



Analysis of the improvement path of the effectiveness of ideological and political education among college counselors

Junyan XU¹, Kouqin XU²

1. Communication University of China, Nanjing, Nanjing 210000, China

2. Taizhou Navy Middle School, Taizhou 225300, China

Abstract: Colleges and universities are important bases for cultivating high-quality talents, and it is of great significance for college students to carry out ideological and political education. As the front-line personnel of college students' work, counselors are responsible for the ideological and political education of college students. However, at present, college counselors in China are facing many challenges in ideological and political education, which affect the effectiveness of ideological and political education. Therefore, this paper first analyzes the importance of ideological and political education of college counselors, discusses the current situation of ideological and political education of college counselors, and proposes a path to improve its effectiveness, in order to provide reference for the ideological and political education work in colleges and universities.

Key words: college counselor; ideological and political education; effectiveness

1 Introduction

The ideological and political education of college students not only affects their own career development, but also affects the future development of the country and society. College counselors are the group most closely related to college students, so college counselors should strengthen the ideological and political education of college students to improve their overall quality and competitiveness. At present, great changes have taken place in the ideological situation of college students in our country, and the difficulty of social and political education has increased. Therefore, college counselors should recognize their own responsibilities, break the traditional concept of education, fully realize the importance of ideological and political education, and optimize teaching methods, so as to ensure the effect of ideological and political education and realize the efficient integration and utilization of educational resources.

2 The importance of ideological and political education for college counselors

2.1 Raising students' ideological and moral level

In addition to strong scientific and cultural literacy, contemporary college students should also have good moral character, so as to inherit and carry forward the traditional virtues of the Chinese nation and make due contributions to the realization of the Chinese dream. Through ideological and political education, college counselors can guide students to establish a correct world outlook, outlook on life, and values. Through the propaganda of the core values of socialism and

the excellent traditional Chinese culture, students have gained a certain understanding and recognition of these values, and then cultivate positive ideological concepts and improve students' ideological and moral level.

2.2 Guiding students to establish correct values

College counselors should attach importance to ideological and political education for college students, and guide students to establish correct values, including education in patriotism, collectivism, social morality, etc., so that they can form correct values and value orientations. Patriotism is a traditional virtue of the Chinese nation and plays an irreplaceable role in ideological and political education in colleges and universities. By carrying out patriotic theme activities, visiting patriotic education bases, and learning about national history and traditional culture, students will strengthen their patriotism and improve their national pride and self-confidence. Collectivism is an important part of the core values of socialism, and it is also an important part of ideological and political education in colleges and universities. College counselors can carry out collective activities, volunteer services, teamwork and other forms to educate college students on collectivism and enhance their sense of teamwork. Social morality is an important indicator to measure the level of social civilization, and through carrying out social morality theme activities, learning Xi social ethics norms, and guiding students to consciously abide by social ethics in daily life, etc., the students' awareness of social morality is strengthened, so as to promote the improvement of students' social civilization.

3 Problems existing in the current ideological and political education work of college counselors

3.1 Counselors' own problems

At present, some college counselors do not pay enough attention to students' ideological and political education, and there are problems of formalization, so that the ideological and political education work cannot be truly implemented. First, in the teaching process, counselors only pay attention to the improvement of academic Xi and academic performance of professional courses, but ignore the cultivation of students' ideological and political literacy. Second, the level of ideological and political theory of college counselors is not high, and the study and Xi of Marxist theory and Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era are insufficient, so it is difficult to obtain strong theoretical support from practical work. Thirdly, some counselors lack sufficient understanding of the lifestyle, ideological status, and cognitive characteristics of contemporary college students, which leads to conflicts in teaching, and when there are conflicts, it is difficult for a single ideological and political education method to mobilize students' enthusiasm for learning Xi [1].

3.2 Students' problems

Contemporary college students are active in their thinking and have a flamboyant personality, which leads to severe challenges in their ideological and political education, and students have unique views and thoughts on various social phenomena and problems. However, such a way of thinking and the promotion of personality are also very easy to bring about problems. For example, some students are overly individualistic and ignore the interests of the group, or overconfident and ignore the opinions and suggestions of others.

