

# A Probe into the Effectiveness of Network Ideological and Political Education for College Counselors in the New Media Era

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## Abstract

Where people are, the focus of propaganda and ideological work is. Cyberspace has become a new space for people's production and life, and a new space for us to build consensus. As aboriginals in the Internet age, contemporary college students were all born in the Internet age and grew up with the development of the new media age, relying heavily on the Internet. Cyberspace has become an ideological and political education position that we must hold. In view of this, the article combines the author's work experience and puts forward some suggestions on the effectiveness of online ideological and political education for college counselors in the new media era.

## Keywords

**New Media Era; College Counselors; Network Ideological and Political Education; Actual Results.**

## 1. Introduction

The Internet has become part of the college teachers and students living environment, have widespread and profound influence on the behavior and thinking of college teachers and students increasingly, ideological and political education of college students posed a severe challenge. Especially for college counselors, most of the students to be educated now are "post-00s" who have relatively poor cultural performance and lack of motivation for learning; but they are active in thinking and are willing to communicate. One-sided and simplistic views on complex social issues, ideological concepts, political views, ethics, etc. are easily misled. Most college students have not established an autonomous learning mechanism and excellent learning habits for ideological and political content. Therefore, college counselors should be good at using the Internet to go deep into their ideological and political work, and carry out ideological guidance, academic counseling, daily management, psychological counseling, and employment guidance for students.

## 2. The importance of ideological and political education for college counselors in the Internet age

As a major information carrier in the new era, network technology has the characteristics of sharing, face-to-face interaction, and freedom from space and time. It gets rid of the shackles of traditional ideological and political education work media, and also provides rich educational resources for college counselors [1]. We all know that traditional channels for obtaining information come from traditional media such as television, newspapers, magazines, etc., and the amount of information contained is small and limited. As a large-scale information processing center, the Internet can quickly and efficiently integrate information scattered in various places. To take advantage of it. Therefore, it has to be said that the development of the Internet era can enrich the channels for efficient counselors to obtain information, thereby making teaching resources more diversified, and also making college students a sense of identity with educational resources [2]. There are also some traditional teachers who want to

maintain a good image in the minds of students, leading students to be more defensive and afraid of teachers' psychology, and many of them are afraid to express their ideas. However, through the Internet for ideological education, teachers and students do not need to face-to-face communication before. To avoid face-to-face tension, many thoughts buried in the mind can also be truly expressed through this medium. The counselor can also view and guide students with psychological deviations on the other end of the network, while paying attention to the potential and personalized development of students.

### **3. College counselors take the initiative to carry out online ideological and political education**

#### **3.1. Regulate student network behavior and promote the main theme**

On the one hand, with the help of information exchange platforms such as WeChat groups and QQ groups, we can release authoritative information in a timely manner, strengthen public opinion guidance and student network literacy education, so as not to believe in rumors or spread rumors; respond to students' doubts and demands in a timely manner, and guide the university to believe in science and guard a healthy and family-friendly activist to enhance the effectiveness of public opinion guidance; on the other hand, relying on new media studios, counselor studios, WeChat official accounts, etc., organize and carry out "Unity in a city, fight against the epidemic" and other related topics among students. The excellent online cultural works competition encourages students to promote the moving stories of frontline medical workers and community workers through online texts, pictures, Vlogs, voices, etc., to promote the touching stories of the difficulties of one party and the support of all parties, and show the unity of the people of all ethnic groups across the country. A strong will to help each other in the same boat, in order to inspire the spirit and promote the positive role of maintaining stability.

#### **3.2. Strengthen the study of own theory**

College students are flexible in thinking. If the counselor cannot give a strong theoretical basis in the process of ideological and political education, most students will not accept blindly empty preaching psychologically, and will be in line with the original intention of ideological and political educators. Running in the opposite direction [3]. Therefore, in the context of Internet +, ideological and political educators should make full use of new media technologies, give full play to the role of platforms such as Douyin, WeChat official accounts, and QQ groups, occupy the theoretical high ground in ideological and political work, and take effective measures to transfer students The problems that may arise are eliminated in the bud.

#### **3.3. Innovating educational concepts and promoting the innovation of the content and methods of ideological and political education**

Under the network environment, college counselors should innovate on ideological and political education concepts, fear challenges, adapt to new ways of network propaganda, master the necessary network technology, improve their ideological and theoretical level, change the role of traditional teachers, and communicate with students on an equal footing, To narrow the spiritual distance between students and students [4]. According to the psychological characteristics, personality characteristics and growth laws of students, a suitable way of political and ideological education in colleges and universities is developed. Facing the large number and complexity of network resources, counselors should assist students in screening information resources that suit them, and quickly choose relevant information that suits them according to their own needs. Enhancing the ideological and cultural penetration of the Internet is a top priority in the current situation. Counselors must use Internet information to let young college students know the country's guiding lines and policies in a timely manner, use modern

innovative management theories, innovate efficient political education methods and methods, and share the Internet with students Resources, turn the Internet into a "right assistant" for ideological and political education, so as to serve the innovation and development of instructors' ideological and political education [5,6]. For example: With the continuous update and change of network information, counselors should learn to keenly find educational resources in the network sea that meet the development of college students' psychological knowledge, and search for social hot topics that college students care about.

#### 4. Concluding remarks

Under the background of "Internet + ideological and political", college counselors should innovate their work concepts, establish a network thinking model, improve network literacy, and strengthen their own comprehensive quality. At the same time, colleges and universities should also improve the construction of related systems and optimize the atmosphere of network ideological and political work. Instructors carry out online ideological and political education, cultivate firm ideals and beliefs, lead correct value orientation, and fully embody the function of "education". Cultivate fighters who adapt to the development wave of the times and bravely shoulder the mission of national development, and ensure that Lideshu people can be fully implemented.

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