

On the Innovation of Ideological and Political Education Methods of College Counselors in the Era of Network Media

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Abstract

With the continuous popularization of electronic computers and the continuous development of Internet technology, the current society has entered the era of network media. Smart phones and portable smart devices have significantly changed the way of information transmission between people, and the convenience of communication between people in the era of network media has also significantly increased, while the ideological and political education of college counselors should be integrated with the characteristics of the era of network in the new era. Through research, it can be found that the actual educational results of traditional ideological and political education methods of college counselors are poor. This paper will conduct a specific study on the selection of innovative methods of ideological and political education of college counselors in the era of network media.

Keywords

Network media; The counselor; Ideological and political education; Innovation.

1. The Introduction

University education includes not only theoretical, cultural and knowledge education, but also ideological and political education, which is the fundamental method to improve the comprehensive quality of university students. The traditional ideological and political education methods can not meet the new educational needs under the network environment. Therefore, college counselors should innovate the working methods of ideological and political education under the environment of network media, so that the role of network media and network platform can be fully played.

2. Outline of Ideological and Political Education for College Counselors

2.1. The Meaning of Ideological and Political Education

Ideological and political education is a social practice in which a society or a social group exerts a purposeful, planned and organized influence on its members with certain ideological concepts, political viewpoints and moral norms, so that they can form ideological and moral values in line with certain social requirements. Ideological and political education is a very important part of the current education system in China. The actual meaning and emphasis of ideological and political education are different in different educational stages. Under the new period, the social demand for talents, great changes have taken place on the cultivation of talents in colleges and universities should not only pay attention to the cultivation of the scientific and cultural knowledge, more to enhance the students' ideological consciousness, through the ideological and political education to enhance students' political accomplishment is also exist in the education of ideological and political education long-term teaching system of the important reasons. With the continuous development of ideological and political education activities, the actual level of ideological and political education in China has also been significantly improved.

2.2. Content of Ideological and Political Education

In the higher education stage, the ideological and political education work is mostly by professional to specialise in ideological and political teachers, the development of college students' ideological and political education activities make people recognize the college counselors in the important position of ideological and political education, and college counselors naturally become one of the main body of the ideological and political education. Marxism, MAO Zedong thought and Deng Xiaoping Theory are still the main contents of the ideological and political education for college counselors. Because the ideological and political education of college students itself needs to maintain a high consistency with the current social and political environment, the current content of ideological and political education of college students in China also includes the study of current policies and guiding ideology. In addition, the ideological and political education of college students also includes the shaping of sound personality and the promotion of ideological and moral character. In the new era, college counselors, as the main body of ideological and political education, need to add scientific outlook on development, socialist core values, two studies, one action and so on.

3. Research on the Influence of New Media on College Students

3.1. Access to Information

"In terms of media contact and consumption, most college students have moved away from traditional media and turned to new media", "college students usually consume the most on new media". Scholars believe that as a carrier of information transmission, the influence of new media on college students is first manifested in the way and content of information acquisition. For example, some people think that new media make college students to obtain information from "passive acceptance" to "active search"; Others believe that new media make it very convenient for college students to actively seek and choose the information they need. Others believe that new media has led to the "diversification of information acquisition methods" of college students.

3.2. Views Expressed

The openness, interactivity and popularization of new media communication break the boundary between communicator and receiver. People are not only the receivers of information, but also the disseminators of information and opinions. Scholars believe that the impact of new media on college students is also reflected in the expression of opinions of college students. If someone thinks that the new media for college students "has set up a platform for the freedom of expression" for college students "deliberately to show emotion, optional express views, feel free to make public individual character, have ideas provided the stage" while others believe that the new media become college students "pour their hearts out to express ideas and ideal choice" others believe, In the new media, college students can "conceal their identity and express freely what they cannot or do not want to say in the network", and even "express their views at will and extreme".

