

On the Functions and Status of College Counselors in Campus Culture

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Abstract: Campus culture is a combination of the accumulation of a school's historical tradition and the current spiritual outlook. It is also a symbol of a school's uniqueness. As administrators of student work and ideological and political educators, counselors' extensive work and activities will inevitably play an important role and influence on campus culture at various levels. Based on the reality of our school, this paper takes all the counselors as the research object, takes empirical research as the main method, tries to reveal the functions and status of counselors in campus culture, and puts forward appropriate suggestions and opinions on how to better adapt the work of counselors to the current development trend of campus culture.

1. Introduction

Campus culture is a school's absorption and inheritance of its excellent traditions and culture in the history of development, and also a school's reflection and absorption of the overall spiritual outlook of the current society. According to the definition model of culture from the perspective of Marxist cultural view, campus culture can be divided into four levels: material culture, institutional culture, spiritual culture and activity practice. The purpose of this paper is to clarify the position and role of counselors in the construction of campus culture from these four aspects, and to put forward ways and means to strengthen the working ability and effectiveness of counselors, so as to achieve effective management and education for students, and to enhance students' self-management, self-speculation and self-development ability. In order to cultivate campus culture with self-healthy development ability.

2. Connotation and Extension of Campus Culture

Campus culture, as a complex sub-cultural form and phenomenon, is not only the absorption and inheritance of a school's excellent traditions and culture in its development history, but also the reflection and absorption of the overall spiritual outlook of the current society. Therefore, campus culture is both historical and contemporary, and therefore has a unique identity. Therefore, the basis and premise of this study is to clarify the connotation and extension of campus culture, and therefore delimit the scope and feasibility of empirical research.

Culture, English for Culture, originated from Latin, the original meaning is "everything obtained by cultivating for worship of God, referring generally to the results of human material production activities" [1]. From the perspective of Marxist cultural view, culture, as a historical category, "refers to the various achievements created by human beings for their own survival and development in a specific historical period on the relationship between people and people, people and society, and between people and nature" [2]. This definition points out the following elements: firstly, the creative subject of culture is human; secondly, the object that cultural creation refers to is the objective existence relative to the subject; thirdly, the practical activity of cultural creation is the process of combining the subject and the object, and therefore has the purposefulness and value orientation of the subject; in other words, cultural creation refers to the objective existence relative

to the subject. As a historical product, culture inevitably has the characteristics of the times and value orientation.

Therefore, based on the above-mentioned mode of defining culture from the perspective of Marxist cultural outlook, as a unique sub-cultural phenomenon and manifestation in a specific environment, the connotation of campus culture can be understood as “in the long-term school-running process, in order to promote the healthy growth of students and improve the cultural quality of teachers and students, Dao” Moral quality and aesthetic sentiment are the sum of material culture, spiritual culture, system culture and activity culture created by teachers and students in teaching activities [3]. This definition also reveals four levels of campus culture: the first level is material culture, mainly refers to the physical environment of campus, the material embodiment of campus culture, and the carrier of spiritual culture, including school appearance, campus architectural features, the degree of campus greening and beautification, cultural and sports facilities, school logo, school flag and school emblem. School flowers, school songs and campus souvenirs are the external level of campus culture and the entity existence of the crystallization of spiritual culture. The second level is the system culture, which mainly refers to the various school rules, ethics and codes of conduct, interpersonal activities, including teaching management system, student management system, dormitory. Building management system, reward and punishment system, community activity system, logistic support system, as well as unique campus customs, etiquette, ceremonies and so on, are the middle level of campus culture; the third level is spiritual culture, which mainly refers to the dominant group concept in campus culture, that is, the world outlook that people follow together; The outlook on life, values, undertakings and academic pursuits are mainly manifested in school spirit, teaching style and academic style. The fourth level is activity practice. Teachers and students affected by the above-mentioned campus culture will inevitably have school characteristics in their behavior and practical activities, and abide by common values and basic beliefs.

On the basis of clarifying the connotation and denotation of campus culture, this paper will delimit the scope of study with counselors as the main body. Counselors have dual roles as administrators of student work and ideological and political educators. Their functional categories and work practices mainly focus on their role orientation. That is to say, on the one hand, as administrators of student work, counselors follow the school's student management system to achieve daily management of students; on the other hand, as ideological and political educators, counselors guide students to establish correct values and carry out healthy and upward activities in accordance with the Party's educational policy. It can be seen that the work of counselors will have an impact on campus culture at three levels: school system, spiritual culture and activity practice. Therefore, in the following three aspects of campus culture: institutional level, spiritual and cultural level and practical activity level, this paper will take counselors as the research subject and empirical research as the main research means. Basic data on the daily work and activities of counselors. And the effect and influence of counselor's work is to obtain relevant conclusions through the investigation and research of students, the object of counselor's work. These data on students mainly come from the annual questionnaire survey conducted by the Student Department for all students and the subsequent “Statistical Analysis Report of Student Work Questionnaire Survey”. Based on the data obtained, this paper highlights the reality and characteristics of our school, and explores the functions and status of counselors in campus culture.

