

Activating Students' Ideological and Political Work With New Media “A Pool of Spring Water”-- Based on the Analysis of Work Cases of College Counselors

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Abstract: In the new era, ideological and political education in colleges and universities is facing new situations, new tasks and new topics. New media has been a new space for ideological and political work in colleges and universities, a new platform for ideological and political communication and a new position for ideological and political guidance. It should give full play to its role and become a new carrier, new form and new ideas for ideological and political work in colleges and universities. This paper takes the typical cases encountered by college counselors in ideological and political education work as the background, with the help of new media to carry out ideological and political education work for different student groups as the starting point, through the educational principle of “according to the matter, according to the time, according to the trend of new”, uphold the action policy of “people make the best use of their talents, leverage their strength, and smooth things silently”. This paper summarizes and explores the fitting path of new media and ideological and political education work from three aspects of commonness and personality combination, consolidation and innovation combination, daily and node combination, and focuses on constructing the “circle effect” of educating people in the same frequency in three circles in the ideological and political work in colleges, and provides effective reference for Chinese colleges to carry out students' ideological and political education with the help of new media.

Keywords: New media; Ideological and political education; College students

1. Case overview

On a cloudless day in September, freshmen met military training unexpectedly. What awaited them was their first “close embrace” in college life, and also their first “big test” in their career as freshmen counselors. On the first day of military training, the emergence of “menstrual discomfort” “UV allergy” “lumbar pain can not stand for a long time” “dizziness” “eye disease can not look directly at the sun” and other reasons for 18 fancy leave many military training probation needs, most students will return to the team after rest. After a few days of observation, a few students, often at a fixed point in time to change the reasons for leave to apply for a rest, the rest reason is more and more perfunctory, and the rest time is longer and longer, even opened a “tea party” in the rest area. Xiao A claimed that he was allergic to UV, Xiao B, Xiao C is “lumbar spine is not good, not suitable for strenuous activities” on the grounds of long-term probation, frequent probation rest makes 3 people more familiar, gradually formed a “small group”, sitting on the military training field talking and laughing, citing the other students in military training frequently looked back, the face of expectation, envy. A few days later, some voices of criticism spread among the students. At first, this voice was very weak. Later, many students went to the counselors to complain, “Counselors, why can they not do military training?” “Military training is too tired, I also want to rest like them.” Complaints swept all over the place. Looking at the distance is still beaming, happy big rush “military training absconding 3 group”, this is undoubtedly a severe challenge to the freshman counselor^[1].

2. Case analysis

2.1 This case has two subjects

Military training is a special form of ideological and political education in colleges and universities. Military training plays an

irreplaceable role in cultivating and improving the quality of college students. The test of will and quality in the course of military training and the education of national security are the essential links of ideological and political education for college students. On the one hand, A, B and C are biased in their ideas and concepts. They are proud of evading military training by playing tricks. Later, because they evade military training, they lack the spiritual education of bearing hardships and working hard. On the other hand, although some students say that it is wrong for A, B and C to avoid military training, they express their envy and jealousy towards the three students, which shows that they do not agree with the meaning of military training from the bottom of their hearts. Without timely intervention, it will not only fail to enhance students' physical and mental quality through military training, but also hinder the cultivation of students' organization and discipline, thus affecting their establishment of communist world outlook, outlook on life and values.

2.2 This case has a dual nature

As a special education for freshmen, military training plays an irreplaceable role in frustration education and team education. In the process of military training, individual and team get along and run-in, and campus life cognitive education are essential ideological and political education for college students. On the one hand, this incident quickly divided the students into the "Chu river and Han Dynasty", which will bring great obstacles to the cultivation of collective cohesion in the subsequent class; On the other hand, due to the inability to integrate into campus life, the probability of students' psychological problems rise sharply, which will seriously affect the students' physical and mental health development.

