

Construction of Counselor Team in Application-oriented Universities Against the Background of New Media

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Abstract—With the continuous development of new media, new challenges have been raised for the construction of counselor teams in application-oriented universities. In the process of constructing the counselor team, there are some problems such as mismatch of understanding of new media, mismatch of counselors' ability to apply new media and mismatch of university security. Only by continuously improving the media quality of the counselors, exercising the ability of the counselors to learn and use them, and perfecting the guarantee mechanism, can we better build a team of counselors who meet the requirements of the new media era.

Keywords—new media; application-oriented universities; counselor team; construction

I. INTRODUCTION

As the main front for cultivating the talents of the party, the country and the times, colleges and universities must constantly update the education methods according to the requirements of the times and raise the level of education. As new media becomes the main channel for a new generation of college students to obtain information, the colleges and universities should use new media to promote college student work, give full play to the cohesiveness of new media, which gradually becomes a new topic. The application-oriented universities need to attach great importance to the construction of counselor team, and build a high-level team of "serious personality, theoretical enthusiasm, work spirit, and high innovation ability" to further enhance the effectiveness of college students' work.

II. FINDING THE PROBLEM AND THE GAP

The construction of college counselor team is an important guarantee for the smooth progress of college students' work. Since the promulgation of Document No. 16, the construction of college counselor team has been significantly improved. With the issue of the "Regulations for the Construction of Counselor Team in Ordinary Colleges and Universities", the need for the professionalism of college counselor team is increasingly prominent. With the rapid development of new media, higher requirements have been put forward for the construction of counselor team,

and higher goals have been put forward for student work. In application-oriented universities, it is even more obvious to build a team of counselors who can adapt to the requirements of new media. However, there are still problems such as lack of innovation and ability mismatch in the process of building a counselor team.

A. Idea Mismatch

With the renewal of college students, modern college students have lived in life covered by new media such as QQ and WeChat. Sending social movements, commenting on others, and expressing self-willingness are their daily routines. The era of "following someone's advice" and "obeying the counselor's rules" is over. In colleges and universities that focus on cultivating applied talents, they pay more attention to the practical activities of college students. This requires that college counselors should fully study the changes of students, take students as the basis, and satisfy the needs of college students to the maximum extent. In the real work of colleges and universities, new media platforms emerged. Micro-videos, micro-courses and other new media products are favored by students. These resources should be integrated into the process of ideological and political education in colleges and universities, and the development of network carriers should be emphasized. The colleges and universities should take ideological and political education in all aspects. However, in real life, counselors often indulge in daily work and their understandings of new media only stays at the "new" perspective. The individualized requirements of students cannot be fully satisfied. Some old counselors are accustomed to the traditional ideological and political education model, do not want to make the innovation, or can not make the innovation. They lack the initiative in student work, and working mechanisms lack the persistence.

B. Ability Mismatch

With the development of new media, it provides a new platform for the counselor's student work, which can better integrate education, management and service, and is conducive to the diversity, timeliness and effectiveness of student work. However, in the use of new media, it is found that counselors have problems in the use of new media. The

college counselors do not know much about student work, and their understanding only stay on the surface. The college counselors will not use new media in time, or rely on the others to make the innovation, or wait for the others to use new media. These counselors have no enthusiasm and creativity. They lack the ability to combine new media with practical work. The college counselors still have problems with poor use. The understanding of the new media is not clear enough, and there is a deviation in the practice of the new media carrier. The traditional carrier and the new media cannot be organically combined, lacking overall planning. And the content forms are not equal. The effective integration of content and carrier cannot be achieved. The original "initial heart" of constructing new media carrier is lost, and the new media cannot truly serve students.

C. *Guarantee Mismatch*

Counselors play important role in the successful realization of the educational goal of "strengthening moral education and cultivating people" in colleges and universities. Constantly improving the construction of counselor team and improving the professionalization of the counselor team requires a series of measures as a guarantee. In the application-oriented universities, there are still quite specific problems in the construction of counselor team. In the selection of candidates, the balance of academic qualifications and abilities cannot be effectively solved. In terms of development, there is fewer daily training, and problems such as development confusion often emerge. In terms of assessment, transactional assessment still occupies a large proportion, and Weibo and Yiban assessments are not taken seriously. In the aspect of evaluation, college counselors and professional teachers compete on the same stage, which still occupies the mainstream of colleges and universities. The counselor single-row roads are not yet fully open, etc. These problems make the position of counselors gradually lose its appeal, and the self-value of counselors can not be recognized. There is severe loss on the positions of counselors, which makes it impossible for counselors to effectively invest in the research, development and application of new media.

