

The Innovation of Moral Education Work of Higher Vocational Counselors in New Media Environment

Zhiquan Tang, Lijun Zheng, Xiaofang Li

Sichuan Vocational and Technical College, Suining, Sichuan, China

Abstract: In the era of new media, higher vocational college students are facing a more complex social environment, facing all kinds of temptations, the network is full of all kinds of false information, higher vocational college students are in the period of the formation of the world outlook, outlook on life, values, the need to carry out moral education, timely correction of the ideological attitudes of higher vocational college students, and to improve the ideological and moral qualities of college students. The article aims to explore the path of moral education for senior counselors in the new media environment, and to develop interesting moral education activities by combining the characteristics of higher vocational students and the advantages of the new media environment for reference.

Keywords: new media environment, higher education institutions, counselors, moral education

Introduction

Under the new media environment, the dissemination of information is becoming more and more convenient, and it is really possible to know everything about the world without going out of one's home. New media has changed people's lifestyle and their habit of acquiring information with its interactive, instantaneous and wide-ranging features. With the popularization of smart phones, the influence of new media is more and more profound. Higher vocational college students are loyal users of new media and can be directly influenced by new media. However, the new media platform is also filled with many false information, senior college students have not yet entered the society, the outlook on life, world view, values have not yet been fully formed, vulnerable to the influence of false information. Higher vocational college students are the backbone of the future development of society, it is necessary to correct the ideological attitude of college students, guide higher vocational college students to shape a correct outlook on life, worldview and values, and gradually cultivate them to become qualified socialist builders and successors. As the direct participants and guides of college students' moral education, senior counselors should actively explore the innovative path of moral education in the new media environment and enhance the effectiveness of moral education. The purpose of this paper is to explore the innovative path of moral education work of higher vocational counselors under the new media environment, with a view to enhancing the pertinence and effectiveness of counselors' work and improving the ideological and moral quality of college students.

1. The necessity of moral education for higher vocational college students in the new media environment

1.1 The necessity of correcting students' mental attitude

In the new media era, there are diversified values on the new media platform, and some higher vocational college

students are susceptible to the influence of wrong information^[1]. With the opening of the new media platform to the outside world, higher vocational college students are not only influenced by the "publicist" group, but also by the impact of foreign values. If they are guided by wrong information, it will affect their trust in the national government, which is not conducive to their personal development, and even affect the future talent pool of the society. Therefore, in the new media environment, it is more important to pay attention to the moral education of higher vocational college students, in order to correct the students' ideological attitude, guide the students to establish the development of the consciousness of the country and the people, reduce the influence of false information on the students' values, and practice the fundamental educational task of establishing moral education for the sake of human beings.

1.2 Necessary to promote the healthy physical and mental development of students

In the new media environment, students can obtain information through social networks, forums, micro-blogs, WeChat public numbers and many other channels, but the public opinion on the new media platform is often uncertain and variable, which affects the physical and mental health development of students^[2]. Although the new media platform brings a lot of convenience, it also brings certain negative impacts, such as, students are addicted to the Internet and do not love to study, information anxiety, social fear and so on. Through timely moral education, students can be helped to establish a correct concept of network use and avoid excessive reliance on new media information. Through moral education, students are guided to form a positive attitude towards learning, promote the healthy development of students' body and mind, and promote the overall development of students' personal.

1.3 The need to expand channels of moral education

At present, the information of higher vocational college students comes from online and offline, and limiting the channels of moral education to offline only will affect the effectiveness of moral education. The new media platform provides more diversified channels for moral education. The new media platform provides more diversified forms for higher vocational counselors to carry out moral education, and counselors can enrich the means of moral education by opening WeChat public number, uploading short videos, opening live broadcasts, etc., so that the content of moral education is more vivid and interesting, and easy to be accepted by students. The use of new media technology can break the time and space limitations of traditional offline classroom education, and the combination of online and offline will provide students with a more flexible way of learning and make it convenient for students to receive moral education at any time and any place.

