

Mechanism Optimization of the Dual Training Based on Ideological and Political Instructor of New Media

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Abstract: with the rapid development of information technology, human society has entered the era of new media. Under the impact of the reform of the education system in colleges and universities and the new media, the ideological and political work of college counselors is facing a grim situation. The education of students' world outlook, outlook on life and values must conform to the trend of the times and actively expand the network ideological and political work in order to ensure the effectiveness of students' ideological and political education. The ideological and political work of college counselors can not meet the needs of contemporary college students' values education and social development. Therefore, it has become the focus of all walks of life to explore the path of ideological and political work of college counselors in the new media era. Based on the reality of colleges and universities, this paper analyzes the existing problems and puts forward a new training path for college counselors.

1. Introduction

At present, the rapid development of information technology, relying on the innovation and development of computer technology and the internet, new media have emerged at the historic moment, and the era of new media is coming [1]. Different from the traditional media environment, the expression form of new media is not based on the well-known newspapers, magazines, or televisions, but on the media such as streaming media, and spread through instant messaging tools, well-known websites or various social platforms. This has a huge impact on the entire society [2]. And this epochal characteristic has a profound influence on the cognitive ability, thinking mode and ideological value of contemporary college students during their growth. Therefore, the reasonable and organic combination of traditional media and new media is closely related, which is the first challenge facing ideological and political education in colleges and universities [3]. Facing the important influence of new media on the people's lifestyle, values and thinking habits, new media has gradually become an important channel for contemporary college students to acquire knowledge, entertainment and information. Therefore, in the face of the reform of university education system and the impact of new media, the development of ideological and political work of college counselor students is facing a grim situation. The education of students' world outlook, outlook on life, and values must conform to the trend of the times and actively carry out ideological and political thinking on the internet the expansion of work can ensure the effectiveness of students' ideological and political education.

At the same time, the new media has brought great convenience to the ideological and political education in Colleges and universities. However, in the new media environment, ideological and political education in Colleges and universities also faces some new challenges [4]. Therefore, in the new media environment, how to give full play to the advantages of new media in Ideological and political education and avoid the negative impact of new media is a valuable research topic for colleges and universities. In this context, new media has become an important channel for college students to obtain information, learn knowledge and create and exchange culture. At the same time, people's cognitive ability, thinking mode and ideological value in the process of growing up are deeply influenced by these new media. This is not only the test and challenge that the ideological and political education of contemporary college students is facing, but also the opportunity for its development. Colleges and universities, as the front position of social and cultural integration and

conflict, should better use new media to carry out ideological and political education activities in Colleges and Universities under the background of the new media era. Therefore, how to adapt to the circumstances is the first challenge faced by ideological and political education in Colleges and Universities in the new era [5]. However, teachers in contemporary colleges and universities should keep pace with the times and use this advanced method rationally so as to continuously improve and develop the ideological and political education work in colleges and universities, which has become a topic that contemporary college teachers need to ponder and explore. Therefore, counselors should actively change teaching methods and use new media to strengthen ideological and political education.

2. Analysis of Factors Affecting Counselors' Professional Ability under New Media

2.1 The Application of New Media in Colleges and Universities is Insufficient

On the one hand, universities do not pay much attention to the understanding and application of new media. Although all universities have recognized the huge influence of new media and the Internet, and also aware of the many shortcomings of traditional ideological and political work, and have also ideologically built a beautiful vision of using new media as a medium of ideological and political education, many universities are forced by material resources, Financial and human resources and other factors have not really solved the difficulties from the actual situation and launched an effective implementation plan. Based on the analysis of the current situation of college mentor students' online ideological and political work, the scientific nature of college mentor's online ideological and political work needs to be further improved, and some college mentor's online ideological and political work stays on "copy and forward". Superficial application of superficial tools is not enough to grasp the social and cultural nature of new media, and it is not enough to give full play to the true role of network interactivity and the educational resource functions carried by network platforms [6]. In essence, the rigidity of the work content and method is just to transfer the traditional ideological and political education content and method to the network. This kind of extensive education mode has nothing to do with the effect, not to mention the urgency of Ideological and Political Education under the network, not to mention the role of the network management mechanism and principle. New media with its huge novel, fast and convenient advantages quickly into the study and life of college students, in this case, students' living habits and learning habits will be affected to a certain extent. Compared with the real society, the legal system and moral ethics in the network world are less bound and limited. In this environment, students are more likely to indulge themselves, which is not conducive to the cultivation of students' sense of responsibility. Network social intercourse also has a certain restraining effect on traditional social intercourse, which may make students reluctant to communicate with the surrounding groups. In the long run, they will have a lonely psychology, which is obviously not conducive to the growth of students.

