

Methods for Private College Counselors to Carry Out Implicit Ideological and Political Education

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Abstract: With the continuous progress of the society, the new media network has proposed new conditions and provided new means for implicit ideological and political education in private colleges and universities. This article discusses the launching of the e-class platform for private college counselors to develop the feasibility of implicit ideological and political education for private colleges. The involved methods of education are deeply explored, in order to improve the implicit ideological and political education work ability of private college counselors.

Keywords: Private colleges and universities; E-class; Implicit; Ideological and political education

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1. Introduction

The goal of ideological and political education is to educate people, and the fundamental task of teacher's education is to establish morality and cultivate people. It is essential to assume the building of morality and cultivating people as the central link, as well as run the ideological and political work through the whole process of education and teaching. On May 2, 2018, in a speech at the Symposium of Teachers and Students of Peking University, it was mentioned that it is necessary to take the effectiveness of cultivating morality and people as the fundamental standard for evaluating all the work of a university, truly achieve the goal of cultivating people with culture and moral education, as well as constantly improve the ideological level, political consciousness, moral quality, and cultural quality of the students, so as to achieve the goal of expounding great morality, abiding by public morality, and adhering to strict personal morality. It is necessary to internalize the achievement of cultivating morality and people in all fields, aspects, and links of university construction and management, as well as to take cultivating people as the core and cultivating morality as the foundation ^[1]. It was also mentioned in an important speech at the Symposium of Teachers of Ideological and Political Theory Courses in Schools on March 18, 2019, "We must adhere to the unification of explicit education and implicit education, as well as explore the ideological and political education contained in other courses and the teaching methods and resources to achieve all-round education for all employees ^[2]."

Modern college students have the characteristics of active thinking, independent consciousness, and outspoken personality, which can bring many challenges to the ideological and political education of private colleges. Therefore, student counselors in private colleges and universities should change the traditional teaching mode of quality education as soon as possible and explore new teaching methods to raise the quality of ideological and political education. The core purpose of ideological and political education is to educate people, while the fundamental task of teachers' education is to establish morality and cultivate

people^[3]. In ideological and political education for college students, college teachers should adhere to the unity of inculcation and inspiration, as well as the combination of explicit education and implicit education. Comparing with explicit ideological and political education, implicit ideological education has rich contents, hidden process, and a diversity of forms. It imperceptibly influences the students' thoughts and compels them to accept ideological and political education unconsciously. Due to the particularities of the school-running model, the leadership system operation mechanism, and late start of private colleges and universities in the country, there is still a gap between the ideological and political education work in private colleges and universities in China. The progress of economy and society, the development of modern science and technology, and the rapid popularization and application of new media have opened up a new path and a new way and means for the implicit ideological and political education work in private colleges and universities^[4]. Therefore, private college counselors should keep pace with the times, change their management concepts in a timely manner, innovate their own work management methods and approaches, vigorously promote the spirit of reform and innovation of keeping pace with time, forging ahead, diligence in exploration, and courage in practice, give full play to the function and role of implicit ideological and political education in private colleges and universities, and lastly promote the development of ideological and political education in the private colleges and universities^[5].

2. Feasibility analysis of exerting implicit ideological and political education function based on e-class platform

E-class is a combination of education, teaching, service, and entertainment. It integrates various functions, such as forum, social networking, blog, and microblog. There are several advantages in carrying out hidden ideological and political education.

2.1. State support, school attention, and students' active participation

The e-class was launched in 2007, while the online e-class was launched in 2009 to explore the online teaching of ideological and political education among college students. In 2010, three batches of pilot projects were carried out nationwide, and the technology is being constantly innovated. In 2013, the Ministry of Education and the State Information Office issued a document on further strengthening the network construction and management of colleges and universities, which require colleges and universities to promote the e-class platform. In 2015, it is realized by the synchronous use of web page and mobile phone client, and as of May 2019, there were 1314 colleges and universities jointly built the national e-class, with a total of 14 million registered users, achieving full coverage of joint construction by all provinces, municipalities, and autonomous regions. E-class has set up student workstations in various colleges and universities, which are well recognized by students. Since its birth, the e-class has gone through more than ten years of development. Now, the function of the E-class is becoming more perfect, and has become a brand-new support for innovative network ideological and political education.

