

# Study on the Improvement of College Counselors' Ideological Work Ability in the New Era

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**Abstract**—in the new era, college counselors are still the backbone of college students' ideological and political education work. At the policy level, college counselors are both teachers and cadres. They are "life mentors for students to grow into talents and intimate friends for a healthy life" and the backbone of college ideological construction. The report of the 19th national congress of the communist party of China (CPC) pointed out: "firmly grasp the leadership of ideological work. Ideology determines the direction and development path of culture. In the new era, it is of great practical significance to promote the work ability of college counselors' network ideology as a whole, to firmly grasp the leadership of the position of network ideology, to maintain the dominant position of marxism in the field of ideology in colleges and universities, and to ensure that marxism becomes the brightest background color in colleges and universities.

**Key words**—new era, College counselors, Cyber ideology

## I. INTRODUCTION

"In the context of the new era, the virtual spindles with the network as the thread, the horizontal spindles with the expansion of public life as the thread, and the vertical spindles with the time map as the thread, these three interrelated spindles are like a huge net, binding human society into it. In the new era, with the rapid development of network technology and the emergence of "we media", "weibo", "WeChat", "video", "micro platform" and other network information technologies are changing our way of life and thinking in an "efficient, fast and convenient" way of communication. The report of the 19th CPC national congress pointed out that "great importance should be attached to the construction and innovation of means of communication, and the dissemination, guidance, influence and credibility of news and public opinion should be improved. We will strengthen the development of Internet content, establish a comprehensive network governance system, create a clean and prosperous cyberspace, implement the responsibility mechanism for ideological work, and strengthen the construction and management of positions. (2) it can be seen that the new era of network information technology is affecting the stability and development of the ideological field, the new era of college network ideological construction is facing a huge impact and challenge. As a contemporary college students to grow up a life coach and bosom friend, as the backbone of ideological construction in university, college counselors should be clear work direction and work content and job responsibilities, and shoulder "khalid ents education mission, efforts to promote network ideological work ability, firmly grasp the notion of network ideological and consolidate the socialist mainstream ideology in the dominant position, do not give wrong ideological trend, provide any harmful speech communication space; We should integrate socialist core values into the whole process of higher education, and guide college students to be firm believers, active communicators and model practitioners of socialist core values.

## II.CONSTRUCTION AND ROLE ORIENTATION OF COLLEGE COUNSELORS' NETWORK IDEOLOGICAL WORK ABILITY

In September 2017, the newly revised regulations on the construction of counselors' teams in ordinary institutions of higher learning (order no. 43 of the ministry of education) of the ministry of education pointed out that "new media and new technologies should be used to promote the high integration of traditional advantages of ideological and political work and information technology. The comprehensive use of diversified communication carriers is the key link to enhance the discourse power of mainstream values. Has been clear about the new era college counselors are the backbone of the ideological construction of colleges and universities, the career orientation and job content is determined by the university counselor should have network technology application ability, network data information processing capability, network public opinion to control ability and ideological education ability, in order to accurately grasp the new era of college students' network behavior "consciousness +" law, raise the effectiveness of the ideological and political education work.

### A. Discriminator: Scientific Layout Collaborative Innovation, Improve the Network Information Discrimination

Marxism is the brightest background of university education, the banner and soul of socialist ideology, and the thought of socialism with Chinese characteristics in the new era is the latest achievement of the theoretical system of socialism with Chinese characteristics. MAO zedong pointed out: "marxism can only develop through struggle, not only in the past, but also now and inevitably in the future. Because "the right thing is always in the process of fighting against the wrong things developed" (3) network ideology of college counselors work ability mainly reflects in the aspect of network information discrimination: first of all, in the face of diverse social ideological trend and network hot issues, university instructors should guide students to adhering to the marxist standpoint, method and point of view, to identify the trends of mark, and criticism, and actively promote the main melody of socialism, spread the positive energy, socialism firmly occupy the high ground of the network position, to help students correct view, clear understanding; Second, skilled application of network technology to college counselors should be observed through the network, network communication, network data analysis methods such as collection of network information, college students pay attention to the students focus on the network information authenticity

identification, political position, know from network public opinion and the hot issues in the social ideological trend, can make full use of marxist historical materialism, dialectic analysis of the network information, the spirit of seeking truth from facts, respect the objective law of the principle, resolutely resist the negative impact of Internet rumors and bad network information; Finally, college counselors should give full play to their subjective initiative and logical thinking ability, and conduct "integration, decomposition, comparison and extraction" of network information through scientific and systematic screening and identification, so as to master the development rules of network information transmission and finally grasp the development rules of network ideology in colleges and universities.