Under the influence of pluralistic social trends, the value orientation of some students may be skewed. In real life, students may pursue material interests too much and ignore the values of morality and ethics, and even have extreme behaviors under the influence of bad thoughts. However, the traditional ideological and political education mostly adopts indoctrination teaching methods, which leads to students' feeling bored and even resistant, and cannot effectively mobilize students' enthusiasm for learning Xi.

4 Ways to improve the effectiveness of ideological and political education for college counselors

4.1 To clarify role positioning

College counselors should clarify their roles in ideological and political education and become students' ideological guides. In the process of work, it is necessary to pay attention to the ideological dynamics and emotional needs of students, and grasp the interests, hobbies and personality characteristics of students, so as to carry out ideological and political education work in a targeted manner. At the same time, they should also make full use of their own personality and educational wisdom to set an example for students and become a role model in their hearts.

4.2 To change the concept of work

College counselors should change the traditional management-oriented work concept and pay attention to students' ideological guidance and service support. The traditional ideological and political education work of college counselors mainly focuses on the daily management and discipline of students. However, the management-centered work concept can no longer meet the needs of contemporary college students. As society evolves, students are also constantly growing, and there is a need for more autonomy and choice. To this end, college counselors should change their work philosophy from mere administrators to supporters of students' ideological guidance and services. Every student is unique, with different interests and needs. When carrying out ideological and political education, counselors should fully consider the needs of students' subjectivity and personality development, and should not adopt a one-size-fits-all education method. By understanding the characteristics and needs of students, ideological and political education is carried out in a targeted manner, so as to help students solve practical problems.

At the same time, the contemporary society has higher and higher requirements for the innovative spirit and practical ability of talents. Therefore, college counselors should pay attention to cultivating students' innovative spirit and practical ability, so that they can adapt to the needs of social development. Through various practical activities and innovation and entrepreneurship activities, students can be fully exercised in practical activities and improve their sense of innovation [2].

4.3 To strengthen student management

In order to improve the effectiveness of ideological and political education, it is necessary to strengthen the management of students. Colleges and universities should formulate a clear student code of conduct and corresponding management system to ensure that students consciously abide by various rules and regulations in school and life. Through discipline education activities, students are guided to establish correct values and morals, and enhance their sense of self-discipline. At the same time, counselors should communicate with students frequently, understand their academic and life and ideological conditions, and find and solve problems encountered by students in the process of growth in a timely manner. For special students with special needs such as poor families and psychological problems, psychological counseling should be strengthened to enable them to successfully complete their studies. By strengthening student management, college counselors can better maintain campus order and ensure students' physical and mental health, so as to provide strong support for the development of ideological and political education [3].

4.4 To carry out practical activities

College counselors should strengthen the effectiveness and pertinence of ideological and political education. By guiding students to participate in practical activities such as social practice, volunteer service, and scientific and technological innovation, students can improve their teamwork ability and sense of social responsibility. Social practice is to let students go out of the campus to experience various problems and phenomena encountered in life, so as to improve students' sense of social responsibility. In social practice, counselors can enable students to understand the society in

practice, and enhance their sense of social responsibility and dedication through social investigation, volunteer service, community service, etc. At the same time, it can also allow students to deepen their knowledge and understanding of ideological and political education through personal experience and feelings in the process of practice, so as to grasp the content and spiritual essence of ideological and political education.

5 Conclusion

To sum up, the ideological and political education of college counselors is an important part of college education, which is of great significance for cultivating high-quality talents. By clarifying the role positioning, changing the work concept, innovating teaching methods, and carrying out practical activities, the effectiveness of ideological and political education of college counselors can be effectively improved. At the same time, college counselors should also strengthen their own Xi and constantly improve their own quality, so as to better meet the requirements of the new situation and cultivate high-quality outstanding talents.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

References

- [1] Tian XH. 2021. The path to improve the effectiveness of ideological and political education for college counselors. *Decision Exploration*, 3: 34-35.
- [2] Shao C. 2020. Research on the improvement path of the effectiveness of ideological and political education of college counselors. *Industry and Science and Technology Forum*, 19(20): 200-201.
- [3] Sun Q. 2023. A study on the high-quality ideological and political education of college counselors. *Century Bridge*, 7: 49-51.