3. The Position and Function of Counselors in Campus Culture

3.1. Flexible Management to Create People-Oriented Campus Culture

From the perspective of system, campus culture covers such school management systems as teaching management system, student management system, dormitory management system, reward and punishment system, community activity system, logistical support system and so on. As the administrator of student work, one of the functions of counselors is to carry out daily management of students according to the relevant regulations of the school student management system. Therefore, from this point of view, the role and status of counselors are the executors of the system.

However, educational management is not only a means of education, but also an educational force. It has become an effective way to improve students' self-education and self-management ability, a platform for teachers and students to communicate and exchange, and a stage for students to show their individual talents. Therefore, because of the uniqueness of the working object and the flexible characteristics of the working methods, the management and activities of counselors also create a people-oriented campus culture.

Management can be divided into rigid management and flexible management. Rigid management is a kind of management mode based on rules and regulations, relying on restraint mechanism, discipline supervision, reward and punishment rules and other means. Rigid management emphasizes scientificization, legalization and standardization. This is also the most traditional management mode. However, the famous Hawthorne experiment in management points out that work efficiency and effect are not only affected by physiological and physical factors, but also by work environment and psychological factors. This has also changed the one-sided practice of "only attaching importance to material conditions, ignoring the impact of social environment and social psychology" on people in the past management. Therefore, flexible management emphasizes the improvement of the interpersonal environment and the satisfaction of the needs of the managed to improve the enthusiasm, initiative and spirit of cooperation of the managed to achieve the purpose of improving efficiency. The concept of flexible management is also a manifestation of the enhancement of humanistic consciousness in educational management [4].

As for the management of counselors, because their work targets are college students who tend to be mature in self-awareness, independent personality, value orientation and psychological status, simple rigid management methods cannot achieve good results, and may even lead to rebellion and antagonism among students. Especially at present, the main body of the students in the school is the post-90s students, who emphasize the publicity of personality and self-development, and do not want teachers to give too many rigid and rigid constraints. The flexible management methods of counselors to students include: through the consultation and service of relevant information, formulating non-mandatory management methods such as guiding knowledge and ability development plan, concrete demonstration, suggestion, advice, guidance and encouragement, and exerting influence on College students, striving to improve and strengthen their autonomy. Management consciousness and self-management ability. With the help of technical means, in addition to the traditional form of heart-to-heart talk and visiting dormitories, counselors are increasingly paying attention to the application of network media. Through the research and development of our counselors, we found that all the counselors in our school have established the Wechat Group of their classes, and realized the flattening of information transmission. Various colleges and universities have established Wechat public numbers to strengthen the ideological guidance of students. In terms of practical effect, the premise of flexible management is to give students equality and respect, and on this basis, enhance students' self-participation to enhance their self-awareness. In the decision of class committee selection, scholarship evaluation and election of excellent League members, counselors have expressed the need to fully respect students' ideas and feelings, and to implement the above management work in an open and fair manner. Therefore, flexible management, with its emphasis on interaction, the artistry of working methods and the differences between students, relies on democratic equality, personality induction, personality stimulation and other ways to stimulate students' subjectivity and creativity from the heart, and turns management intent into students' conscious action. From the institutional level, the flexible management of counselors has added humanistic care and humanistic factors to school management, and created a people-oriented campus culture atmosphere.

3.2. Value Inheritance and Cultivation of Campus Culture with Socialist Values as the Core

From the spiritual level, campus culture refers to the dominant group concept, that is, the world outlook, outlook on life, values, career outlook, academic outlook and so on. As an ideological and political educator, the core orientation of counselors is the condenser and inheritor of socialism with Chinese characteristics in the new era, that is, through various forms of Ideological and political

education, to guide students to establish a correct world outlook, values and outlook on life, and to cultivate students' loyalty to the Party and the country and positive progress. Learning attitude and correct belief in life. Therefore, while fulfilling the function of Ideological and political education, counselors also play the role of value inheritance and cultivation of campus culture with common values.

