

The Improvement of Non Power of Counselors from the Perspective of Online Discourse among College Students born in the 2000s

Yanping Wu^{1, a}

¹School of Finance, Anhui University of Finance and Economics, Bengbu, Anhui, 233030

^a435759396@qq.com

Abstract

According to big data on the registration of new students from various universities, nearly three-quarters of undergraduate students in 2019 were born in the '00s' generation. Influenced by factors such as growth environment and social development, compared to the "80s" and "90s", they are active in the online space with their unique ways of expressing themselves in online discourse. This article starts with the constituent elements of non power influence of college counselors, analyzes the necessity of their non power influence, and proposes the need to improve personality literacy and strengthen moral cultivation for college counselors at the personal level. Increase knowledge accumulation and enhance work ability. Enhance communication art and shape high-quality images. In terms of organization, there is a need to innovate top-level design and improve incentive mechanisms to explore two paths.

Keywords

College counselors; Network discourse; Non authoritarian.

1. Introduction

According to big data on the registration of new students from various universities, nearly three-quarters of undergraduate students in 2019 were born in the '00s' generation. Influenced by factors such as growth environment and social development, compared to the "80s" and "90s", they are active in the online space with their unique ways of expressing themselves in online discourse. Since 2006, the state has stipulated that full-time counselor positions should be established in all departments and grades of higher education institutions. Policy texts such as "Opinions on the Construction of the Class Teacher Team of Counselors in Ordinary Schools" and "Professional Ability Standards for Counselors (Provisional)" have been successively introduced, and college counselors have gradually become one of the characteristics and important symbols of China's adherence to the socialist direction of education. Throughout the research conducted by scholars both domestically and internationally, it has been found that in order to enhance the effectiveness of university education management, it is necessary to keep up with the pace of the times and enhance non authoritative influence based on the actual situation and individual development of students. This is also an unshirkable responsibility entrusted to university counselors in today's era.

2. Elements of Non Power Influence of College Counselors

Non power influence is the "soft power" of a counselor in their own profession, which should include six elements: personality, moral character, knowledge, ability, emotion, and image.

(1) Personality element -- the key to the non power influence of counselors. As a moral education worker in universities, through the appeal and example of personality charm, we can

achieve the subtle output of ideological and political work, guide students with self charm, make them clear about their life direction and actively move forward.

(2) Character Elements -- the core of a counselor's non power influence. As the spiritual guardian of college students, counselors need to regard ideological construction as the fundamental construction of the Party, refine their self revolutionary sharp ideological weapons, firm their ideals and beliefs, and use noble moral sentiments and rigorous work style to reflect the value orientation of cultivating morality and cultivating people.

(3) Knowledge elements -- the cornerstone of non authoritative influence of counselors. College counselors not only need to master ideological and political knowledge, but also need to timely understand the latest national current affairs, entertainment information, and update the knowledge base of psychology and management, and continuously build their own knowledge system.

(4) Ability element -- the main force of non power influence of counselors. University counselors are the backbone of student ideological and political work, dedicated to managing students' thoughts and behaviors. However, in addition, they also need to have communication skills, expression skills, management skills, organizational skills, and the ability to handle emergencies.

(5) Emotional factors -- the guarantee of non power influence of counselors. College counselors should give more love to students who leave home, so that students can feel love firsthand. Through daily conversations, activities, and other activities, they can enter the students' inner world, timely discover their thoughts and keep up with the times, and let students feel a sense of belonging when they are alone outside.

(6) The image element -- a prerequisite for the non power influence of a counselor, and the primary effect often greatly affects students' understanding of the counselor. From the appearance, dressing style, and language expression of the counselor, the influence of their non power influence is constantly revealed.

The above six constituent elements are integrated, interdependent, and interactive, forming an important component of the non power influence of university counselors.

3. Necessity Analysis of Non Power Influence of College Counselors

3.1. It is conducive to studying the motivations for changes in the mental state of college students in the online environment

The online discourse of post-00s college students is based on their proficient mastery and application of network technology. At the same time, post-00s college students are influenced by their growth experiences, learning experiences, family environment, and social environment. Their thinking patterns, behavioral patterns, learning habits, and value orientations are different from other age groups of college students, especially their unique communication patterns. As a medium, discourse carries a certain value connotation. If university counselors lack research on discourse, they will lack an important dimension in communication with students and the construction of ideological and political education. Combining the concept of comprehensive education, examining counselors themselves from the perspective of the online discourse of post-2000s college students, and improving their personal qualities, moral character, abilities, and values are of profound and effective significance for grasping the changes in the ideological characteristics of college students.

3.2. It is conducive to promoting the research of ideological and political education in universities from multiple disciplines and perspectives

The intersection and integration of disciplines is an inevitable manifestation of the development of a certain discipline to a certain stage, and is an objective law of discipline

development. In ideological and political education, building a cross disciplinary research mindset, using online discourse as a breakthrough point, and researching the non power enhancement of counselors is a new way to achieve the advancement and innovation of ideological knitting education research with the times.

3.3. Beneficial for building a better non power influence system for counselors in the new era

In the new era of online development, society is filled with various thoughts and opinions. College counselors need to have a more firm political stance, adhere to their ideals and beliefs, use their personal charm to infect and influence college students, and help them establish a correct outlook on life, values, and the world. Building a complete and systematic non power influence system for college counselors is a special mission entrusted by the times, and is also an important component of improving and strengthening the ideological and political education system. It can actively and fully play the subtle positive publicity role of counselors, and add glory to the construction of the professionalization and specialization path of counselors.

