

The Improvement Mode and Integration Practice of Ideological and Political Education Ability of College Counselors in a Cross-Cultural Education Environment

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Abstract: With the deepening of globalization, higher education has gradually broken through the limitations of region and culture. The opportunities for local students to study abroad have increased, and the number of international students in China has also increased year by year. This has promoted the collision and integration of multiple cultures and formed a cross-cultural education environment in the process of university education. Higher education's ideological and political education faces new challenges and opportunities in cross-cultural environments. As key agents in this process, counselors still grapple with issues like insufficient cross-cultural knowledge and communication skills, making it difficult to meet the demands of multicultural education. This article examines the significance of enhancing counselors' ideological and political education capabilities in cross-cultural settings, proposes practical models and integrated approaches to improve their competencies, and aims to elevate the quality and effectiveness of ideological and political education, ultimately cultivating more globally-minded talents that meet contemporary needs.

Keywords: Cultural education; Campus; Counselor; Counselor's ability in ideological and political education

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1. Introduction

In the process of the internationalization of higher education in the new period, the cross-cultural education environment has become an important part of the university education system. Ideological and political education constitutes the cornerstone of university pedagogy and the fundamental task of cultivating virtue and nurturing talents. In cross-cultural educational environments, multiculturalism provides abundant educational resources and expansive perspectives, guiding students to develop inclusive cultural mindsets. However, exposure to diverse cultures may also trigger value conflicts, causing ideological confusion and impacting the formation of students' value systems, thereby raising the bar for ideological education. As primary educators in this context, university counselors must continuously enhance their capacity for ideological education to advance high-quality cross-cultural pedagogy, ultimately improving the effectiveness of moral cultivation initiatives.

2. The significance of enhancing the ability of ideological and political education for college counselors in the context of cross-cultural education

2.1. Promoting the integration of Chinese and foreign cultures

In the cross-cultural education environment, the interaction and coexistence of multiple cultures, and the ideological and political education process needs to face the problems caused by cultural differences, such as the communication barriers and conflicts between Chinese and foreign students due to cultural differences, affecting the harmony of campus culture. Counselors should enhance their cross-cultural education and ideological-political cultivation capabilities by paying attention to students' behavioral habits from diverse cultural backgrounds, analyzing their emotional needs, designing and conducting cultural exchange activities, guiding students to resolve cultural conflicts, deepening their understanding of cultural differences, and fostering an inclusive and open cultural attitude ^[1]. On this basis, it can create a harmonious cultural atmosphere in the school and realize cross-cultural education better.

2.2. Improving the quality of ideological and political education

In the context of the internationalization of higher education, the new era counselor work requires them to have cross-cultural education ability, improve the ability of cross-cultural education and ideological and political education, and meet the requirements of the professional quality development of the new era counselor. In cross-cultural education settings, counselors develop cross-cultural pedagogical competencies through training in intercultural communication and curriculum design methodologies. This approach transcends the limitations of single-cultural educational paradigms, thereby enhancing both their professional expertise and practical effectiveness ^[2]. Meanwhile, colleges and universities pay attention to the training and promotion of counselors' cross-cultural education and ideological and political education ability, which is helpful to optimize the structure of ideological and political education team, and to build a team with both ideological and political quality and cross-cultural education ability, so as to provide a solid talent guarantee for the development of ideological and political education work.

2.3. Implementing the task of fostering virtue and nurturing talent

The purpose of higher education is to carry out the fundamental task of moral education, but multiculturalism in a cross-cultural education environment may cause the value cognition conflict of the students, and even induce the students to be influenced by the wrong trend of thought, which brings obstacles to ideological and political education. To address this, it is essential to enhance counselors' ideological and political education capabilities. This ensures they can effectively monitor students' ideological trends in cross-cultural contexts, guide their thinking, correct cognitive biases, and foster proper values, thereby advancing the mission of moral education. For instance, counselors should improve their cross-cultural communication skills. In international students' ideological education, they should explain China's culture and systems in student-friendly terms, leveraging their cultural background to deepen understanding and boost the effectiveness of ideological education.

