

Thinking on the network ideological and political education of college counselors in the new media era

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Abstract: With the rapid development of information technology, new media is widely favored by teachers and students. The application of this technology in the network ideological and political education can not only make up for the shortcomings of traditional education, but also fully mobilize the enthusiasm of students to participate in the network ideological and political education, and lay a solid foundation for improving the quality of education. In this regard, this paper first expounds the necessity of college counselors to optimize the work path of network ideological and political education in the new media era, then analyzes the current situation of college counselors' network ideological and political education in the new media era, and finally puts forward the work path of college counselors' network ideological and political education in the new media era, hoping to provide reference for other college counselors.

Key words: New media; Counselor; Colleges and universities; Internet ideology and politics; education

With the wide application of new media technology, colleges and universities have stepped into the new media era. The application of this technology by counselors to optimize the work path of online ideological and political education can make new media and Internet ideological and political education closely combine, meet the diversified needs of students, promote their personalized development, and improve the effectiveness of online ideological and political education. In this regard, college counselors should treat new media dialectically and make reasonable use of the technology to optimize the network ideological and political education work, so as to effectively improve the education level of colleges and universities.

1. The necessity of college counselors to optimize the work path of online ideological and political education in the era of new media

(1) It is conducive to meeting the development needs of the new situation

In the era of new media, the social situation at home and abroad has undergone tremendous changes, which provides a new opportunity for college counselors to carry out online ideological and political education, but also brings certain challenges. In order to cope with the challenges brought by the new situation, college counselors need to keep up with the development and changes of The Times, increase the application of new media to optimize the work of online ideological and political education, promote high new vitality factors can be injected into the online ideological and political education, in order to effectively improve the overall quality of education work, and then cultivate the high-quality talents needed to meet the current social development situation.

(2) Help to meet the needs of education reform

In the steady progress of education reform, the traditional network ideological and political education work mode has a certain lag, which is difficult to meet the needs of the education reform. However, by applying new media technology to optimize online ideological and political education, counselors can make educational work more innovative, make the working atmosphere of ideological and political education more interesting, fully mobilize students' enthusiasm for participation, and effectively meet the needs of education reform, so as to enhance the effect of online ideological and political education.

(3) Help solve the problems existing in the network ideological and political education work

In the past, there are some problems in the network ideological and political education work, specifically the following two points: first, the network ideological and political education work system is not perfect, lack of sufficient science and rationality, and failed to update the working mechanism in time, resulting in counselors lack of unified rules and regulations to carry out online ideological and political education. Secondly, the comprehensive quality of the counselors needs to be improved. Restricted by the concept of exam-oriented education, some counselors will focus on professional teaching and lack corresponding attention to online ideological and political education. However, by optimizing the network ideological and political education through the application of new media, the above problems can be effectively solved and the quality of the network ideological and political education can be effectively improved.

2. Current situation of college counselors' online ideological and political education in the new media era

(1) The lack of novelty in online ideological and political education

In the era of new media, counselors need to take students as the entry point to carry out online ideological and political education. However, counselors still regard themselves as the core of online ideological and political education, which makes education not attractive enough to mobilize the enthusiasm of students. The details are as follows: First, the educational media does not have novelty. With the emergence of new media platforms such as Weibo, wechat and Douyin, there are more channels for students to obtain information. However, in actual teaching, counselors failed to organically combine new media with online ideological and political education, and only used the campus network to simply publicize the knowledge of online ideological and political education, which is difficult to give full play to

the advantages of new media. Secondly, the content lacks novelty. Counselors have certain limitations in choosing online ideological and political contents, which mainly include common core social values and other contents. These contents usually lack novelty and are difficult to stimulate students' interest in participation, which is unfavorable to improving online ideological and political education.

(2) The strength of the counselor team needs to be enhanced

In the era of new media, higher and higher requirements are put forward for counselors, who are required to flexibly use new media technology, reasonably select or explore the content of online ideological and political education, so as to mobilize students' enthusiasm for exploring online ideological and political education. In addition, due to the lack of in-depth research on online ideological and political education, it is difficult for counselors to accurately choose online ideological and political education content, which cannot organically combine students' needs with online ideological and political education work. In addition, colleges and universities focus on the training of counselors' comprehensive management ability, but are slightly insufficient in the training of their online ideological and political education ability and new media application ability, which makes them unable to flexibly use new media to carry out online ideological and political education work, thus restricting the improvement of the quality of online ideological and political education.

3. The network ideological and political education work path of college counselors in the new media era

(1) Do a good job in the top-level design of policies and create a good atmosphere

In the era of new media, counselors should base on teaching content, objectives and evaluation, do a good job in the top-level design of policies, and encourage counselors to actively utilize new media to optimize online ideological and political work with the help of policies, so as to create a good atmosphere for online ideological and political education and effectively improve the quality of online ideological and political education. In addition, when using new media to innovate the work path of online ideological and political education, the counselors should respect the discipline development law and the students' cognitive law, and effectively implement the task of cultivating virtues and cultivating people. In this regard, the counselors should implement the teaching mechanism of small and medium classes, construct the system of "compulsory + elective" online ideological and political courses, and make the learning performance evaluation mechanism more diversified, so as to integrate teaching, feedback and discussion into an organic whole, so as to lay the foundation for improving the effectiveness of new media education. In addition, counselors should build a new situation of network ideological and political education for all personnel, give full play to the political guidance and value-leading role of network ideological and political education, promote the effective connection between network ideological and political education and new media, effectively meet the needs of students to learn online ideological and political education, and then effectively improve the quality of online ideological and political education, so as to cultivate high quality talents that the society actually needs.