3.4. It is conducive to improving the timeliness of counselors leading ideological and political education

Discourse, as a language expression created and widely used by human beings through labor, carries important thoughts and emotions. As a generation of post-2000s university groups, it is at the forefront of internet innovation and application, with unique ideological characteristics, behavioral patterns, etc. These changes naturally integrate into their popular online expressions. This article starts with its research, which is of great significance for college counselors to better enhance their non power influence, establish a positive and positive role, and improve the timeliness of ideological and political education for students.

3.5. It is conducive to grasping the dominance of ideology in universities

With the development of technology and the rapid rise of the Internet, the international environment is becoming increasingly complex, and the struggle in the field of ideology is becoming increasingly fierce. Ideology plays an important leading role in ideological and political education in universities, conveying the mainstream values of educators. Improving the personality, emotions, and language expression of counselors plays an important practical value in cultivating the identification and practice of socialism with Chinese characteristics among the "post-2000s" college students, which is conducive to grasping the dominance of university ideology.

3.6. Help to deepen the intimacy between counselors and students

The '00s' generation of college students is a personalized generation. Unlike the '80s' generation who pursue material things and the '90s' generation who pursue freedom, '00s' generation of college students pay more attention to realizing their self-worth and enhancing their non power influence on college counselors. This can help deepen the intimacy between counselors and students, and better play the leading role of college counselors in ideological and political education work.

4. Exploring the Path to Enhance the Non Power Influence of College Counselors

The online discourse of college students born in the 2000s, as a representation of the times, has a profound impact on the research of the work of university counselors in the new era. It is

urgent to better leverage the value oriented role of counselors among students and enhance their non power influence.

4.1. Personal level: improving personal qualities and strengthening moral cultivation, increase knowledge accumulation and enhance work ability, enhance communication art and shape high-quality images

(1) Improve personal qualities and strengthen moral cultivation. As a leader in student ideological and political work, counselors should first strengthen their willpower and strive to become a person with noble moral character. In terms of their personal qualities, they must have strong political skills, high ideological awareness, proactive progress, respect for teachers, and be willing to contribute; In terms of moral cultivation, it is necessary to strengthen the spiritual qualities of knowing honor and disgrace, and being upright, to achieve strong politics, deep emotions, new thinking, and broad horizons, and to use one's own virtues to infect and nurture students, continuously influencing the thoughts of surrounding college students. In daily work, counselors should pay more attention to their words and actions, be strict with themselves, lead by example, and form a certain level of charisma in the minds of students.

(2) Increase knowledge accumulation and enhance work ability. "Teachers, preaching and teaching to dispel doubts." With the arrival of the new era, the growth of online information has become "explosive", and the development of information technology has completely overturned ordinary ways of life, learning, and thinking. The group of college students born in the 2000s has undergone unprecedented changes in their thinking, communication methods, and information dissemination methods, while possessing a broader range of knowledge. Counselors need to have strong work abilities in their daily work, not only to adapt to the impact of the social environment, but also to strengthen theoretical construction, expand their extensive exposure to related disciplines such as psychology, education, management, etc., and continuously improve their wide range of knowledge reserves. In addition, in dealing with practical problems, it is necessary to constantly understand the professional content of the students they are teaching, develop their oral expression, network literacy, and adaptability to sudden practices, widely increase their knowledge reserves, pay attention to social hotspots, form their own knowledge system, and use their extensive experience and abilities to win students' admiration for counselors, and gain students' respect from the bottom of their hearts.

(3) Enhance communication art and shape high-quality images. The reason why college counselors are called engineers of shaping students' souls is because they have a significant impact on students' ideological and moral character and behavior in their frequent daily interactions with students, such as learning, life, and work. This further reflects the implicit role of counselor image among students, also known as the implicit educational function and advantages of counselor image. College counselors should always pay attention to their own image, pay attention to personal appearance, speech and behavior, fully release their affinity, and use daily communication to achieve alignment with students' hearts and transmit positive energy. In terms of communication, we should actively assist students in analyzing and solving problems, timely grasp current online language, constantly understand students' preferences, interact gently with students, effectively distance ourselves from students, and gain their love. We should keep up with the times, increase our understanding of the "00s" student group, view problems with a developmental perspective, and increase our emotional investment in them. Efforts should be made to build a positive teacher-student relationship that is both a teacher and a friend, constantly exploring the effective integration of students' thoughts and mainstream values in new ways, enhancing the stability and correctness of students' thoughts, thereby inspiring students to live and learn better and enriching their campus life.

4.2. Organizational level: Innovate top-level design and improve incentive mechanisms

While improving the personal level of college counselors, it is also necessary to improve the role positioning and incentive mechanism of counselors from the top level of college design, in order to fully promote the effectiveness and enthusiasm of counselors' work.

(1) Add influence training and strengthen the construction of the counselor team. Schools and departments should establish salons, seminars, and other facilities. From the perspective of top-level design, universities should encourage counselors to strengthen the construction of the counselor team with a long-term development perspective, strive to build a growth community for counselors, increase theoretical and practical training on the influence of the counselor group from multiple aspects and angles, enhance professional habits, and increase trust and support among colleagues, To achieve common progress.

(2) Create a good atmosphere and encourage counselors to innovate their methods. Colleges and universities should attach great importance to the work of counselors. According to the latest revised "Regulations" by the Ministry of Education, ideological and political education should be the focus of current college counselors' work. The work of counselors can be described as a "conscience project" and an important force in maintaining stability in universities. Specifically, universities should build research platforms for counselors and create a good working atmosphere for them. Universities can establish research funds, expand research projects, and encourage counselors to conduct further research and exploration in ideological and political education, effectively enhancing the systematic and scientific aspects of ideological and political education. In addition, the Ministry of Science and Work of colleges and universities should formulate, organize and improve the long-term development mechanism, enhance the originality of the counselor's road construction, such as establishing personal microblog, Tiktok account and WeChat official account, and encourage the innovation of the counselor's working methods.

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