteristics of the city in the middle, the rural areas are scattered and not concentrated, which also brings inconvenience to the traditional rural party building work. For example, party member, a rural area, will not be able to participate in the on-site party building meeting in time when going out to work, which is not conducive to the development of party organization work. By building an online data platform, the traditional work mode of Party building in the past will be transformed into an online data model, and all party member will be digitized to form a digital community, such as the electronic file system in party member. This approach will break the traditional time and space constraints, and party member can participate in organizing activities anytime and anywhere without being bound by geography and time. In addition, through the digital management, the staff of rural party organizations can inquire about the situation in party member online and get more information about party member, which improves the effectiveness and efficiency of management and service.

#### **3.2. Digitalization is beneficial to the synergy of rural party building information resources**

Digital party building can centralize and unify the resources originally scattered in multiple organizations and departments. For example, it can integrate several platforms such as WeChat WeChat official account and Party building website into a unified platform, on the one hand, it can reduce the repetitive work of publishing the same content on multiple platforms, and reduce the burden of party building staff in managing multiple platforms and the technical expenditure of multiple platforms; On the other hand, reducing multiple data "runways" will simplify the data flow of party member's work and give full play to the overall advantages of rural party building work.

#### **3.3. Digitalization is conducive to the accuracy of rural party building services**

The biggest advantage of digitalization is to show all complicated factors through simple data and charts. Through the big data platform, party member can feed back his learning situation and actual needs in time, and help rural party organizations to build more accurate services and better management. In addition, rural Party construction workers can find out the learning situation of party member at any time, accurately analyze the information needs of party member, and find out the problems in the process of party construction in time, which is more conducive to accurately positioning the next party construction work.

### **4. Realistic Dilemma Faced by Rural Digital Party Construction from the Perspective of Rural Governance**

In the new era, the digitalization of Party building has ushered in a new period of development. However, in recent years, with the large-scale application of the new generation of digital technology, the combination of Party building work and digitalization has become closer. There are a lot of experiences and theories worth learning, but there are also some problems worthy of attention due to the short development time and rapid development.

#### **4.1. The "key node" of rural digital party building is not strong**

The developer, the user and the user of the digitalization of rural party building are people. The digitalization of party building relies on the big data platform, but the fundamental guarantee is the talent team. Although the rural party organizations have made remarkable achievements in adapting to the digital age in recent years, overall, their comprehensive quality should be further improved. Judging from the organizational team, the composition of party member's age, post and other factors in the rural grass-roots party organizations is too single, and the young party member who knows "numbers" and has high political consciousness and can carry out party building work is not fully absorbed. Among the rural party organizations, the old party member who knows party building work but does not know digitalization is mostly, and the party member team tends to be aging; From the perspective of organizational model, because the rural party organization team has been "at the helm" by old party member for a long time, rural grass-roots

party organizations still follow the traditional working model, and the application and innovation of digital model are less. From the leading point of view, the adaptability of rural grass-roots party organizations to the new situation and new requirements has a certain lag, and its leading role in digitalization is not obvious, so it is difficult to radiate to other fields. Compared with cities, the penetration rate of rural digital party building needs to be improved.

#### **4.2. Rural digital party building is facing the problem of digital divide**

China has embarked on the fast track of digital development, showing the characteristics of "everything counts". The development of digital age and digital economy calls for digital party building. However, in some rural areas, the data information is blocked, the degree of digitization and efficiency are low, and there is a double "digital gap" between party building workers themselves and rural party building audiences, which affects the orderly development of party building work. On the one hand, in some rural grass-roots party organizations, party member cadres are not timely in accepting new technologies such as digitalization and informatization. In party building, digital technology is often regarded as an insignificant tool for party building, and instrumental rationality is far higher than value rationality in the application of digitalization. Only using the platform to reprint the policies and resolutions issued by the CPC Central Committee has no significant digital radiation effect on rural farmers. On the other hand, some rural farmers in remote areas, due to the isolation of informatization and digitalization, the limitation of their own cultural knowledge, lack of understanding of digitalization, excessive contempt for digital skills or excessive vigilance against information leakage, have a great "digital gap" in rural digital party building; In addition, with the rapid development of urbanization, a large number of rural laborers have flowed into cities and towns, and the rural areas have become "hollowed out". Left-behind children and left-behind elderly people with low digital acceptance account for the majority of the rural population, which also objectively brings challenges to rural digital party building workers.