3.3. Social Interaction

The social functions of new media, especially wechat, Weibo, QQ, E-mail, BBS, podcasts and other social media, provide unprecedented convenience for people's social communication. Scholars believe that new media enriches the means and channels of social communication of college students, expands the scope of social communication of college students, but may also bring some negative effects on college students' social communication. For example, some people think that new media "expand the way of interpersonal communication" for college students; With the help of new media, college students "feel more relaxed and convenient in interpersonal communication"; Some people think that the new media make "college students'

circle of friends expanded", but also some "communication behavior anomie" phenomenon; Some people think that new media is easy to make college students indulge in virtual communication, estranged from actual social communication, thus "falling into a world without real interpersonal communication".

3.4. Learning Life

New media can provide people with a variety of entertainment ways and colorful entertainment content, greatly enriching people's cultural life; With massive information, convenient communication platform and powerful information search function, new media has brought great convenience to people's life and study. Scholars believe that new media has become an important part of college students' life and has a wide and profound impact on their learning, lifestyle and habits. For example, some people believe that the new media for college students "in learning, life, entertainment to provide convenience" at the same time, "affect their life in all aspects"; Others believe that new media has "changed the learning habits of college students"; Others believe that new media has "changed the way college students study and think."

3.5. Values

The openness of the new media, which results in the new media "the domestic communication and international communication increasingly fusion" fusion "mass communication and mass communication has become increasingly" increasingly "fusion" waiters and recipients, new media become a everyone can express, "" cacophony of square, a has both Oriental values, the socialist values and mainstream values, There are also western values, capitalist values, the expression of a variety of non-mainstream values of ideological culture, the value of the pluralistic stage. Scholars believe that the pluralistic ideology, culture and value concept in new media will affect the formation of college students' value concept, resulting in confusion and confusion in value selection. For example, some people believe that new media "affects the value selection and judgment of college students", while others believe that new media "makes the ideal belief and values of college students change from quantity to quality", and some others believe that new media brings "confusion in value selection" to college students and affects their "formation of value orientation", etc.

4. The Network Brings the Opportunity for the Ideological and Political Education of College Counselors

4.1. Network Provides Abundant Educational Resources for Ideological and Political Education of Counselors

Today's society is the era of knowledge economy, the world has realized the synchronization of information sharing, with the continuous development of computer and network technology, satellite communication technology, multimedia technology, photoelectric technology, artificial intelligence, digitalization and other technologies, information has basically covered all fields of education around the world. In realizing the counselor in the process of ideological and political education work, most countries are vigorously develop the counselor education work for ways and means to ensure the goals to achieve, whether in the workplace can use of network technology, have been the strengthening of the development of network information, the development of ideological and political education work in counselor, Thus promote the development of the whole ideological and political education. During the 12th Five-Year Plan period, it is proposed to strengthen the quality and ability education of counselors, and promote the ideological and political education of counselors to a new height. We can learn from the developed countries existing technology and mature model, the use of modern information technology to reform and upgrade the ideological and political education of counselors, change the current ideological and political education of counselors in the way of work is still relatively

traditional and backward status quo, accelerate the modernization of ideological and political education of counselors.

4.2. Innovate Education Platform, Strengthen the Affinity of Ideological And Political Education of Counselors

Many school counselors for the network information technology and the integration of ideological and political education consciousness, for use is made of the existing school network information technology resources to change students' learning style and his way of teaching has not been enough attention, schools and the leaders at all levels for counselors and not focus on whether to use the network information technology to teaching. On the other hand, many counselors want to use online information technology, but they do not know how to use it and do not know how to integrate it. In this way, there is a strange phenomenon: on the one hand, the investment in modern network information technology and other aspects of hardware construction is too little; On the other hand, multimedia computer classrooms, campus networks and other resources have become a decoration. These underutilized resources play no role in subject teaching and new curriculum reform, but become the decoration of the school. With the development of science and technology, and gradually devalued and eliminated, this situation of huge waste of resources seriously hindered the development of ideological and political education of counselors.