2.3 This case is "standing"

For freshmen, military training is a key period of ideological change. Facing the new environment, students should adapt to the study and life in the university as soon as possible. For freshmen counselors, it is also very important to properly solve students' problems in the new environment, so as to establish the image and prestige of the counselors and lay a solid foundation for the future student management work. The problems exposed in the case, such as ideological education, entrance education, class construction, interpersonal relations between students, students' physical and mental health development, are also the focus of the counselor's daily work. Therefore, it is a severe challenge for freshmen counselors to apply the right medicine to different subjects of this event and effectively change this situation^[2].

3. The solution

The key of this event is to quickly sort out the problems that need to be solved by each group, combine with the new media publicity work, according to the educational principle of "change according to the situation, progress according to the time, new according to the situation", uphold the action policy of "make the best of the talents, use the strength to make the strength, moisten things silently", and quickly carry out effective ideological and political education for different groups.

3.1 People should make the best use of their talents

Try to join A, B and C "tea party", in the small talk, gradually find out the personality characteristics of each person, one by one. As far as I know, Student A is very outgoing and active. B is a person who loves literature and has good literary talent. He often writes some short sentences that young students like to see in the moments of friends to express his mood. Student C is very obedient to his parents. After finding out the situation of the three students, they assigned different tasks. As for A student who is very active, we invited him to help the new media Photography Department to record all kinds of postures of students during military training. For B, who is full of literary talent, we invited him to create poems on the theme of "military training" during his internship and encouraged him to contribute to new media. For student C who listened to his parents, I assigned him to sort out a large number of military training photos and videos taken by student A every day and send them to the parents group for their review. For some students who complain about the tiring and bitter military training, we will open up a "military training joke column" in new media and invite them to contribute to the new media Center^[3].

3.2 Advance according to the time, and use force to strike force

After the "three-pronged approach", we soon saw the changes of students A, B and C. First of all, student C sent the wonderful moments of military training recorded and shot to the parents group one by one, which caused a strong response in the parents group. They praised and thanked student C one after another. 2 days later, student C blushed and said she wanted to return to the military training team. Student B gradually became interested in the literary and editorial Department of the New Media Center during the submission process. In order to reverse the minister's opinion of him, he decided to "write and join the military" and returned to the army to continue to participate in the military training. After the military training, he became an officer of the literary and editorial

Department of the New Media Center. Although student A did not return to the military training, he witnessed military posture, marching in line, singing military songs, and general exercises in an alternative way in the process of taking photos. He deeply realized the indomitable perseverance and hard-working spirit behind the military training, which greatly touched his heart. In addition, his outgoing personality made him quickly get along with his classmates. Often capture some funny moments, the relationship between students has been a good development.

3.3 Because of the potential and new, moistening things silently

In the whole process, after collecting many graphic and graphic materials of military training, the students' military training posture is displayed in the wechat public account of new media. Each student is not only the protagonist of the display of tweets, but also the audience of the tweets. In addition, the content of students' contributions is in line with students' interests and their aspirations, which improves students' acceptance of information. The tweet quickly struck a strong emotional chord with the students, with the number of views climbing to 1,227. Relying on new media, the ideological and political education content contained in tweets is put into the pockets of students and delivered to the fingertips of students. While improving the influence of new media public accounts, ideological and political education achieves the effect of "changing the wind and the rainfall" and "moistening things silently". Youth finally reconciled with military training, the first class of the semester was successfully completed, the first "big exam" of the freshman instructor was over.

Summary

Through solid and effective work measures, new media has been integrated into all aspects of student training such as discipline system, teaching system and management system, so as to build a network ideological and political work system with complete content, sound standards, scientific operation, strong support and remarkable results. With the discourse mode of new media, the policies and guidelines of the Party and the state have been swept into the circle of friends of teachers and students in a "down-to-earth" way. It makes the pioneer in the circle of friends, the belief in the micro party class, and the truth in the micro forum become a common trend in the university campus. Relying on the new media, focusing on the details of student management and the system requirements of the whole process of recording, focusing on solving the problem of "warm" and "cool", promoting the whole-staff, whole-process, all-round, whole-environment education has achieved remarkable results.

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