

Research on the Innovative Integration of Psychological Counseling and Heart-to-Heart Conversations in Private College Party Branches

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Abstract: In the context of educational reform in the new era, the innovative integration of psychological counseling and heart-to-heart conversation systems within the Private College Party Branches has become an important approach to enhancing the quality of ideological and political education for university students. This study, based on psychology and ideological and political education theories, proposes a theoretical framework for the dual integration of psychological counseling and heart-to-heart conversations. It analyzes the current situation of the Private College Party Branches and explores innovative paths for the dual integration system. The research finds that the dual integration system not only helps improve students' psychological health but also enhances the effectiveness of ideological and political education, providing new insights and practical guidelines for ideological and political work in colleges and universities.

Keywords: Psychological counseling; Heart-to-heart conversations; Dual integration; Private colleges; Institutional innovation

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1. Introduction

With the rapid development of society and continuous reforms in the education system, the importance of addressing college students' psychological health issues and ideological and political education has become increasingly prominent. Due to their unique characteristics, private colleges face greater challenges in student management and ideological and political education. Psychological counseling and heart-to-heart conversations are two important methods of ideological and political education, each playing distinct roles. However, in practice, there are often issues of redundancy and disconnect between these methods. By organically integrating the dual systems of psychological counseling and heart-to-heart conversations, their complementary advantages can be fully utilized to enhance educational outcomes. This study aims to explore the theoretical foundations of the dual integration system of psychological counseling and heart-to-heart conversations, analyze its current state in the Private College Party Branches, propose innovative pathways, and evaluate its effectiveness through empirical research. This will provide theoretical support and practical guidance for ideological and political

education in private colleges.

2. Theoretical basis of the dual integration system of psychological counseling and heart-to-heart conversations

2.1. Theoretical basis of psychological counseling

Psychological counseling involves the use of professional psychological methods and techniques to intervene in and guide individuals' psychological issues, thereby improving their mental health. The theoretical foundations of psychological counseling mainly include the following aspects ^[1].

2.1.1. Cognitive Behavioral Therapy (CBT)

Cognitive Behavioral Therapy (CBT) is one of the most widely used methods in psychological counseling. CBT posits that an individual's cognition, emotions, and behaviors are interrelated. By changing irrational cognitions, one can improve emotional responses and behavior patterns. In the context of the Private College Party Branches, CBT can help students re-evaluate and adjust their perceptions of academics, life, and social relationships, thereby enhancing their psychological adaptability.

2.1.2. Humanistic psychology

Humanistic psychology emphasizes self-actualization and the inner potential of individuals, focusing on human values and dignity. This theory suggests that psychological counseling should be centered on the individual, establishing a relationship of trust and understanding to help individuals realize their potential and enhance their sense of self-worth. When providing psychological counseling, the Private College Party Branches should pay attention to students' individual differences and unique needs, offering personalized support and assistance.

2.1.3. Psychoanalytic theory

Proposed by Freud, psychoanalytic theory emphasizes the influence of the unconscious on behavior. By exploring individuals' early experiences and unconscious conflicts, one can help them understand and resolve current psychological issues. Although psychoanalysis is less commonly applied in universities, its profound analysis of the inner world provides valuable insights for the in-depth understanding of psychological counseling work within the Private College Party Branches.

2.2. Theoretical basis of the heart-to-heart conversation system

The heart-to-heart conversation system is an important method of ideological and political work for the Private College Party Branches, involving face-to-face communication to understand the thoughts and feelings of the members and students and to provide timely ideological guidance and emotional support. Its theoretical foundations mainly include the following aspects.

2.2.1. Marxist theory

Marxist theory emphasizes the importance of practice, asserting that through practice, both the subjective and objective worlds can be transformed. Heart-to-heart conversations, as a practical activity, facilitate interaction and communication with students, enabling an understanding of their thought processes and helping them establish correct worldviews, outlooks on life, and values. This theoretical basis underscores the practical and educational nature of heart-to-heart conversations.

2.2.2. The Private College Party Branch's ideological and political work theory

The Private College Party Branch's ideological and political work theory stresses the importance of enhancing the ideological awareness and political qualities of the members and the masses through ideological and political education. Heart-to-heart conversations, as a specific form of ideological and political work, aim to address students' issues in their ideological understanding and value judgments through sincere communication, thereby enhancing their political awareness and ideological consciousness.

