

College Counselors Should Highlight the Characteristics of Connotative Development*

Xiaomin Shen

School of Politics and Public Administration
Southwest University of Political Science & Law
Chongqing, China 401120

Abstract—New eras and new ideas have new implications for the work of college counselors. They should embody the characteristics of connotative development in the new era and realize new scientific actions. The connotative development characteristics of college counselors include both standardized professional connotations, such as career ideals, career goals, career responsibilities, career discipline, career ethics, and career skills and cover the artistic work connotations, such as attitude, warmth, perspective, eye volume, magnanimity, and thinking. The connotation of the work is also reflected in the promotive developmental connotation, such as career spirit, spirit value, and spirit innovation.

Keywords—new era; college counselors; prominence; connotative development

I. INTRODUCTION

The report of the 19th National Congress systematically deployed the main goals of the reform and development of education in the new era, reaffirming the fundamental tasks of setting high moral values and cultivating person, and re-emphasizing the connotative development of higher education. For colleges and universities, realizing the connotative development of higher education is inseparable from the construction of high-quality teachers. As an important part of the teaching team, the job responsibilities and role orientation of college counselors increasingly highlight the necessity and importance in the education and training college students. In the new era, college counselors should grasp the reality more accurately under the guidance of new ideas, find position more clearly, bear in mind the new mission and new requirements, and highlight the connotative development characteristics with professional branding.

II. INTERPRETATION OF STANDARDIZED PROFESSIONAL CONNOTATION OF COLLEGE COUNSELORS

The connotation interpretation of each specific occupation to the corresponding occupation necessarily requires a combination of occupational characteristics and needs. The

*Fund project: this paper is a special project of Chongqing Social Science Planning in 2017, the project of the key research base of the humanities and social sciences of the Chongqing Education Commission in 2017 (project number: 17SKJ001), and the phased results of the special funding project (project number: 2017XZZXQN-31) of the Southwest University of Political Science and Law in 2017.

specific occupation should be analyzed in a specific way. The basic connotation of college counselors should mainly cover the following contents.

First, have a firm professional ideal. The great career ideal is the ideological foundation and guiding light of college counselors' love and devotion to work, and has the role of guiding, regulating and stimulating specific work. To be an excellent college counselor in the new era, it is necessary to regard this profession as a career which needs to be treated attentively, and gradually establish professional ideals in the work, strengthen professional beliefs, and integrate individual career ideals into the cause of the country and the nation. Only in this way can we eliminate occupational fatigue, eliminate burnout, create professional awe that is rooted in the heart, and produce perpetual professional motivation [1].

Second, have a scientific career goal. Scientific positioning of career goals is an important prerequisite for career development. The professional goal with the feature of effectiveness and rationality is the driving force for college counselors to do their jobs and obtain the success of the work. Effective career development requires a practical and progressive combination of career goals. With clear and specific career goals of different levels(long-term, medium-term and short-term), college counselors can be more effective in achieving targets and be diligent and dedicated in work. There will be creations, innovations and creativity in the workplace.

Third, have a clear professional responsibility. Professional responsibility is the embodiment of the sense of ownership. College counselors must adhere to the fundamental tasks of setting high moral values and cultivating person in their thoughts and actions, turn them into career orientation and professional responsibility, and externalize this responsibility into specific work. As General Secretary Xi Jinping pointed out, for teachers, to understand their national mission and social responsibility, "propagate the doctrine" should be the first essence", "A good teacher, should be the unity of 'teachers with knowledge' and 'life mentors'. They should not only be good at "teaching professional knowledge' and 'resolving doubts', but also use 'propagating the doctrine' as their responsibilities and missions. [2]

Fourth, have strict professional discipline. Professional discipline is the practice rules and procedures that college

counselors must abide by in the course of their careers. It is an important guarantee to ensure that tasks are performed and job duties are fulfilled. College counselors must have strict professional discipline, especially the need to strengthen political discipline and organizational discipline, and always be consistent in the ideological and political actions with the party and the country's educational philosophy.