4.3. Set Up Convenient Communication Channels to Promote the Socialization of Ideological and Political Education

At present, the rapid development of socialist modernization puts forward urgent requirements for the development of college students' education. In the new century, the Chinese government has included the education of college students in the important social work of constructing socialist harmonious society. But in the policy support, still lack of relevant supporting measures. We should draw lessons from the experience of the above countries and regions and formulate relevant supporting policies and regulations for the development of college students' education as soon as possible under the premise of administering education according to law. This is what works on pedagogy have always done. There are also educational means to examine the perspective of education itself, which should be a brand new thinking perspective and research method, from the perspective of an education itself to think about the essence of education.

5. The Significance of Ideological and Political Education Method Innovation of College Counselors in the Era of Network Media

5.1. Conducive to the Improvement of Ideological and Political Education Effect

It has been pointed out above that the ideological and political education carried out by college counselors as the main body has certain advantages, and the innovation of ideological and political education methods of college counselors in the era of network media is also conducive to the improvement of educational effects. The former fixed ideological and political education methods of college counselors not only fail to achieve good educational results, but also tend to lead to ambiguity and deviation in the orientation of college counselors. Under the influence of the fixed ideological and political education methods, the differences between the actual identities of college counselors and ideological and political teachers disappear. Therefore, improving the innovation of college counselors' ideological and political education methods can effectively change the solidified education methods and modes. A series of new education methods are closely related to students' actual life and learning status, which can significantly improve the effect of ideological and political education.

5.2. It Is Beneficial to Ease the Ideological and Political Education Atmosphere

The network media age college counselors innovative methods of ideological and political education is conducive to easing the ideological and political education atmosphere, the current "90 after" of college students generally pursuit personality is more important, because of many cultural impact and collision, the college students in ideological and political education tend to have very obvious resistance, The relatively slow pace of traditional ideological and political education deepens college students' wrong cognition of ideological and political education. In the era of network media, college counselors can better synthesize the monotonous teaching atmosphere in traditional classroom education by innovating ideological and political education methods. Most counselors are college students ideological and political education is still not out of the classroom education, and innovative methods of ideological and political education under the network media age will inevitably increase the activity of ideological and political education, college counselors and college students' ideological and political education in a relatively relaxed atmosphere can better learning of ideological and political knowledge.

5.3. It Is Beneficial to Cultivate College Students' Core Accomplishment

The significance of ideological and political education method innovation of college counselors in the era of network media is also reflected in the cultivation of college students' core literacy. The core accomplishment of student development mainly refers to the essential character and key ability that students should possess and can adapt to the needs of lifelong development and social development. To study the core quality of students' development is an important measure to fulfill the fundamental task of moral education, and is also an urgent need to adapt to the development trend of world education reform and improve the international competitiveness of China's higher education. The shift in demand for the higher talents in essence requires college students have higher ideological and political consciousness, ideological and political education itself is a "boring" education, college students' counselors often don't have the education teaching experience, as the main body of ideological and political education of college students need to be in the new era under the network media age innovation education method.

6. Selection of Innovative Methods of Ideological and Political Education for College Counselors in the Age of Network Media

6.1. Use Wechat Public Account to Publish Ideological and Political Education Articles

The innovation of ideological and political education of college counselors in the era of network media can consider the use of wechat public account to release ideological and political education articles. Wechat, a social software, has become a popular software, and it has surpassed Weibo and QQ to become the preferred software for college students to communicate. In the era of network media, the innovation of college counselors' ideological and political education needs to make effective use of wechat and other social software. College counselors can publicize ideological and political education contents among students by establishing public accounts and regularly releasing articles on public accounts every day. In the special activity of "Two studies and one action", college counselors can continuously publish the original texts and interpretations of President Xi Jinping's speeches on the official account, open the background of the official account and encourage students to make positive comments. College counselors' timely response to insightful comments can also enhance the relationship between counselors and college students. Publishing ideological and political education articles through this form can greatly improve the efficiency of ideological and political education, but also can make ideological and political education scope expansion.

