

# The Function and Implementation Path of Counselors to Carry Out Online Heart-to-Heart Talks Under the New Media Perspective

zhu Wen <sup>1,a\*</sup> qingshan Li <sup>2</sup>

<sup>1</sup> School of Automation and Electrical Engineering, Dalian Jiaotong University, Dalian, China

<sup>2</sup> Shenyang University of Technology Student Affairs Office, Shenyang, China

<sup>a</sup> Email: 13363296@qq.com

## ABSTRACT

In the era of new media, the high development of mobile Internet has brought new opportunities and challenges to the education work of counselors. Especially after the new pneumonia epidemic, colleges and universities conscientiously implement the policy of "stop teaching and learning without stopping classes", and the online political education work of college counselors cannot be ignored. In this paper, through the use of good network means to carry out heart-to-heart talks to strengthen communication with students and improve the ability of counselors themselves, it is important to explore innovative forms of work and strive to improve the effect of heart-to-heart talks to do a good job in the ideological and political education of college students.

**Keywords:** *new media, heart-to-heart talk, political education of the mind*

## 1. INTRODUCTION

In the era of new media, the network is becoming the front line of the clash of social ideas. Among them, in view of the spread of the Internet "focus", "hot spots" is influential and tendentious opinions or comments to the so-called public opinion, political education workers in colleges and universities, new media technology is changing the lives of college students, the study way, become a important factor of the change of college students' behavior patterns.

## 2. CHANGES IN IDEOLOGICAL AND POLIYICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF NEW MEDIA

### *2.1 New media challenges the ideological work of colleges and universities*

With the development of new media technology, some Western countries use the Internet to infiltrate China's "ideology". According to incomplete statistics, 95% of the websites on the Internet are English homelines, while less than 1% are Chinese websites.

This means that western countries monopolize the information resources on the Internet, control the right of information dissemination to the greatest extent, and conduct information "monopolization". Indeed, since the world outlook, the outlook on life, values in college students was still in the construction phase, information on various aspects is the lack of correct judgement, if long-term exposure to the Internet, is vulnerable to the impact of the idea of "westernization", on the network of our ideological and cultural and political awareness of college students of penetration, attack and weaken is not going to stop. 【4】

### *2.2 New media poses challenges to college students' physical and mental health*

The emergence of new media, especially the popularity of new media represented by the Internet and mobile phones among college students, has brought new changes to the way of communication and learning of college students. From the perspective of new media, the invasion of bad information on the network has led to the gradual exposure of various psychological problems in colleges and universities, which has caused a serious impact on the physical and mental health of college students. First, western countries use their

advanced technology of information dissemination to vigorously promote their "superior" ideology, political system and cultural thought, which has a great influence on college students. Second, many college students are addicted to the Internet which can lead to depression, insomnia, concentration, such as schizophrenia, new media of bad information to college students is difficult to have a correct understanding of self-worth is very difficult to harmonious to get along with others, even escape from real life and learning, some students even as his emotion and shortcomings in the new media platform, onto the road of crime. Third, new media has weakened the classroom learning ability of college students. The attraction of new media, especially online games and other virtual functions, has made most students addicted to them and their self-control has been declining. What's more, some students think that their knowledge reserve has been fully enough after contacting new media, and there is no need to listen carefully in class. As a result, they can't concentrate in class and become distracted.

### ***2.3 New media challenges the ways and methods of ideological and political work in colleges and universities***

The traditional ways and methods of ideological and political education in colleges and universities in the new media era have been far from meeting the development requirements of college students. The traditional ideological and political education in colleges and universities is limited to classroom teaching, knowledge indoctrination communication and discussion. New media is many-to-many education, which meets the learning needs of most college students. Its methods are more diverse and easier to be accepted by college students. In general, the ideological and political education methods in colleges and universities should change from one-way communication to three-dimensional communication, from passive to active, from closed to open, from indoctrination to heuristic, and adopt more educational methods of edutainment. Modern methods such as systematic analysis, information prediction, investigation and evaluation, information technology, network big data, psychological counseling, humanistic care, self-motivation and holistic evaluation will be added.

### ***2.4 New media challenges the discourse power of college counselors and teachers***

With the development of society, information asymmetry begins to weaken, and the professionalism of higher education teachers also begins to be challenged to varying degrees. In the era of new media, the authority of teachers gradually fades and they are reduced to sharing authority with the network. Counselors and college students are at the same level of

receiving information, and teachers are in a disadvantageous position when receiving information because their receiving ability is lower than that of students. Based on this situation, many college students have a crisis of trust in the work of college counselors [5].

## **3. CONTENT AND MODE OF HEART-TO-HEART TALK IN THE NEW MEDIA PERSPECTIVE**

The mode of "mobile Internet" is closely related to the life and study of college students. In particular, COVID-19 has brought severe challenges to ideological and political education of college students. It is necessary to grasp the special situation of epidemic response, clarify the function and practical direction of ideological and political education of college students in major epidemic response, and make use of online heart-to-heart conversation as an important starting point to carry out online ideological and political education. To achieve the organic combination of prevention and control and education so as to deeply understand the ideological dynamics of students, to help students grow up healthy, to achieve the fundamental goal of moral education [6].