2.2 The Reasons of College Counselors Themselves

We can see that the professional functions of college counselors in China can be broadly divided into ideological and political education, party and class construction, academic guidance, daily affairs management, mental health education and counseling, online ideological and political education, crisis event response, career planning, and employment guidance. , Theoretical and practical research in 9 aspects, to establish the professional positioning of students' ideological and political education as the main task, of which the exploration of online ideological and political education has become the main aspect of current ideological and political education practice and research [7]. The survey reflects that college counselors generally believe that the use of new media has indeed brought great convenience to ideological and political work. Whether it is the effect of communication with students or the development of various forms of ideological education activities, the advantages of new media are Unprecedented and unmatched by traditional media. However, due to the bad social atmosphere, some counselors have lost their values and lack of

morality. I don't think that the career of counselors can be used as a rice bowl for their entire life, or even carry out a second career in private. Do not seek progress, but seek nothing. Some counselors lack high interest in new things, their ability to learn knowledge is weak, and it is difficult to master media network technology. In addition, due to energy and time problems, it is difficult to master and use new media technology and application freely. Due to the poor stability of the faculty of counselors in colleges and universities, schools are unwilling to invest too much capital in the professional quality training of counselors. In addition, the ideological and political work of college counselors' students has not really been incorporated into the overall planning of the construction of the faculty, and there is a lack of effective and interlocking middle-level design, which leads to a number of system construction problems including the training of the faculty quality. On the other hand, from the perspective of college students, who are the objects of Ideological and political work on the Internet, due to the profound influence of the Internet and new media, the post-95 and Post-00 students have become the main force of college students. The virtualization of interpersonal relationship, yearning for freedom, rebellious dependence of personality and the diversified development characteristics of ideals and beliefs have really increased the difficulty of Ideological and political work of college counselors. In particular, the information literacy and professional ethics literacy of college counselors have gradually become an important aspect of concern from all walks of life. As a whole, the effect is not ideal. We conducted a questionnaire survey of 40 counselors. The following is a part of the survey results shown in Table 1.

Table 1 Investigation on The Professional Ability of College Counselors under the New Media

Ability	Strong	General	Weak
Ideological and political education ability	10	19	11
Professional guidance ability	14	16	10
Own moral quality	19	15	6

2.3 Reasons for Information Media

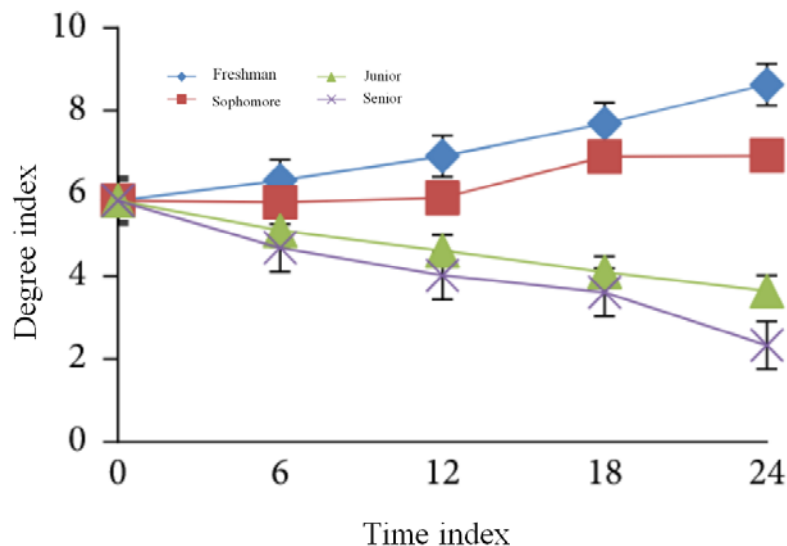


Fig.1 Time Dependence of New Media among Freshmen and Seniors

The development of new media and the Internet is becoming more and more perfect. Its effect on improving the professional ability of facilitators and enhancing the ideological and political education of colleges and universities is obvious to all. However, as a carrier of information and public opinion, there are also many problems in the new media itself. There is resistance to the improvement of the professional ability of the staff, and even avoid it. In recent years, with the deepening of national education reform and the increasingly diversified development of new media, colleges and universities have put online ideological and political work in the prominent position of

research and practice of ideological and political education in universities. Good results have been achieved in terms of introduction, R & D, and working mechanisms. However, there are still outstanding problems of “effectiveness” in the practice of college mentor students' online ideological and political work. In the new media environment, students lack the ability to select, understand and judge in the face of a large amount of information, that is, media literacy. Therefore, college counselors should improve the media literacy of students as the focus of ideological and political education. Counselors should use various means and channels to improve students' media literacy, let students learn to screen useless or even wrong information, and form a correct world outlook and values. Figure 1 shows the dependence of freshmen to seniors on new media over time.