#### *B. Guide: the Overall Control is Accurate and Efficient, Improving the Guiding Power of Online Public Opinion*

General secretary xi jinning stressed that "on issues concerning major issues and political principles, we must take the initiative, seize the initiative and make good use of the initiative." (4) in the new era, everyone is the maker and disseminator of network information, network space has become the difficulty of ideological construction, blind spot, weakness. The network ideological work ability of college counselors in the new era is manifested as the ability to guide online public opinions. First of all, college counselors should be good at understanding the essence of social thoughts and ideology through network public opinions and network hot spots. Pay attention to the change and development of network culture, and actively construct the network public opinion monitoring system; Actively pay attention to the thinking characteristics of college students, the way of speech and network focus, make good use of the content of network discourse popular among college students to communicate, so as to accurately control the internal social trend of online public opinion as a whole; Second, should make full use of university counselors say marxism, for college students show the truth within the network virtual space, the network ideological leading the "passive" to "active", to break the so-called "network authority" "well-known blogger" network power monopoly, to guide the healthy development of the network public opinion, take the initiative to occupy the network public opinion to high; Finally, based on the analysis of the network of university counselors, combing the process of network public opinion, should guide students to establish correct political consciousness, political direction, standardize the political expression, help them firm communist ideal and faith, become the high quality of the youth marxists, away from the influence of social thoughts of marxism.

### III.ANALYSIS ON THE NECESSITY OF NETWORK IDEOLOGICAL WORK ABILITY OF COLLEGE COUNSELORS

In September 2018, xi jinning stressed at the education national conference that "" who to train" "is the top priority for education. China is a socialist country under the leadership of the communist party of China, which determines that our education must take the training of socialist builders and successors as a fundamental task, and train generations of useful talents who support the leadership of the communist party of China and the socialist system of China and are determined to struggle for socialism with Chinese characteristics for life. The "post-1995" and "post-2000" college students who grow up with the development of the Internet in the new era are deeply influenced by the Internet, including their thinking characteristics, communication methods, media literacy, their value pursuit, thinking mode, speech expression and behavior habits. They are immersed in the Internet all the time, so their ideological problems are also "born" and "increased" by the Internet. Firstly, college counselors make good use of network information technology to innovate college ideological and political work. "Using the network information technology is convenient, fast, efficient, interactive" spread advantage characteristics, make up for the inadequacy of traditional ideological and political education, to follow the law of development of network, college ideological and political education law, the university student become laws, to "by means of network information technology, the ideological and political education for the kernel" actively promote the ideological and political education and network technology of organic integration, continually promote the breakthrough of the network ideological and political education in colleges and universities. Secondly, college counselors should expand the leading power of network ideological position. Should actively promote the development of education innovation team, and constantly improve the counselor network media literacy, promote the ideological work in colleges and universities network carrier of "science and technology, modern, hierarchical, diversified development, the power of ideological and political education work towards" big education ", "network education" to "intelligence education" "digital education" extension direction of development, realize the ideological and political education work "online and offline, seamless link" "+ virtual reality, the interconnection of the development of new breakthrough. Finally, must strengthen the network ideology connotative development construction. Create the education website of ideological and political issues in the Internet of colleges and universities, and integrate the interactive platforms of the Internet party and league module, the Internet hotspot BBS, and the voice of the Internet. To make, publicize and promote a group of new media products that are "close to students", "close to reality" and "close to life", which are popular among college students and can carry forward socialist mainstream values, sing the main melody of network mainstream ideology and culture, and promote the new development of Internet ideological and political education work in colleges and universities.

### IV. THE PATH SELECTION OF COLLEGE COUNSELORS' NETWORK IDEOLOGICAL WORK ABILITY

In the new era, with the deepening of reform and opening up and the rapid development of the socialist market economy with Chinese characteristics, China has entered a critical period of social transformation. Social conflicts are easy to be intensified, and diversified thoughts and backward cultures intermingle and influence each other, which are manifested through diverse groups and strata. Loose part of college students in the ideal faith, "through" the phenomenon such as dislocation, some network of mass incidents happen is for network ideological work in colleges and universities to bring the huge impact and influence, improve the network of university counselors ideological work ability, make full use of the advantage of "Internet +", construct the network ideological and political education major data integration platform, accurately grasp the development

trend of network public opinion and law, maintain the ideological stability and security of colleges and universities has been imminent.