(2) Innovate the education concept of counselors and give full play to the value of new media

In the new media era, students' ideas have undergone obvious changes, and because they have relatively active ideas, new things are easier to stimulate their curiosity. In this regard, the current traditional education concept of counselors has been unable to meet the specific needs of students, and it is difficult to give full play to the advantages of new media, which also restricts the improvement of the quality of online ideological and political education to some extent. Therefore, counselors need to actively innovate their own education ideas, take the initiative to combine with students' real needs and educational reform needs, and make full use of the advantages of new media to continuously optimize the work mode of online ideological and political education, so as to give full play to the function of online ideological and political education and effectively improve the effectiveness of education. In addition, when counselors innovate education ideas, the interaction between them and students can be deepened to ensure that the network ideological and political education can be carried out more efficiently. In addition, on the basis of innovative education concepts, counselors should guide students to establish modern learning concepts, encourage them to have a more correct view of new media, and flexibly use new media to choose learning materials they need, so as to effectively improve their learning efficiency.

(3) Innovate the education work carrier and improve the effectiveness of Internet ideological and political thinking

Innovation is the soul of progress. Therefore, in essence, in order to give full play to the role of new media technology in online ideological and political education, counselors need to rely on the corresponding work carrier. Therefore, the current education carriers should be actively innovated, especially how to make comprehensive use of various new media platforms. For example, counselors need to make comprehensive use of platforms such as Douyin, public accounts and Weibo to continuously optimize the work forms of online ideological and political education. At the same time, when optimizing the work content, counselors should implement it reasonably according to their own advantages, so as to improve the application effect of new media in online ideological and political education. For example, when optimizing the work content, counselors should pay attention to the pertinence, characteristics and diversity of the work content. In addition, work forms should be optimized to effectively attract students' attention, for example, videos, audio, pictures, text, Flash, etc. should be effectively integrated. The details are as follows: The counselor integrates some Flash animations related to online ideological and political education into the official account, so that students can receive online ideological and political education imperceptible. Therefore, counselors should make comprehensive use of campus network, Weibo, wechat, QQ and other platforms to carry out online ideological and political education, so as to facilitate counselors to effectively grasp the situation of students and online ideological and political education, and further improve the effectiveness of online ideological and political education.

(4) Make full use of new media resources to enrich ideological and political education content

Under the background of new media, counselors should collect teaching resources to meet ideological and political teaching needs with the help of new media according to the tasks and objectives of online ideological and political teaching. First of all, the counselor should carry out a specific analysis of the ideological and political level of the students, or set up corresponding tests according to the difficulty of the online ideological and political teaching content to test whether the students will effectively master the relevant content. For example, counselors can collect ideological and political hotspots through new media and push these hotspots to students in time, so as to effectively enhance their awareness of ideological and political hotspots and lay a foundation for improving the overall quality of online ideological and political teaching. Secondly, an interactive platform between teachers and students can also be built with the help of new media. Counselors can upload the high-quality online ideological and political resources they search to the platform, or they can also share the ideological and political resources they think are good with other students, so as to constantly expand students' ideological and political vision. Therefore, when carrying out online ideological and political education activities, counselors should give full play to the value of new media resources, so as to improve students' comprehensive quality while enriching the content of online ideological and political education.

(5) Strengthen the construction of teaching staff and improve the comprehensive level of counselors

In the era of new media, colleges and universities need to strengthen the construction of teaching staff, effectively improve the comprehensive level of counselors, so as to build a new situation of "new media + ideological and political education". The details are as follows: First of all, it is necessary to train counselors to form trans-boundary educational thinking. By teaching counselors cutting-edge knowledge of new media and the latest knowledge of ideological and political education, it can effectively broaden their horizons of ideological and political teaching and effectively improve their knowledge system of ideological and political education. Secondly, the counselors should be equipped with specific ideological and political education abilities, such as knowledge transformation ability. When the counselors are equipped with this ability, the knowledge of ideological and political education can become more intuitive and vivid. In this way, students' interest in learning ideological and political education can be fully stimulated, and students' ideological and political education level can be continuously improved. Finally, enhance the counselors' ability to use social platforms. When counselors use new media to carry out ideological and political teaching, they need to use social platforms to communicate and exchange with students online, so as to timely grasp students' learning status, and then carry out targeted ideological and political education activities. In addition, the counselors should actively carry out patriotic education, so that they can lead the students to have an accurate cognition of the international situation, and train the students to be patriotic talents in the new era. Therefore, colleges and universities need to actively build up the teaching staff, and then ensure that the quality of online ideological and political teaching is significantly improved.

In summary:

In a word, new media can not only bring positive influence to the online ideological and political education in colleges and universities, but also bring corresponding negative influence. Therefore, counselors need to take a correct view of the influence brought by new media, so as to take targeted measures to effectively integrate new media and Internet ideological and political education. In this regard, colleges and universities can start from the following aspects: do a good job in the top-level design of policies and create a good atmosphere; Innovating the education concept of counselors and giving full play to the value of new media; To innovate the carrier of education work and improve the effectiveness of Internet ideological and political thinking; Make full use of new media resources to enrich ideological and political education; Strengthen the construction of teaching staff, improve the comprehensive level of counselors, and thus effectively improve the overall quality of online ideological and political education.

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