

Problems and Countermeasures in the Network Civic and Political Work of College Counselors

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Abstract: Under the background of the information age, today's education system is also changing. Nowadays, the network is gradually penetrating into the daily life and learning of contemporary college students. As a bridge between students and schools, college counselors need to use the network platform scientifically to carry out the ideological and political work. In this paper, the problems of university counselors in network Civic and Political work are combed, the difficulties in the current network Civic and Political work are analyzed, and some countermeasures are attempted.

Keywords: College counselors; Online thinking and politics; College students

Publication date: July, 2020

Publication online: 31 July, 2020

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With the rapid development of the information society, the network relies on its popularity to flood the school environment. Therefore, as college counselors, they need to correctly guide students to establish good life values. However, due to the impact of the network on students' life and learning, coupled with the fact that college students have not yet entered society, their cognitive ability to the outside world is limited, resulting in some students' ideological and moral deviations under the influence of the good and bad network environment^[1]. Therefore, as a student's guide, college counselors should start from students to strengthen the ideological and moral construction of students. Using information technology, ideological and

political education is the focus of student development. Strict control of online platforms and campus atmosphere will provide a good online environment and a harmonious campus atmosphere for college students.

1 The Need for Online Civic and Political Work

In recent years, with the continuous development of information technology, it has provided new methods for traditional educational work and a new platform for the establishment of students' ideological and moral values. All kinds of information on the network has different degrees of influence on the cognition of the behavior of contemporary college students. Therefore, in order to comply with the development of the times, the development of network ideological and political work has been the current trend. Based on the interactive characteristics of the network, college counselors can collect excellent resources from both inside and outside the university through the network platform, and develop personalized work programs to attract students' interest according to their current psychological state, while strengthening online and offline activities, taking socialist core values as the core of work, and regularly organizing relevant thematic educational activities to promote students' ideological and moral establishment in a holistic way^[2]. Together with the 18th CPC National Congress proposed that the Party Central Committee should attach great importance to online ideological and political propaganda and the construction of online platforms, and should make

changes with the development of the current situation. Therefore, as a college counselor not only should strengthen the network ideological and political work, but also constantly optimize the network platform system, screen the network content, use the advantages of the network platform, connect students with the network, and form a good network environment. College counsellors can also collect opinions through the network platform and adjust their working methods according to student feedback and their current stage of learning. The construction of a network platform that meets the needs of students and is both educational and safe^[3]. Implement the educational task of "virtue and educate people", guide students to walk the road of socialism with Chinese characteristics, establish the correct socialist core values, establish a firm belief to improve the correct outlook on life, values, and thus enrich the satisfaction of their spiritual world, enhance personal value.

2 Current Situation of Online Civic Education

2.1 Traditional Educational Concepts Hinder Students' Physical and Mental Health

Under the background of the new era, the requirements of university education work is becoming more and more stringent, in order to comply with the development of the times, universities continue to optimize the ideological and political education mode of students. At present, some university teachers still use the traditional education concept, only focus on students' professional results, ignoring the physical and mental development. Simply using the "one leg" of the development approach, coupled with the traditional Chinese culture has not been completely eradicated, resulting in some wrong ideas are still in use. Students are tired of the accumulation of pressure, and there are quite a few cases in which their thoughts are not properly enlightened and go to extremes. This prompted the need for college counselors to change educational concepts in a timely manner, the use of good network platform to carry out ideological and political work, to relieve the psychological pressure of students, to do a good job of student growth and success of life mentor and healthy life of the best friend^[4].

2.2 Insufficient knowledge of the network among college counselors

At present, the development of information technology has a certain impact on the development of university ideological and political work, the traditional mode of work is also constantly changing, due to the convenience of information technology, to promote educators to the network platform as a "second classroom" of students. Educators through the micro class and other network platform to open the corresponding educational work, the network is also rich in information resources on the ideological morals and values of students continue to have an impact. Therefore, college counselors, as managers of students' daily lives, should take their own development as the premise when carrying out network thinking and politics work, make full use of the advantages of information technology, and provide diversified teaching methods for students^[5]. But at present, some college counselors still have some network technology deficiencies, the network platform is not comprehensive enough cognition, the level of network technology can not meet the requirements of today's social development. All of them will hinder the effective development of network thinking and politics. Thus, college counselors should first improve their own network information literacy, change the concept of education, conform to the development of the times, and strengthen the ability of network work.

