

Improving the Effectiveness of Political Thought Education of College Counselors in the New Situation

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Abstract: It has important practical significance for improving the effectiveness of political thought education in institution of higher learning and giving full play to the role of counselors in political thought education in institution of higher learning. Communication is a common concern of many disciplines, and many disciplines such as psychology, sociology, communication, and education have specialized research on it. Under the new situation of informatization, there are more and more ways for people to obtain information, and ideas from various aspects are also spewing out. It greatly affects the way students choose to have a healthy personality. With the continuous development of mobile internet and wireless communication technology. Facing the new situation of development and the new requirements of the times, institution of higher learning are no longer simply a platform for imparting academic knowledge and cultivating professional skills. In view of this phenomenon, institution of higher learning have also made adjustments at different levels. In order to help college students have healthy personality, cultivate correct life values, improve college students' comprehensive quality and energy, and promote the development of Chinese socialism. First, on the premise of understanding the students, make a series of plans and implementation plans in combination with the actual situation of the students. It also studies and discusses the effectiveness of College Counselors' Political Thought Education under the new situation. This paper mainly explores the effectiveness of College Counselors' Political thought education, and then puts forward the improvement strategies to promote the effectiveness of Political Thought Education under the new situation.

1. Introduction

China's political thought education work in institution of higher learning is facing the reform of the new situation. Under this situation, college counselors are also facing a bad situation in the political thought education work of students [1]. It has important practical significance for improving the effectiveness of political thought education in institution of higher learning and giving full play to the role of counselors in political thought education in institution of higher learning. As a social group that accepts new ideas quickly, college students are at the forefront of sci & tech in the use and application of the Internet [2]. Communication is a common concern of many disciplines, and many disciplines such as psychology, sociology, communication, and education have specialized research on it. There are also many scholars in the field of political thought education who have studied it, which shows its importance [3]. Under the new situation of information, people have more and more ways to get information, and ideas from all sides are pouring in. It has greatly influenced students' choice of ways to have a healthy personality [4]. Only in this way can students establish correct three views. At the same time, college counselors should look at themselves from their own posts and formulate relevant rules and regulations to curb bad situations.

In the political thought education in institution of higher learning, counselors are an indispensable part of the education team. We should pay attention to understanding the problems existing in counselors' political thought work under the new situation and explore the optimization path. With the continuous development of mobile internet and wireless communication technology [5]. Facing the new situation of development and the new requirements of the times, institution of higher learning are not just a platform for imparting academic knowledge and cultivating

professional skills [6]. Instead, it should be a three-dimensional stage suitable for people to display their talents, promote their healthy growth, and cultivate more sound talents. In response to this phenomenon, institution of higher learning have also made adjustments at different levels. In order to help college students have a healthy personality, cultivate correct life values, improve the comprehensive quality of college students, and promote the development of Chinese socialism [7]. Therefore, on this basis, college counselors must re-adjust students' political thought education work. First, on the premise of understanding the students, a series of plans and implementation plans are made in combination with the actual situation of the students [8]. And made a research and discussion on the effectiveness of the political thought education work of college counselors under the new situation

2. Existing problems in Political thought education of College Counselors

2.1. The political thought education of college counselors is facing many challenges

Under the new situation, the political thought education of college counselors is facing many challenges. Under this background, some college counselors can't effectively judge what kind of thoughts are really bad thoughts [9]. There are even some college counselors who agree with the status quo of some bad ideas and forward some wrong views and bad comments on the Internet. People pay more attention to their own interests. People lack the warmth of helping each other, but more are the calculation of interests and mutual defense [10]. They attach great importance to political thought education in their work, and devote themselves to this work with passion and enthusiasm. Popularize health education knowledge for students in daily life, lead students to deeply understand socialist core values, and fully implement political education ideas. In order to improve the comprehensive quality of students, lay a solid foundation and promote the growth of students. When college counselors carry out political thought education for students, they cannot really understand the pursuit of college students and blindly teach them. As a result, students are not interested, and students can not really understand the meaning of political thought education in institution of higher learning. Therefore, the different growth environments of students require that political thought education should be taught in accordance with their aptitude, and different teaching methods should be adopted for different students, so as to better improve the effectiveness of political thought education.