#### A. Enhance Network Ideology Education Professional Level

In April 2016, general secretary jin ping pointed out at the symposium on network security and informatization that "cyberspace is the common spiritual home of hundreds of millions of people. "Cyberspace is clean and ecological and serves the interests of the people. "To purify the cyberspace, we need to step up regulation. Government departments should strengthen the supervision of major websites, strictly review and file related media management mechanism, strengthen the propaganda of socialist core values, and regularly organize media personnel to learn correct and mainstream values, so as to truly exert the positive power of the Internet. 7 college counselors in the development of college students ideological and political education process, to make full use of the Internet platform, to master the Internet professional knowledge and skills. It has been proved that the education effect of network ideology and politics is directly proportional to the mastery of network professional knowledge and expertise. That is to say, college counselors can firmly master network professional knowledge and skillfully operate network technology to carry out network ideological and political education work, which plays a great role in promoting the ideological construction of colleges and universities. First of all, "normalized network professional training" is one of the important ways to improve college counselors' network ideological work ability. Colleges and universities should formulate a scientific and standardized network skills training plan and establish a "normalized network professional training" mechanism. In combination with the reality of ideological and political education work in colleges and universities, and by using network ideology education to grasp the ideological reality and personality characteristics of contemporary college students, we can constantly innovate the ways and methods of ideological work in colleges and universities and defend the dominant power of mainstream ideology in colleges and universities. Secondly, according to the network professional knowledge and skills of college students' network ideological and political education work, we should adopt targeted special training, build a scientific and systematic course system to improve the network ideological work ability, and comprehensively plan the training time and cycle. Finally, as an important supplement network professional knowledge skills training, college instructors should be encouraged to attend colleges and universities network ideological work face-to-face communication, improve the capacity investigation, network professional skills competition appraisal and so on, through the "competition appraisal" "interaction" strengthen their knowledge reserves and network professional skill levels, improve, constantly to meet the new requirements in the process of college network ideological development.

#### B. Establish Network Ideology Education Self - Confidence

In September 2018, xi Jinping stressed at the national education conference: "" ideological and political work is the lifeline of all school work, and party committees at all levels, education competent departments at all levels, and party organizations in schools must hold on to it. We should train and organize a political team that can do ideological and political work, and make ideological and political work daily and personal. New era, the diversified values collide with each other, western social ideological trend of increasing penetration, social ideology field presents the "flowers" "schools of thought contend", some backward culture and decadent ideas after icing packaging, seeped into the college ideological and its development is bound to cause the direction of the college students get lost, confused state of mind, have more very person will evolve into conflict and contradiction. "In the new era, college counselors should be confident in their ability to work on network ideology, and view new trends and problems in the field of network consciousness in colleges and universities dialectically through the historical materialism of marxism. Accurately grasp the objective law of the change and development of network ideology and actively face the impact and challenge of external ideology. Dare to fight against decadent western ideas and misplaced values. First of all, the college counselors in order to realize "lifelong learning", "the counselor has the dual identity of teachers and administrators" which requires the counselor at the completion of daily transactional work outside, still should improve personal academic theory level, efforts to achieve from the "transactional" to "academic" management cadre, finally realize the counselor professionalization and specialization development. Secondly, college counselors should put the improvement of ideological and political literacy and marxist theory in the first place, seriously study marxism and the latest Chinese theoretical achievements, professional comprehensive knowledge, and constantly improve the theoretical level of personal ideological and political education, optimize personal knowledge structure, and achieve "theoretical confidence"; Thirdly, in the new era, college counselors should have the courage to shoulder the mission and responsibility of the innovative development of ideological and political education in colleges and universities, make full use of Internet information technology, supervise and guide online public opinions in colleges and universities, and maintain the commanding height of socialist mainstream ideology in the cyberspace. Ability to achieve "confidence" finally, college counselors should insist on everything from set out actually, seek truth from facts apply marxist historical materialism and dialectics, to identify and criticize the marxism social ideological trend, resolutely resist all kinds of wrong ideas and decadent culture, help students establish the correct outlook on life, world outlook, values, truly make contemporary college students to grow up a life coach and healthy living a bosom friend, to achieve "confidence" role.

#### C. Strengthen Network Ideology Education Appeal

"Ideological and political work in colleges and universities is fundamentally the work of being a human being. We must focus on students, take care of them and serve them. Pet-name ruby new era of ideological and political education work for college counselors network ideological work ability put forward new requirements, only by constantly try to explore network ideological work of university counselors is ability the new path of ascension to strengthen the appeal of network ideological and political education work and affinity, can calm response to the new era of network ideological development process of new problems and new challenges. First, target: college counselors to socialist core values into the ideology of college students,

should be looking for ideological change law of dialectical relationship between social existence and development, using innovative thinking to improve the way of network ideological and political education method, make the practice education and academic education unifies; Second, content: network ideological education should adhere to the "reasonable" "set point", "cold infusion" of avoid by all means "song", willing to accept the way, with the contemporary university and popular language, using the network media will socialist core values into our actual life, meet the demand of students thinking, arouse the emotional resonance, give full play to the appeal of network ideological education in colleges and universities; Finally, the mode of communication: Lenin emphasized that "without human emotion, there is never the pursuit of truth". In the form of network consciousness, education should be artistically expressed in the way of reasoning with equal status, unify "ideological and political education with emotional concern", adhere to the principle of "looking up at the sky and being down-to-earth", and "looking up at the sky" is to focus on the central task of "cultivating virtue" and grasp the general direction of education. "Down-to-earth" means to be down-to-earth, to combine theory with practice, to solve the confusion in the realistic thoughts of college students with theory, to help college students accept and identify with the theory, and to improve the affinity and appeal of network ideology education by the way of "spring breeze and rain" and "moistening things silently".

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