2.2. Diversified forms, rich contents, and personalized needs

At present, e-class, mainly functions as e-class excellent class, blog, questionnaire, question bank, database, photo album, online disk, E-SMART recruitment, forum, etc. As of August 2020, a total of 830 colleges and universities have conducted "Internet + ideological and political education" by using excellent courses of e-class, with a total of 19793 learning courses and 2376 shared courses, which are rich in online quality resources. In addition, the relationship between teachers and students on the e-class platform is democratic, equal, and harmonious, thus creating conditions for students to provide differentiated and targeted online ideological and political education.

2.3. Dynamic informatization, resource sharing, and convenient real-time communication

As a network communication carrier, the e-class platform can provide good support for college students to carry out dynamic tracking work. Firstly, the e-class platform has the characteristics of informatization and the real-name system. It can pay attention to the dynamics of students in time, and take timely and appropriate disposal and corresponding methods from the expression signs that may cause unexpected events and negative emotions. Secondly, the e-class platform can realize the fragmented learning and interaction of students in daily life, which more closely fits the pace and needs of students' life and learning. Furthermore, for counselors, relying on e-class can realize the sharing of ideological and political education resources among universities and classes, and can collect ideological and political education materials widely, while for students, online social networking in learning can be realized through the e-class platform. It can increase the student sense of the times, belonging, and zero distance. The e-class integrates social media and learning interaction, which is the embodiment of the integration and sharing of educational and teaching resources. The e-class platform has the function of real-time information dissemination, the platform can be updated quickly and pushed in a timely manner. For example, in terms of safety education, the counselors can release the safety accident cases that are about to occur to the students at the first time, thereby the students can learn the latest safety prevention knowledge in a timely manner.

3. Methods for private college counselors to carry out implicit ideological and political education based on e-class platform

3.1. Cultivate new concepts and new consciousness of network implicit ideological and political education of counselors in private colleges and universities, and establish a highly qualified operation team of e-class network platform

Through training, communication, and other ways to improve the use and management ability of network information technology, and promote the counselors to achieve innovative interaction in the process of carrying out network implicit ideological and political courses. And then build a high standard and high-quality e-class network platform operation team to play the educational role of counselors. Firstly, one should grasp the characteristics and laws of the deep integration of the e-class platform, explore the mechanism of innovative interaction, and promote the network implicit ideological and political education. Secondly, is to keep pace with the times and make the best use of the situation. In cyberspace, various social hot issues and typical examples collide and inspire each other, therefore teachers and students can argue and discuss social hot issues and typical events. By arguing and discussing, students can establish a correct world outlook, outlook on life and values. Thirdly, one should regularly use the e-class platform to carry out regular work such as ideological guidance, employment guidance, psychological counseling, awards and loans, and theme education. Fourthly, we can use the blog function in the e-class platform to write articles, share the feelings of work and life to students, and carry out implicit ideological and political education for students. Lastly, we should regularly share the material resources and institutional resources of implicit Ideological and political education with students to imperceptibly edify and influence students.

3.2. Strengthen the effectiveness of implicit ideological and political education by focusing on innovative practical activities

Innovation practice (Social Practice) credit refers to the credit obtained by students who participate in extracurricular innovation practice activities and obtain achievements during school. The author school has incorporated innovative practice activities into the curriculum system and established the criteria for credit recognition of innovative practice (Social Practice), which are divided into four modules; (1) Scientific and technological lectures on human quality; (2) Voluntary public welfare activities; (3) Social practice activities during holidays; and (4) Scientific professional competitions. Each student is required to complete

60 credits before their graduation. Innovative practice activities are an important part of the cultivation of innovative talents in our university. Carrying out rich and colorful innovative practice activities is an important way to implement implicit ideological and political education. The innovative practice activities are included in the network ideological and political education content of the e-class with an innovative practice credit module is added into it. The credit recognition, statistics, and credit reminder are carried out on the platform to facilitate the inquiry of the students. As the main guide and organizer of innovation practice activities, counselors actively carry out various innovation practice activities on the platform of e-class, fully convert the implicit ideological and political education knowledge into pictures, videos and other forms, constantly broaden the knowledge of students' learning, and imperceptibly let students internalize the contents that they have learned. The college students' volunteer service activities and scientific and technological innovation activities can be recorded into micro videos, thereby more college students can learn and experience from them.

