

The Construction of College Counselors' Professional Ability Under the Network Ideological and Political System

Zhuang Yuan
Yunnan Land and Resources
Vocational College, Kunming, 650000
Yunnan, China

Abstract: With the rapid development of network technology, the reform of teaching system in colleges and universities is also deepening. By giving full play to the advantages of network technology, the teaching level can be better improved. Especially after the arrival of the "Internet Plus" era, the means of teaching work in colleges and universities are more abundant, which can provide more diverse teaching contents for teaching work. At the same time, advanced teaching methods are used to explore the construction of counselor's discourse system through the formation of counselors' discourse thoughts, discourse thinking, discourse expression and discourse environment in the process of online ideological and political education, and from the professional development of counselors Innovate the counselor discourse system in terms of international vision, local ideology and problem awareness, and enhance the effectiveness of online ideological and political education.

Keywords: College counselors; professional ability; ideological and political system

1. INTRODUCTION

In the process of rapid development of current network technology, the ideology and behavior of college students have changed accordingly, which requires the teaching work in colleges and universities to keep pace with the times, and better improve the teaching quality by realizing the combination of teaching work and network technology.

For college students, they live in the "Internet+" environment, forming a diversified campus living environment. This requires college counselors to independently reform and innovate the way of ideological and political education through the Internet to better promote the healthy growth of college students in the new era: under the guidance of Marxism and the theory of socialism with Chinese characteristics, taking the actual needs of college students as the starting point, taking the excellent traditional culture of the Chinese nation as the basis, taking the all-round development of college students as the goal, relying on the discipline of ideological and political education, The state and ability of carrying out ideological and political education work in a targeted and effective way by using the professional knowledge of other relevant disciplines.

With the promulgation of the Vocational Competence Standards for College Counselors (Interim), this standard has been refined, and the specific implementation steps and contents have been pointed out for the improvement of the professional competence of college counselors. The traditional communication form of college counselors' discourse is one-way radiation, that is, it is one-way communication from counselors to mass students. College students are the audience and consumers of counselors' discourse, and counselors have the discourse theme right and discourse array right. The development of new media and network technology has made counselors and students become equal communicators, forming the interoperability and diversity of network discourse communication. In 1980,

the Ministry of Education and the Central Committee of the Communist Youth League made more specific provisions on the ability of counselors in the opinions on strengthening the ideological and political work of college students.

Artificial intelligence coordination and optimization mechanism is shown below.

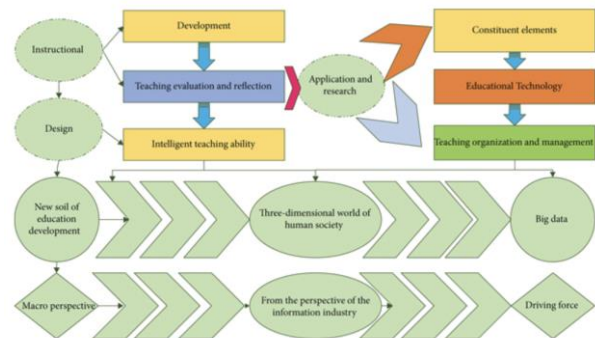


Figure. 1 Artificial intelligence coordination and optimization mechanism

2. THE PROPOSED METHODOLOGY

2.1 Problems in Ideological and Political Education in Colleges and Universities

At this stage, the main work of the counselors is to do a good job in ideological and political propaganda, education and guidance for students, and to publicize and internalize the achievements of Marxism Leninism and Marxism in China to students.

Colleges and universities must strengthen the improvement of the teaching mechanism of the ideological and political theory course. On the one hand, they should carry out more efficient teacher team construction from the system, and improve the

system and norms of work evaluation, professional title promotion and academic research; On the other hand, teachers should improve their personality quality and theoretical quality, and constantly learn in the teaching process, so as to enhance their political quality and improve the teaching level.

Strengthening and innovating network ideological and political education is an important guarantee for students' growth and success. University is the last stop of student socialization, and the most important goal is to grow into talents. The content of online ideological and political education must be what students care about and what they really need, so that it will have a lasting and in-depth attraction and influence on students, so that the cohesion of the network position can reach the "mind" directly through the "eyeball".

In the new era, there is a clear difference between the online ideological and political work environment and the traditional ideological and political work environment. Counselors should cultivate their own cross-border thinking, The traditional class meetings, activities, reports, conversations and other discourse expressions are combined with the new media network, such as the formation of an online conversation room and an online lecture hall. Network information capabilities include information collection and public opinion research and judgment capabilities.

2.2 Ways to Improve the Professional Ability of Counselors from the Perspective of Network Ideological and Political Education

First of all, the ability to collect network information is the foundation and the ability of college counselors to make full use of various network platforms to collect network information. Secondly, it is to analyze information and make public opinion research and judgment. For the information of "public opinion points", that is, the information that has shown great enthusiasm, wide attention and may continue to ferment. Proportion of information education services is shown the figure2.

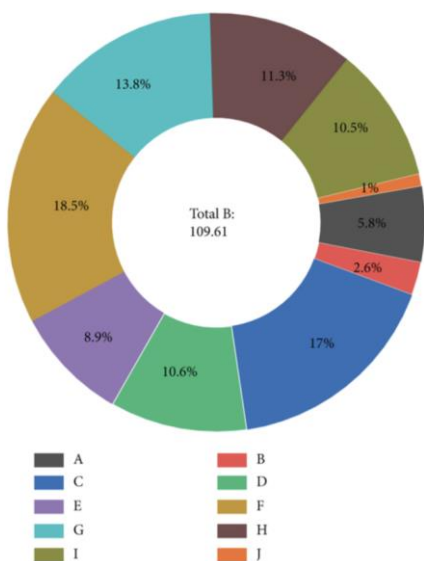


Figure. 2 Proportion of information education services.

College counselors must strengthen Internet technology training. On the one hand, college counselors must be clear about the relevant theories and laws of ideological and

political work under the "Internet+" environment, better combine the traditional ideological and political education model with the Internet, open their minds, learn from successful experience, and be aware of it Follow the trend; On the other hand, counselors build ideological and political network platform in colleges and universities

The professional abilities of counselors include many aspects, among which the core abilities include advanced educational concepts, innovative abilities and learning and research abilities. The development of network ideological and political education requires the counselors to further improve their core competence, which requires the counselors to strengthen their research and continuous learning in these three aspects to adapt to the new normal of network ideological and political education. However, counselors and students should not only achieve the level of communication, but also do a good job of guiding ideological education in the process of discourse communication. They should not blindly cater to the tastes of students. They should grasp the topic right of discourse in the process of online topic sharing and mutual comments, guide online public opinion, build a good network ideological ecology in colleges and universities, and form a new way of discourse communication to guide communication.

3. CONCLUSION

As an important link in college teaching, ideological and political education plays a vital role in improving students' comprehensive quality and establishing correct values, which requires it to comply with the trend of social development, carry out network ideological and political education with the help of network technology, and improve teaching quality. By strengthening the construction of the teacher team system, cultivating the student-centered subjective consciousness, and actively innovating, we can enhance the voice of counselors, guide the ideology of college students, enhance the effectiveness of the network ideological and political education in colleges and universities, and cultivate qualified socialist builders and reliable successors.

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