

Analysis of Effective Paths for College Counselors to Conduct Ideological and Political Education for College Students

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Abstract: In the education of colleges and universities, counselors play the role of managers, which is an indispensable and important force in the ideological and political education of college students. Influenced by the characteristics of the position of counselor, counselors can give full play to their unique advantages in carrying out ideological and political education for college students. At the same time, the connection between counselors and students should be closer, which also allows counselors to have a better understanding of the specific situation of students, so counselors can optimize ideological and political education according to the actual situation of students in ideological and political education. However, according to the current situation of ideological and political education of college counselors in China, it can be found that there are still problems such as single working methods, so educators should optimize the ideological and political education of college counselors according to the current situation of college education, so as to meet the actual needs of students for ideological and political learning. This paper will explore the effective path of college counselors to do a good job in college students' ideological and political education, hoping to bring some reference suggestions for the majority of educators.

Keywords: college counselors, higher education, ideological and political education

Introduction

Under the influence of the new era, China has entered the information age, and the network environment has gradually opened up, and the information in it will have an intuitive impact on students' thoughts and behaviors. In order for students to form correct ideas under the impact of a lot of information, ideological and political education in colleges and universities is sufficiently necessary. In the traditional ideological and political education work, the classroom is often used as a carrier to instill corresponding knowledge into students, which will undoubtedly limit the effect of ideological and political education.

1. The advantages of college counselors in doing a good job in ideological and political education for college students

In the daily education of colleges and universities, counselors have the responsibility of managing students, which also allows more communication opportunities between counselors and students, so that counselors can participate in the lives of students, so as to understand the life characteristics and personality characteristics of students. Once a student is on a college campus, they need to be properly guided by a counselor in the day-to-day activities they are involved in.

Counselors can undoubtedly deepen their understanding of students' ideological states, so as to make appropriate adjustments and optimizations to ideological and political education, and make ideological and political education more targeted. At the same time, the position of counselor has a special character, in the middle of obtaining information, in addition to understanding the complete learning information, but also can pass the content required by students to students, so as to provide correct guidance and help to students, and students can also find their own way forward in the communication with counselors. In addition, counselors can also infiltrate ideological and political education to students in their daily management, so that students can form correct ideological concepts and values, and complete the educational goal of establishing morality and cultivating people. Finally, counselors can communicate with teachers of ideological and political disciplines, convey the specific needs of students in the learning process to teachers, and jointly infiltrate ideological and political education into daily education and management, form an efficient educational force, and fully develop the value of ideological and political education.

2. The current situation of college counselors in the ideological and political education of college students

2.1 Ambiguous role positioning

In the ideological and political education of some colleges and universities, some counselors do not understand their own role positioning, resulting in poor ideological and political education. However, these counselors only pay attention to the daily management of students, do not play the deep function of education, and ignore the ideological guidance of students. There are also some counselors who adopt traditional rigid management in their daily management mode, and do not optimize it, and are more accustomed to using rigid constraints to manage students' daily behavior. Under the influence of this management model, many students are reluctant to take the initiative to cooperate with the counselors to carry out their work, resulting in the restriction of the quality of ideological and political education. In addition, counselors are under great pressure in their daily work, in addition to managing students, they also need to strengthen communication with students, which leads to the complexity of counselors' work and the lack of sufficient time to carry out ideological and political education for students, making efficient ideological and political education a formalized education model.^[1]

2.2 Backward working methods

At present, the scale of China's colleges and universities continues to increase, and the number of students has increased intuitively compared with the past, which also increases the difficulty of the counselor's work, resulting in the counselor's working methods are difficult to adapt to the current situation of education, which will also limit the ideological and political education and make it impossible to carry out efficient ideological and political education activities. There are also some counselors who have become accustomed to the previous working environment, lack the awareness of improving their professional ability and updating their working methods, and the management methods and ideological and political education methods adopted by students are relatively simple, which cannot effectively improve students' interest in ideological and political learning, resulting in the poor effect of ideological and political education for students in some colleges and universities.

