

Research on the Measures to Improve the Effectiveness of Ideological and Political Work of College Counselors

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Abstract: In the ideological and political education work for college students, the ideological and political education work of counselors is an important component, and its effectiveness will directly affect the results of ideological and political education for college students. At this stage, the problem of low effectiveness of ideological and political education work by college counselors is still widespread. Studying strategies to improve the effectiveness of ideological and political education work by college counselors is of great significance for solving existing problems. Therefore, based on the analysis of the importance of ideological and political work in universities, this article explores measures to improve the effectiveness of ideological and political work of college counselors, with a view to optimizing ideological and political education in universities.

1. Introduction

College students are the new force in the construction of the motherland and the hope for national rejuvenation. They are related to the realization of the Chinese dream and the future of socialism with Chinese characteristics in the new era. Ideological and political education is an important content of university education, and the main implementers of this work are the vast number of counselors, who are directly related to the way of thinking and beliefs of college students, the healthy growth of college students, and the success or failure of ideological and political education. Under the new situation, the widespread use of the Internet and the massive impact of multiculturalism, such as Korean Wave and Internet Celebrities, pose challenges to the ideological and political education work of college counselors. Therefore, how to effectively enhance the effectiveness of ideological and political education work of college counselors is particularly important.

2. The Importance of Ideological and Political Work in Colleges

Firstly, it can improve the core quality of counselors' ideological and political education work. Traditional counselors' ideological and political work usually adopts the method of organizing and participating in the entire education. The counselors occupy the dominant position in the ideological and political education work, and students have always been in a passive position in learning and participating in activities, which has a negative impact on improving the quality of students' learning. In enhancing the effectiveness of ideological and political education, counselors can transform traditional educational methods and concepts, adopt a free and equal common approach with students, give students the opportunity to speak independently and clearly express their ideas, transform traditional persuasion education into guidance and choice by counselors, highlight the core of students in ideological and political education, and deepen students' reasonable mastery and understanding of the required knowledge. In the development of ideological and political education, by continuously enhancing the effectiveness of ideological and political work, improving the knowledge level of counselors, and allowing them to better participate in talent cultivation and education work.

Secondly, it can improve students' level of learning and inquiry in ideological and political education. In the context of the continuous enrichment and development of online information

resources, college counselors can combine the development characteristics of online platforms to provide students with rich online education resources and information content, and achieve the development goal of truly communicating with students anytime, anywhere, and interactively. This can continuously expand the working space of ideological and political education, enable students to actively participate in the study and life exploration of online ideological and political education, help counselors quickly find a starting point for work, understand the ideological changes of students, and improve their learning efficiency and cultural level as much as possible.

Thirdly, it can optimize the form of students' ideological and political education activities. During the development period of enhancing work effectiveness, traditional counselor work methods and activities can be transformed. Traditional ideological and political education activities mainly focus on speeches, thematic meetings, and group activities, placing students in a passive acceptance position. To change this situation, counselors can enhance the effectiveness of their work and organize diverse practical teaching activities for students in combination with new media, especially mobile phones and mobile network clients. In addition, by giving play to the educational function of online media, counselors can make information dissemination faster, enable students to fully understand the knowledge of ideological and political education, make students' learning more active and proactive, continuously integrate ideological and political education concepts into all aspects and hearts of students' learning, and promote the development of counselors' ideological and political education work.

3. Measures to Improve the Effectiveness of Ideological and Political Work of College Counselors

3.1. Clarifying Job Responsibilities and Strengthening Learning

To enhance the effectiveness of ideological and political education for college counselors, it is necessary to strengthen their sense of responsibility, that is, to require counselors to position and grasp their work status and roles, master comprehensive and professional education methods, and clarify their importance in the growth and learning process of students, so as to carry out ideological and political education work in an orderly manner. Counselors first need to scientifically set up specialized ideological and political education work, and infiltrate ideological and political education in daily life, so as to scientifically and effectively establish a systematic ideological and political education curriculum system, and ultimately achieve purposeful and directional teaching. Before carrying out ideological and political education, counselors need to update their teaching concepts and knowledge systems in a timely manner, focusing on the ideological status quo of college students in the new era, so as to improve the effectiveness of teaching, enable students to lay the ideological and moral foundation, and form a correct "three values" in the later stage. In addition, counselors also need to learn with an open mind, continuously improve their comprehensive and professional qualities, strengthen their attention to various psychological, sociological, and current political hot spots in daily life, have a comprehensive knowledge base, focus on grasping students' ideological trends and behavioral habits, and be aware of their various emotions, so as to have methods and skills to solve students' psychological problems. Counselors also need to attach importance to the importance of communication, clarify the value and connotation of ideological and political education, and establish good relationships with students to smoothly carry out ideological and political education.

