

Analysis of Opportunities and Challenges Faced by Counselors in Ideological and Political Work under the Background of "Internet +"

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Abstract. College students have entered the era of "no net is absent, no net is not happy". Counselors, as organizers, managers and implementers of Ideological and political education in universities, need to keep close to students while coping with the new normal situation of network. Only in this way can they understand and guide college students to grasp the new position of network ideology and enhance the timeliness of Ideological and political education for college students in the Internet era.

Keywords: "Internet +", counselor, ideological and political education.

1. Introduction

The current "95" and "millennial generation" are indigenous people who grew up in the context of "Internet +". They are young, energetic, active thinking, easy to accept new things, but also vulnerable to impact, which brings pressure and challenges to ideological and political educators in Colleges and universities. How to keep pace with students in the forefront of network ideological and political education and grasp the leadership, management and discourse power of network ideology in Colleges and universities is an important task we are facing at present. At the National Conference on Ideological and Political Education in Colleges and Universities, it was emphasized that ideological and political education in Colleges and universities should advance with the times and be new according to the situation. In the network era, counselors should learn to use various network and modern scientific and technological means, organize and coordinate various resources, carry out various practical activities, community activities, and spiritual civilization construction activities, implement the nine responsibilities of counselors, and fully realize the concept of "whole process education, all-round education".

2. Problems of Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

At present, all kinds of new software and social platforms are widely used by college students. Through micro-mail, micro-blog, forums and so on, they serve as platforms for understanding the situation and policies, obtaining all kinds of information, learning and communicating, and emotional interaction. But there are also some hidden dangers in the mixed network. First, the vulgarization of part of the content, relying on eye-catching topics as gimmicks, although initially will cause widespread dissemination, the heat does not decrease, but careful reading, Twitter is difficult to withstand pondering, more superficial. Secondly, they are mere formality without innovation. If ideological and political educators do not bend down, listen to public opinion and lack of ideological exchanges with users, they will eventually become formalistic. Thirdly, the view is superficial and narrow. In the process of Ideological and political education, it is justifiable to carry out network innovation in the form that students like, but it is difficult to realize the true connotation of network ideological and political education and to effectively improve the comprehensive quality of students by blindly appreciating, browsing, sharing and leaving messages on the surface. Fourthly, most of the current ideological and political educators in Colleges and universities are based on the background of literature and history. They are older and have relatively solidified thinking. They lack understanding and foundation for the new Internet technology and cannot keep pace with the times

in time. There is a relative lag in education and teaching. How to make them resonate with students' thoughts and have something to say still needs ideological and political educators to change their thinking. Keep pace with the times.

3. Opportunities for Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

In the Internet era, the traditional education mode of full-house filling and duck-filling education obviously cannot meet the students' thirst for knowledge. Ideological and political education cannot be a synonym for dullness and boredom. Whether it is the Spring Festival flash activities during the Spring Festival, APP card punching, red song relay and so on are in the form of popular appearances. They are vivid, interesting and full, bringing a new spring to the traditional ideological and political education.

3.1 Innovating the Carrier of Ideological and Political Education for College Students.

The Internet has become the spiritual habitat of the "Millennium Generation". Electronic products and various social platforms are favored. Innovating the carrier of Ideological and political education of college students is extremely urgent and important. Ideological and political educators and counselors (class teachers) need to rely on the current "Internet +" technology to innovate ways and methods. For example, we actively use new media platforms such as Weixin, Weibo, Weicai, Mucai, QQ and campus PU pockets to integrate networked thinking into the daily management of class affairs. In view of the existing mental health education, interpersonal communication, daily management of dormitories, effective prevention and propaganda of infectious diseases, patriotic education and so on, vivid and interesting explanations are given to make the content lively. Let students learn no longer by time, space, geographical constraints. Such a novel teaching method not only conforms to the law of students' growth and development, but also meets the needs of students. The ideological and political education has achieved the perfect combination of "online + offline", giving full play to the value leading role of Ideological and political education.

3.2 Enriching Ideological and Political Education for College Students.

Traditional textbooks are slow to update and the knowledge system is outdated, which cannot meet the needs of the development of the current era. The rapid development of Internet application technology and the popularization of utilization rate have greatly enriched the content and form of Ideological and political education. In the classroom, ideological and political educators can insert videos, animations, pictures, AI, and even use AR technology to virtualize scenario deduction, so as to visualize boring, rigid and tedious ideological and political education. Classroom is no longer dull and lifeless, and students are also willing to participate in it from passive to active. Counsellors can also use "Internet +" technology to share students' current politics, social hot spots, activities of colleges and departments in the group, and guide students to participate in discussions, publish their own ideas, understand students' ideological trends, and realize the original intention of Ideological and political education.

3.3 Targeted Improvement of Quality and Efficiency.

Since the new Internet + ideological and political education has been constructed, we can create an atmosphere in the whole campus culture. Counselors should be good at creative thinking, actively learn from the activities of other brothers and departments, and teach students in accordance with their aptitude and local conditions. For example, the school's learning and engineering departments, in places with large student flow, use electronic screens or educational columns to broadcast current hot news, campus information, campus activities or timely exhibition of the current activities of the League committees of various colleges, patriotic essay solicitation and so on. It can generate two-dimensional codes, let students participate in the activities of voice collection, transfer the content they want to express through the network, and participate in the discussion of national and campus

events. This distinction and traditional ideological and political education have established the sense of ownership of College students, making ideological and political education twice the result with half the effort. In addition, through large data collection, counselors can timely understand students' ideological trends according to their browsing traces. Once the anomalies are found, they should be caught and placed within the controllable scope of Ideological and political educators, so as to reduce the risk factors and effectively improve quality and efficiency.

