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An Exploration of the Importance and Methods of College Counselors in Conducting Implicit Ideological and Political Education

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Abstract: In the current era of rapid development in the 21st century, counselors—frontline practitioners in the field of ideological and political education—should recognize and emphasize the role of implicit ideological and political education, gain a comprehensive understanding of its essence and significance, refine its methods, and integrate education into all aspects of daily study and work, thereby addressing the limitations of explicit instruction.

Keywords: Implicit ideological and political education; counselors; social practice

1. INTRODUCTION

Higher education ideological and political education centers on students' mental health and moral development, profoundly influencing the physical and psychological well-being and cultural intellectual growth of contemporary college students, while providing ideological guidance for cultivating the successors of socialism with Chinese characteristics. University counselors should consistently uphold a student centered philosophy and an educational approach that prioritizes moral cultivation and holistic development, grounding their work in innovative concepts and methods. Moreover, the duties of counselors should align with the core values of higher education—serving all students and enhancing their overall competence and capabilities.

2. The Importance of Conducting Ideological and Political Education for College Students in Higher Education Institutions

With the rapid development of the Internet, cyberspace has become a major hub for diverse social ideologies and competing interests, serving as the primary platform for students to access information and exchange ideas and emotions. Against this backdrop, it is both crucial and urgent to move beyond traditional methods of ideological and political education in higher education—such as one on one talks and classroom lectures—and actively explore an "Internet Plus" model for ideological and political education in universities. Strengthening and improving ideological and political education for college students is vital to their healthy growth, and it bears on the future and destiny of the nation and the people. It is a foundational undertaking, a project that wins public support, a source of hope, and a societal endeavor with far-reaching implications. Therefore, it is of paramount importance to instill scientific theories and noble moral principles in students through ideological and political education, helping them develop a correct worldview, outlook on life, and set of values. In conventional teaching practices, although universities have paid some attention to cultivating students' ideological and political awareness and have offered general education courses and assessment based classes in this area, most students tend to overlook the significance of these courses, viewing them as dispensable or even skipping them altogether, which undermines the enhancement of their ideological and moral cultivation. From another perspective, ideological and political education serves as the foundation for specialized coursework. Only by first elevating students' ideological and moral standards and fostering sound values and ethical principles can they be motivated to persist in studying their professional subjects. Conversely, if students are not adequately guided in terms of ideology and morality, then in the relatively free environment of the university campus… In this context, college students may easily lose a clear sense of moral and value orientation, leading them to waste time on trivial pursuits and neglect their academic studies. Therefore, how to help students recognize the importance of ideological and political education is a question that university counselors must carefully consider.

3. An Exploration of the Implicit Methods Employed by University Counselors in Ideological and Political Education

3.1 Strengthen Psychological Counseling

In today's internet age, university counselors can no longer rely solely on traditional approaches when making management decisions. Particularly in the modern online environment, where students are confronted with increasingly complex information, counselors must provide effective psychological guidance to ensure that students' mental burdens are promptly alleviated. To this end, counselors need to make prudent use of various online channels: promptly gather relevant information for ideological and political education; deliver psychological awareness sessions in students' daily lives and academic settings; and establish educational columns on digital platforms. This will enable them to effectively supplement counseling services with health related information and resources. At the same time, by leveraging online platforms for mental health education, counselors can offer scientifically grounded training on emotional regulation and strategies for coping with work

related stress and setbacks, helping students to implement self adjustment more effectively.

3.2 Cultivating Students' Innovative and Practical Abilities

Under the traditional education model, most counselors have neglected to guide students in developing practical skills and fostering a spirit of innovation, resulting in a steady decline in their overall competence. Cultivating innovative and practical capabilities is a crucial component of talent development; enhancing innovation helps broaden students' horizons, while strengthening their practical abilities enables them to grasp the essence of things more clearly, thereby enabling them to approach what they encounter with greater rationality. When students' comprehensive qualities—particularly their innovation and practical skills—are significantly improved, it will help alleviate the current severe and pressing employment situation. At the same time, this improvement will support the steady advancement of mental health education for college students. On this basis, students will be better equipped to resist exposure to harmful information, adopt sound values and ideologies, and maintain a positive, healthy mindset, thus ensuring the smooth implementation of ideological and political education in higher education institutions and contributing to the progress of society.