3. Optimization Path of Ideological and Political Work Expansion for College Counselors in New Media Era

3.1 Broaden the Network Work Platform of Counselors and Improve Their Ideological Leading Ability

College counselors should have a strong professionalism, and in response to new problems that arise in their work, they should take the initiative to learn and apply them to work. In the new era, counselors should actively explore and try new ideas and methods of student education and management in the new media environment, dare to break through the norms, innovate the form and content of ideological and political education, and combine the new media with the traditional media program, with complementary advantages To continuously consolidate the effects of the networking and information construction of ideological and political education for college students. Therefore, universities should increase their investment in the construction of campus new media facilities and networks, such as the construction of campus websites. Establish a systematic platform of Ideological and cultural communication dominated by new media culture, and use various network communication tools to design interesting ideological and political education software to increase the entertainment service function of Ideological and political education. Secondly, the construction of new media content is the key content of Ideological and political education. Under the new media environment, the information dissemination channels are wide and the amount of information dissemination is large, so the content of information becomes the key. Colleges and universities establish the dominant position of Marxism Leninism in the content of new media, and combine the characteristics of College Students' interests to design education content, stimulate students' enthusiasm to participate in Ideological and political education, so that new media can better serve ideological and political education.

3.2 Pay Attention to Self-Growth and Strengthen Counselors' Media Literacy

Counselor media literacy is the ability of a counselor to obtain media information, interpret media information, and apply media information. In the context of the network, the media literacy of the counselor is an important guarantee for the counselor to carry out the ideological and political work of college students, and the ability of the counselor's network ideological education is also an important reflection of the level of professional ability. The first is the study of media network application technology. In order to improve the professional ability of counselors, and to carry out the ideological and political education on the Internet, the counselors must have some common knowledge on the Internet. They must understand the characteristics of college students' media use and keep pace with college students. “; At the same time, they should learn to master certain level of information technology and be familiar with the types and use of various media terminals, such as office software application, web page design and production, construction and maintenance of website platform, use of communication tools, etc.; at the same time, counselors should be sensitive to current events and pay close attention to national affairs such as education and people's livelihood. All these counselors can enhance their informatization degree through self-study, training, learning from colleagues, and even learning from their own students, so as to achieve the Internet application without blind spots. Counselors should use various means and channels to

improve students' media literacy, let students learn to screen useless or even wrong information, and form a correct world outlook and values.

3.3 Establish and Continuously Improve the Management Mechanism of New Carriers

Establish scientific working principles. In a nutshell, adhere to the principle of politics, earnestly grasp the principle of applicability, and give full play to the principle of interactivity. Adhering to the political principle is the basic principle for the ideological and political work of the counselor students. It is the foundation and guarantee to effectively give play to the advanced nature of the Communist Party of China, implement the national education reform policy, and improve the level of ideological and political education of counselors. A sound management mechanism is a prerequisite for the normative use of new media. When using new media for ideological and political education, each school should set up a corresponding management system based on its actual situation, taking the professional or class as the unit, and clearly stipulating the standardization of the use of new media so that it can give full play to its role and improve ideology and politics. Education effectiveness. Establish and improve the working system. Each school should establish a perfect working system, explicitly require counselors at all levels to strictly abide by the instructions of their superiors, deepen their understanding of students, and formulate a planned and targeted teaching plan according to the actual situation, gradually carry out educational activities and implement all activities. In order to achieve good results, counselors at all levels can be required to arrange class committees to assist in management, clarify the responsibilities of each class committee, and conduct regular assessment to ensure the smooth development of various tasks. Finally, strengthen supervision and build a harmonious network environment. All schools should train network supervisors within departments or classes to learn basic network security technologies, be responsible for the network security of schools, and create a good network environment for students to use new media. In case of any problem, each supervisor should report and solve the problem in time to minimize the loss.

4. Conclusion

The professional ability of counsellors is a frequently discussed issue, which is determined by its reality and importance. New media put forward more stringent requirements on the professional ability of counselors. Under this new situation, on the one hand, college counselors must change their minds, keep pace with the times, strive to grasp the characteristics and laws of new media, and make full use of new media's capabilities. Advantages, strengthen its educational functions, strengthen online ideological and political education, adhere to the integration of "online" and "offline", complement each other's advantages, open up new frontiers of online ideological and political education, and constantly consciously improve their ideological and political quality and media literacy. In the new media environment, ideological and political education in Colleges and universities is facing both opportunities and challenges. College counselors should seize the opportunities brought by the new media, make full use of the advantages of new media technology to carry out ideological and political education for students, at the same time, they should also look at the adverse impact of the fresh media environment on students, and take timely measures to help students solve problems, only in this way can ideological and political education meet the needs of the development of the times.

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