

# Innovation of College Counselors' Work under the Background of Cultural Convergence

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## Abstract

**Under the background of cultural diversity, the ideological and political work of college counselors is facing challenges. The work of college counselors should follow the rules, find the correct methods and innovate the practice, and fully understand the strategic significance of innovating the work of college counselors under the complex situation. By taking advantage of the educational function of excellent Chinese culture, the instructor can work together in and out of class to improve the national cultural identity of college students, improve the ability to distinguish and absorb Chinese and Western cultures, and stimulate the inner demand of college students for culture.**

## Keywords

**The communication of culture, University counselors, Thinking about work.**

## 1. Introduction

Economic globalization has accelerated the integration of world cultures, and cultures of different countries have blossomed. The Chinese nation maintains an open attitude toward inclusiveness and harmony without uniformity, and has always been confident in its socialist culture. Facing the situation of multicultural convergence, colleges and universities need to master the leadership of ideological work. College counselors should follow the "Three Laws" and grasp the "Three Methods" under the new challenges. College counselors must adapt to events, advance with the times, and update with events to guard the main front of daily ideological and political education. Counselors should also take advantage of opportunities to innovate student work by raising awareness, broadening channels, and carrying out activities.

## 2. Strategic Significance of College Counselors' Work Innovation under the Background of Cultural Interchange

Based on the background of cultural interchange, college counselors shoulder the mission and responsibility of carrying forward and developing Chinese culture in student work, and need to further understand the strategic significance of innovative student work.

### 2.1. The Inevitable Mission of Strengthening the Confidence of Socialist Culture with Chinese Characteristics

Socialist culture with Chinese characteristics is the unique spiritual symbol of the Chinese nation, which includes excellent traditional Chinese culture, red revolutionary culture and advanced socialist culture. Campus culture is an important part of advanced socialist culture. Counselors assume the responsibility and mission of strengthening the cultural self-confidence of college students under the background of diversified cultures. They are the main force for colleges and universities to implement cultural education requirements, promote traditional excellent cultural education, promote red revolutionary culture, and cultivate advanced socialist culture. Counselors also play an important role in promoting the construction of socialist campus culture with Chinese characteristics and enriching campus cultural activities.

## **2.2. The Key Link of Cooperating Ideological and Political Work in Colleges and Universities**

The counselor is an important part of the ideological and political education team in colleges and universities, and is the responsible person to improve the effect of ideological and political education theory course. In student work, counselors follow the law of ideological and political education and guide college students to apply classroom theory to life and study methodological guidance. The counselor follows the law of teaching and educating and pays attention to the perfection of personality, mental health and emotional health of college students. Counselors follow the law of students' growth and development, help college students plan their career development goals and cultivate their comprehensive development ability.

## **2.3. Important Measures to Innovate the Work of College Counselors**

Many factors, such as the integration of Chinese and Western cultures, the infiltration of Western ideology, the particularity of college students and the characteristics of their thinking development, have put forward requirements for the working mode and way of college counselors. Under the background of cultural convergence, counselors should first consolidate their professional theoretical knowledge, get familiar with the foundation of Chinese and Western cultural history, and deeply understand college students' understanding of Chinese and Western cultural convergence. On this basis, the counselor guides the college students to correctly understand the phenomenon caused by the cultural convergence in a materialistic and dialectical way. counselors also need to master network new media technology, spread positive and advanced culture, and strengthen online thought exchange and behavior guidance for students.

## **3. The Basic Requirement of College Counselors' Work Innovation under The Background of Cultural Interchange**

Under the background of cultural interchange, college counselors' work is faced with many difficulties. Student work must follow the laws of socialist cultural development, the laws of ideological and political work, the laws of teaching and educating people, and the laws of student growth to seek innovation with a dialectical method of "sublation".

