

Research on the Professional Ethics of Counselors in Higher Vocational Colleges

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Abstract - The development of higher vocational colleges is related to the cultivation of national senior special talents and professional talents. Counselors in higher vocational colleges are the implementers of guiding students to carry out ideological and political education. To some extent, their professional ethics accomplishment determines the moral accomplishment and ideological and political consciousness of College students. The study and cultivation of counselors' professional ethics accomplishment is very important. In view of the students' source characteristics and growth needs of higher vocational college students, this paper uses SWOT method to analyze the professional role and work characteristics of counselors. This paper also analyses the requirements, characteristics and ways to improve professional ethics from four aspects: insisting on the combination of internal and external restraints, learning to think differently, being good at self-psychological adjustment and optimizing their quality structure. The paper also emphasizes that counselors should have a positive working attitude and good psychological quality, be careful, patient, loving, enthusiastic to guide, educate and help students, educate people first, find their own professional characteristics accurately, and cultivate self-discipline of moral cultivation, etc. to conduct a comprehensive discussion and analysis of the promotion of vocational ethics of counselors in higher vocational colleges.

Key words: higher vocational colleges; counselors; professional ethics

I INTRODUCTION

With the development of social and economic and the attention paid by the state on education, the number and scale of college students receiving higher education in China are increasing, and the number of students enrolled in higher vocational colleges is also aggrandizing year by year [1]. As a counselor working in the front line of student work, with the enlargement of the number of college students, the counselor team is expanding, the system of counselors in Colleges and universities is constantly improving, and the team building tends to be professional [2]. Facing with the change of working environment in higher vocational colleges, counselors are under tremendous pressure, and their work

responsibilities and contents are constantly changing [3]. In view of the current situation, vocational colleges can better educate and guide students to improve their ideological and political education and moral accomplishment only by improving the professional ethics of counselors, starting from moral cultivation and setting an example [4].

Ministry of Education Decree No. 43 issued in 2017 requires higher vocational colleges to insist on establishing morality and cultivating people as the central link, which makes professional ethics cultivation have important significance in the career of counselors in higher vocational colleges [5]. At present, counselors in higher vocational colleges are younger than full-time teachers and administrators. As front-line teachers of student management, they should undertake a series of ideological and political teaching work including mental health education, innovative career, vocational planning education, and tedious daily management of student in higher vocational colleges. Usually, they act as the first person responsible for all kinds of student affairs.

II THE CHARACTERISTICS OF COUNSELORS' WORK IN THE HIGHER VOCATIONAL COLLEGES

The famous thinker and philosopher Engels once said that all human moral accomplishment is the product of social and economic conditions in the final analysis [6]. The education industry is different from other industries. Counselors spend a long time and a lot of energy in the early stage. These realistic factors lead to a longer period of final effectiveness of student work [7].

In particular, the work of counselors is aimed at the students and their growth and development, there are many uncontrollable factors on students, so often the effect of many student jobs is invisible [8]. Therefore, counselors in higher vocational colleges are different from teachers in other positions [9]. Although the effect of many students' work may not be immediate at that time, it will appear with the passage of time. Then, counselors need great patience, confidence and love in the management of counseling students.

Higher vocational colleges are quite different from ordinary undergraduate colleges [10]. The students' grades and qualities are not the same. Counselors in higher vocational colleges lead more classes, and students' source categories are also dissimilar. For example, Wuhan Vocational College of

Communications has five types of students: specific enrollment, 3+2 vocational transition, general examination entrance, skills entrance examination, and directional

recruiting sergeant class (see Table 1), which requires counselors to be able to formulate different management plans and methods for different source types of students.

TABLE I. PROPORTION OF STUDENT SOURCE TYPES IN WUHAN VOCATIONAL COLLEGE OF COMMUNICATIONS

Source type	Specific Enrollment	3+2 Vocational Transition	General Entrance Examination	Skills Entrance Examination	Directional Recruitment of Sergeants
The proportion in the whole school	6%	4%	42%	40%	8%

For the students of specific enrollment and "3 + 2" vocational transition, special attention is needed to paid on and targeted tracking management is carried out. For most students, counselors prefer to be "behind the scenes managers" to provide guidance and help to ensure their smooth campus life and learning.

Vocational colleges have a complex source of students, who are generally younger, and even many new students are underage [11]. Counselors, as one of the teachers who have the most contact with students, should pay attention to their professional ethics when they work with students, often, some direct or indirect actions and words will have a great impact on students' outlook on life, world and values.

III PROFESSIONAL ROLE AND MORAL ACCOMPLISHMENT OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES

Every profession plays different roles in a specific working environment. Although each profession has its own common ethics, it also has different personalities with the characteristics of the profession. Table 2 shows S WOT analysis of counselors' work in Higher Vocational colleges. It is a strategic analysis method to identify advantages (S), disadvantages (W), opportunities (O) and challenges (T) according to the established internal conditions and external influences of the objects themselves.