#### **4.3. The problem of imperfect operation mechanism of rural digital party building**

Due to the lag in the development and implementation of digital party building, the operating mechanism of digital party building in some rural areas is not perfect, and there is an extreme lack of a sound and effective management system. There is a lack of professional maintenance for the management of digital party building, and the legal system of party building informationization and networking is still not perfect. Although relevant legal documents have been issued one after another, it is undeniable that some definitions are not clear enough. Some rural party organizations are still superficial and superficial in the process of promoting digital party building. On the surface, the party building websites of party organizations at all levels are mainly propaganda, and they have not made full use of digital technology for effective development and utilization. The update cycle is slow, lacking in daily management, the role is isolated, and it is impossible to gather. When working in party member, people still need to go through different channels, and the coupling between online platforms and offline organizations is low. On the surface, the pressure on every job is reduced. In fact, various

platforms and channels are switched back and forth. For example, some rural party organizations rely too much on digital technology and only rely on online platforms to contact the masses. The communication between cadres and masses has become "a flick of a finger", the core spirit of the mass line has been diluted, and the "flesh-and-blood connection" with the rural masses has changed into "data exchange". In other places, there is a lack of sound operating mechanism and rules and regulations, and digital party building has even evolved into a "digital tool" to cope with superior inspections, online auctions and reprinting documents. The formalism of rural party building is serious.

#### **4.4. Insufficient investment in software and hardware of rural digital party building**

At present, the backward information infrastructure construction, the shortage of professional digital talents and the obvious regional development gap are the practical obstacles that make the overall digital development in rural areas lag behind, especially between urban and rural areas. In many developed cities, such as coastal cities such as Shanghai and Zhejiang, the government attaches great importance to digital party building, invests more talents and funds in grassroots digital party building, and supports the backup operation of grassroots digital party building. In addition, urban digital party building is closely related to rural digital party building, and urban digital technology and funds help rural areas frequently. Rural grass-roots units can make full use of digital technology to improve the efficiency and quality of internal work of party organizations, and residents in this area have a high degree of acceptance of new things, new information and new technologies. Therefore, in developed areas, the penetration rate and application rate of digital party building are relatively high, and the gap between urban and rural digital construction is small. However, compared with cities, the digital party construction in some backward areas has a severe regional lag, and there are many practical problems that are difficult to overcome, such as weak infrastructure construction, lack of information talents, and lack of digital literacy of villagers, which has become a common consensus in the current academic circles on practical obstacles in digital villages. Specifically, in terms of capital investment, there is a lack of capital supply for its digital party building, and the technical support for the backup operation of digital party building is small; In terms of talents, there is a problem of dislocation between theoretical knowledge of Party building and digital technology in rural grassroots party member. The selected Party building workers either know digital technology but don't know Party building, or know Party building but don't know digital technology. Comprehensive factors further lead to the insufficient use of digital technology, product development and promotion, model replication in rural areas, the inclusive effect released by digital technology is difficult to benefit rural farmers, and the risk of widening the digital gap between urban and rural areas.

### **5. The Practice Path of Rural Digital Party Construction from the Perspective of Rural Governance**

From the perspective of the digital age, the link and collaboration between organizations, people and things has changed from tangible to intangible, from offline to online,

from other organizations to self-organization, which has completely broken the time and space restrictions and profoundly affected the operation of inner-party governance and party building. Party building in rural areas should face the direction of digital civilization, stand on the stage of the digital age, take leading the construction of digital villages as its own responsibility, take the principle of "embedding and developing Party building, grasping Party building and promoting fission", strengthen the concept of platform, data, experience and empowerment, and combine the requirements of the central authorities with the reality, politics and service in rural areas, online and offline, the seriousness of content and the experience of methods, and the overall arrangement with online and offline implementation.