Fifth, have a high professional ethics. General Secretary Xi Jinping pointed out that "a qualified teacher should first be a morally qualified person. A good teacher should first be a model of teaching by virtue and living by morality"[3]. "Establishing teacher's ethics" should be the practice coordinate of "Establishing life's ethics". The professional characteristics of college counselors put forward high standards and norms for their professional ethics, and require continuous improvement of moral cultivation and personality quality, insisting that moral integrity makes a model and taking themselves as examples to give full play to the role of positive demonstration.

Sixth, have solid professional skills. College counselors need to establish the concept of "lifelong learning", form and constantly update the wide-caliber knowledge reserve of ideological and political education work and management service related disciplines, master and continuously improve the various capacity reserves closely related to student work, and continuously expand the breadth of knowledge, constantly consolidate the depth of knowledge, continuously improve the business level, closely related to the development needs of education, closely integrate the needs of students' growth, and promote the development of work with solid professional skills.

III. AN INTERPRETATION OF THE CONNOTATION OF THE ARTISTIC WORK OF COLLEGE COUNSELORS

A. *College Counselors Need to Stick to Their Attitude*

College counselors should have a right attitude in their work. Every post has its responsibility to be burdened. It is necessary to recognize the question of what responsibility should be shouldered by the counselor from the perspectives of work nature and the work positioning. College counselors must be clear-cut in their work attitudes. They must clearly understand the goals of education and clearly understand the qualities and talents required by the cultivation of students. There are necessities for them not only to have attitudes of right and wrong, have a political standpoint, but also to implement correct attitudes and positions to the specific work, striving to do a good job in the role of college students "life coaches." College counselors must systematically grasp Xi Jinping's socialist thought with Chinese characteristics in new era, which is the latest outstanding achievements of Marxism in China to form an ideological and political education model that reflects the characteristics of China's higher education and combines the characteristics of the school and forms a kind of work pattern of high style conducive to edifying students' sentiment and promoting them to progress. It's crucial to educate college students to establish scientific value objectives, foster effective political identity, and converge on common values with socialist core values. In the mean time, college counselors should focus on enhancing the social responsibility

and the sense of historical mission of college students to cultivate a new force with the right direction for realizing the development strategy of socialism with Chinese characteristics in the new era.

B. *University Counselors Need to Keep Warm*

College counselors should work with warmth. The work of college counselors should be closely linked to the pulse of the times, and meet the needs of students' development and growth. General Secretary Xi Jinping pointed out that "a good teacher's education and guidance to students should be full of love and trust. Under the premise of strict love, the students should be treated with both reason and emotion, so that they can 'close their teachers' and 'believe teachers' ways' [4]. College counselors should work hard to be the "intimate friends" of students, respect the status of students, and promote equal communication, so as to actively shape the healthy personality of students, and effectively enhance the affinity and appeal of ideological and political education and student management services. It is necessary to make students feel psychologically and emotionally close, feel close in learning and growth, and feel concerned in their thoughts and lives.

C. *College Counselors Need to Find the Right Perspective*

The work of college counselors should starts from right perspective. It is necessary to understand the foothold of the work and do jobs in profound, detailed and steady way and to consider the integrity to break the fragmentation in the work. Educating and training the university students should be from a deep and unique perspective, and at the same time, the cultivation quality and sustainability of ideological and political education should be emphasized. For example, ideological education and political guidance need to be started from the application of basic theories and knowledge, and carry out Xi Jinping's socialist ideological education with Chinese characteristics of new era, Chinese community consciousness education, Chinese dream propaganda education and socialist core values education; the construction of the Communist Party and the Communist Youth League and theme education activities need to combine the construction tasks and activity objectives to carry out macro guidance, classification design and concrete implementation; in the respect of students' academic and career development, it needs to fully explore the student groups and individuals' characteristics and needs. Both student groups-oriented counseling mechanism and individual-based measures should be established; crisis events should have early warning and response mechanisms that can effectively prevent, timely identify and make emergency responds. Generally speaking, the work perspective is an important embodiment of the theoretical knowledge and practical operation level of college counselors.