TABLE II. SWOT ANALYSIS OF COUNSELORS' WORK IN HIGHER VOCATIONAL COLLEGES

	Helpful Factors	Harmful Factors
Internal Factors	Strength	Weakness
	1) With strong affinity; Closed to the students; 2) The aim of moral education is clear; 3) Have psychological knowledge and career planning guidance skills; 4) Have more centralized organizational resources.	1) Lack of experience; 2) Lack of systematic training; 3) Working experience has not formed a scientific rule.
external Environment	Opportunities	Thread
	1) Quality-oriented policies and support for moral education; 2) The demand for educational skills and information is increased; 3) Expanding the connotation and extension of moral education.	1) Policy implementation needs to be implemented; 2) Counselors lack prestige and effective grasp of work; 3) Lack of full-time counselors and their daily affairs are heavy; 4) The efficiency of ideological education needs to be improved.

Just like the so-called "ironclad barracks and streaming soldiers" says, counselors in higher vocational colleges face a mobile and unstable group of students, so the role of counselors will change accordingly [12].

Confronted with the special work object of students, counselors should not only possess professional teachers' level and professional ability, but also have a special humanistic concern of counselors, so as to create a warm and harmonious growth environment for the precious and short three years of college students in higher vocational colleges [13].

Most of the students entering the university are in the stage of forming three views (world outlook, life outlook and values). The most influential factor in the establishment of the Three Outlooks is from counselors [14].

This requires higher vocational colleges to strengthen the counselors' professional ideal education and professional ethics education, and emphasize the historical mission and responsibility consciousness of counselors' teaching and educating people in the process of education.

Counselors in higher vocational colleges should strengthen their professional ethics and self-discipline, that is, they should not only take the professional ethics as the intrinsic requirement to improve their self-cultivation, but also actively take this intrinsic requirement as the professional ethics benchmark of counselors [15]. Counselors should strengthen their own professional ethics, transform their self-cultivation into internal behavior and professional codes, and form high self-discipline.

The self-discipline of vocational ethics cultivation of counselors in higher vocational colleges is also reflected in improving the counselors' awareness of the honor and value of the noble cause of education.

Counselors should realize the enormous value of education in the tedious management of student affairs, so as to encourage counselors to enhance their professional ethics self-discipline and spontaneously. "There is no trivial matter in student work", which requires counselors to consciously practice selfless dedication of professional ethics, treat everything of students as a major matter, and do everything in detail, so that counselors in higher vocational colleges can

leave a positive and self-disciplined image of professional ethics in the educational world.

In the new era, the educational and teaching concepts of higher vocational colleges are improving constantly and steadily and the work content and environment of counselors will also be changed, but the requirements for the professional ethics of counselors have always been unchanged. At any time, counselors should strictly discipline themselves in ideology and morality, and demand themselves with high standards. Counselors' job and career are also lifelong career. In the cause of education, we should internalize and professionalize moral cultivation, transform it into the refinement of our own quality of life, teach by example, and support it with firm faith and will. When students have various problems, we should face them positively. While dealing with students' work, we should find our shortcomings and improve our working methods in constant self-examination.

IV WAYS AND METHODS TO IMPROVE PROFESSIONAL ETHICS OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES

There are many ways and methods to improve the professional ethics of counselors in Higher Vocational colleges, mainly including the following aspects.

A. *Adhere to the combination of internal self-cultivation and external restraint*

The improvement of counselors' professional ethics is not conventional indoctrination acceptance, but a process of continuous self-education and growth, requiring counselors to adhere to the correct three views and political standpoints in their work and self-perception and experience in social practice.

The intrinsic cultivation of counselors' professional ethics refers to the process of counselors' continuous self-moral education and improvement under the influence of working environment and responsibilities. The process of forming the intrinsic cultivation of professional ethics has regularity, and once formed, it has continuity, and produces moral thoughts, moral will and moral beliefs in work.

The external restraint of counselors' professional ethics is the words and deeds that counselors need to pay attention to in their work. Because the work of counselors is inseparable from students and their parents, it requires counselors to regulate and restrain their behavior in dealing with the relationship between students and their parents. This kind of external restraint is different from the inner self-cultivation relying on the counselor's own consciousness, but through the formulation of a series of complete rules and regulations to reflect, with a certain normative and regulatory nature.

Counselors must adhere to the combination of internal self-cultivation and external restraint, and improve their professional ethics from both the inside to the outside. The continuity of internal accomplishment will play a key role in the process of counselors' career development. The external restraint of moral model is to ensure that it has good professional accomplishment in dealing with students' work.