2.3 Inadequacy of the network work system

Today's network information data content is huge, college students are under the influence of the network, outlook on life, values, behavior cognition are affected. However, due to the lack of control of the current network platform, the screening of undesirable information is not strict, coupled with the network bill has not yet been perfected, a large number of fraudulent forgery information filled around students. Students have not yet entered society, there are certain limitations to the perception of external things. To a great extent, it hinders the smooth development of college counselor network ideology work, the work is not carried out smoothly, and the moral quality of students is not improved. Therefore, as a college counselor should promptly improve the relevant network system, change the traditional work system, in the network ideological

and political education should focus on increasing the network management efforts, and constantly optimize and improve the management system mechanism, strict screening of information on the network, to ensure the quality of the network ideological and political work.

3 Specific Measures to Strengthen Internet-Based Ideological Education

3.1 Changing Traditional Educational Philosophy

Changing the traditional educational philosophy Currently, it seems that the network, as one of the important ways to carry out the ideological and political work of university counselors, needs to constantly optimize and improve the work style. The traditional way of working has been unable to adapt to the development of contemporary society, and coupled with the imperfection of the system and management, resulting in the network Civics work can not achieve the expected results^[6]. Therefore, in order to ensure the smooth development of network Civic and political work, college counselors should first carry out the change of educational philosophy, the students' ideological morality and connotation cultivation as the focus of work, objective view of the two-sidedness of the network platform, selective, planned work related to the development of the work, Civic and political work through the network platform, spread to every student on campus, thus affecting the daily life of students and Professional learning has a positive impact. It also ensures the smooth development of online political thinking.

3.2 Enhancement of counselors' own network literacy

Today's colleges and universities advocate the overall development of students. As a student's guide, college counselor must play a leading role, in the face of network diversification of information resources, and constantly improve their own ability, can use the network platform, and excellent teachers to share experience, and lifelong learning as a life principle, to collect the network of excellent work cases, and constantly accumulate experience, and on this basis to develop innovation. In turn, they can improve their own network literacy. Secondly, college counselors can develop personalized work plans to promote the smooth development of network thinking and politics. For example, the establishment of a suggestion box, all aspects, multi-angle collection of the problems

encountered by students, and timely feedback to help students solve the problem. In addition to this, college counselors can also be combined with the network platform set up regular knowledge contests to stimulate student interest and at the same time, to ensure the effective development of the network Civic and political work^[7]. While establishing a good learning atmosphere, it is conducive to the high quality of the network Civics work. Students' moral qualities will also be developed accordingly.

3.3 Improving the web platform management system

The soundness of the network platform system directly affects the college counselor ideology and politics work smoothly or not, also determines the network learning environment good or bad, as a college counselor, first of all should improve the network management system, optimize the platform content, establish the relevant work system in line with the development of today's society^[8]. As one of the important ways to carry out ideological and political work, college counselors must have strict control over the network platform and screen the infringement of undesirable information on students. In addition, college counselors can also give students a platform to speak freely when carrying out related work, and review and optimize the articles or comments published by students. In this way, college counselors help students create a suitable platform for students, dedicated to the ideological and political construction of students. Under strict supervision, the student learning environment is also guaranteed, and the platform's high-quality content is more attractive to students, thus enriching their own ideological and moral construction.

In summary, the network era for the smooth development of the ideological and political education work provides many conveniences, but also brings new requirements and new challenges for university administrators. College counselors as student managers, first of all, should do a good job to take the lead, change the traditional concept of education, the interest of students as the focus of the work carried out, and strive to improve personal ideological and moral qualities. Network ideological and political work is one of the important ways for counselors to carry out ideological and political education, which requires college counselors to increase the management and remediation of the network, enriching the content of ideological and political education, but also to strictly

control the undesirable information on the network. Provide students with a good platform to realize the organic integration of the network and ideological and political work. So as to ensure the smooth development and smooth progress of the ideological and political education of college students on the network.

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