3.3 Monitor online public opinion trends, make appropriate use of digital platforms, and effectively guide students' value orientations

Counselors should make effective use of after class time to provide students with ideological and political education. When teaching, they should avoid relying solely on traditional methods, as this approach often fails to engage students. Data indicate that, on average, Chinese university students spend more than three hours per day using their mobile phones. Therefore, educators should leverage the widespread adoption of the "micro era" to establish communication channels with students through platforms such as smartphones and computers. Counselors can encourage students to download apps offering online courses in ideological and political education, assigning them regular viewing tasks to complete after class. Exercises should be assigned, and their progress promptly monitored and supervised. Advisors can also encourage students to download a mobile app, where they can post content related to political study. In addition to sharing theoretical knowledge, they can upload patriotic films or relevant videos to enhance students' interest in political education. At the same time, advisors should serve as administrators, providing online answers to students' questions and enabling them to engage with political education through the mobile platform.

3.4 Conduct Student Assessment Effectively

University counselors should uphold fairness, impartiality, and reasonableness in student evaluations—such as scholarship awards and the selection of outstanding student leaders—taking into account not only academic performance but also students' overall competence, everyday conduct, and contributions to campus life. Meanwhile, the allocation of financial aid should be based on students' actual circumstances, with quotas distributed fairly according to family economic conditions. Furthermore, all award and recognition outcomes should be publicly announced, and their validity should be verified only after confirming there are no objections. By adopting this approach, we can both reward high achieving students and provide assistance to those in need, while also strengthening students' trust in their counselors and laying a solid foundation for the smooth execution of counseling work.

3.5 Enhancing Communication Channels

At the current stage in China, communication between teachers and students exhibits significant disparities. University counselors must place greater emphasis on this issue, fostering a positive environment that promotes harmonious relationships between faculty and students, ensuring more effective communication among students, and thereby alleviating the stress they experience in daily life and academic pursuits. In the past, decision-making was typically led by senior management, with department heads also participating in formulating policies; however, grassroots-level involvement remained relatively limited, making it difficult for decisions to align with the university's actual development needs. In today's digital age, students' individual awareness is steadily increasing. In response, university counselors should systematically refine their communication channels, engage in meaningful dialogue with students, and attentively listen to their suggestions, thus fully harnessing students' initiative and agency.

3.6 Innovative Educational Approaches

Compared with the new era, the "top-down" educational approach of the past clearly no longer meets the current demands of education. We should innovate ideological and political education by aligning it with contemporary trends, continuously diversifying classroom teaching methods, and employing fresh, interactive, and vividly engaging pedagogies to captivate students. At the same time, we must organize a wide array of campus cultural activities to fully leverage the role of extracurricular ideological and political education, ensuring that educational efforts are more closely connected to everyday life—fostering moral development through participation in activities and practical experience. Furthermore, by harnessing online platforms such as Yiban, WeChat official accounts, and smart ideological political education systems, or by adopting the currently popular format of live streaming, we can actively disseminate positive social values, thereby injecting new vitality into ideological and political education.

3.7 Enrich ideological and political education activities and create a conducive educational environment

College counselors should, in light of students' backgrounds and the characteristics of their educational stage, forge new approaches to ideological and political education and guide students toward self education. As university students' sense of independence and capacity continue to grow, counselors ought to help them develop sound values and a constructive outlook on employment, enabling them to draw on their own circumstances to motivate and regulate themselves, thereby enhancing their self competence. Counselors should also create diverse opportunities for students' academic and personal growth, fostering in them a correct worldview, outlook on life, and values through the practice of ideological and political education, and effectively harnessing the educational impact of extracurricular activities. Furthermore, counselors can cultivate and mobilize student leaders, attune themselves to students' preferences and pressing ideological concerns, and assist them in addressing these issues through social practice, thematic education, and other initiatives.

4. Conclusion

In summary, the advent of the micro era has provided numerous new approaches to ideological and political education in Chinese universities. As counselors responsible for students' ideological development, we should seize the opportunities of our times, make prudent use of the conveniences offered by micro classrooms, Weibo, WeChat, and other platforms, and continuously explore and conduct research, thereby contributing our own efforts to the advancement of ideological and political education among university students.

5. REFERENCES

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