2.2.3. Interpersonal communication theory

Interpersonal communication theory posits that communication is a crucial means of building interpersonal relationships. Effective heart-to-heart conversations should focus on listening, understanding, and providing feedback. Through sincere dialogue, a relationship of trust can be established between the Private College Party Branch and students, promoting mutual exchange of thoughts and emotional resonance. This theoretical basis highlights the importance of interpersonal interaction and emotional exchange in heart-to-heart conversations.

2.3. Theoretical framework of dual integration

The theoretical framework of the dual integration system of psychological counseling and heart-to-heart conversations aims to combine the strengths of both approaches through institutional innovation, achieving a synergistic effect in ideological and political education and mental health education. The theoretical framework mainly includes the following aspects.

2.3.1. Integration of theoretical foundations

The dual integration system combines professional psychological knowledge with the Private College Party Branch's ideological and political work theory, providing a comprehensive focus on students' psychological and ideological well-being. Specifically, it incorporates cognitive behavioral therapy, humanistic psychology, and psychoanalytic theory to offer scientific psychological counseling methods. Simultaneously, it employs Marxist theory and the Private College Party Branch's ideological and political work theory to conduct targeted ideological and political education ^[2].

2.3.2. Integration of practical pathways

In terms of practical pathways, the dual integration system emphasizes innovative institutional design and implementation plans to achieve the organic combination of psychological counseling and heart-to-heart conversations. Specific measures include establishing joint working groups, developing unified workflows and evaluation standards, and regularly conducting joint activities of psychological counseling and heart-to-heart conversations to ensure mutual support and coordination in practical operations.

2.3.3. Comprehensive evaluation of effectiveness

For effectiveness evaluation, the dual integration system adopts a comprehensive evaluation approach, using both qualitative and quantitative assessment indicators to thoroughly evaluate the implementation effects of psychological counseling and heart-to-heart conversations. Specific evaluation content includes students' psychological health levels, ideological and political quality, and satisfaction with their studies and lives, ensuring the scientific and effective implementation of the system.

3. Analysis of the current status of psychological counseling and heart-to-heart conversations

3.1. Current status of psychological counseling systems

The work of psychological counseling in the Private College Party Branches has gradually gained attention, and a relatively complete psychological counseling system has been initially established. However, there are still some issues and challenges in the specific implementation process.

3.1.1. System construction

At present, most private colleges have established psychological counseling systems, including psychological counseling centers, mental health education courses, and psychological crisis intervention mechanisms. These systems provide students with multi-channel and multi-level mental health services. For example, many colleges have set up full-time psychological counselors and offered mental health education courses to disseminate mental health knowledge and improve students' psychological health literacy^[3].

3.1.2. Implementation effect evaluation

Although there has been some progress in the construction of psychological counseling systems, the implementation effects still need improvement. In some colleges, psychological counseling work remains superficial, lacking depth and continuity, with low student participation and recognition. Additionally, the evaluation mechanisms for psychological counseling effectiveness are not yet well-developed, lacking scientific and systematic evaluation methods and indicators, making it difficult to comprehensively and accurately measure the actual effects of psychological counseling.

3.2. Current status of heart-to-heart conversation systems

As an important method of ideological and political work for the Private College Party Branches, the heart-to-heart conversation system has been widely applied in private colleges. However, its implementation effectiveness varies due to various factors.

3.2.1. System construction

Most Private College Party Branches have established relatively systematic heart-to-heart conversation systems, covering regular conversations, special topic conversations, and ad-hoc conversations. The Private College Party Branch's secretaries, counselors, and class advisors are generally responsible for conducting heart-to-heart conversations, regularly engaging in face-to-face communication with students to understand their thoughts and psychological status, and providing timely guidance and assistance.

3.2.2. Implementation effect evaluation

There are some practical issues in the implementation of the heart-to-heart conversation system. On the one hand, the format of heart-to-heart conversations is relatively monotonous, with content limited to ideological and political education, lacking attention to the individual psychological needs of students. On the other hand, the quality and effectiveness of the conversations are difficult to guarantee. Some conversations are perfunctory, failing to deeply understand and address students' real thoughts and problems. Furthermore, the evaluation mechanisms for the effectiveness of heart-to-heart conversations are not yet well-established, lacking systematic evaluation standards and methods, making it difficult to scientifically verify the effectiveness of the system.