D. *College Counselors Need to Open Their Eyes*

The work of college counselors should open their eyes in the work, which requires college counselors to look at the work with a developmental and advancing attitude. The counselor's work is not a simple accumulation of matters, not operation behind closed doors with both ears shut to the

outside world. The students work is closely interconnected with the state and social development and it is closely related to the progress of science. The work of counselors needs to look at the overall strategic layout of the Party and the state to meet the needs of social progress. The so-called "open the eyes" requires the counselor to look at the work with an broadened and exoteric perspective and they are demanded to be good at learning from the latest educational ideas and achievements, drawing on the advantages of domestic and foreign educational concepts, and making full use of the "stone of other mountains" for his own work to carve the "jade" of the work of himself, finally making it a "jadeware."

E. College Counselors Need to Be Magnanimous

College counselors should be full of magnanimity when they work. The so-called magnanimity, first of all, is the self-identity of the counselor. College counselors need to establish a sense of professional self-efficacy and a professional concept of counselors. On the basis of self confidence in the profession, relying on the state and social resources, the college counselors gradually enhance their professional identity to the work of instructors and teachers in the whole society. The so-called magnanimity is also reflected in the continuous "empowerment" of the counselor. On the basis of actively promoting professional quality and core competence, we will constantly enrich the professional intension of the Counselor's work, construct a relatively perfect professional knowledge and theory system, rationally plan its own development path, pleasantly accept all the problems faced in the current work and respond actively. Seek its responsibility in its position and let its duty be the best. Using knowledge to overcome all kinds of career barriers and achieve "scholarly".

F. College Counselors Need to Think on Their Own Initiative

College Counselors in the new era should be thinking. The work of college counselors is a complex systematic project, which requires counselors to give full play to their initiative. First of all, college counselors need to consider how to form the resultant force of work. It is clear to realize that the work of counselors is an important part of higher education. It is irreplaceable but not all. The presentation of its educational effect needs to collect the integrated energy of other educational links in order to form the convergence and integration of all kinds of information resources and early achievements of college education, and to set up an overall education view. Secondly, the work of college counselors is not mechanical repetition and invariable, but requires workers to think about the specific ways and means for better implementation of the work. The college counselors should fully rely on the modern educational concept, take setting up the moral education and cultivating talents as the starting point and the foothold, closely related to the practice of students, and constantly optimize the way of work, and form a systematic and bright work pattern. Thirdly, the work of college counselors is not only to face the present, but to the future. Counselors should consolidate the quality of education in the current work, so that students can still reflect the "texture" of education after leaving school.

IV. THE ANALYSIS OF THE CONNOTATION OF THE PROMOTION AND DEVELOPMENT OF COLLEGE COUNSELORS

A. Extension of Professional Spirit

The professional spirit is not nothingness, but a kind of spirit that closely combines with one's professional life and imperceptibly affects the work effect and the career development. The professional spirit can form the vocational psychology and professional habits which have both guidance and continuity. College counselors should not only clarify their work category and job responsibilities, but also develop a noble professional spirit in their work, and continue to nourish their work with professional spirit to form a virtuous circle of "from specific work to professional spirit and then to specific work". The construction and extension of College Counselors' professionalism is first reflected in their cognition of occupational attributes. They must be based on education orientation of socialism with Chinese characteristics in the new era, carry out the party's educational policy in an all-round way, and work hard to train the reliable builders and successors of the party and the state. Even if the specific path is different, it still will ultimately be closely linked to the basic task of setting up moral education and cultivating talents. The construction and extension of the professional spirit of college counselors is also reflected in the emotional input to the profession. Emotional input is the emotional foundation of behavior. In specific work, the intervention of positive emotional factors is more likely to form the correct value choice and behavior demonstration. The college counselors need to adhere to the student oriented practice in the specific career practice. Enough emotional input will get more active and effective work feedback, so that the practice process becomes the dialectical unity and alternation of emotional identity and behavior identification. The construction and extension of the professionalism of college counselors is also reflected in the persistence of professional will. The will of the profession emphasizes the perseverance of overcoming difficulties in the practice of a specific profession. No work can be a smooth sailing. The work of the student will inevitably encounter many difficult problems, and the counselor itself will also face the bottleneck of development. At these times, the display of the will quality will further promote the completion of a career mission.

