

Introspection on the Improvement of Ideological Work Ability of College Counselors under the Network Environment

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Abstract—The network environment has expanded into a new space for the development of modern society. During the process of college students' education, the network environment is changing their thoughts and behaviors deeply, making college counselors face enormous work challenges and risks. This article re-examines the construction of college counselors. Through the analysis on the network new media perspective of, it can be found that the construction and development of soft power needs to be strengthened. Also, the ability of ideology work should be highlighted to promote the dominant position of mainstream ideology in colleges and universities.

Keywords—*Network environment; College counselors; Soft power; Introspection*

I. INTRODUCTION

With the revolutionary rapid development of Internet technology, the network has assimilated into all aspects of college students' life and study. The thinking way, value orientation and behavioral patterns of college students are changing gradually and continuously. Under the network environment, this poses a challenge to the college counselors who are engaged in the ideological and political education of college students. The counselor's 'instillation' education method in the traditional mode has already out of date. Besides, the simple daily management can not meet the needs of college students. Thus, it is meaningful to exploring the ideological work ability of college counselors under the Network environment. Viewing the overall strength of college counselors from soft power and hard power, and these two forces support each other and cannot be separated from each other. Both of them can be used in ideological and political education research. However, the power structure of college counselors is not static. That is to say, its status and roles varies according to different situations. As we know, in the traditional education environment, the college counselors played the leading role, and the educational methods and effects were in a controllable range. Then, the 'hard power' of college counselors was obvious. Meanwhile, under the network environment, due to the 'accessibility' of the role of teachers and media, the control effect of the media has been reduced greatly, so the role and function of soft power is more prominent, which touches the entire work system of college

counselors as well as affects the ideological and political education.

II. PAY ATTENTION TO THE DEVELOPMENT AND CONSTRUCTION OF SOFT POWER OF COLLEGE COUNSELORS

For any country or any social form, the successful ideology results always be able to make people agree with current institutional functions, which plays an important role in maintaining healthy social development and stable development of the country.[1]For the western society, the understand this point, rather than the direct coercion and control of political institutions in other countries, they often penetrate into the ideological realm. The ideology of our country is completely different from western countries. What we promote is the all-round development of college students under the guidance of correct thinking. We require college students know how to distinguish between right and wrong matters, and know how to take the essence and discard the dregs under the network environment. [2]The correct thing is taking advantage of network to spread positive ideological ideology, and guide college students to establish a correct outlook on world, life and value. It is actually a dynamic process. College students also make use of network information channels, so the anti-infiltration of thoughts and intentions is becoming more and more complicated. It is inevitable for us to face the trend of world economic integration. In the process of different ideological and cultural exchanges, the struggle of ideological culture is inevitable. The result of the struggle is the blending of the two cultures. Then, to a large extent, the ideological and political work of western countries and the infiltration and destruction of China's hostile forces have seriously affected our security in the field of safeguarding socialist ideology. That will a serious and real but not virtual consequence China has to make a positive response under this kind of network environment. College students are the focus of Western capital countries and hostile evil forces. Ideological and political education has become an important part in colleges and universities. [3]It emphasizes the development and popularity of network technology and brings some new information of problems. It also adds the troubles for people, especially for young people, it is uneasy for them to identifying the authenticity of information, then they will discuss and spread some chaos thoughts. In addition, they can

make use of network to incite terror matters and then bring a negative influence on politics. It is an important and urgent task for ideological and political work to use positive, correct and healthy ideas to cover the whole network. [4]

At present, by the means of network, the western countries try to take advantage of the capitalist lifestyle of new media to force our college students to change their correct outlook on life and values, that is, taking the so-called ideas of freedom, equality, and the rule of law in Western countries as a cover. With the rapid development of the new media world, the ideological ideology of college students is suffering from the penetration of foreign thoughts in all directions. Because their identification ability in political aspect is not strong, students are vulnerable to the ideology and culture of bourgeois enjoyment, deviating from the political direction of social responsibility, and they just regard money as a measure of their success in life. This is a dilemma of ideological and political education, but also weakened the influence of the socialist core value system.

