

Research on the Effectiveness of Ideological and Political Education Work of College Counselors

Juan Duo

Yunnan College of Business Management, Kunming, Yunnan, 650106

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Abstract: The effectiveness of the ideological and political education work of college counselors refers to the practical effect of the ideological and political education work of college counselors and the realization of their practical goals. Factors affecting actual effectiveness include educators, educational objects, universities, and the social environment. This paper aims to focus on improving the quality of college counselors, change the work concept of counselors, improve the methods and methods of their work, and increase the construction of college counselors, so as to effectively improve the effectiveness of counselors' ideological and political education.

1. Introduction

As an important part of teachers in colleges and universities, college counselors are the main bearers of ideological and political education for college students, the organizers and educators of ideological and political education, and the backbone of ideological and political education. The effectiveness of the counselor's ideological and political work directly affects the growth and success of college students, and plays an irreplaceable role in the overall development of college students. The unprecedented prosperity of the country, the development opportunities brought about by it, and the many development contradictions of contemporary college students have put forward higher requirements for the ideological and political education of counselors. In reality, the effectiveness of the ideological and political education of college counselors is not satisfactory. Therefore, in order to further enhance the effectiveness of the counselor's ideological and political education work, this paper will explore the connotation of the effectiveness of the counselor's ideological and political education work analyze the reasons for the low effectiveness and the countermeasures to enhance the effectiveness.

2. The Connotation of the Effectiveness of Counselor's Ideological and Political Education Work

The so-called effectiveness mainly refers to the ratio of the final result of a job to the expected estimation. That is to say, whether the effect of the tone is achieved, if it is achieved, the effectiveness of the work becomes high, and vice versa. The judging criteria used for different jobs are different for judging whether a practice activity has achieved the expected interest or effect. In addition, the results of different people to judge are different from person to person. The main reason is mainly because there are many factors that affect the effectiveness and it is difficult to control. Generally speaking, in terms of the effectiveness of the ideological and political education work of college counselors, the influencing factors mainly include educators, educational objects, universities and social environment. To fully understand the effectiveness of the ideological and political education work of college workers, we can start from these three aspects [1]:

First of all, the effectiveness of the ideological and political education work of college counselors means that the counselors have achieved results in a certain period of time after carrying out ideological and political education work, which has a positive and positive impact on the students' thinking and enhances the students' potential thinking.

Secondly, the effectiveness of the counselor's ideological and political education work refers to an organic unity of the internal and external effects of the students' thinking. The change of students'

thoughts is not only the change of external behavior, but the internalization of thoughts into their own, into their own moral character, learning to care about national affairs, love the collective, and care for unity students in daily life.

Thirdly, the effectiveness of the ideological and political education work of college counselors means that ideological education allows students to learn to unite individual and social benefits. In society, the family can have a complete and healthy personality.

3. Problems in the Effectiveness of Ideological and Political Work of College Counselors at the Present Stage

With the continuous development of the society, the educational methods have undergone many reforms. At present, the educational methods of many college counselors are too backward and backward, and they are unable to meet the learning and growth needs of modern students. The traditional way of thinking and teaching is irrigation teaching, which is too boring for modern students, which is not conducive to the smooth progress of education. In addition, the counselor's understanding of ideological and political work is not perfect. In the surveys of some universities in Shanxi Province, there are data showing that most of the counselors' ideological and political work methods have great limitations, and they must ensure the participation of all students. At the same time, it also saves working time. Therefore, the class meeting has become the main way for counselors to carry out ideological and political education.

In the modern society with more and more colleges and universities, the competition among colleges is becoming fierce. Many colleges and universities are too much in pursuit of the number of students, ignoring the quality of the students they have trained, resulting in the low quality of their students and the chaos in the school. Under this circumstance, the senior leaders of the school believe that the behavior of the students and the management of the learning system should be strengthened, but the important work of ideological and political education is not included in the system management, and the ideological and political education work carried out by the counselors is not given. Emphasis on other tasks assigned to counselors also makes counselors do not have more time to do educational work. Over time, not only will the effectiveness of ideological education work be insufficient, but it will also have an adverse impact on the overall development of students [2].

4. Suggestions for Improving the Effectiveness of Ideological and Political Education in College Counselors

First, to improve the quality of counselors, because the ideological and political education accepted by counselors determines their ideological and political education for students, therefore, the overall quality of counselors should be cultivated to have good political quality, ideological and moral quality and Rich scientific and cultural knowledge and good psychological quality, in order to always maintain the correct direction and philosophy of education. Contemporary students generally have various problems. Only a good tutor can help them establish a correct outlook on life, world views. A wise counselor will help different students with different psychological problems. Second, to enhance the counselor's innovation in ideological and political education methods, it can be seen from the above problems that students' interest in ideological and political work depends on the teaching methods of teachers. Therefore, the counselor should understand the things that students are interested in and the lack of spirit in the contemporary era.

