

Analysis on the challenges and countermeasures of college counselors' work under the background of new media

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Abstract: With the wide popularization of the Internet and the mature innovation of information technology, new media has become an important form of cultural communication channels. Contemporary college students as the main information data producers, disseminators and shared, their daily life, learning and thinking mode has been greatly changed, which makes the traditional ideological and political education work mode is facing severe challenges. College counselors should actively conform to the requirements of the development of The Times, firmly grasp the characteristics of the new media era, strive to improve their new media literacy, innovate working methods, so as to better base themselves on new media, integrate into new media and make good use of new media.

Key words: new media, challenge, countermeasure

In the era of new media, especially in the context of the Internet and the popularity of electronic products represented by smart phones, the traditional way of information transmission and communication has changed, and the pattern of communication and public opinion have undergone profound changes. College students' ideas, behavior patterns and study and life have been greatly impacted and influenced. As life coaches of college students, how to firmly grasp the characteristics of the new media era, fully understand and calmly cope with the advantages and disadvantages brought by new media, skillfully use new media, correctly guide college students to face, understand and use new media, and complete ideological and political education under the new situation is not only a challenge, but also an urgent topic. It is worthy of serious discussion, practice and innovation.

1. Overview of new media

Compared with traditional media, the so-called new media refers to a new form of media supported by new technologies such as digital and network. It improves the transmission form of information and entertainment services to users through the Internet, wireless communication network, satellite and other channels as well as computers, mobile phones and other terminals. It mainly includes: digital television and movies, digital magazines and newspapers, digital broadcasting, touch media, mobile TV, mobile phone SMS, network and so on. With the innovation of technology, capital, market, knowledge and other aspects, new media has rapidly developed into one of the important forms of cultural communication.

New media mainly has the following characteristics: new media has more information, stronger mobility and wider coverage; The speed of transmission is extremely rapid, and you can know the hot news all over the world at the first time without leaving home; The content and form are richer, and can be customized to achieve personalized breakthroughs; And the freedom and equality of the subject, the fragmentation of entertainment time, etc.

These characteristics better cater to the contemporary college students to obtain information and broaden their horizons; Showing themselves, expressing their will and socializing; Enrich their after-school life and other needs, making them an important group of users of new media.

2. The new media era gives the significance of college counselors' work

1. It has greatly improved the work efficiency of the student management of the counselors

The rise of the new media era has made it more convenient for college counselors to manage students and greatly improved their work efficiency. Take the employment guidance of graduates as an example. Compared with the traditional mode of obtaining information through the school employment information release platform and physical job fair, the popularization of new media has made the sources of employment information more diverse and extensive. Counselors can quickly obtain more diversified and timely employment information through wechat public accounts, government recruitment websites at all levels and social media. In terms of information transmission, counselors used to adopt face-to-face methods. However, in the era of new media, through QQ group, wechat group, Tencent or Dingding video conference and other network platforms, counselors can achieve large-scale coverage of real-time information, as well as one-on-one consultation such as online and video, so that graduates can obtain employment guidance more conveniently and quickly, and better meet the needs of students for employment guidance.

2. Effectively bridge the distance between counselors and students

The counselor is the life tutor of college students, bearing the heavy responsibility of ideological and political education of college students. Generally, a counselor manages a student group of about two hundred students. Compared with traditional interviews, class meetings and other forms, communication with college students is still limited by time, place and other factors, so students' problems are likely to not be solved in time. However, in the era of new media, counselors can communicate with students on an equal basis at any time, reply to students' questions in the shortest time, and pass on information and issue notices to students in time through various social software. In the era of new media, the communication between counselors and students becomes more convenient, often ignoring time,

distance, space and other factors, which invisibly gains students' trust and greatly shortens the psychological distance between counselors and students.

3. Challenges for college counselors under the background of new media

There are disadvantages as well as advantages. The double-edged sword of new media also greatly increases the difficulty of student management for college counselors.

1. It has greatly enhanced the complexity of counselors' ideological and political work

Under the background of new media, various kinds of digital software are widely used and have become the most important means of communication for contemporary college students. First of all, the traditional top-down uniform campus information communication mode of colleges and universities faces the impact, resulting in more freedom of speech for college students and the gradual decline of the right of speech for counselors. Secondly, college students choose to socialize more through new media, which weakens their ability to communicate with others face to face to a certain extent and greatly reduces their EQ. What's more, they communicate anonymously or pseudonymously, speak recklessly, and immerse themselves in the virtual world for a long time, leading to lack of interpersonal trust, withdrawn personality and depression. Third, including political, economic, social, life and so on, including a variety of good and bad mass of information to the social experience is shallow, the concept of right and wrong is weak, the world outlook, life outlook and values are not mature college students bring the test of discrimination and absorption. If they accept a lot of bad information, it will inevitably affect their value orientation, political attitude, moral concept, psychological development and behavior pattern. As the first line of ideological and political work in colleges and universities, how to guide college students to correctly use the virtual and instrumental nature of new media and do a good job in ideological and political education of college students has raised new questions.