At the National Conference on Ideological and Political Work in Colleges and Universities in 2016, President Xi Jinping particularly emphasized that the fundamental task of colleges and universities is to train what kind of people, how to train people and who to train people. [5] Colleges and universities are colleges under the leadership of the party and are socialist universities with Chinese characteristics. In order to run our colleges and universities well, we have to adhere to the guidance of Marxism and fully implement the party's educational policy. This fully demonstrates the importance of ideological and political work of college education in China. For young college students, college counselors are defenders of the ideological and political security. In order to maintain the security of the ideological field in colleges and universities, college counselors should give full play to the thought power, and clearly establish a struggle against Western ideological thinking. Manage and supervise the use of new media, such as on-campus websites, to open up the role of 'power' in ideological and political education. College students are supposed to learn how to make use of network technology and platform. Educating and guiding students to improve their ability in a long term to discriminate on political literacy, and consciously accepting the core values of socialism and practice the core values of socialism, which is in line with the inevitable choice of the university bourgeois ideology and cultural values to rebuild the authority of college counselors. In any social field, it is clear that communism is the ultimate form of society, and the development of any society will end with the realization of communism, and all of these will exist in the harmony of socialism.

The work of college counselors is the first line of college students on ideological and political education. [6] They have been accompanying college students for a long time to growth up and of course to be talented, and they have done an irreplaceable work on ideological and political education. In order to do a good job in ideological and political education, counselors must have a strong voice of 'authority'. Under the traditional media environment, this 'authority' is a fundamental attribute from the counselor. Compared with college students, college counselors not only have theoretical and intellectual

advantages in ideological and political education, but also with rich historical and cultural qualities, also, they have many years of real life experience and certain social experience, as well as the advantages of being good at using traditional media platforms. They have an absolute advantage when compared with college students. However, after the new media was widely used by college students, this 'authority' of college counselors has been greatly shaken. The 'civilian' and 'grassroots' attributes of the new media have changed the affiliation between college counselors and university students. The relationship between them tends to be equal, which fundamentally changes the knowledge information pattern of college students. Therefore, in this case, the past professional knowledge, social experience and practice of college counselors are gradually losing the absolute authority of discourse through the comparative advantage of information asymmetry experience. Students are easy to accept new things and are always sensitive to various social phenomena. As we know, before using the new media, when college students need to get the information, they need to 'ask the teacher', but after using the new media, they are developing the habit of 'searching with BaiDu and Google'. They are not 'skeptics' any more who only believe in the content of 'mainstream values' that brought by teachers, but even have a crisis of ideals and beliefs. Students also become dismissive of the counselor's words and are more inclined to believe in their 'fingertips' information. They believe in their independent judgment and express their thoughts and opinions on society through new media. As a result, the 'authority' of the counselor has dropped sharply.

In the new network environment, everyone is the publisher and disseminator of information. The 'authority' or leading role of college counselors has been challenged. Their earnest and tireless teaching has been out of date and the trust is greatly weakened. Under the new network environment, the "authority" of college counselors can improve the practicality of ideological and political education in colleges and universities. Thus, college counselors must strive to rebuild effective and authoritative means. This is a manifestation of the party and the state attaching great importance to it and also the improvement the soft power of college counselors. Efforts will be made to build college counselors into a team with a certain level of ideological and moral quality as well as strong ability of innovate skills. Be familiar with the development of new network technologies, and use the new network platform to promote the healthy and harmonious development of college students. The new media has created a new virtual society, and it has developed comprehensively and completely in the human field. This has eliminated the restrictions on college students and can get rid of the constraints of the real society. Here, you can achieve your own comprehensive development, with relatively free space. No restrictions or pressure, but also based on the real society. On this basis, we will use the real and comprehensive resources of the real society to better promote the free and all-round development of human beings.