For the development of ideological and political education in colleges and universities, we must pay attention to its pertinence. University leaders should fully recognize the importance of counselors in the minds of students, clarify the nature and status of counselors' work, and give counselors the confidence and encouragement to work actively. . In addition, we must continuously improve the status and treatment of counselors and provide more effective protection for their work. The counselor's work should be recognized, and the counselor's suggestions should be carefully considered. The counselor should be freed from the heavy transactional work, and the construction

of the counselor team should be strengthened to make it more time and Opportunity to get to know the students. According to statistics, students are not willing to tell their counselors about their inner affairs. 52.9% of the students are too close to the counselors, and there is no intimacy. 29.4% of the students are because of their personal character, 17.6%. The students are because the counselors are too busy. It can be seen that the study should give the counselor sufficient time so that the counselor can have time to understand the students and let the students know about themselves while completing their daily work. This will not only help strengthen communication with students, but also enable counselors to better carry out different ideological and political education activities in different situations to improve the effectiveness of ideological education in colleges and universities .

First of all, each student has a different view of everything. The activities of the counselor to carry out ideological and political education should depend on the students. For example, counselors can use community activities to complement each other's strengths. On the one hand, they can create a positive learning atmosphere, increase the atmosphere of students' self-learning and enhance their knowledge and ability. On the other hand, they can also pass excellent Community culture to attract students' interest in the community so that they can discover their personal interests and realize their own value. In addition, we must improve the mental health education system, care for students at all times, teach students how to overcome psychological barriers through psychological counseling, or set up a special psychological counselor to create a healthy psychological atmosphere [3].

Strengthen the innovation of counselors' ideological and political education methods and methods. Traditional Chinese education For a long time, the knowledge-based concept and the one-way instillation have not met the requirements of the development of the new era, which are not in line with the requirements of integration into globalization, and are not suitable for the characteristics of contemporary college students. Therefore, as an ideological and political education College counselor should change the old concept of education, establish a people-oriented concept, innovate the ways and means of work, and achieve the goal of educating and managing people.

Ideological and political education is a work to solve people's ideological problems and correct the position and viewpoint of life. The ideological problems and viewpoints of educational objects always address the realistic views of social and life issues and the performance of real behaviors. . Counselors can only start from the social and practical issues that students are generally concerned with, based on the full investigation, understanding and familiarity with the characteristics of students, and the needs of students, and close to the students' actual situation, carry out ideological and political education in a targeted manner, and then enhance ideological and political education.

Counselors should grasp the timing and focus of the work according to the growth rules of college students and the needs of the grade level, properly guide the students to strengthen self-education and self-management, gradually consolidate and strengthen the students' reasonable needs, cultivate their sentiments, and increase their Talents, promote the development of college students to a high level. In addition, due to the diversity of students' motivation to learn, diversified ideas, and unbalanced moral qualities, college students have diversified acceptance and internalization of the content of ideological and political education. This requires the counselor's ideological and political education work to target different types of students, seize the best opportunity, such as the participation of party activists, in difficult times, etc., to carry out hierarchical education, highlighting the individualization of education. The psychological education throughout the university is also very important. Counselors should effectively carry out mental health education based on the psychological characteristics of college students [4].

The so-called ideological prediction is to apply the basic principles of Marxist philosophy, forecasting and psychology, to make predictions and speculations in advance on the ideological changes and behavioral changes of educational objects, so as to grasp the initiative of ideological and political education. For the counselor, it is necessary to carry out scientific analysis and logical reasoning through the characteristics and laws of student's thought changes and behavior changes in

normal work, with a large amount of information and materials, combined with the experience and lessons learned. Do a good job in ideological and political education. Colleges and universities should pay full attention to the construction of counselors and improve the effectiveness of ideological and political education.

College counselors are engaged in the most basic and cutting-edge work in ideological and political education. The impact on students' ideological education and subtle influence is enormous. However, most colleges and universities do not have a clear understanding of the nature of counselors' work, and attach importance to work. Not enough, resulting in low professional status and professional prestige, short occupational life, failed to play its due role, colleges and universities do not have a clear division of labor are done by counselors, which makes it difficult for counselors to study ideological and political education in depth Writing high-level essays, lacking the energy to reserve the various capitals needed for the evaluation of titles, but also affecting the reputation and status of the counselors, resulting in the instability of the counselor team. Due to age restrictions, it is impossible to be a life counselor. Moreover, their way out is very narrow. The promotion is a single-wood bridge. The transfer is also restricted by the above factors, and it is difficult to succeed. They are in a state of embarrassment, sorrow, and dilemma. To give full play to the strength of this team, we should decompress the counselors on the basis of optimizing the team, clearly define the nature and development direction of the counselors' work, and liberate them from the multi-headed and complicated affairs. More energy is put into the work of ideological and political education research. At the same time, it is necessary to maintain the dynamic development and stability of the team, attach importance to the long-term development of the counselors, and provide multi-channel development opportunities and conditions for this team [5].

5. Conclusion

In summary, there are still great problems in China's colleges and universities. With the continuous development of social modernization technology, the arrival of the information age and the new media era, the ideological and political education of college counselors has become an urgent task. Colleges and teachers should pay attention to the overall development of students. While paying attention to professional learning ability, they should also cultivate the overall quality of students, so that they can learn to be independent and learn self-confidence in schools, and gradually grow into modern high-quality talents suitable for the needs of the country and society.

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