Internal and external restraints are indispensable in counselors' professional ethics training.

B. *Learn to get a trans-positional consideration and care for students' growth*

As mentioned above, because the types of students in higher vocational colleges are more complex, and the level of students' cultural level and comprehensive quality is not uniform, the students' personality in higher vocational colleges is relatively prominent. Based on this situation, counselors in dealing with students' daily affairs should be more in-depth understanding of students' psychological situation, prescribe appropriate medicine accordingly attach importance to and solve all the problems that students encounter.

College students in adolescence tend to be rebellious. Counselors should properly put aside their teacher's identity, think differently when dealing with things, and treat the affairs of heart and soul. Only in this way can students be willing to confidently tell you their true thoughts, and counselors can also understand the real feeling of students. In this process, counselors need to have great confidence, patience and love, to reason with students, to tell the truth, and to guide students with teachers' rationality and tolerance. While counselors deal with students' work, they should also respect students and be thorough in their work.

One of the most important tasks of counselors is to guide students' thoughts and behaviors in a correct and reasonable way, but this is a long process, and its effect could not be seen immediately. Therefore, when carrying out ideological education for students, they should not be eager to achieve, but be patient to treat the things step by step, think and solve problems from the perspective of students; otherwise they will only be laborious and unpleasant.

Every student is an independent individual. Counselors should respect their unique personality and personality charm when facing students, and have equal dialogue and communication with them. This can often win the trust of students and get twice the result with half the effort. As counselors in higher vocational colleges, they should standardize their words and deeds, and do their best.

First of all, counselors should do what they want to do and set an example for students [16]. They must understand students, respect students and treat each student fairly are the basic professional ethics of counselors in higher vocational colleges.

C. *Have good psychological quality and be good at self-psychological adjustment*

With the acceleration of social rhythm, the social pressure of people at this modern time is also increasing, and the psychological burden is gradually increasing [17]. Counselors in higher vocational colleges are no exception. The psychological quality of counselors can be embodied in three aspects: enthusiasm, attitude and efficiency in dealing with students' work. Good psychological quality can make counselors enthusiastic about work, positive attitude in dealing with work, and complete the work efficiency.

Educational work is a noble profession and a life-long job. Therefore, it requires counselors to love educational cause, regard student work as a lifelong career, and gain recognition, satisfaction and happiness in their work. The devotion to students is not only a sincere love for them, but also a manifestation of good professional ethics of counselors. Good psychological quality will encourage counselors to love their positions, improve themselves spontaneously in their work, and keep forging ahead, so as to better understand, accept and treat students, and deal with student affairs more effectively.

Counselor's work is to educate and guide students, which is a kind of spiritual consumption. It is easy to cause job burnout and fatigue. Once this happens, it will easily lead to mistakes in work. Therefore, it requires counselors to have a strong ability to resist pressure and to adjust their psychological situation at any time. In dealing with students' work, it is important to maintain a good mentality and influence students through the personal charm of counselors' positions. The counselors need to have good psychological quality. Learning to adjust themselves is the basic professional ethics of counselors in higher vocational colleges.

D. Optimizing Self-Quality Structure

The quality structure of counselors in higher vocational colleges refers to the organic system formed by the mutual coupling and interaction of the various elements of their professional quality. Element composition system, structure determines function, and different quality structure restricts the specific way of ideological and political education of college counselors, and affects the overall effectiveness of Ideological and political education. The structure of counselors' professional quality is a "four-dimensional" three-dimensional system structure, which has the distinct characteristics of spatial multidimensional and hierarchical, temporal dynamic and developmental. The coordinated operation of these quality subsystems ensures the normal operation of College counselors' professional quality system.

V CONCLUSION

Students in higher vocational colleges have characteristics that are not used in undergraduate colleges. They are young, their comprehensive quality is relatively weak, and their three views are still in the formation stage. Therefore, counselors should carry out student education and management accordingly. In the process of cultivating professional ethics, they should have a positive working attitude and good psychological quality, such as care, patience, love and enthusiasm, to guide, educate and help students with heart.

A person who educates others educates himself first. Counselors should set practical examples for students. Promoting professional ethics is a compulsory course for counselors in higher vocational colleges. Only by persisting in cultivating good professional ethics in students' work can they better handle the relationship with students and achieve twice the result with half the effort in communicating with students and guiding students' thoughts. In their work, counselors in

higher vocational colleges must recognize the professional characteristics, maintain self-discipline, understand students, respect students, treat every student fairly, have good psychological quality, learn to self-psychological adjustment, and improve themselves through continuous learning, so as to make their due contributions in the guidance of students and personnel training in higher vocational colleges.

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