But in the current situation, there are more and more factors affecting the ideological growth of College students. Questionnaire surveys conducted by universities in Shanghai, Chongqing, Nanjing and Hefei on the theme of “political consciousness and participation of contemporary college students” sponsored by Xinhua News Agency show that the Internet and domestic and foreign media are increasingly becoming the main sources of political information for college students. For example, on the issue of the source of political information, Fudan University students choose 30% of the mainstream newspapers, 40% of the domestic network, 10% of the overseas network and 20% of the classroom; Chinese University of Science and Technology students choose 44% of the mainstream newspapers, 36% of the domestic network, 12% of the overseas network and 8% of the classroom; Nanjing University students choose 54% of the mainstream newspapers and magazines. Domestic network is 30%, overseas network is 6%, classroom is 10%. It can be seen that compared with the increasing influence of the mainstream newspapers and networks on College students, the proportion of the influence of classroom education on College Students' ideological and political concepts is declining. Therefore, under the circumstances of diversification of information sources and increasing space and flexibility of public opinion, the way and role of counselors' ideological and political education and value inheritance are particularly important.

In view of this, our college counselors aim at cultivating socialism with Chinese characteristics in the new era, and take various flexible ways and methods to achieve the effectiveness of Ideological and political education. One of the platforms is the situation policy course every semester. Combining the current hot issues at home and abroad, through in-depth theoretical analysis, students can understand the real reasons behind the events and the international environment and status of China, and then stimulate students' patriotic enthusiasm and crisis awareness. Secondly, it is to enhance students' sense of historical mission and social responsibility through history education, combining with major anniversaries and major achievement nodes. In addition, in the form of education, combined with the theme of education, increase the practice link. Social practice can arouse students' interest and enhance their effectiveness. It is a form of education that students are willing to accept (see Table 1).

Table 1 For ideological and political theory education, in addition to class, what is your favorite way?

Whatkind of Ideological and political theory course do you like best?	Thematic Report	social practice	visit	Watching TV Educational Films	Other
Total selection frequency (person)	358	2109	1061	1600	273
Total Selection Percentage%	6.6%	39.1%	19.6%	29.6%	5.1%

Therefore, through the above effective forms of education, counselors play a vital role in inheriting fine cultural traditions, cultivating students' correct values and beliefs in life, building students' patriotism enthusiasm and building the motherland's feelings. From the spiritual level of campus culture, counselors in their ideological and political education practice, because of the role of value inheritance, also bear the role of cultivating the campus culture with the new era of socialism with Chinese characteristics as the core.

3.3. Individuality Guidance and Construction of Campus Culture with Quality Education as the Target and Social Practice as the Means

From the practical level, campus cultural activities cover all kinds of activities carried out by teachers and students as well as community activities, which have school characteristics and highlight the basic values, beliefs and identities shared by teachers and students, which is also the

most specific representation of the impact of campus culture on many levels of teachers, students and production. Counselors, as the most closely related educators with students, play the role of life mentor of students while fulfilling the function of Ideological and political education, and provide suggestions and guidance for students at the level of specific practical activities. Therefore, on the level of activity practice, counselors can clearly define individual development goals and directions in practice by encouraging and guiding students to develop in many ways, achieve individualized education goals, and achieve the ultimate goal of quality education.

Quality education has become an important concept of contemporary education in China, and its core value is the development of individual students. Quality education pays full attention to the individual differences of people, and tries to transform the differences of college students into the unique qualities of individuals through the influence of education, so that the basic qualities and characteristics of each student can be fully displayed, the potential of college students can be fully exploited, and the individual vegetarian diet of college students can be developed freely and comprehensively. The purpose of education [5]. Based on this, while emphasizing professional education, colleges and universities also strongly encourage students to develop autonomous student associations and actively participate in various social practice activities to encourage students' personality development. Specifically, our school aims to train high-skilled technical and knowledge-based talents, and is close to academic, industrial and employment. Therefore, all kinds of social practice have become an indispensable and important link to make up for the defects of professional education, improve students' practical ability and cultivate students' personalized development.

Table 2 Have you participated in the social practice activities organized by the school?

Have you ever participated in the social practice activities organized by the school?	Has participated	No participants
Total selection frequency (person)	2460	2598
Total Selection Percentage%	48.6%	51.4%

Table 3: What do you think is the most important meaning of participating in college students' social practice activities?