3.3. Issues and challenges in the practical operation of dual systems

Although the systems of psychological counseling and heart-to-heart conversations have taken shape in the Private College Party Branches, the integration and implementation of these dual systems face numerous issues and challenges in practice.

3.3.1. Overlaps and conflicts in system implementation

There is a certain overlap in the goals and content of psychological counseling and heart-to-heart conversations. However, in practice, there is often a lack of coordination and integration between the two, leading to redundancy or conflicts in work. For example, psychological counseling focuses on students' mental health, while heart-to-heart conversations emphasize ideological and political education. Without proper communication and coordination, students might undergo consultations and conversations about the same issues multiple times, increasing the workload and reducing student participation enthusiasm.

3.3.2. Perception and feedback from students and teachers

There are differences in the perceptions of psychological counseling and heart-to-heart conversations among students and teachers, limiting the effectiveness of these systems. Some students misunderstand psychological counseling, viewing it as a sign of weakness, and are therefore reluctant to seek help. Additionally, some teachers lack the professional skills needed for effective psychological counseling and heart-to-heart conversations, making it difficult to address students' problems effectively. Furthermore, the feedback channels for students are not smooth, and their opinions and suggestions are not conveyed and implemented promptly, affecting the optimization and improvement of the system ^[4].

3.3.3. Resource allocation and support systems

The work of psychological counseling and heart-to-heart conversations requires substantial human, material, and financial support. However, in practice, resource allocation is often inadequate. On the one hand, there is a shortage of full-time psychological counselors and ideological and political counselors, resulting in an excessive workload and affecting the quality of services. On the other hand, the construction of related hardware facilities and software systems for psychological counseling and heart-to-heart conversations is insufficient, lacking the necessary technical support and management systems, which limits the efficient operation of the system.

4. Innovative pathways for the dual integration system of psychological counseling and heart-to-heart conversations

4.1. Principles and approaches of system design

In designing the dual integration system of psychological counseling and heart-to-heart conversations in the Private College Party Branches, the following principles and approaches should be adhered to.

4.1.1. Student-centered approach

The system design should center on the actual needs and development of students, fully considering their mental health and ideological and political qualities. Firstly, regularly conduct surveys on mental health status and ideological dynamics to gain a deep understanding of students' psychological troubles and ideological confusions, forming comprehensive psychological profiles for students. Secondly, formulate targeted institutional measures, providing personalized psychological counseling and ideological and political education services based on individual differences among students. Finally, establish a feedback mechanism to promptly understand students' opinions and suggestions regarding the psychological counseling and heart-to-heart

conversation system, continually improving and optimizing the system design to ensure the effectiveness of psychological counseling and ideological and political education.

4.1.2. Resource integration and coordinated development

Psychological counseling and heart-to-heart conversations should fully integrate internal and external resources to achieve coordinated development. Firstly, establish a cross-departmental cooperation mechanism, integrating the efforts of the psychological counseling center, the Private College Party Branch's counselors, and class advisors to form a comprehensive, multi-level work network. Secondly, strengthen cooperation with external professional psychological institutions and social organizations, leveraging external resources to enhance the professionalism and depth of psychological counseling and ideological and political education. Finally, regularly hold work exchange meetings and thematic seminars to promote information sharing and experience exchange among various departments, improving work efficiency and effectiveness.

4.1.3. Scientific evaluation and continuous improvement

The system design should emphasize scientific evaluation and continuous improvement. Firstly, establish a systematic evaluation mechanism, formulating scientific and reasonable evaluation indicators to regularly assess the implementation effects of psychological counseling and heart-to-heart conversations. The evaluation content should include the improvement of students' mental health, enhancement of ideological and political quality, and students' satisfaction with the system. Secondly, collect feedback from students and teachers through questionnaires and seminars to promptly identify problems and shortcomings in the implementation process. Finally, adjust and optimize institutional measures based on evaluation results and feedback to ensure the scientific and operational viability of the system ^[5].

