

Exploration and Analysis of Improving the Ability of Counselors in Publicizing and Thinking

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Abstract: The grass- root counselors in ideological and political work in colleges and universities play an indispensable role in the propaganda and ideological work in colleges and universities, who have become the main force to do well in propaganda and ideological work in colleges and universities. Therefore, strengthening the construction of counselor team and giving full play to the important role of counselors in propaganda and ideological work and ideological and political education are necessary ways to enhance the pertinence and effectiveness of propaganda and ideological work.

1. The Special Role of College Counselors in Propaganda and Ideological Work

1.1 A counselor is a main force in Ideological and political work in Colleges and universities

As a backbone force of College Students' Ideological and political work, counselors play a special role in the process of college education. A counselor is a grass root educational worker in a university. He is a person who understands students' status and grasps their ideological trend. It is also a person who can influence college students' moral character and behavior standard. For counselors, their job responsibility is to lead students' minds to a higher level, enable students to have the correct outlook on life and values, and also use positive mindset to meet every day's challenges [1-2]. To cultivate students' good professionalism and moral character is to do well the life guidance work of college students, like some students have encountered problems that cannot be solved in their learning or life. Instructors try to help them solve the difficulties they meet with their rich experience and life experience until they graduate smoothly. Therefore, the role of the counselor in the school is not only a tutorship, but also the role of support and encouragement in the spirit and behavior of the students.

1.2 The instructor is the key force for the college students to grow up

The counselor is not only the main force to do a good job of ideological work in Colleges and universities, but also the key force for the growth and development of college students. Counselors create a good environment for students to improve their learning attitude by strengthening the work of the party and the league, the class building, the style of study and the management of dormitories. At the same time, it plays a role in education, management and service in the learning and life of college students. It plays an important role in the growth and development of college students [3].

2. The Basic Principles for the Counselors to Carry Out the Ideological Work of Propaganda

2.1 Adhering to the principle of educating people and giving priority to moral education

The necessity of strengthening the ideological and moral construction of the students is also reflected in the establishment of correct moral and behavioral consciousness and the insisting on virtue based. To do well in propaganda and ideological work in Colleges and universities is to guide college students to meet the national development needs and talents requirements through ideological and political education. It is an important principle to implement education based and moral first.

2.2 Adhere to the principles of solving ideological problems and solving practical problems

Instructors should not only help students learning to solve practical problems in life, more important is the deep analysis of the reasons for these problems, the reasons of Ideological and psychological aspects; discover the root of the problem, starting to solve the students encountered in the actual difficulties from the source [4]. Campus life is not reflected students more knowledge, the purpose of university education, is to let the students to learn the truth in life, be a good person to occupation in the future in the workplace; at the same time, but also to cultivate their ability to solve problems, especially the ability to solve problems independently of her emotional problems and life problems. Therefore, counselors should do well in their ideological and faith, value pursuit and psychological counseling, so as to improve their resilience and resilience.

2.3 Adhere to the principle of combining theory with practice

The combination of theory and practice can improve the problem of students' ability to solve. Higher education should not only focus on improving the scientific and cultural knowledge and professionalism of college students, but also enhance the practical ability and professional skills of college students, so as to cultivate all-round talents for the country. Counselors in the specific work must be able to combine the theory and practice of college students to organize theme class meetings, volunteer activities and other forms of self-value; and then to learn the theoretical knowledge into practice, which can let the student through the real environment to solve practical problems existing [5].

2.4 Adherence to the principle of combining sparsely with guidance

The post-90s college students live in the new media age. They are active in thinking and personality differences. Therefore, counselors should conduct ideological guidance in different ways for students with different personality traits. Of course, we should use a relaxed, pleasant and harmonious atmosphere to infect students, so that students can also improve their mental state through their own unique way of thinking and unique insights. Let counselors can truly grasp each student's actual situation and ideological trend, and correct the incorrect ideas of students in time, so as to help them solve the existing puzzles. Secondly, we should use the main methods of ideological education to carry out thematic education, persuasion and persuasion, so as to guide students to change their misunderstandings in their minds, so as to improve their knowledge level with correct ideas.

3. The Way to Promote the Instructor's Ability to Publicize Ideological Work

3.1 Accurately positioning the role of College Counselor

For the role orientation of counselors as early as "the provisions of the Ministry of education on the construction of counselors in the Ministry of education" clearly pointed out the career orientation and professional characteristics of counselors, which also decided the unique role of counselors in carrying out propaganda and ideological work in Colleges and universities. In the propaganda and ideological work in Colleges and universities, counselors should give full play to their professional advantages, firmly establish their professional mission, define their positions in the work and play the role of counselors to guide students' minds correctly [6]. In addition, the counselor is also a service for learning life, a guardian of mental health, and an executive. It trains talents with strong thinking, noble character and solid professionalism for the country.

