

Analysis on the Mechanism of Enhancing the Effectiveness of Ideological and Political Education of College Counselors in the New Era

Wei Zhao

Hainan Vocational University of Science and Technology, Haikou, Hainan, 571126, China

Abstract: College counselors are the main force in ideological and political education. Under the background of the cause of socialism with Chinese characteristics in the new era, college counselors play a crucial role in enhancing the effectiveness of ideological and political education. This paper analyzes the role positioning and responsibilities of college counselors in the new era, explores the mechanism of their role in ideological and political education, and aims to provide theoretical basis and practical guidance for college counselors to improve the effectiveness of ideological and political education. The article argues that college counselors should enhance the practical effects of ideological and political education by strengthening their own ideological and political literacy, innovating educational methods, emphasizing emotional guidance, and achieving full participation from all members.^[1]

Keywords: university counselors, ideological and political education, mechanism of action, effectiveness, new era

With the entry of socialism with Chinese characteristics into a new era, the goal of higher education is not only the transmission of knowledge but also places greater emphasis on the cultivation of students' ideological and political qualities. As an important component of higher education, ideological and political education directly relates to the shaping of college students' values, outlook on life, and worldview. College counselors play a significant role in this educational process. The new era has endowed counselors with more responsibilities and missions. Under the background of comprehensively strengthening ideological and political education, how to enhance the effectiveness of ideological and political education is an urgent issue to be addressed. This paper aims to deeply explore the role and mechanism of college counselors in ideological and political education in the new era, and to explore the path of enhancing the effectiveness of ideological and political education by analyzing the roles and responsibilities of counselors.

1. The Role and Function of College Counselors in Ideological and Political Education

1.1 Duties and Role of Counselors

As key practitioners of ideological and political education, university counselors operate at the forefront of educational administration with multifaceted responsibilities. Their core duties include systematically organizing and implementing ideological education through curriculum design, teaching plan coordination, and resource allocation. They also manage student daily affairs, overseeing behavioral standards, dormitory administration, class management, and reward/punishment evaluations to maintain academic and social order. Additionally, counselors provide mental health support through proactive care, psychological counseling, and crisis intervention to ensure students' psychological well-being. In fostering academic integrity, they guide students to develop proper learning attitudes and cultivate a positive, rigorous, and pragmatic academic environment.

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Counselors are not only guides and companions for students' academic and personal growth during their school years, but also crucial mentors in shaping their ideological development and value systems. Through their words and actions, they influence students' cognitive perspectives and behavioral choices with their personal charisma and professional integrity. In ideological and political education, counselors employ diverse teaching methods—including systematic theoretical instruction, varied thematic practical activities, and personalized guidance tailored to individual student characteristics—to achieve comprehensive and multi-dimensional ideological guidance.^[2]

1.2 The Educational Function of Counselors

(1) Leaders in ideological and political guidance

Through systematic instruction on the basic principles of Marxism, the theoretical system of socialism with Chinese characteristics, and core socialist values, counselors help students accurately grasp the political direction of national development and mainstream social values. Meanwhile, counselors also guide students to translate correct political concepts into concrete actions in their actual studies, lives, and social practices, thereby enhancing their sense of responsibility and mission towards the country and society.

(2) Value Shapers

In their daily work, counselors maintain frequent and in-depth interactions with students. Through heart-to-heart talks, class meetings, and thematic education activities, they continuously help students distinguish right from wrong, clarify their value orientations, and gradually develop a scientific worldview, a positive outlook on life, and healthy values. Since counselors establish trust and closeness with students, their words and actions are more readily accepted and emulated by them, creating an influence that is often lasting and profound.^[3]

(3) Mental Health Counselors

Counselors closely monitor students' psychological well-being and emotional fluctuations, providing support through mental health education, individual counseling, and group sessions to help them cope with academic pressures, interpersonal challenges, and developmental issues. Only by ensuring students' mental health can ideological and political education gain a solid foundation, thereby achieving its educational goals of guiding values and shaping character.