6.2. Online Education Is Gradually Replacing Traditional Classroom Education

Under the traditional situation, the ideological and political education of college counselors is limited by time and space, and the ideological and political education activities in the classroom will seriously affect the enthusiasm of students to participate in the interaction of ideological and political education. At present, there are many online education software and platforms, and moOCs and other systems support simultaneous online knowledge learning by many people. Compared with traditional education, online education has many advantages, breaking through the limitation of time and space, and can also reduce the resistance of college students to participate in ideological and political education interaction. In the age of network media, it is not realistic for college counselors' ideological and political education to be fully online. It is the most reasonable choice to gradually replace traditional classroom education with online education. College counselors should rely on more effective online teaching system to carry out online check-in and online interaction, so as to avoid the problem of "popular but not popular" in online ideological and political education.

6.3. Ideological and Political Education Can Be Connected with the Current Network Hot Content

In the era of network media, information is updated at a faster speed, and the innovation of ideological and political education methods for college counselors needs to actively link the ideological and political education content with the hot Internet content (events). Through the Internet, college students can obtain hot social events and relevant news in a timely manner, and carry out ideological and political education with specific hot Internet content as the breakthrough point, which can better avoid the ideological and political education itself too "abrupt". For example, when the Shenzhou-11 manned spaceflight series special activities are reported, college counselors can carry out patriotic education for students, a specific ideological and political education content, according to such hot news. Most college students extremely easily confused of counselor role and teacher's role, and college instructors in the ideological and political education under the network media age content linked with network hot spot content, which favors the formation of the counselor, after the introduction of the innovation education for ideological and political education activities to carry out the follow-up has positive help.

6.4. Actively Carry Out Online Ideological and Political Education Related Discussions

The active discussion of online ideological and political education is also the specific form of innovation of college student counselors' education method under the network media. At present, weibo and wechat circle of friends are relatively open, and it is also possible for teachers and students to discuss together. Teachers can "gather" students in the sense of network through wechat groups and other forms, and encourage college students and counselors to discuss ideological and political education topics together through the release of discussion topics. College students for a lot of things have unique insights, students' practical knowledge reserves and the living environment different are very easy to produce different views of a particular subject, online discussion once become a routine activity and insist, will be the network media age college counselors contribution the environment of ideological and political education to carry out the optimization.

6.5. Enrich the Dissemination of Ideological and Political Education Information

In the era of network media, the innovation of ideological and political education methods for college counselors can also be considered to enrich the dissemination of ideological and political education information. Enriching the communication forms of ideological and political

education information is by no means a simple use of all kinds of new media communication channels. This seemingly simple innovation of ideological and political education method actually has high requirements for college counselors. The innovation of ideological and political education methods of college counselors in the era of network media is by no means a complete negation of traditional education forms, but a high degree of integration of various forms of educational information dissemination, and the selection of the most effective form of educational information dissemination for ideological and political education in different periods and under different circumstances. Many kinds of transmission form cross use under the network media age can enrich the teaching fun, in ideological and political education this boring education activities, different education dissemination form also can harvest different education effect, the application of this innovative teaching also calls for college counselors to enhance media age characteristics of the Internet and all kinds of information dissemination characteristics.

7. Conclusion

The development and application of network technology has become the most significant feature of current social development. The application of network platform is both an opportunity and a challenge to the ideological and political education of college counselors. College counselors should constantly change the mode of educational work, make full use of the advantages of network platform, improve the ideological and political quality of college students, and continuously transport high-level talents for China's modernization.

It is very necessary to innovate the ideological and political education methods of college counselors. The era of network media points out a basic direction for the innovation of ideological and political education methods of college counselors. It is very necessary and urgent to innovate the ideological and political education methods of college counselors. Many college counselors also need to give full play to their own subjective initiative and continue to choose and try innovative educational methods. It is a significant trend for college counselors to become younger. There is a small age gap between college counselors and college students. College counselors can also make more use of new media and we media.

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