2. It greatly improves the challenge of the network technology of the counselors

The speed, immediacy and portability of new media make the time and space for counselors to carry out ideological and political education more open. All kinds of new media increase the amount of information and information sources received by college students, which makes it more difficult for counselors to understand and supervise college students' thoughts and behaviors to a certain extent. In addition, the political sensitivity of college students is relatively weak, and it is easy to lose the direction of study and life, which requires counselors to devote themselves to their work. For college counselors, a considerable proportion of them lack understanding of this field, and the level of network technology and knowledge is not high. The different cognition and adaptation of teachers and students to new media lead to conflicts, which greatly increase the difficulty of the counselors' work, and even lack the personality charm and affinity of management work to a certain extent. This requires counselors to keep up with the pace of The Times on the basis of traditional education and be familiar with and proficient in using micro-media to ensure the timeliness of moral education work.

4. Countermeasures for counselors' work under the background of new media

1. Counselors should be guided by core values, adhere to the principle of integrity, moral education. Counselors are the life mentors of college students. Therefore, counselors should be more rigorous in the use of new media, must keep the bottom line and red line of socialist core values, and be able to objectively and rationally analyze and judge the views, tendencies and assumptions in the information they obtain, and actively disseminate positive social energy. Counselors should strengthen learning, enhance the ability to distinguish between hot phenomena and views on the Internet, help students consciously resist the Internet with misleading, infectious bad ideological tendencies, through the new media position to do positive issue setting guidance, and criticize negative tendencies.

2. Counselors need to improve their own new media literacy. The Regulations on the Construction of Counselors in Colleges and Universities, which came into effect on October 1, 2017, put forward specific requirements on the job duties of college counselors, which clearly requires timely network ideological and political education, and the application of new media and new technology to promote the traditional advantages of ideological and political education and modern information technology to achieve a high degree of integration. Taking Zhejiang Yuexiu University as an example, the author's statistical analysis shows that college students use micro media for at least two hours or more every day, and more than 90% of the students log in to wechat, Douyin and other social platforms every day. If counselors can make good use of this time to carry out ideological and political education, the result is often twice the result with half the effort. On the one hand, counselors are required to keep learning and be proactive, fully grasp the rules of the use and information dissemination of new media such as Weibo, wechat and Tencent, be good at using new media to carry out ideological and political work, and actively occupy the position of new media in order to meet the requirements of ideological and political work in the new era; On the other hand, keep up with the pace of The Times, actively use new media, integrate into them, and play new things in the new era, in order to really get close to students, close to students, always understand the dynamics of students' thoughts, and resonate with students. The author once conducted in-depth communication with students by guiding them to make micro films on mental health education, successfully carried out related ideological and political education, and combined the obtained information with practical work.

3. Counselors should strengthen college students' media literacy education, improve their ability of media analysis, judgment and application, and cultivate their comprehensive ability to cope with new things. Media literacy refers to people's ability to choose, understand, question, evaluate, create and produce, as well as their ability to think and respond to various kinds of media information. Media literacy education for college students is to guide college students to rationally understand and actively enjoy the mass media, teach students the ability to understand, analyze, use and monitor the media, and help them learn to deal with the media. Specifically, we can start from the

following aspects. First, strengthen students' legal awareness and moral ability in ideological and political education, cultivate students' sense of responsibility and dialectical thinking ability, enable them to rationally analyze and identify massive information, and form network behavior self-discipline. Secondly, make full use of the modern educational technology center, campus website, student forum and other media in combination with the actual situation of the school, through the second class, lectures and other forms, so that students fully understand the nature, characteristics and operation process of the media, improve students' modern information technology, master the necessary knowledge and skills of information dissemination so that students can correctly and skillfully use various new media. Thirdly, let students understand the national policies and regulations on press and publication, intellectual property rights, network management, etc., to avoid infringement of intellectual property rights, dissemination of bad information and other behaviors.

4. Counselors can cooperate in multiple dimensions, join with ideological and political teachers, student party members and outstanding league leaders, join popular new media groups, pay close attention to group dynamics, so as to ensure the importance of public opinion guidance in colleges and universities, and form a guiding force for moral education.

Taking the author's university as an example, the counselor is committed to carefully building a standardized and elite student cadre team, fully mobilizing the important role of the student backbone in information dissemination with the student union and the student party branch as the carrier, and encouraging and organizing this team to participate in the release of positive information on campus media BBS, various websites and forums; At the same time, mobilize various student organizations and associations to actively participate in the discussion and publicity of relevant rules and regulations, such as college student civilization convention, campus network management measures, guide students to consciously self-regulation, self-reflection and self-criticism, improve the ability of management and use, and standardize their own behavior.

5. Epilogue

To sum up, the new media era has changed the traditional living habits, learning mode and way of thinking of college students, and brought new challenges and problems to the work of college counselors. Counselors under the new situation should actively change their ideas, on the basis of inheriting the traditional ideological and political education mode, timely understand the characteristics of new media, comprehensively improve their own new media literacy, skillfully use and actively integrate into new media, and constantly innovate and improve the working mode of new media.

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