3. The improvement mode and integration practice path of college counselors' ideological and political education ability in the context of cross-cultural education

3.1. Building a three-in-one model to enhance ideological and political education

In cross-cultural education contexts, a tripartite model for enhancing ideological and political education capabilities is established through three dimensions: theory, practice, and competency development. Theory

serves as the foundation, enabling counselors to solidify their theoretical knowledge in ideological and political education. Practice is the key to capability enhancement, improving practical skills in cross-cultural ideological and political education. Competency development ensures the implementation of cross-cultural ideological and political education, thereby boosting its effectiveness ^[3]. Universities continuously improve the cross-cultural ideological and political theory training system. Counselors systematically study cross-cultural psychology, international education, and other knowledge, learning and understanding the basic laws of cross-cultural education, mastering the characteristics and differences of different cultures, and laying a knowledge foundation for the implementation of cross-cultural education. They also conduct ideological and political theory training to deepen counselors' understanding of political knowledge content, such as Marxist theory and the thought of socialism with Chinese characteristics, in order to grasp the connotation of ideological and political education and promote the integration of ideological and political elements with cross-cultural education ^[4]. During the training, we collected relevant cases of cross-cultural ideological and political education from home and abroad, and discussed the theory based on the cases. With the help of theoretical knowledge, we solved practical problems and improved the ability of ideological and political problem-solving of counselors.

With a focus on practical empowerment, universities provide counselors with diversified practice platforms to ensure the transformation of theoretical knowledge into practical operations, thereby enhancing their ability in ideological and political education. For example, universities can establish cross-cultural ideological and political education practice bases, collaborate with the International Student Management Center and the International Education Department to create a linkage mechanism between counselors and Chinese and international students, thereby enhancing counselors' educational capabilities and cross-cultural communication skills. Counselors organize and participate in projects like the China-foreign Cultural Bridge, facilitating cultural exchanges between Chinese and international students. This enhances their capabilities in designing ideological and political education programs and developing cross-cultural courses. To enhance counselors' cross-cultural ideological and political education competencies, sustained incentives and institutional safeguards are essential. Higher education institutions can facilitate long-term improvement by establishing communication platforms and refining evaluation mechanisms ^[5]. The evaluation criteria for counselors now incorporate cross-cultural theory learning outcomes and satisfaction levels regarding ideological and political education among Chinese and international students, creating a self-driven incentive mechanism for competency enhancement. Furthermore, counselors demonstrating exceptional cross-cultural educational capabilities and outstanding outcomes receive targeted incentives, including preferential promotions and performance-based rewards, effectively motivating their proactive professional development (**Table 1**).

Table 1. The three-in-one model for enhancing counselors' ability in ideological and political education

| Trinity model | Concrete form | Ability enhancement |
|-----------------------------|---|--|
| Theoretical foundation | Improving the cross-cultural training system for ideological and political theory education | Enhancing the knowledge of education |
| Empowering through practice | Building a diversified practice platform | Enhance practical skills in education |
| Quality improvement | Building a communication platform and optimizing the evaluation mechanism | The long-term improvement of cross-cultural ideological and political education literacy |

3.2. Optimizing the integration path of ideological and political education to improve its educational effect

In the context of cross-cultural education, the curriculum serves as a crucial medium for integrating ideological

and political education, carrying significant value and meaning in this process. Counselors participate in the development and teaching of cross-cultural ideological and political courses, collaborating with ideological and political teachers and international student administrators to design courses such as cross-cultural communication and ideological and political literacy. The course content includes multicultural knowledge while integrating ideological and political elements. The courses are designed for both Chinese and international students, with counselors guiding students to learn cross-cultural knowledge and receive ideological and political education during lectures. Regarding the integration of cross-cultural ideological and political elements into course teaching, for example, counselors design differentiated content for students from different cultural backgrounds when organizing class meetings, conducting theme activities on China's excellent traditional culture and traditional virtues for international students, and organizing theme class meetings on cross-cultural inclusiveness for local students, thereby guiding the formation of an open and inclusive cultural attitude^[6]. To promote the integration of activities, counselors design diversified theme activities, such as international cultural festivals, Chinese traditional art experience days, and other activities that blend Chinese and foreign cultures (as shown in **Figure 1**). Students from different countries experience each other's cultural customs, promote cultural exchange and understanding, and make students be guided and influenced by ideological and political elements in a subtle way, so as to improve the effect of ideological and political education and meet the requirements of cross-cultural education.



Figure 1. German students experience the traditional Chinese martial arts and archery scene

4. Conclusion

In the cross-cultural education environment, counselors, as key figures in ideological and political education, can enhance their pedagogical skills and strengthen cross-cultural communication abilities. This helps guide students from both China and abroad to engage in effective cultural exchanges, build strong communication bridges, and lay a solid foundation for cultural integration. At the same time, it improves the effectiveness of fulfilling the fundamental task of moral education and talent cultivation. Therefore, we can construct a trinity education ability improvement model from the perspectives of theory, practice, and quality improvement,

promote the integration of curriculum, activities, and ideological and political education, and promote the high-quality development of cross-cultural ideological and political education in colleges and universities, which can provide reference for the practice of ideological and political education in colleges and universities.

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