

# The Exploration of the Ideological and Political Education Ability of College Counselor in the New Era

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**Abstract:** As an indispensable member of the ideological and political education team of college students, the teachers and the counselors in colleges and universities play an important role. With the continuous progress of the society, the ideological and political education for college students is getting more and more attention. As an indispensable role of college students, college counselors must bear the important responsibility of ideological and political education. The teaching of college counselors and ideological and political courses should meet the requirements of various reforms, and the counselors should actively explore the path of ideological and political courses and education to ensure the ideal effect of ideological and political courses teaching.

**Keywords:** New era; Counselor; Ideological and political education; Exploration

## 1. The theoretical basis of ideological and political education for college counselors

The theory of college counselors' participation in ideological and political teaching is the basis of practice, and all sectors of society attach great importance to the work of counselors' participation in ideological and political teaching. Various documents have issued clear requirements for counselors to participate in ideological and political teaching, but also right The counselors' participation in ideological and political teaching gives certain support and guidance, defines the counselors have multiple identities as teachers and management cadres, and the ability requirements of the counselors to participate in ideological and political teaching. Counselor as a teacher, also should undertake certain tasks for teaching, the university counselor vocational ability standard (interim) "will participate in" ideological and moral cultivation and legal basis "" situation and policy "course teaching such as intermediate above the counselor career function, to its ability requirements, related theory and knowledge made clear provisions.

In terms of ideological and political course teaching, it is a very common phenomenon for counselors to participate in the teaching of "situation and policy" courses in colleges and universities, which is also in line with the requirements of the Ministry of Education on Strengthening the Construction of "Situation and Policy" courses in Colleges and universities in the New Era. College counselors have certain advantages in participating in ideological and political courses. Their political quality is relatively strong, and the distance between counselors is close to students, so they can better grasp students' interests and understand students better. The essence of educating people in colleges and universities is to practice the all-round development theory of Marxist people and train them into college students with firm ideals and beliefs. Ideological and political course teachers should jointly train students with the counselors to promote the all-round development of college students. The comprehensive development of college students inevitably cannot be separated from the theoretical guidance of the counselors.

## 2. Development status of counselors' ideological and political education ability

### 2.1 Lack of motivation to implement the ideological and political education ability of college counselors

As a special education profession in the school, counselors are burdened with student management work and ideological and political education work. There are reasonable rules and regulations in the management, learning as long as it is within a reasonable range, but ideological and political education is presented in different forms, which is the difficulty of ideological and political work. In college, we should maintain a good teacher-student relationship with the counselor. The words and deeds of the counselor will also affect the student. The ideological and political work of the counselor is too traditional, so this work will not achieve substantive results. Some counselors now use new media to implement ideological and political education work, but some forms are complicated, and the formation effect is not ideal, which is the current dilemma.

### 2.2 The ideological and political education level of college counselors is slightly lower

College students are an indispensable force in the future development of the country, the cultivation of high-quality college students will be related to the future of the country, cultivating high-quality talents is the cornerstone of national development, so, constantly improve the quality of college students. College students' quality and college counselors guidance and education has a direct relationship, but now counselors in the ideological education work, because of their lack of certain professional technology, now affect the ideological education work difficulties, so in the new era environment, counselors to improve their professional quality, lay a good foundation for the ideological education work. Some counselors are not capable of information analysis and processing information ability, and they do not have enough theoretical basis to provide good support for ideological and political education. Therefore, the counselors should improve their ability to distinguish and process information. Of course, some students lack the enthusiasm to use the new media platform for learning normally. In today's comprehensive and rapid development of new media, students, as the main group of people using new media and mobile clients to surf the Internet, can understand all kinds of positive information and related learning content through the application programs of mobile clients. However, it lacks enthusiasm and initiative in using new media

platforms to carry out ideological and political learning, and there are some shortcomings in using the advantages of new media platforms.

### **3. Innovation path of counselors' ideological and political education ability**

In the process of ideological education and political education for counselors, Some counselors do not have a sufficient understanding of the ideological and political education work, We should constantly strengthen the ideological and political education ability of the counselors, Stimulate the enthusiasm of the counselors for the ideological and political education work, Some counselors think that ideological and political education is a simple moral education for the students, That students will subtly have this ability in the process of continuous learning, Not thinking that teachers require excessive management and education, So in the long run, the counselors lack the enthusiasm for ideological and political education, Strengthening the counselors' recognition of ideological and political education is indispensable to the development of ideological and political education, In the process of ideological and political education, schools should strengthen the construction team of ideological and political education, Improve their use of the Internet, For how to improve the enthusiasm of the counselors' ideological and political education work, Ideological and political education can be received into the conditions of counselor assessment, In this way, the enthusiasm of ideological and political education can be mobilized, Draw up their attention. In the process of working in colleges and universities, some ideological and political courses can often be carried out as the basis for evaluating and rewarding counselors, so as to promote the promotion of counselors' ideological and political teaching ability. Teachers should not only do a good job of leading the work, but also increase the communication between teachers and students through the new media, and effectively solve the various problems in life and ideological difficulties for students. Teachers can use the convenience of new media to carry out and implement a variety of ideological and political education activities, so as to give students a space to play their own talents, so that students can open their hearts and communicate with their classmates and teachers. We should strengthen the professional quality of counselors. As the leader of college students, if counselors lack a human body for ideological and political education, it will have a certain impact on the teaching effect. Counselor daily work is also very tedious, because to pay attention to multiple students' study and life, so have uncertainty on working time, plus work content is very complicated affect the counselor in work enthusiasm and identity reduced, so the ideological education work as an ordinary work, reduce the sense of responsibility to the work, affect the quality of the ideological work, so must improve the counselor professional identity, make it the counselor progress power.

### **4. Epilogue**

In the overall context of the new era, Counselors should maintain good communication with the students, Because every day a lot of information comes into our vision and life, Compared with other people, college students are always walking ahead of the rapid development, The new era of the Internet is developing very fast, It brings all kinds of information, But college students' self-control and selectivity are slightly weaker, Vensible to undesirable misleading, Therefore, the counselors need to guide them in the right choices, Help them to establish the right ideas, Using the advantages of the new era to actively implement ideological and political education to the practical place, Counselors should strengthen their own teaching methods, Promote the improvement of college students' comprehensive quality, Counselors should also make good use of this good opportunity of the new media era, Comprehensive trends of me and my oh sister students, Using different approaches for different problems, Teach students in accordance with their aptitude, Reasonable and effective guide students. In the process of counselor teaching and people, counselors are always the main leader of college students, counselors as the college students of ideological education guide and management organizers, in the new era must shoulder in all aspects of the lead and guidance of college students, college counselors to constantly strengthen the ideological and political education system, improve the ability of ideological education work, realize their life value.

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