### **5.1. Optimize the leaders of rural party organizations and strengthen the "key nodes" of digital party building**

"The construction of digital countryside needs compound talents and interdisciplinary talents." In the process of promoting the digitalization of rural grass-roots party building, a high-quality and professional team is very important. They are professionals in party building business and generalists who are familiar with network information technology and other related contents. At present, most of the rural grass-roots party building informatization personnel are part-time, which objectively promotes the popularization of party building informatization, but the professionalism is easily restricted, which is not conducive to promoting the work of rural grass-roots party building informatization in the new era and opening up a new situation of rural grass-roots party building informatization in the new era. Therefore, in the process of leading the construction of digital villages by Party construction, we should gather and absorb young party member who have mastered digital skills and information technology, and inject fresh blood into the rural Party construction team. Specifically, first, in the selection of talents for digital party building in rural areas, we should adhere to the selection principle of "quality rather than quantity", formulate diversified audit standards, and strictly screen out party building talents with solid theoretical knowledge of party building, high awareness of party spirit and proficiency in digital skills; Second, in the rotation mechanism of the leading bodies of Party building, we should formulate a clear rotation mechanism, and carry out the rotation fairly and openly in strict accordance with the regulations, so as to create more opportunities for the new party member team to play its role, while maintaining the vitality of the rural Party building team and avoiding the problems of fixed rotation of the leading bodies of the old team, rigid Party building team and weak key nodes of the Party organization. Third, in the training of Party organizations, we should get in touch with Party schools and scientific research institutes, organize and arrange training and exchanges of rural Party building talents on a regular basis, so that talents can better participate in the digitalization of grassroots Party building and play their vanguard role in party member. In short, strengthen the construction of rural party organizations, promote the digital construction of grassroots party organizations, improve the selection system of grassroots cadres who are "motivated, knowledgeable, decent in style and fair in handling affairs", strengthen the training of reserve talents for rural grassroots party leaders, cultivate and build a high-quality team of rural grassroots

party leaders, and boost the driving force of rural development.

### **5.2. Establish the concept of digital party building work and focus on solving the problem of "digital divide"**

At present, "digital technology is fully integrated into all fields and the whole process of human economic, political, cultural, social and ecological civilization construction with new ideas, new formats and new models". We should "make use of the characteristics and advantages of the Internet to promote all-round innovation in concepts, contents, means and institutional mechanisms" and "drive the transformation of production methods, lifestyles and governance methods with digital transformation as a whole" to promote the digital transformation of rural party building. Digital party building uses digital thinking, digital mode and digital discourse, which changes the phenomenon that only the Internet is used as a working platform, promotes the deep integration of party building and the Internet, closely blends online and offline, and complements the advantages of formal organization and self-organization. [7] In practice, some rural party organizations prefer the traditional "national road" and "county road" to the digital "expressway", dabbling in new things and building cars behind closed doors, which has created great internal obstacles to the promotion of digital party building throughout the country. In the new era, rural party organizations should conform to the development direction of the digital age, stand on the stage of the digital age, strengthen the concept of digital platform, data and empowerment, combine the central policy requirements with the rural reality, politics and service, the seriousness of content and the experience of methods, the overall arrangement and online and offline implementation, and lead the rural digital construction with advanced digital party building.

### **5.3. Improve the operation mechanism of rural digital party building and implement the development of rural party building work**

In the new era, the wave of digitalization has swept the world, everything is "counted" and everything can be "clouded". Party building affairs are within reach of square-inch electronic screens. The new technology and development have also brought many problems that have not been dealt with in time, such as loopholes in the operating mechanism of digital party building, the extreme lack of corresponding rules and regulations, the lag of mass feedback, and the tendency of formalization. In the future, rural digital party building needs to improve the corresponding operating mechanism and earnestly implement the party building work. First, in the process of promoting digitalization, we should put an end to the phenomenon that party building is superficial and a mere formality. Party organizations at all levels should fully develop digital party building platforms, make full use of digital technology, update online tweets in time, clarify the responsibilities of all parts of the party organization, effectively connect all parts, and improve work efficiency. Second, rural party organizations should establish and improve the operation mechanism of digital platform, clearly define digitalization and informatization according to legal documents, formulate a set of effective rules and regulations, and enhance the management professionalism of

digital party building. Third, integrate digital platforms, and integrate different channels needed by various party member offices or people's affairs into one platform, so as to strengthen the coupling between online platforms and offline platforms, and avoid the possibility that party organization workers and the masses switch back and forth in various digital platforms, and the online and offline double procedures are repeated, thus improving the efficiency of handling affairs and reducing the pressure of party building work. Fourth, follow up the development and implementation of digital party building in time, pay more attention to the implementation of the mass line while paying attention to the collection of "data", give play to party member's subjective role in digital technology, let "instrumental rationality" serve "value rationality" and put an end to formalism.