III. FILLING THE SHORT BOARD, AND FINDING THE PATH

A. *Correcting the Concept and Strengthening Theoretical Study*

The professionalization of the counselor team requires the universities to continuously strengthen the construction of the counselor team. As the application-oriented universities, building a team of counselors who are especially powerful and capable of fighting needs to meet the requirements of the times, grasp the law of education, and focus on the needs of students. The colleges and universities should promote the counselors' quality in the practice. And then, the counselors can integrate the new media construction with student work better.

1) *Correcting the concept and sticking to the goal:* College student work needs to be in line with the times. The colleges should combine team construction with student

needs, and fully integrate the old models with new models to truly achieve the goal of educating people. With the strong development of new media, college counselors should fully grasp the requirements of college student work in the current era, closely pay attention to the growth law of student, use the characteristics of new media, develop the work on the requirements of higher education, constantly have the practice, strengthen their own quality, improve self-identification, and enhance work enthusiasm, better achieving educational goals.

The first is to clear the requests and insist on the learning. It is necessary to constantly understand the needs of counselors, help counselors improve the political quality and professional quality, adhere to the combination of theoretical study and practical learning, and help counselors improve their ability to judge and clarify the problems through reasonable learning and training. They will systematically understand "four consciousnesses" and "four self-confidences", and truly recognize the party's theoretical principles and policies, which lay a good foundation for using multimedia to carry out the preach.

Secondly, for the development of counselors, it is necessary to help them plan their careers reasonably. In the counselors' training, it is necessary to strengthen the further study of recommended excellent counselors, to increase the opportunities for counselors to contact the society and to encourage counselors to participate in the training of government organs and institutions. For counselors who have potential in scientific research, the colleges should support their pursuit of scientific research, provide practical help in terms of policies and conditions, and encourage them to make the further study. At the same time, the colleges can provide relevant opportunities for counselors in relevant professional courses such as ideological and political theory courses, provide motivation and support for the sustainable development of counselors, improve the counselor's recognition of his work, and stimulate the enthusiasm and creativity of the counselors in the college student work.

2) *Strengthening counselors' understanding of new media:* As new media gradually becomes an important medium for people to communicate with each other, people's lifestyles are changing quietly. For college students who are at the forefront of the times, new media has become the inevitable path to obtain information. In application-oriented universities, undergraduates who focus on practical ability prefer to acquire and process information independently, and the new media platform is more popular with them. Faced with this trend, the counselors of application-oriented universities should establish the concept of continuous learning, comprehensively understand new media, and improve the ability to use new media. And then, they can better do a good job in college student work. In order to further help counselors understand new media, colleges and universities should build a better platform for improving the counselor's abilities to use new media.

First of all, we must "go out and bring in". Colleges and universities should arrange the counselors to participate in relevant international training and provincial rotation training in a planned way, especially those with research interests in new media. The colleges can also take the advantages of the relevant majors to recommend counselors to relevant new media units for postgraduate study. At the same time, the colleges should actively introduce relevant domestic experts, scholars and counselors who use the new media better to give lectures in the school, achieving on-campus training comprehensively. Thereby, we can enhance the ability of counselors to use new media as a whole.

Second, we should use existing platforms and build new platforms. Concentrated training is costly for the counselor, and the complicated business work that is left is only done by working overtime, which undoubtedly increases the workload. The colleges can give full play to the advantages of "unbounded and instant" new media, use the existing new media platform to carry out relevant training, and actively develop high-quality training resources, build a new media platform suitable for counselors to learn, and fully respect the needs of the counselors, and create a new media product suitable for each counselor combining with the counselor's own characteristics, achieving "precise counseling". The counselors can better find the most effective way to have the development in the field of new media, and have the further improvement in capabilities.