### ***3.1 Setting up the people-oriented education concept is the essential requirement of heart-to-heart conversation***

The ideological and political education of college students, in the final analysis is a kind of education activities, have all education activities with the formal requirements, to the basic form of education for the activities of people choose to live close to students, close to the education content, using a variety of ways, effective and combined means of education, with the popularity of mobile network, Various ideological and political elements are also active in WeChat, Weibo and micro videos. As the ideological and political education to cultivate the ideological and moral quality of college students, we should fully show our concern for the life, value and dignity of college students and establish the people-oriented concept. First, respect the individual differences of students, which is reflected in the treatment of students as a person. We should recognize the differences of students, respect the personality characteristics and interests of students, believe that every student as a person is valuable and dignified, respect the uniqueness of each student, appreciate each student's own resources; The second is to grasp the legitimate needs of students, the growth and development of college students has the characteristics of systematic and social ecology. Cognition, behavior and emotion will interact with each other to affect the individual's ability to adapt, and the needs of college students are diverse and different. Counselors should

correctly guide and properly handle students to help them understand themselves, develop their potential, explore resources and solve problems. The third is to help students realize their own value. Heart-to-heart talk helps students realize high-level pursuit and demand through effective communication. Guiding and helping people realize their own value is the due meaning of promoting people's all-round development. Therefore, counselors should try every means to provide students with a stage to display their talents, create a good learning and living environment, so that students can fully develop, enjoy the sense of achievement brought by efforts, and have their own value identification, establish self-confidence, and gradually realize their ideal of life.

### ***3.2 Building various forms of communication platforms is an auxiliary means that cannot be ignored***

As the name implies, the new media vision is inseparable from the network, mainly with the help of new media tools. More and more college students through the Internet, in a new way not restricted by time and space to have a close connection with the society. With such changes, the negative impact of the network cannot be denied, cannot be ignored. Therefore, the key to a good online heart-to-heart conversation is to choose the new media platforms that students are used to. For example, WeChat, Weibo, Douyin and QQ social software are the most commonly used by students at present. Therefore, counselors can choose the above related software to communicate with students, and spend a certain amount of time and energy to launch a regular network heart-to-heart talk with students, enhance the ideological exchange and confrontation with college students, strengthen positive publicity and education, to guide the youth with correct public opinion and scientific theory.

### ***3.3 Establishing a good teacher-student relationship is the realistic demand of pursuing two-way attention***

The key to carry out heart-to-heart talk lies in giving students a sense of trust and security. Only when counselors make students trust them, students will release themselves, walk out of psychological defense, and conduct in-depth communication with counselors. At the same time, instructors should also master the skills of network communication. Network heart-to-heart talk is the use of network words or language to carry out communication and communication, communication skills play an important role, directly related to the effectiveness of network heart-to-heart talk. Therefore, the main characteristics of a good online heart-to-heart talk relationship are to establish trust and understanding between teachers and

students, to create an emotional connection, to set up work orientation, and to have a sense of commitment. Counselors through the creation of suitable network heart-to-heart talk special platform, so that when students encounter unexpected problems, they can contact the counselors in the first time, timely grasp the students' ideological dynamics, to solve students' problems.

## **4. IMPLEMENTATION PATH OF HEART-TO-HEART TALK FROM THE PERSPECTIVE OF NEW MEDIA**

Network heart-to-heart talk is a trend of network ideological and political education, which is the unity of art and science. Especially for disease resistance during the ideological and political education work of the outstanding problems, the counselor to realize from the "tools" to "network society" the understanding of the process of transformation, on the basis of respect and equality, maintain the dignity of the students, build mutual trust relationship between teachers and students, in order to make students get a sense of accomplishment, happiness and security as the goal, earnestly listen to the students demands, Accurately grasp the problems students encounter, correct analysis of the crux of the problem, in the communication with students to help students find solutions to the problem, enhance the ability of students to solve the problem, and ultimately achieve students' self-perfection and self-development.

### ***4.1 Do a good job in Internet ideological and political work, and collect the background information of the conversation object***

Network heart-to-heart talk is an important way for counselors to carry out network ideological and political education. Counselors should improve their own understanding, change the traditional mode of thinking and actively carry out network ideological and political talk. Before talking with students to talk, whether students take the initiative to seek help or passive to accept questioning, instructors should advance situation of students to conduct a comprehensive understanding and analysis, careful sufficient preparation is the basis of the heart-to-heart talk for, such as new media student counselor should focus on network dynamic, view your student registration form to understand the students' family situation, Get to know the situation with fellow students and the class committee. When students are in crisis, they should also contact their parents [1]. In order to identify the accuracy of information sources, instructors should not only have the ability to identify the authenticity of information, but also have the ability to process information, and integrate and process the fragmented information from students and parents into useful information, so as to master the information of students to the maximum extent [2].