2. Challenges for College Counselors to Improve the Effectiveness of Ideological and Political Education in the New Era

2.1 The trend of diversification in students' ideologies is becoming increasingly evident.

Driven by globalization and digitalization, contemporary college students exhibit remarkable ideological diversity. Through digital platforms, social media, and international exchanges, they are exposed to a wider range of cultures and values, fostering more open-minded and pluralistic perspectives. However, differences in social environments, family backgrounds, and educational experiences have led to noticeable divisions in ideological and political identities among students. In this context, university counselors face the critical challenge of balancing diverse viewpoints while reinforcing mainstream values in ideological education. This requires not only enhanced political literacy but also the ability to employ flexible educational strategies to improve the relevance and effectiveness of ideological education.

2.2 There is a lag in the educational methods and approaches.

Currently, many universities still rely on traditional lecture-based teaching models in ideological and political education. This approach often focuses on one-way transmission of theoretical knowledge, lacking close integration with students' real-life experiences and social realities, which may lead to students feeling alienated or even resistant to such education. With the development of new-era educational concepts, ideological and political education urgently needs to innovate in form and methodology. By introducing diverse methods such as case-based teaching, interactive discussions, and practical experiences, we can enhance the interactivity, participation, and appeal of education. However, many counselors have relatively limited practical experience in this area, and the inadequacy of teaching methods and innovative capabilities has become a significant factor constraining the improvement of ideological and political education effectiveness.

2.3 Insufficient educational resources and challenges in teacher team development

University counselors routinely shoulder multifaceted responsibilities including ideological and political education, student administration, and psychological counseling, facing demanding and complex workloads. Yet, the specialized talent and resources required for ideological and political education often receive insufficient attention, manifested in three key aspects: inadequate full-time faculty allocation, limited training opportunities, and inadequate funding and support measures. This imbalanced resource distribution directly impacts counselors' efficiency and educational quality, while also hindering the proper functioning of ideological and political education within higher education systems. Therefore, strengthening faculty development and optimizing resource allocation have become critical to enhancing the effectiveness of ideological and political education.

3. The Mechanism of Enhancing the Effectiveness of Ideological and Political Education

3.1 Improving the Ideological and Political Literacy of Counselors

The ideological and political qualities of counselors are crucial to the effectiveness of their educational work. To enhance the efficacy of ideological and political education, counselors should continuously improve their theoretical knowledge and political sensitivity, gaining a deep understanding of the Party's theories, policies, and core socialist values. With this foundation, counselors can conduct their work more effectively, ensuring that the educational content better aligns with students' ideological needs.

3.2 Innovative Ways and Methods of Ideological and Political Education

Today's students are intellectually active and have diverse access to information, requiring ideological and political education to evolve with the times. Counselors can extend such education through modern digital tools like online classrooms and social media, creating interactive and content-rich formats. For example, real-time discussions on online platforms enhance engagement and effectiveness in ideological and political education.

3.3 Emphasis on Emotional Guidance and Role Model Effect

Ideological and political education transcends mere knowledge transmission; its essence lies in fostering emotional resonance and internalizing core values. Counselors should cultivate profound emotional bonds with students, attentively addressing their psychological needs while respecting individual differences. Through sincere care and guidance, counselors can effectively shape students' ideologies and behaviors. Moreover, counselors must exemplify the values they advocate, subtly influencing students through their conduct, social responsibility, and value systems.

3.4 Promoting the Mechanism of Ideological and Political Education with the Participation of All Staff

To enhance the effectiveness of ideological and political education, it cannot rely solely on counselors' individual efforts. Instead, a comprehensive educational mechanism involving all stakeholders should be established. Schools should encourage teachers, parents, and various community members to participate in ideological and political education, creating a multi-dimensional and multi-level collaborative effort. Additionally, counselors should strengthen communication and cooperation with parents and society to ensure the continuity and stability of students' ideological and political education.^[4]

4. Conclusion

The role mechanism of university counselors in ideological and political education in the new era is mainly reflected in their multiple functions in guiding students' thoughts, shaping students' values, and providing psychological counseling. To enhance the effectiveness of ideological and political education, counselors should improve their own ideological and political literacy, innovate educational methods, pay attention to emotional guidance, and promote an education mechanism involving all staff. Through these approaches, the practical effects of ideological and political education can be effectively improved, helping students establish the correct ideological and political orientation and contributing to the development of the cause of socialism with Chinese characteristics.

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