B. Showing Professional Value

Marx wrote, in his *Youth's Consideration of Choosing a Career*, "When choosing a career, the main pointers we should follow are human happiness and our own perfection. It should not be considered that the two interests are hostile, conflicting and one of the interests must be eliminated; that is the nature of human: only for the perfection of the people of the same age and the work of their happiness to make themselves perfect". [5] The professional value of college counselors should also be displayed in two aspects: the contribution of social value and the realization of self- value. Undoubtedly, as an important part of the Faculty and the management team of higher education, college counselors have played an important role in the reform, development, maintenance and stability of the University, in the ideological and political education of college students and in the training and management of talents, which

highlight the social value of this profession. While the social value of college counselors is constantly embodied, their self-worth also needs to be further realized. College counselors should think about what kind of themselves to cultivate and how to cultivate themselves through work. They should form their own professional competitiveness and professional advantages in their work, and continue to improve the theoretical knowledge level of the new era and the practical ability to deal with the new problems by insisting on learning, and expand the space of professional development through the continuous renewal of their self-quality. They should carefully examine the relationship between self-development and career development, set up their own career development goals in combination with their own character, interest, ability, values and so on. They should combine the needs of self-development and work better, find the effective agreement of the two, and achieve the complete presentation of the professional value.

C. Promoting Professional Innovation

Innovation is the inexhaustible motive force of the career development. Under the trend of promoting the "mass entrepreneurship and all kinds of innovation" in our country, under the realistic background that the process of education modernization requires the improvement of the quality of higher education, the college counselors should promote their career development, which needs to be innovating according to time making and local conditions. The innovation of student work first is to further optimize the existing work elements and work results, to form the aggregation effect through the integration of resources, to add and even multiplier on the existing basis, to further enlarge the advantages that have been obtained, so that "the routine work has a very new idea and repeated work has no repetition." The innovation of student management in colleges should not ignore "collaborative innovation". We should unify the dimensions of world vision, temper of times and educational feelings, and vigorously promote the deep cooperation between different colleges, between universities and other industries, between universities and local governments, and between universities and foreign teaching and scientific research institutions, to explore the cooperative innovation model adapted to the needs of the growth of college students, to seek new opportunities for innovation and development in cooperative practice, to explore new measures of quality education in the innovation attempt, and constantly create an environment and atmosphere conducive to collaborative innovation. The new era has given the new mission of all walks of life, and also set up an innovative platform for the coexistence of opportunities and challenges for the college counselors. It not only requires the college counselors to learn the latest methods of education management, but also requires them to clarify new ideas of work, develop new ideas and find the most appropriate way to achieve the penetration, integration and leap of various advantageous factors such as education, management and training of the university students.

V. CONCLUSION

The 43rd order of the Ministry of education, Education Regulations on the Construction of Counselors in Ordinary Colleges and Universities makes it clear that "counselors should work hard to become students' mentors and healthy growth friends". This expression reflects the high value expectation of the party and the state to the college counselors. The development of the times has endowed college counselors with a richer and more stereoscopic career, and a higher level of demand for college counselors to go out of the path of connotation development suitable for their own professional characteristics. College counselors should clear their career orientation, to make the sense of professional responsibility and professional mission normal, to strive for the art of work, to make a perfect combination of professional quality and characteristic work perspective, to develop a good professional spirit in the work, fully reflect the professional value, and continue to promote professional innovation and development.

REFERENCES

- [1] Li Ming. Strengthening Morality Before Cultivating People[N].Guang Ming Daily,2015-09-10. 李明.立德方能树人[N].光明日报,2015-09-10.
- [2] Xi Jinping. Be A Satisfying Teacher for the Party and the People - A Speech When Talking with Representatives of Teachers And Students of Beijing Normal University[N].Guang Ming Daily,2014-09-10. 习近平.做党和人民满意的好老师——同北京师范大学师生代表座谈时的讲话[N].光明日报,2014-09-10.
- [3] Same as [2].
- [4] Same as [3]
- [5] Marx. Youth Considerations When Choosing A Career (the 40th volume of Karl Marx and Frederick Engels) [M].Beijing:People's Publishing House, 1982: 7. 马克思.青年在选择职业时的考虑(《马克思恩格斯全集》第40卷)[M].北京:人民出版社, 1982: 7.