#### **5.4. Increase the capital investment in rural digital party building and improve the infrastructure construction of digital party building**

Digital technology is an important weapon to carry out digital party building in rural areas, and talents are the key role in using this weapon. First, rural party organizations should ensure the operation and maintenance of digital party building from both capital and talents. In infrastructure construction, "if a worker wants to do a good job, he must sharpen his tools first". We should increase the capital investment in rural digital party building, build and maintain a digital party building platform, and update digital technology in time; In terms of talents, increase training funds, improve the treatment of staff, keep close contact with scientific research institutes and enterprises, recruit targeted talents from them, and attract digital talents to take root in rural areas. Second, cities should provide feedback to rural digital party building, build information technology dialogue platform and shared service information inquiry platform between urban and rural areas, break down information barriers between urban and rural areas, strengthen close ties with rural digital party building, increase support for the backup operation of grassroots digital party building, help rural farmers adapt to new things, new information and new technologies, and improve the popularization and application rate of digital party building in rural areas. Third, enterprises and scientific research institutes provide public welfare digital construction services for rural areas, train staff of rural party organizations in digital technology, and actively go to the countryside to help rural areas carry out digital party building work. Fourth, popularize the experience of advanced demonstration zones of digital party building, adjust measures to local conditions, make full use of model experience, release the inclusive effect of digital technology, and better benefit the vast number of rural farmers. Fifth, while continuing to promote the digital development model, we should pay attention to bridging the gap between urban and rural areas to avoid the widening of the "digital divide"

between urban and rural areas. At this node, rural digital party building needs to take a good pass, innovate the party building model with the opportunity of the digital age, and lead rural farmers to build digital villages.

## **6. Summary**

An advanced political party must conform to the trend of the times and seize the opportunity of scientific and technological development to improve its governance efficiency. With the development of digital technology, the grassroots party building in the new era has ushered in a new stage of digital development, especially the introduction of smart cities and digital rural construction in various places, which has brought new vitality to grassroots party building, brought the content of party building closer to the lives of the broad masses of the people, and greatly improved the efficiency of grassroots governance. However, there is still a great gap in the process of digitalization between urban and rural areas, especially in rural areas, and digital party building needs to be further promoted. In the future, it is necessary to optimize the team of rural party leaders and strengthen the "key nodes" of digital party building; Establish a digital concept of party building work and focus on solving the "digital divide" problem; Improve the operation mechanism of rural digital party building and implement the development of rural party building work; Increase the capital investment in rural digital party building and improve the infrastructure construction of digital party building.

## **References**

- [1] Liu Youcai. Gathering Numbers to Grasp Party Building [J]. Rural Work Newsletter, 2020(16):61-62.
- [2] Ceng Qian. Analysis on the necessity and path of digitalization of grass-roots Party building [J]. People's Forum, 2019 (15): 106-107.
- [3] People's Daily Online. Professor Guo Weigui, Party School of Fujian Provincial Party Committee: New Development Trend of Digital Party Building in 2022 [EB/OL]. (2022-4-14). <http://fj.people.com.cn/N2/2022/0414/C181466-35222930.html>.
- [4] Zou Liangchun. Analysis on the necessity and path of digitalization of grass-roots Party building [J]. Journal of Party School of Taiyuan Municipal Committee of the Communist Party of China, 2021(03):76-78.
- [5] Xiang Xin, Xu Jie. Application Mechanism and Practice Path of Rural Digital Party Building for Common Prosperity [J]. Journal of jinzhong university, 2022,39(01):8-11.
- [6] Ceng Qian. Analysis on the necessity and path of digitalization of grass-roots Party building [J]. People's Forum, 2019 (15): 106-107.
- [7] Liu Youcai. Adapting to the development of digital economy and actively exploring digital party building [J]. Party building research, 2020(03):61-62.