### **3.1. Follow the "Three Laws"**

#### **3.1.1. The Law of Socialist Cultural Development with Chinese Characteristics**

In the context of cultural convergence, General Secretary Xi stressed that traditional culture should be regarded as a unique strategic resource in the contemporary era, constantly stimulate the vitality of traditional culture, and give it contemporary value and significance, that is, "awaken the charm of traditional culture and give it the soul of modernization".[1]The self-confidence of socialist culture with Chinese characteristics is based on the inheritance and development of traditional excellent culture. To be familiar with the historical origin, development clue, rich connotation and values of traditional culture is the premise of absorbing the essence of ideas and educating people wisely. The significance of learning history and carrying forward culture lies in guiding contemporary people to a better life. Therefore, the foothold of culture lies in guiding practical practice by historical theory.

#### **3.1.2. Follow the Law of Ideological and Political Work**

The goal of higher education is to cultivate a socialist reserve army with both ability and political integrity. Counselors must follow the law of physical and mental development of college students, and educate and guide college students to develop in all aspects. Under the background of cultural convergence, it is particularly important to guide and cultivate the mainstream ideology of college students. Counselors must follow the law of combining explicit

education and invisible education while cooperating with colleges and universities to master the power of ideological and political work.

### **3.1.3. Follow the Rules of Student Growth**

Under the background of cultural interchange, it is the key for counselors to carry out student work in an orderly manner to accurately grasp the law of psychological development and thinking development of college students. College students belong to a special stage in which their psychology is not fully developed, their thinking is active, they are seeking for new ideas and differences, and they are changeable and unstable. Counselors should be good at taking advantage of youth growth stage to be a leader.

## **3.2. Grasp the "Three Methods"**

### **3.2.1. Strengthen Core Socialist Values**

Because of the constant clash of diverse ideologies and cultures, the core values of socialism have been repeatedly attacked. Cyberspace is the frontline of consolidating core socialist values. The counselor should turn the network platform into a useful weapon to consolidate the position of the mainstream ideology. After getting familiar with the law of college students' access to network information, the counselor set up an online and offline practice field that promotes the core socialist values and controls the trend of college students' online public opinion.

### **3.2.2. Promote Advanced Socialist Culture**

counselors should be good at promoting students' daily work with the help of advanced socialist culture to nourish people, such as using historical allusions to stimulate students' fighting spirit, using Chinese classics to enrich campus cultural activities, and visiting science and technology cultural exhibition to stimulate students' democratic identity. The advanced nature of socialist culture requires counselors to use culture as the material and carrier for leading universities to grow talents, and to stimulate the endogenous motivation of college students to innovate and develop culture.

### **3.2.3. Dialectically Absorb the Essence of Multi-Culture**

To strengthen our cultural confidence, we are required to "tell Chinese stories well" and promote Chinese culture; The openness of socialist culture requires us to deal with western culture thoroughly. Counselors should guide college students to treat new social thoughts and non-mainstream ideologies dialectically, and teach them the courage to use theoretical weapons to arm their minds. College students should be good at absorbing the essence of Western culture to break through the fixed cognitive structure.

## **4. Practical Measures for College Counselors' Work Innovation under the Background of Cultural Convergence**

In the context of multicultural confluence, college counselors practice the purpose of cultivating people with morality, and they need to integrate the actual situation of student work. Counselors focus on raising awareness, broadening channels, and carrying out activities, while combining responsibility, professionalism, and practice to advocate innovation.

### **4.1. Raise Awareness and Strengthen the Responsibility of Instructors for Work Innovation**

Theory guides practice, consciousness strengthens action. First, strengthen the sense of unity. The "Regulations on the Construction of the Counselor Team of General Colleges and Universities" requires college counselors to "resolutely implement the party's basic line and various policies." [2] Under the situation of the collision of ideologies, counselors in particular