3.2 Strengthening the self-construction of Counselors

3.2.1 Strengthening the ideological and political quality

The counselor as a key force, influence the ideology and behavior of college students: first, to strengthen the construction of the ideological and political quality, perform their duties, do the instructors work, students counseling should also improve their service to education beliefs contribute more to the development of education in china. In addition, counselors play an

exemplary role and role model, strict demands on themselves, and constantly improve the ideological and moral consciousness, with a good and unique personality charm of speech and deportment around students [7].

3.2.2 Improving the knowledge of science and culture

Teachers are carrying out the task of teaching and educating people. Constantly improving their knowledge of science and culture is to meet students' needs by constantly updating knowledge structure and widening knowledge scope, and also an important way to enhance their working ability and achieve long-term development. Therefore, for the counselor, first of all, should be diligent in learning. Learning is an important way to improve theoretical level and professional knowledge. Only by establishing the concept of lifelong learning can we improve our knowledge of science and culture. Secondly, we should be good at learning and applying, be good at summarizing, and integrate theory with practice, and constantly improve our working practice ability with theoretical knowledge.

3.2.3 Improve work ability

In this educational background based on the development of the Internet, a great change has taken place in the ideological and behavioral consciousness of modern college students. With the rapid development of the Internet as the representative of the high and new media, new ideas are put forward for propaganda and ideological work. This requires us to improve our working ability and explore the working ideas and working methods that are suitable for the new situation. Instructors should also constantly improve their knowledge areas and enhance their language ability and ability to deal with things, interpersonal skills and so on [8]. We should constantly explore and innovate our working methods in our work, flexibly carry out propaganda and ideological work so that we can make our work a reasonable, progressive and realistic one.

3.3 Strengthening the construction of the counsellor team

The selection system of counselors also needs to be strict and broaden the principle. Let the Counselor's recruitment and employment mechanism deepen the difficulty, establish a strict admittance mechanism from the source, and enrich some counselors who are strong in quality and ability and have strong working ability, enthusiasm and hardworking. At the same time, improve the assessment mechanism, the actual performance to carry out propaganda and ideological work into the assessment system, support and encourage counselors to carry out propaganda and ideological work of college counselor assessment selection with fairness, justice and openness, promote their implementation of self-perfection and self-promotion.

Outstanding counselors for the selection should also establish a standardized and reasonable counselor's team audit system to ensure the scientific and stable counselors team. Counselor's mobility is a major influence on the construction of counselors. Counselor's team is a stable, malleable team, of course, counselors in college, although the role of counseling is assumed, but their behavior and ideological guidance of students occupy the dominant position. Therefore, in order to reflect the value position of instructors in schools, schools also need to improve the treatment of instructors so that counselors can be more recognized by their work and constantly improve their professional abilities and behaviors [9]. Third, establish a special counselor training system. According to the needs of social development and the development of schools, counselors also need to be trained before going to work so that newly recruited counselors can better define their scope of work and career goals and hold regular exchanges. Let the professional teacher training the counselors, each counselor becomes more outstanding.

The work of the counselor is not as simple as the outside world thinks. On the contrary, the work of counselors is very diverse and complex. However, it is also necessary to establish a mechanism of stress relief for the counselors in the face of such a working environment. That is to say, assistants can be provided for counselors, so that they can not only share jobs for counselors, but also help counselors to help more students solve problems in real life.

3.4 The method of innovating the work of propaganda and thought

First, it is an important carrier for counselors to carry out the ideological work of college students by enriching the activities of the campus and improving the targeted college campus activities of the propaganda and ideological work. When carrying out campus activities, we should pay attention to the effectiveness and pertinence of activities, closely following the theme of the times, focusing on the national line, principles and policies and the educational deployment of the Party Central Committee. In the campus activities, we should take the patriotic thought and the correct social thought and behavior consciousness as the main activity content. Carrying forward our traditional culture and correct values and core values can enable college students to understand their self-value correctly, so as to give back to the society through hard work.

Second, strengthen the organization and class construction of the Party group and strengthen the cohesiveness of propaganda and ideological work. The construction of Party and League organizations and classes is a grass-roots organization closely related to college students' learning and life. By using the role of the party organization and class construction, counselors can improve students' ideological awareness through the Party branch. The construction of the Youth League branch is to enrich students' campus life, and also cultivate their team spirit and sense of collective honor, so that everyone can grow healthily in a relaxed and happy learning environment.

Third, make use of the network media to innovate the new carrier of ideological work. The advanced nature and wide spread of Internet media make modern information content more colorful. It is easier for students to accept positive ideas through media channels. In particular, positive and positive information can help students set up correct ideology and correct values. It has become a new carrier of propaganda and ideological work in Colleges and universities. To establish a network platform for students can enjoy the text to express their true feelings, not only improve the students' awareness of communication, but also can let the teachers through the network platform this way with friends and students to interact one-to-one, improve work efficiency. In addition, students can share the educational resources through the network and understand more knowledge outside the classroom. It can be seen that the full use of the network media can improve the effectiveness of the ideological work of college students.

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