2. Innovation of moral education work of higher vocational counselors in new media environment

2.1 Changing the concept of education

In the past moral education, counselors in higher vocational colleges and universities often pay more attention to offline teaching, and carry out moral education for college students by carrying out educational lectures, hanging propaganda slogans and other ways. Such educational methods are often not welcomed by students, which will cause students' rebelliousness, and moral education cannot be effective. Moreover, when carrying out moral education, high school counselors only design teaching activities in accordance with the requirements of the school and their own vision, which cannot meet the actual needs of students. Therefore, high school counselors should actively change their own moral education concepts to improve the effectiveness of moral education in higher vocational colleges and universities. Counselors should establish a student-centered education concept, closely integrate moral education with students' life, learning, career planning, etc., and carry out moral education that is closer to the actual needs of students in order to enhance the relevance and effectiveness of moral education. Counselors should focus on improving their own moral education ability to adapt to the needs of moral education in the new media environment.

2.2 Innovative approaches to education

Under the new media environment, counselors should innovate education methods, combine new media platforms and

new media technology to carry out diversified moral education activities, and improve the enthusiasm of students' civic learning. To this end, counselors should pay attention to building a new media moral education matrix, seizing the position of online public opinion, and building a network moral education platform^[3]. Counselors should create official new media accounts such as the college's WeChat public number, Jitterbug, microblogging, etc., and publish positive energy content in their accounts to guide students to establish a correct worldview, outlook on life and values. Counselors should strengthen the monitoring of online public opinion. Nowadays, many higher vocational college students express their opinions through new media platforms, so counselors should focus on monitoring the expression of students' opinions on the Internet, and timely discover and solve negative information and public opinion crises on the Internet. When a campus crisis occurs in higher vocational colleges and universities, counselors should publish the truth of the incident in time through official media accounts, guide students to view the crisis rationally, and maintain campus stability and harmony. In the process of moral education, counselors can then use the new media platform to upload short videos, open live broadcasts, organize online discussions, and create virtual educational scenarios to stimulate students' participation.

2.3 Enrichment of educational content

Under the new media environment, senior counselors should constantly innovate the content of moral education to adapt to the changing needs of students in the new media environment. To this end, counselors can combine current events, campus culture, student life, etc. to design moral education content that is close to the actual life of students, and at the same time, publish educational content in conjunction with various festivals and anniversaries. For example, on May 4 Youth Day, the theme of "the responsibility and bearing of college students in the new era" is published on the new media platform, and moral education content in the form of video, graphic, text and other forms is published around the theme. For example, you can make a short video on the theme of responsibility and commitment of college students, the video content is a practical example of college students, to cultivate the sense of responsibility and commitment of college students. Counselors can also try to integrate moral education into games, competitions and other activities, online challenges, so that students receive moral education in a relaxed and pleasant environment.

3. Conclusion

Under the new media environment, higher vocational counselors should actively innovate the path of moral education, and improve the effectiveness of moral education by changing the concept of education, innovating the way of moral education, and enriching the content of moral education and other paths. Moral education is the key means to cultivate high-quality talents in higher vocational colleges and universities, as the first-line personnel to manage students, counselors should continue to explore the realization of the continuous innovation of moral education work and promote the innovative development of moral education work.

Conflicts of interest

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

References

- [1] Hui Yuqing. Research on innovative strategies of online ideological and political education for college students in the new media era[J]. *Public Relations World*, 2025, (02): 36-38.
- [2] Luo Yaya,Lei Zhimei. Research on Challenges Facing Higher Vocational Counselors and Student Cultivation Strategies in New Media Environment[J]. *Fujian Light Textile*, 2024, (06): 79-81+87.
- [3] Wang Haiyan. Exploration of Strategies for the Construction of Network Parenting System for College Counselors in the Context of New Media[J]. *Academic Weekly*, 2024, (22): 118-121.