#### ***4.2 Enhance the working ability of counselors and master the right to speak in online heart-to-heart conversations***

At present, the Development of the Internet has entered a new stage of social network. Stratified communication field, acquaintance communication field and stranger communication field are three typical network communication fields. They have common network communication characteristics, but also different interaction mechanisms and social functions. Counselors should firmly grasp the right to speak in the field of ideology, dare to speak out, speak politics clearly, and occupy the leading position of network ideological and political education. One is to actively into the network, to build a network position, to guide network public opinion, lead the network culture, to grasp the network ideological dominance, instructors should accurately grasp the system of theories of socialism with Chinese characteristics and ideas of the latest achievements, using all kinds of red website, online course platform and officer, officer, bo, such as strengthening the construction of a positive position, Guide students with firm political stand and profound theoretical foundation. The second is to expand the breadth of their own professional training of multidisciplinary thinking. Instructors to dabble in more and more thinking, and constantly learn from various professional knowledge, good at creating teaching and self-discipline "peer exchanges community", strengthen the education of affinity and appeal, also actively involved in the media public opinion to guide public opinion space and network governance, to learn the complex network in a pluralistic, open communication environment to carry out the ideological and political education work. Three is thinking counselors should take the initiative to strengthen network construction work together online and offline, in daily work to take the initiative to improve network performance of thinking in the open thinking, innovative thinking, interactivity and new thinking way of thinking of the Internet era, be familiar with, pay attention to based on the equal relationship between teachers and students to carry out interaction "net network language", Create short videos with online discourse close to students to deepen user loyalty, and vigorously improve the supply capacity of high-quality ideological and cultural products, work hard to improve the quality of educational content, and firmly occupy the commanding position of ideological guidance, cultural inheritance and communication of serving students [2].

#### ***4.3 Apply heart-to-heart talk technology to grasp the rhythm of online ideological and political education***

Traditional heart-to-heart conversations are mostly "one-off", created to deal with emergencies. The traditional heart-to-heart talk mainly focuses on management, teaching and indoctrination, which has been difficult to adapt to the changes of the current social environment and individual changes of students. Therefore, it is of great significance to grasp the rhythm of heart-to-heart talk for the smooth development of the whole educational process and the realization of the goal. First of all, we should grasp the pace of the content of the conversation, that is, to make the goal of education clear, clear theme, and keep the structural balance between the content of the conversation. We should not only strengthen the key content, but also pay attention to other aspects. Secondly, it is necessary to grasp the pace of the conversation, that is, to implement the corresponding content of the conversation in different time and space conditions, for example, to collect information first, understand the context of the problem, form the conceptualization of students' problems, formulate the goals and strategies of the conversation, through the intervention and change of the conversation, and finally track and feedback. Finally is to grasp the rhythm of conversation method, namely the application of different conversation technology reasonably to different students, different process, different problems, pay attention to the pertinence and artistic technique transformation, should be targeted to choose, what kind of problem and what kind of technology is more match, what technology should be done in the process of which, How to arrange the density, speed and progress of the conversation more reasonably, how to dock the difficulty of education with the acceptability of students, how to coordinate the intensity of education with the physical and mental tolerance of students, are all the relations that should be paid attention to and regulated in the process of the conversation [3].

### **5. CONCLUSIONS**

Heart-to-heart talk is an important part of the daily work of counselors. In view of the problems existing in traditional heart-to-heart talk, college counselors should update the way of talk, innovate the mode of talk, innovate the technology of talk, give full play to the subjective initiative, and achieve the management of students in every detail, so as to cultivate people in virtue.

### **PROJECT FUNDS**

This paper is one of the phased results of the research on the Method and Mechanism of College Counselors' Heart-to-heart Talk (21JDSZ3139), which is

approved by the Special task of Humanities and Social Science Research of Ministry of Education in 2021 (College Counselors' Research).

This paper is one of the phased achievements of the general topic of the conclusion of the theoretical and Practical research topic of ideological and Political work of party building in universities in 2020 "Research on the In-depth Integration of Online and offline Party Classes in Colleges in the Era of Mobile short Video" (DJSZ-2019-B08).

## **REFERENCES**

- [1] Xu,C.(2022) The innovation of the path of college counselors' talk in the new media era. *Comparative Study of Cultural Innovation*,7:190-191
- [2] Tian,BW.,Hu,XY.,Zhang,P.,Niu,Y.(2021).Talking techniques for in-depth counseling by counselors. Higher Education Press,Beijing.
- [3] Shen,ZH.(2022). *New Principles of Ideological and Political Education*. People's University of China Press, Beijing.
- [4] Sun,CH.,Xu,KS.(2020). The function and practice of ideological and political education for college students in the prevention and control of major epidemics. *Practice Research*,03:97-101
- [5] Zhou,BL.,Wu,QT.,Ge,WN.,(2022). Research on the Effectiveness and Enhancement Path of Heart-to-heart Talks for College Counselors in the Age of Mobile Internet. *HEILONGJIANG EDUCATION (Research and Evaluation of Higher Education)* .1375:83-87
- [6] Jiao , Y.(2021). An empirical study of college counselors' experience in Civic Education during the anti-epidemic period. *Modern Intercourse*,04:37-39