3.2. Strengthening Communication with Students based on Student Ontology

In the new era, college education needs to be student oriented, establish morality and cultivate people, and promote the comprehensive development of students. Therefore, counselors also need to actively change their educational concepts and attitudes, based on the student body, actively play the role of student subjectivity and self guidance in the ideological and political education work in colleges and universities, stimulate the participation and enthusiasm of many students, so as to meet the development needs of students, and also allow students to consciously and actively participate

in the study of ideological courses. Moreover, counselors also need to be based on individual students, clarify their ideological, psychological, and psychological needs, and ultimately develop a personalized, humanistic counseling program for students to ensure the scientific and effective implementation of ideological and political education. The ideological and political curriculum focuses on theory, but pure theoretical teaching has no practical effect. Teachers need to focus on transforming theoretical knowledge of the ideological and political curriculum, implement and carry out practical and exploratory activities, focus on stimulating students' subjective consciousness and initiative, and carry out in-depth ideological and political education work based on students' own ideological characteristics and thinking rules. In addition, counselors need to develop a layered education approach based on individual students, develop personalized education methods for students, focus on one-on-one communication, and pay attention to ideological inspiration. For students with physical and mental development problems, counselors need to guide them ideologically and behaviorally, so that students can form a correct world outlook, outlook on life, and values.

3.3. Innovating Educational Methods and Enhancing Students' Interest

Ideological and political education is a boring and boring language education work. If counselors use traditional education methods for a long time, it will affect the educational effect and also make students lose interest. Therefore, counselors need to innovate educational methods, pay attention to communicating with students, timely understand their ideological status, and track specific results in the early, middle, and late stages of daily ideological and political education work, so as to comprehensively control the teaching effect and the ideological status of students. In addition, counselors should constantly improve the information feedback mechanism and analyze all kinds of information to improve communication effectiveness and enhance the effectiveness of educational work. Counselors need to improve and innovate based on the current situation of daily ideological and political education. For example, counselors organize students to carry out psychological communication activities, directly carry out face-to-face ideological and political education, or carry out cultural and educational activities, campus construction activities, and integrate ideological and political education into them, allowing students to consciously participate in the study of ideological and political education. The counselor should pay attention to the careful selection of activity effectiveness and educational methods, which should be consistent with student characteristics, and avoid deviation from the theme and formalization of the activity. In addition, schools also need to strengthen the construction of ideological and political education work teams and establish ideological and political education work teams. Schools can actively carry out various thematic activities such as ideological and moral education, ideological quality education, and personal character education on special days such as the opening of school, anniversary, school anniversary, and graduation and departure from school, to enhance students' understanding of ideological and political education. For example, the school actively invites some patriots, scientists, and thought leaders to enter the school to carry out speech activities, special lectures, and other activities (as shown in Figure 1), so that students can deeply understand the importance of ideological and moral education from different levels, so as to understand the importance of thought, three values, morality, and quality for a person's growth.



Figure 1 Special lectures on ideological and political education in universities

3.4. Optimizing the Teaching Environment and Increasing Educational Motivation

Firstly, optimizing the social environment. Colleges and universities should actively communicate with the public and community personnel, advocate social support and concern for ideological and political education in colleges and universities, prevent college students from entering unhealthy places, and provide care and support to college students who enter social practice for the first time, to help them better adapt to society and avoid some erroneous biases. And social groups also need to create a good network environment for college students, strengthen the security management of network information, prevent college students from contacting some bad network information, and ultimately create a safe and healthy social atmosphere. This can attract college students to consciously enter society, maintain a positive attitude, and consciously participate in the atmosphere of social ideological and educational activities, thereby subtly improving their ideological and moral qualities.

Secondly, optimizing the campus environment. The campus environment is a part of the social environment, closely related to students' lives and learning, and it is also an important base for truly implementing ideological and political education work. Therefore, an important way to improve the effectiveness of ideological and political education work for counselors is to attach importance to the environmental construction capacity of the education base, thereby continuously optimizing the social environment. This requires all departments of the school to strengthen cooperation and take the initiative to assume the responsibility of ideological and political education. Schools need to attach importance to the construction of cultural walls, and post various celebrity portraits, famous sayings, and aphorisms in school corridors, student dormitories, and classrooms to enhance the atmosphere of ideological and political education on campus, so that students can receive ideological and political education in every word and deed.

Finally, optimizing the family environment. Family is also a part of influencing ideological and political education for college students. Therefore, while strengthening the effectiveness of ideological and political education in schools, it is also necessary to pay attention to utilizing family education resources. Counselors need to maintain close communication with students' parents and receive their support and cooperation, so as to achieve a dual education of home school cooperation. In addition, when conducting family ideological and political education, counselors also need to promptly understand the family backgrounds of different students, and carry out one-on-one personalized family ideological and political education for students, thereby effectively improving the quality of education, and indirectly protecting students' privacy.

4. Conclusion

As an important base for social talent cultivation, colleges and universities play a very important role in promoting China's economic development and social progress. Therefore, college counselors need to actively guide students to achieve their own values. College counselors, as the group of teachers who have the most contact and closest relationship with students, are of great significance in guiding students to develop correctly and establishing reasonable values and worldviews. Therefore, college counselors need to possess high-level ideological and political education capabilities, improve their work efficiency and quality, and promote the healthy development of college students in China.

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