B. Comprehensively Understanding and Being Good at Using New Media

With the rapid development of new media, college students must follow the trend of the times. If the counselors want to do a good job in student work, they must find out the preferences and development rules of the work objects. As the work objects can comprehensively accept the new media, the counselors should fully understand the new media in the daily work, make full use of the new media, correctly play the role of the new media, strengthen the dissemination of positive energy, and fully create a new media platform that adapts to the needs of students' work. Then, it will promote the healthy and sustainable development of student work.

1) The counselor team should fully understand the new media: With the development of new media, college student work will inevitably face new challenges. In the face of the individualized needs of modern college students, student work should also pursue precision and effectiveness. To achieve this goal, we must have a team of high-level counselors who fully understand the new media. We must grasp the rules, select the materials, take full use of the carriers, and truly play the role of new media. If you want to fully understand the new media, you should fully understand the characteristics of the new media. According to the characteristics of the new media era, such as subtle information, diversified content, and space-time complication, we should identify, absorb, and process various materials to achieve the purpose of "strengthening moral education and cultivating people".

2) The counselor team should be good at using new media: The use of new media by the counselor team is mainly reflected in the following aspects. First, the counselors must be good at using the new media to grasp the students' ideological dynamics. With the advent of new media such as QQ movements and Weibo, many college students like to express their true ideas on these new media platforms for the first time. This undoubtedly provides a channel for the counselors to grasp the students' ideas. Also, it has provided many challenges. Secondly, the counselors must be good at using new media to carry out network activities, help students build a correct network view, and constantly improve their ability to guide students to learn to identify and criticize information.

C. Improving the Mechanism and Enhancing the Momentum

The construction of the counselor team is a long-term process. It can't be solved simply by shouting slogans and raising ideas. It requires a large number of mechanisms as a guarantee. It is necessary for the counselors to feel colleges' attention and support from the aspects of entrance, training, assessment, and graduation. And then, the counselor can fully recognize the position, which will enhance the motivation of the counselor. The colleges should continuously work hard to build a team of counselors who adapt to the development of application-oriented universities in the context of new media.

1) Identifying the entrance, and taking comprehensive cultivation: Counselor selection and employment can't be a sloppy job. In the process of selecting a counselor, colleges and universities should fully examine the counselor's perception of the position. At the same time, the new media should be put into the employment mechanism. Overall, the colleges can put forward relevant requirements for the counselor employment. After the counselor enters the university, it is necessary to strengthen the counselor's media literacy training. For the counselors who have special skills or interests in the new media work, the colleges should increase the encouragement. They can consider linking the new media research and development with the professional title to further enhance the enthusiasm and initiative of the counselors. At the same time, it is necessary to hire related new media experts as the "mentors" of the counselors to ensure that they can obtain cutting-edge information and guidance.

2) Improving assessment and strengthening guidance: Assessment is a direct judgment whether the counselor's work is effective or valuable, and it is also an important point to stimulate and guide the counselor's work. Incorporating the counselor's new media literacy into the assessment, it is possible to quantify part of the work, which will promote the counselor's attempt in the new media field. Incorporating some specific and practical new media research and development into the evaluation to replace the amount of class or workload of the counselors can further

stimulate the counselor to study the new media in depth. Linking the excellent network results such as web blogs with scientific research papers will motivate the counselors to join the new media.

3) *Effective guarantee and reasonable incentives:* Cultivating the new media literacy of the counselor team is also a systematic project. The smooth implementation of the project will inevitably require a effective guarantee mechanism. Colleges and universities should build a team of competent counselors, and must provide support and guarantee in terms of funds and resources. In addition to effective guarantee, reasonable incentives are necessary. The colleges and universities should regularly commend outstanding new media achievements developed by counselors, timely publicize the typical stories and link these rewards with work performance. And the new media work will be one part of their work.

IV. CONCLUSION

The rapid development of new media is an inevitable trend. Under this background, application-oriented universities should fully consider the influence of new media in the construction of counselors, and focus on improving the new media literacy of counselors. Then, the counselors can meet the needs of college students, and achieve the ultimate educational goal of "strengthening moral education and cultivating people". In this process, it is necessary to train the counselor to correctly understand the position, adjust the concept, take the initiative to learn, and be able to learn and use. With the sound system, the colleges and universities should continuously build a counselor team in line with the requirements of the new media era.

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