2.2. Negative influence of colleges and Universities

As an important place for college students to grow and become successful, institution of higher learning pay enough attention to political thought education, but in the actual teaching process, the importance of the role of college counselors in political thought work is neglected. However, in the network society, because the communication between people is realized through various communication tools, there is no need for face-to-face conversation. Therefore, it is easy for students to let go of their defensive psychology, so as to completely open their hearts and fully express their feelings in the network. After entering institution of higher learning, most college students regard themselves as independent individuals, do not pay attention to integrating into the collective, and ignore the collective interests. They are even more confused about the future. They do not have a clear political belief, but only vague ideological beliefs. Counselors are required not only to have a solid foundation and professional qualities, but also to have the determination to face challenges, seek opportunities, be brave in innovation, and be enthusiastic and dedicated. Only in this way can it bring good results to the political thought education work in institution of higher learning. At the same time, many institution of higher learning regard students' truancy, lateness, fights and other violations of discipline as the performance evaluation of counselors, which leads to a lot of pressure on the performance evaluation of counselors.

3. Strategies to enhance the effectiveness of Political thought education of College Counselors

3.1. Accurately positioning the role of college counselors

Institution of higher learning need to rely on counselors to carry out political thought education work, continuously improve the ideological and moral quality of college students, and enhance the effectiveness of college counselors' political thought education work. It is necessary to first clarify the role of college counselors. For example, more and more counselors now register public subscription accounts with personal accounts. Content alone can no longer fully meet the needs of students. To attract attention, it also requires the cooperation of background technology. On this basis, the initiative and autonomy of students can be fully mobilized, so that students can truly accept, understand and transform themselves into actions from their hearts. Under the new situation, teachers can reprint some inspirational stories and famous aphorisms on microblog, and often browse the microblog dynamics of students. If students' ideological deviation is found, it should be corrected in time to avoid students going farther and farther on the wrong road. Although these assessment systems are somewhat complex on the surface, they have strong constraints, which ensures that counselors in Institution of higher learning can bring benefits to political thought work. Generally, the assessment system can be divided into four levels: excellent, competent, basically competent and incompetent. College counselors undertake complex student work. Therefore, we need to pay more attention to the role of counselors, improve the enthusiasm of college counselors, and better assist institution of higher learning in talent training.

3.2. Perfecting the working mechanism of college counselors

Institution of higher learning need to recognize the work of counselors and recognize their important role in assisting institution of higher learning to cultivate talents. Therefore, it is necessary to better improve the working mechanism of college counselors and provide them with a good working environment, which will help to improve the effectiveness of political thought education. At the same time, the Western hostile forces have not given up their ideological invasion of China. Various non-socialist values have always existed in the Internet, thus affecting the ideology of contemporary college students. Only on the basis of equality, the communication between teachers and students can produce interaction and interactive response. The counselors are professionally trained and continuously cultivated. They have strong professional knowledge and skills, but one aspect is also lacking, that is, their professionalism. The improvement of the mechanism can make counselors work more efficiently. Make college counselors more conscious and active in the process of work, and be able to deal with the work of Political thought education in accordance with the development of the new situation. Evaluate the work effectiveness of counselors, help counselors understand the deficiencies in their work from the perspective of students, constantly improve and improve the political thought education, and promote the effectiveness of Political thought education.

3.3. Strengthen the self-construction of college counselors

College counselors play an important role in political thought education work. Strengthening the self-construction of counselors can create an excellent team of counselors, improve the overall quality of counselors, and play an important role in improving the effectiveness of political thought education work. effect. Counselors should be more innovative in their work, constantly develop activity forms and themes, and enhance the attractiveness and influence of activities among students. The assessment team conducts assessments once a month, and a final assessment after the end of the semester. Rewards counselors with excellent work performance, and raises wages for qualified teachers, regardless of age, young teachers also have strong strength. At the beginning of school, counselors should focus on students' service work such as student loans, and at the end of the semester, they should focus on integrity examination education and safety education. It is for this reason that college counselors can not carry out targeted teaching and always connect some different knowledge together, which is particularly awkward in terms of sensory and cognitive

sense. Putting students in the main position and carrying out teaching work around students' needs will help to improve the effectiveness of Political thought education in Institution of higher learning and better meet the challenges of the new situation.

4. Conclusions

Counselors' work in institution of higher learning can help students improve their ideological and moral quality and play an important role in improving the effectiveness of political thought education. The Internet is full of all kinds of unhealthy social thoughts, which makes college students' thoughts affected to some extent. Therefore, it is of great significance to strengthen the political thought education for college students. Education is closely related to and mutually promotes the construction of a harmonious campus, and good ideological education is an important factor to promote the construction of a harmonious campus. Harmonious campus environment is an important guarantee for the smooth development of ideological education. Provide the most authentic feedback information for political thought education work, improve the teaching effect of political thought education, shape college students with all-round talents, and inject fresh blood into China's development. College counselors are companions in student life, they integrate into student life, listen to their current state of mind, and understand their ideological needs. This paper analyzes these problems, and then puts forward strategies to improve the effectiveness of political thought education in institution of higher learning, to better play the important role of college counselors, and to assist institution of higher learning in cultivating high-quality and comprehensive talents.

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