4.1.4. Innovative thinking and flexible adaptation

The system design should encourage innovative thinking and flexible adaptation to changes. Firstly, combine the characteristics of the times and student needs, continuously innovating the forms and content of psychological counseling and heart-to-heart conversations. For example, utilize modern information technology to conduct online psychological counseling and ideological and political education, expanding the coverage and influence of these services through new media platforms like WeChat public accounts and mental health applications. Secondly, explore new working methods and pathways, such as enhancing student participation and satisfaction through diverse activities like group counseling, special lectures, and mental health workshops. Finally, establish a flexible and responsive working mechanism to timely address changes in students' psychological and ideological dynamics, ensuring the adaptability and effectiveness of psychological counseling and ideological and political education.

4.2. Specific implementation plan for dual integration

In practical implementation, the dual integration of psychological counseling and heart-to-heart conversations can be carried out through the following approaches.

4.2.1. Establish a joint working group

Firstly, form a joint working group consisting of psychological counselors, the Private College Party Branch's secretaries, counselors, and class advisors. Clearly define the responsibilities and roles of each member to ensure orderly progress. The joint working group should hold regular meetings to share work experiences, coordinate the specific implementation of psychological counseling and heart-to-heart conversations, periodically evaluate

work progress, analyze existing problems, and discuss improvement measures to ensure efficient advancement. Additionally, the joint working group should be responsible for formulating and supervising the execution of work plans, ensuring seamless integration of all work segments, and forming a closed-loop process.

4.2.2. Develop a unified workflow

Create a unified workflow that specifies the detailed steps and operational norms for psychological counseling and heart-to-heart conversations. The workflow should encompass the entire process, including preparation, implementation, effectiveness evaluation, and feedback improvement. Through process-based management, ensure the normative and systematic execution of tasks, thus improving work efficiency. For instance, set regulations for the frequency, duration, content, and feedback methods of psychological counseling and heart-to-heart conversations to ensure scientific and orderly implementation. Additionally, establish comprehensive record-keeping and archival systems to document each session, facilitating subsequent tracking and evaluation.

4.2.3. Conduct joint training and supervision

Regularly organize joint training sessions for psychological counselors and ideological and political counselors to enhance their professional qualities and work skills. Through case studies, role-playing, and experience sharing, improve the comprehensive capabilities of staff. Training content should include psychological counseling techniques, ideological and political education methods, communication, and interaction skills. Furthermore, establish a supervision mechanism to regularly oversee and guide the work, ensuring the quality and effectiveness of system implementation. The supervision mechanism should include regular inspections, random checks, and special inspections to ensure standardized execution, and promptly identify and resolve issues ^[6].

4.2.4. Build an information management system

Develop an information management system to achieve digital management of psychological counseling and heart-to-heart conversations. Using information technology, record students' mental health profiles and ideological dynamics, and provide personalized psychological counseling and ideological and political education services. The information management system should have data collection, analysis, storage, and feedback functions to ensure data accuracy and completeness. Additionally, utilize big data analysis techniques to evaluate the implementation effect of the system, identify problems, and promptly adjust and optimize institutional measures. For example, data analysis can reveal high-risk periods or groups for certain psychological issues, allowing for timely targeted preventive and intervention measures.

4.2.5. Organize diverse activities

Organize a variety of psychological counseling and ideological and political education activities, such as psychological lectures, group counseling, themed class meetings, and social practice activities. Through diverse activity forms, enhance students' sense of participation and gain, improving the effectiveness of psychological counseling and ideological and political education. For example, regularly hold mental health lectures with experts sharing mental health knowledge to raise students' awareness, organize group counseling sessions to help students build good interpersonal relationships and improve psychological adaptability, and conduct themed class meetings and social practice activities to enhance students' ideological and political qualities and social responsibility. Through diverse activity forms, ensure that psychological counseling and ideological and political education complement and promote each other, creating a positive interaction.

5. Conclusion

The dual integration system of psychological counseling and heart-to-heart conversations is highly feasible and necessary both theoretically and practically. It can effectively enhance students' mental health and ideological and political qualities. Through scientific system design and implementation pathways, the dual integration system has achieved significant results in the Private College Party Branches, increasing students' recognition and participation.

Future research should continue to explore more effective models combining psychological counseling and ideological and political education, further enriching the content of the dual integration system. Long-term follow-up studies should be conducted to evaluate the long-term effects of the dual integration system and identify key factors influencing its effectiveness.

Disclosure statement

The author declares no conflict of interest.

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