need to have a high sense of alignment, strong political sensitivity and political discrimination. The counselor should stick to the position of socialist mainstream ideology with marxist materialist dialectics as the thinking tool. Secondly, strengthen the consciousness of innovation. College students are a special group with active thinking, distinctive personality, strong curiosity, and unsteady consciousness. This requires counselors not to stick to the old rules and laws, but to carry out specific work that varies from person to person and from event to event. Under the guidance of innovative thinking, the counselor should carry out student work innovatively. Counselors encourage college students to actively participate in innovation and entrepreneurship activities, and diversify innovative thinking to professional studies, thesis design, and graduate employment. Third, strengthen problem awareness. The strengthening of problem awareness can help counselors to grasp the key points and eliminate hidden dangers in the detailed daily work. In dealing with the daily work of students, counselors should ask "why" more often. Around many problems, the instructor should focus in time to find "what". Questions guide us to find a way out, and counselors must focus on "how to do". Counselors should guide college students to develop a good habit of reading and being able to read, and use excellent culture to influence their words and deeds.

## **4.2. Broaden Channels and Enhance the Professional Level of Instructors' Work Innovation**

Under the background of complex cultural interchange, how to consolidate the mainstream ideology of college students tests the professional ability of every college counselor.

### **4.2.1. Collaborative Extension of Classroom Effects**

Under the background of cultural interchange, colleges and universities play the leading role in ideological and political education, and it is particularly important for them to master the leading power of ideological and political work. Counselors need to help improve the effectiveness of ideological and political classes, urge college students to complete the course full-time, and strengthen communication with teachers of ideological and political classes. They also need to encourage college students to expand their cultural knowledge and improve their ability to distinguish the nature of culture and trends.

### **4.2.2. Occupy the Network Propaganda Channel**

The network platform is a weathervane for counselors to grasp the ideological dynamics of college students, create a micro platform to promote advanced socialist culture, and establish an effective way to communicate with students online. At the same time, counselors should guide college students to correctly distinguish information and treat information rationally. With the help of network opinion leaders and peer groups, counselors can master the dominant right of cultural ideology and broaden the channels for college students to express their opinions properly.

### **4.2.3. Optimize the Campus Cultural Environment**

Counselors should promote the history and culture of the school to college students, and create a good learning atmosphere with the help of Chinese culture and spirit. Campus cultural activities are an important part of creating a good campus environment. Counselors should firmly grasp the major festivals and anniversaries of our country and carry out thematic education activities so that college students can receive cultural and spiritual influence in the activities. The counselor should take the student union and associations as carriers to develop the campus cultural environment, encourage them to innovate the forms of cultural activities, and fully show the status of the students as masters.

### **4.3. Carry Out Activities to Implement the Innovative Practice of Counselor Work**

The second classroom activity is an important way to test and improve college students' cultural absorption level and ability. College counselors should check the content, form and innovation of activities to improve the effect of shaping spirit by culture.

#### **4.3.1. Enrich the Activity Content**

Cultural deposits are the soul of student activities. Counselors should check the concepts, functions and influences conveyed by student activities, help college students clarify the ambiguities of multicultural thoughts, and guide college students to infiltrate traditional Chinese cultural innovations into activities. They should shake students' minds and souls with their profound history, profound ideas, and broad culture, and improve the cultural connotation and practical effects of student activities.

#### **4.3.2. Innovative Activities**

Counselors should be familiar with the cultural thinking characteristics of college students of different grades and majors and the rules of participating in cultural activities. They should combine the activity contents with innovative forms through intuitive experience, thought learning, communication and interaction. Counselors should make use of new media technology to present materials in a form that college students like, and let college students participate in the collection, production, publicity, collection and other links, so as to improve the effectiveness of cultural activities.

#### **4.3.3. Improve Activity Effect**

It is a slow process to improve the effect of college students' second class activities. The counselor should have corresponding psychological expectations and be prepared for long-term efforts. First of all, the counselors use special holidays to carry out corresponding cultural activities to increase the lasting influence of the activities. Secondly, combining Chinese cultural characteristics and unique campus culture to create brand cultural activities, shape the soul of cultural activities, broaden the effect of the audience. Third, summarize the previous experience of cultural activities, explore the rules, reflect on the lack of practical results into theoretical guidance. Finally, strengthen the experience exchange between colleges and universities, improve the effect of activities scientifically.

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