3. College counselors should do an effective way to do ideological and political education for college students

3.1 Doing a good job of strategic overall planning

In order to strengthen the effectiveness of college counselors in doing a good job in college students' ideological and political education, we should first do a good job in strategic planning and break the limitations of traditional ideological and political education. Specifically, there are two aspects: first, counselors should strengthen their understanding of students, conduct in-depth analysis of college students' personalities and hobbies, so as to adjust and optimize the goals and

methods of ideological and political education. In this process, counselors can use big data and other technologies to grasp the relevant information of contemporary college students from multiple perspectives, understand the mental state of college students, and then formulate targeted ideological and political education strategies. Secondly, after understanding the student's state of mind, the counselor can update the traditional way of discourse expression, avoid the traditional knowledge indoctrination, and use interesting and vivid language to narrow the distance between the student, such as the counselor can use the more popular language on the Internet, so that students can get a sense of resonance from it, and attract students to actively participate in the communication with the counselor.

3.2 Broadening the form of ideological and political education

Optimizing the form of ideological and political education and broadening more teaching methods undoubtedly has intuitive advantages for students' ideological and political education. In this process, counselors can make changes to the traditional ideological and political education form in combination with college students' hobbies and ideological states, broaden the ideological and political education form, and meet the actual needs of college students for ideological and political learning, so as to improve college students' interest in ideological and political learning and improve the effect of efficient ideological and political education. First of all, counselors can choose Internet platforms commonly used by contemporary college students, such as WeChat official account, Douyin, etc., and open online accounts on these platforms to publish interesting ideological and political education content, so as to build an online ideological and political education carrier. In terms of communication form, counselors can choose the current popular short video form for communication, which has the advantage of attracting students' interest in a short period of time and allowing students to have a further understanding of ideological and political knowledge.

Secondly, counselors can make use of the characteristics of new media and use the comment and communication functions of various online platforms to allow students to discuss topics related to ideology and politics, so as to create a strong atmosphere of ideological and political education and attract more students to participate in such exchanges. In addition, counselors can also carry out ideological and political education activities on campus, such as showing movies related to ideology and politics in the school, holding debates on the theme of ideology and politics, and encouraging students to actively participate in these activities. In the rich activities, students will also be fully mobilized to learn and strengthen their understanding of ideological and political knowledge. Finally, counselors can build an offline community ideological and political education system with college students as the main body, which should cover all places where college students study, live and play in their daily lives, so that ideological and political elements can penetrate into students' lives from all aspects.

3.3 Improving the collaborative education mechanism

Through the improvement of the collaborative education mechanism of colleges and universities, counselors and other ideological and political educators can communicate more understanding, and communicate their experiences in ideological and political education, so that counselors can master more ideological and political education methods, and form a good educational synergy with ideological and political educators in the school, so that the teaching effect of ideological and political education can be further improved. Under the influence of the perfect collaborative education mechanism, counselors and ideological and political teachers can jointly carry out ideological and political education and improve the synergy between the two. Specifically, colleges and universities can first hold relevant academic seminars, and let college counselors and ideological and political teachers participate together, jointly express relevant opinions, and integrate and optimize the opinions of the two, so as to adjust the method, practice, and content of ideological and political education, realize the collaborative teaching of counselors and ideological and political teachers, so that the two can play their own advantages in ideological and political education, and further improve the effect of ideological and political education.^[2] At the same time, colleges and universities can make a joint analysis of the current situation of ideological and political education in the school, and adopt a flexible management model and teaching mode, so that the ideological and political education work can break through the previous restrictions and realize the all-round improvement of teaching

efficiency and quality.

4. Conclusion

Educators should optimize ideological and political education, give full play to the role advantages of college counselors, and make the management of counselors and ideological and political education form an organic whole. To this end, colleges and universities should let counselors realize the advantages of their own roles, and make adjustments according to the current situation of ideological and political education in the school, so as to find the correct path for ideological and political education for college students, so as to improve the effect of ideological and political education, and finally effectively promote the high-quality development of ideological and political education in colleges and universities in China.

Conflicts of interest

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

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