4. New Measures for Counselors' Ideological and Political Education under the Background of "Internet +"

4.1 Actively Occupy the Position of Ideological and Political Leaders on the Internet

Counselors, as administrators of Ideological and political education at the front line, need to guide students thinking and value in the way of entertainment and teaching in order to change the traditional ideological and political education ideas and teaching methods. College counselors are the most closely connected teachers among the students. In awards, aid, study, diligence, credit: evaluation of merit and merit; activists; Party membership and promotion of merit, there are all-round opportunities to contact students, more easily into the student's hearts, to be students' life mentors and bosom friends. In the busy business work, we should make full use of our professional background, organize all kinds of practical activities, encourage the creation of original high-quality ideological and political education works, and do a good job in guiding the students national character thoughts, taking into account the needs of the current students' ideological and political work environment. In addition, counselors should also grasp the campus website and campus network culture propaganda, actively pay attention to participating in the school official website, Weixin, Weibo, PU pocket campus, paste bar, forum operation and management, fully grasp the principle of "online + offline" combined with network ideological and political education. Only by thinking what the students want and pressing what the students need, can we have a positive interaction with the students.

4.2 Actively Innovating Network Ideological and Political Education Mechanism.

The quality of Ideological and political education is closely related to teachers. In order to realize the rapid and high-quality development of network ideological and political education, we need to adapt to the development of the times and the change of student's ideas, constantly improve the ideological and political education system in Colleges and universities, and build a team of professional teachers with high quality and high technology. Counselors urgently need to change their ideas and concepts and use modern information technology to create a series of Ideological and political education activities with rich contents and novel forms. For example, in class management, counselors can sign in with the help of current blue clouds classes, which is convenient, efficient and easy for students to accept. Or we can organize the activities by using the function of creating the class of Lan Moyun Class, or we can use the curriculum circle and learning to interact actively with the students, to understand the student's ideological dynamics, and to do a good job of interactive guidance. This new ideological and political education mechanism not only enriches students' horizons, but also correctly guides students to make rational use of network resources. In addition, counselors should learn how to monitor and censor the intrusion of bad information while instructing students to use the network correctly. Especially in the network center of colleges and universities, it is necessary to filter and screen bad information regularly, intercept it for the first time, and actively participate in the construction of campus green network. In the face of some negative remarks, timely deletion management should be carried out, so as to clean up effectively at the first time, and strive to make the network a green platform for communication and communication with students in an all-round and multi-level way.

4.3 Actively Develop "Internet +" Platform for Ideological and Political Education in Colleges and Universities.

Under the background of "Internet +", ideological and political education is not confined to classroom teaching. Mobile client, computer and IPAD are the main channels for students to access the Internet. All colleges and universities fully rely on the "Internet +" technology, professional and technical personnel guidance and network environment to carry out "Online + offline" to build a digital platform. Counselors can change traditional heart-to-heart conversation education into WeChat, QQ communication and even e-mail communication. Teachers and students at both end of the network can relax very well and express their true feelings. Counselors can also provide targeted guidance and help through the acquisition of real information. In addition, it can also set up its own class WeChat public number, conduct professional guidance and operation, regularly edit and push the key contents of class student activities, group day activities, pre-test guidance for CET-4 and CET-6, and the key points of final examination, so as to form a good class learning atmosphere, so that students have a sense of belonging and pride, and comprehensively improve their enthusiasm for learning. According to the actual situation of the university, the academic and engineering departments of the university should set up the official website of the university, official micro-letters on campus, official micro-blogs on campus and PU pockets on campus in time, and publish all kinds of student thematic activities in time, including activists and student party members' "two studies and one job" essay-collecting activities, learning Lei Feng activities, curling Book fragrance reading month activities, Mental Health Month activities of university students and voluntary services. Activities, etc. Publicize vigorously with the help of pictures and texts, videos recording, H5 dynamic links, stimulate the enthusiasm of students to participate, create a good school atmosphere, College atmosphere, class atmosphere construction, and implement the fundamental task of education.

5. Summary

The popularity of Internet communication, the virtualization of information and the fragmentation of knowledge make the cyberspace no longer healthy. Many messages are induced and biased. College students have just come out of the ivory tower. Their outlook on life, world outlook and values have not really taken shape. Especially when confronted with the uneven information coming, they are easily misled and even make some radical actions, which increases the difficulty and pressure of Ideological and political educators.

The rapid development of Internet + has brought challenges to the current ideological and political education in universities. As a front-line educator of this network ideological and political education, counselors should firmly grasp the network development trend of Ideological and political education, occupy the main position of Ideological and political education, and make good use of technology and platform. In the actual work, we should constantly change our thinking, adjust our working methods, close to the student's line, and make the ideological and political work of college counselors scientific, efficient and digital.

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