3.3. Take two-dimensional culture as a carrier to innovate working methods

Two-dimensional culture is a cultural value system formed by young groups based on similar aesthetic tendencies and common interests using animation, comics, games, light novels, and other carriers to run the laws of the real world in the virtual world. The manifestations of the two-dimensional culture are mainly comics, animations, games, and light novels. From media research "Special Research Report on China's two-dimensional Video Industry" shows that the number of secondary users in China in 2019 is about 332 million, and it is expected to exceed 400 million this year. The main users are post-90s and post-00, and students accounted for 66.7%. It can be seen that nearly 70% of the two-dimensional users are college students, and these people are the main groups for the popularity and dissemination of the two-dimensional culture. Counselors should make full use of the two-dimensional cultural position space, innovate their working methods and ways, enhance the discourse power of implicit ideological and political education, enhance the affinity for implicit ideological and political education, and improve the effectiveness of implicit ideological and political education. Firstly, by carry out two-dimensional cultural activities on the e-class network platform to make full use of the two-dimensional culture by sharing their own stories with the students. For example, to carry out activities such as the exhibition of animation works, in which the content of the works should reflect the correct value orientation, and students should be encouraged to use new technologies to create works that are close to the actual thinking, study, work, and life of teachers and students. Secondly, using the implicit ideological and political education resources on the Internet, such as "The Rabbit That Year, The Return of the Great Sage, Chinese Choir" and other animations with distinctive Chinese characteristics. At the same time, when counselors communicate and interact with students on the e-class platform, they should try to express their teaching in a literary and artistic form that is pleasant to see, such as "Simi Marseille, Meng Meng Da, Lori" and others.

3.4. Strengthen the branding and specialization of e-class network platform activities

In addition to actively carry out activities on the e-class platform, non-governmental counselors should also combine online and offline in depth, play the attraction role of the activities, and combine the professional characteristics of students to create excellent cultural activities, to make the project brand, and integrate the implicit ideological and political education into professional learning. For example, animation majors can conduct red micro-video competitions, Chinese majors can perform patriotic poetry competitions, and language majors may carry out social hot topic speech competitions. In order to stimulate students' enthusiasm for participating in these activities, give full play to their dominant position, allow students to receive ideological education in professional competitions, and guide students to actively inherit Chinese excellent traditional culture and red genes, and lastly form a spirit of patriotism. The school vigorously

cultivates high-quality projects, gives full play to the role of demonstration and leadership, continuously improves the pertinence and effectiveness of implicit ideological and political education, and effectively improves the overall level of ideological and political education for college students.

3.5. Pay attention to the publicity and promotion of the network platform of the development funded education easy class

Colleges and universities may carry out the publicity and promotion of the development funded education platform through traditional methods, such as publicizing the funded education activities, posting the introduction of the network platform in the publicity column, and posting the two-dimensional code of the website. Additionally, new media can also be used to conduct publicity and promotion, such as cross platform publicity on WeChat, micro-blog, etc. for various subsidized service applications, subsidized education courses, etc., to attract more students to pay attention and use the developmental subsidized education easy class network platform, so that students can be attracted, retained, and inseparable. The mode is the result of the integration of computer technology and network technology. In the current global epidemic situation, online learning has become an indispensable learning mode, whether it is general- or adult-related education. It is not limited by time and space, and can still ensure the mutual communication among the members.

4. Conclusion

The e-class provides a brand-new channel and carrier support for the development of network ideological and political education. Its functions are diversified and it is a supplement to the traditional ideological and political education. At present, it has been promoted in various colleges and universities, and some problems have emerged in the application process. In order to fully enhance the role of online ideological and political education, it is important to summarize experience in practice, do a good job in the development of life services, ideological and political education, and cultural and entertainment functions, thereby the ideological and political education can really enter the brain and heart, win the recognition of college students in thought and emotion, improve the use of its easy classes, and make the easy classes truly a tool for information exchange, communication, and interaction.

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Disclosure statement

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