III. THE OVERALL DEVELOPMENT OF COLLEGE STUDENTS IN NETWORK ENVIRONMENT SHOULD BE A HARMONIOUS PROCESS.

As a whole, college students have their own essential characteristics in the traditional society and virtual society of freedom, conscious and all-round development. However, in the current new network environment, a considerable number of college students are unable to cope with the balanced development relationship between the virtual and real society, then leading to deviations, abnormalities and even imbalances in behavior. It reflects that in the process of alienation of people and their products, the alienation of human beings even loses the full development of subjectivity, which makes it only develop unilaterally or even deformatly. The basic feature of alienation is that the improper use of new media by alienation consciousness, and thus leads to the alienation of individual subjectivity and the alienation of social relations. The alienation of the new network is closely related to the improper use of the new network. It is not only limited to purely ideal virtual space, but also involves the real world. There are four types of new media alienation. By choosing, acting, or forming one or more virtual identities or roles, the loss of self will be awakened. College students indulge in the cyberspace, unable to realize virtual reality and get into the situation with trouble. This has seriously affected even let the college students lost their true identity in real life.

In the virtual world space, interpersonal communication is a kind of symbolic interaction in new media. Compared with international contacts, this kind of virtual interaction cannot guarantee the real exchange of information because of the lack of a large amount of real information. If college students indulge in this form of communication, their real social relationships will be obscured by the interaction between symbols. If things continue to do so, it will deepen the gap between college students and real life, showing escapism, numbness to the external environment, indifference to society and others, and too close to themselves, also the social skills will be declined greatly. The social cognition of college students seriously deviates from the development track of correct science and technology, and the new network provides people with social security and firewalls.

More and more situations in the field of virtual - reality exchanges often create a boundary between reality and the virtual world. Take the online game as an example. Some students are addicted to the dream of the virtual world to satisfy the illusion of feeling in the virtual scene. After all, for them, the real world is cruel and hard.

The new network culture is full of realistic elements, and the impact on college students is obvious. Use virtual resistance to reality, use words against language communication. Behind all of this is the distortion that may occur in the minds of college students. Thus, college counselors need to conduct correct guidance, strengthen college students' ideological and political education, and use the 'hard power' elements to deal with things in the right way. Traditional criticism education, siege and other law enforcement methods can receive immediate results, but not lasting because the new media is massive, instant, shared and

individual. Only using of the elements of 'soft power' can give college students positive change gradually. [7]

Compared with the hard power, in the new media environment, the attraction and persuasiveness of college teachers are increasingly valued by teachers. Strengthening the construction of soft power of counselors, improving the influence of college counselors in the new media environment, and effectively changing the thinking and behavior of college students, all of these have become the objective requirements for the harmonious development between college students and new media environment.

IV. CONCLUSION

Under the network environment, the improvement of the ideology work ability of college counselors should be combined with the team building and personal construction of the counselor team. That is to say, college counselors need to work hard to improve the team construction with soft power. Under the network environment, if college or university wants to strengthen the construction of counselors' soft power, then they have to persist constantly. Because of the construction of personal soft power, it is the construction of a group of counselors based on the ideological thinking of the team. If there is no ideological construction, then the construction of college students' thinks will be meaningless. Individual efforts are often inefficient and easily to lost the right direction. Therefore, on the one hand, colleges and universities should form a unified plan, a unified system, etc. On the other hand, it is necessary to strengthen the deployment and preparation, and effectively manage the team of college counselors through team building. Making efforts to improve the soft power of the team and promote the construction of individual soft power of counselors has become the comprehensive strength development plan of college counselors. Organize and mobilize every coach and do everything to get more time and energy. On the basis of improving their own soft power, the establishment of a sound counselor can correctly guide the mode of college students and actively promote the dynamic mechanism of their own ideology. Guide them to enhance the improvement of ideology as a political responsibility pursuit and lifestyle value.

Finally, it is necessary to fully understand the long-term, arduous and complicated tasks of building the ideological work ability of college counselors under the network environment. It is necessary to invest a lot of time for further theoretical research on energy, and it also requires a profound theoretical foundation and a high level of research. This paper analyzes the current situation and existing problems of college counselors' soft power construction under the new media environment. I hope that the research could play a positive role in the improvement of the ideology work ability of college counselors under the network environment.

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