In your opinion, the most important significance of participating in college students' social practice activities is	Colorful afterschool life	Develop teamwork	Enhancing Personal Ability	Complete tasks	Increase experience	Preparing for a job	Serving the Society	Other
Total selection frequency(person)	2499	3124	3640	608	2652	1985	1078	181
Total Selection Percentage%	15.8%	19.8%	23.1%	3.9%	16.8%	12.6%	6.8%	1.2%

From the above table, we can see that our students themselves attach great importance to social practice, and also give great expectations to social practice in enhancing personal ability, fostering team spirit, increasing experience and preparing for employment. From the point of view of the types and forms of practice, the first is the practice aiming at enhancing professional competence, which covers various forms of scientific and technological competitions, enterprise practice and on-the-job training; the second is the practice aiming at promoting students' personalized development, which includes various associations sponsored by students; the third is the practice based on the entrustment of school associations. Practices with the function of Ideological and political education, such as various kinds of volunteers, various kinds of summer social practices in-depth local and grass-roots investigation. In addition to the above forms, some students also actively accumulate experience and exercise ability through part-time, short-term internship, tutor, work-study, etc., which is very common among sophomores and juniors in our university. In all kinds of practice, the main role of counselors is to provide advice and guidance for students, just as 77.9% of the students

in our school think that the role of teachers in the community is to help them when they need it. The guidance of counselors is mainly manifested in respecting students' individuality and willingness, providing counseling and planning for students' career development, imparting communication and interpersonal skills, team work methods, and giving corresponding help in practical difficulties.

Counselors are the group of teachers who have the closest and most frequent contact with students, and their influence on students is direct and lasting. Through the guidance and help of counselors, aiming at encouraging students' personality and overall development, we should guide students according to their aptitude and circumstances in practice, perfect personality shaping, make a good life plan, and realize students' all-round and healthy development. In the process of guiding students' personalized development, counselors also play a role in building campus culture with quality education as the goal.

4. Follow the Development Trend and Improve Work Ability

Based on the analysis of the status and functions of counselors in campus culture, this paper will focus on how to make full use of the information network technology to strengthen the work ability and effectiveness of counselors, so as to achieve effective management and education of students. In order to improve students' self-management, self-speculation and self-development ability, and cultivate campus culture with self-healthy development ability.

4.1. Make full use of the network platform of student work to realize effective management

At the institutional level of campus culture, counselors play the roles and functions of flexible managers. The purpose of their management is to implement the school-related student management system. The second is to stimulate students' self-awareness through flexible management and ultimately realize students' self-management. To make full use of the student work network platform we have built, we will continue to improve management. In the routine management of students, the student management platform covers such modules as registration of students' basic information, helping students with difficulties, publishing class information and communicating with counselors. Through this platform, counselors can quickly convey school-related information, establish communication channels with students, timely understand the status of students, help students solve problems and difficulties, better realize the management of students, and enhance the management effect because of the network, a form that students are willing to accept. In guiding students' self-management, the student management platform covers all matters related to students' individual. Students can make corresponding choices according to their personal conditions and give feedback automatically after they are familiar with the operation of the platform. It is beneficial to cultivate students' self-management. Guiding students to be responsible for their own affairs and making it a habit is the basis of students' independence and autonomy.

4.2. Guiding Students to Screen Network Information and Promoting Students' Political Thinking Ability

In the spirit of campus culture, counselors play the role and function of cultivating students' correct value orientation, but the diversity of information sources also makes ideological and political education face challenges. The survey sponsored by Xinhua News Agency mentioned above also shows that at present, many college students rely heavily on network information and even exclude other channels of information. The network information itself is a mixture of fish and dragon, which is also very easy to blindfold the audio-visual, resulting in students' distorted understanding of events. Therefore, the network information can make the information transmitted quickly, and enable students to get the channel to understand the outside world. At the same time, counselors should also focus on cultivating students' political thinking ability, so that students can distinguish the network information, adhere to their own political position, not be disturbed by bad outside information, and always maintain the correct value of young students. Orientation, belief in life and firm socialist stand.

5. Conclusion

To sum up, on the basis of clarifying the connotation and denotation of campus culture, this paper explores the status and functions of counselors in campus culture from three aspects: the system, spirit and practical activities of campus culture, taking counselors in our university as the research subjects, and based on the data obtained from empirical research. From the institutional level of campus culture, the counselor guides students' self-management by flexible management mode within the framework of school student management system, and creates a people-oriented campus culture atmosphere. From the spiritual level of campus culture, counselors cultivate campus culture with socialist values as its core by guiding students to establish correct values and beliefs in life, stimulating students' patriotism and enthusiasm for serving the motherland. From the perspective of practical activities of campus culture, counselors can guide students to clarify their own development potential and direction, encourage students to develop individually and achieve the goal of quality education by giving them guidance, suggestions and help in various activities.

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