

Analysis on the Ideal and Faith Education of College Counselors in the New Era

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Abstract: *Ideal and faith is the "master switch", is the direction, strength and support. As the ideological and political work team of the Party, college counselors are the backbone of the student work in colleges and universities, and shoulder the important mission of "cultivating people by virtue". Firm ideals and beliefs play a very important role in the problems encountered on the growth of college students in the new era and the society in the future. Therefore, starting from the overall situation of the development of the party and the country, it is urgent to strengthen the ideal and faith education of college counselors and improve the overall quality of the counselors. This paper will analyze the current situation of the ideal faith education, explore the strategies and methods of the ideal faith education in the new era, so as to enhance the effectiveness of the ideal faith education of college counselors.*

Keywords: *new era; college counselor; ideal and belief; education strategy*

1. Introduction

College counselors are the guide and guide of the healthy growth of college students, and are an important part of the ideological and political education team in colleges and universities. The National Conference on Ideological and Political Work in Colleges and universities stressed: "We should take the ideal and faith of college students as the primary task of ideological and political work in colleges and universities, and take the ideal and faith of college students as the core content of the party's ideological and political education." College counselors shoulder the important mission of cultivating people by virtue and cultivating the builders and successors of the socialist cause, and play an important role in the ideological and political education of college students. To carry out ideal and faith education for college counselors is the new requirement for ideological and political education in colleges and universities in the new era, the objective need for college students to grow up, and the inevitable requirement for implementing the fundamental task of cultivating people by virtue.

2. The important role of ideal and belief education under the background of the new era

"Ideals and beliefs are the spiritual 'calcium' of the Communists. Without ideals and beliefs, not firm, the spirit will be 'calcium deficiency', will get 'rickets'." Ideals and beliefs are the foundation of the CPC, the foundation of its governance, and the source of its strength. At present, the continuous deepening of social and economic development and reform and opening up not only make China's social development stand at a new historical starting point, but also provide a broad stage and opportunities for the healthy growth of college students in the new era. As socialism with Chinese characteristics has entered a new era, the principal contradiction facing Chinese society has turned into the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. On the new journey of realizing the "Two Centenary Goals" and realizing the Chinese dream of great national rejuvenation, contemporary college students shoulder the historical mission of building a great modern socialist country, and shoulder the responsibility of dedicating youth, wisdom and strength to the prosperity of the country, the rejuvenation of the nation and the happiness of the people^[1]. Therefore, strengthening the education of ideal and faith of college counselors under the background of the new era plays an important role in cultivating new people who bear the responsibility of national rejuvenation. The formation and establishment of ideals and beliefs is a long and tortuous process, which needs to be gradually formed in the long-term practical activities. College counselors should take the initiative to adapt to the new era of college students 'new demand

for ideal faith, the ideal faith education as an important content of college students' ideological and political education work, actively guide students to set up the correct world outlook, the outlook on life, values, strengthening its political consciousness, core and par consciousness, make it fully realize the ideal faith is the spiritual pillar of personal development, is the inexhaustible driving force to promote the development of social progress.

3. The status quo of ideal and faith education

The form of ideal and faith education is single, and the content is not rich enough. For a long time, due to the influence of traditional educational concepts, the ideal and faith education of college counselors mostly stays at the level of classroom teaching, often combining theoretical knowledge with practical activities, and lacks a systematic theoretical system and profound practical significance. In the process of daily management and ideological and political education, the work of college counselors often mainly focuses on teaching knowledge, emphasizing theoretical education while ignoring students' perception of ideals and beliefs. This way is not conducive to students' understanding and understanding of their ideals and beliefs, and affects the firm and establishment of college students' ideals and beliefs.

The effect of ideal and faith education is not good. As the organizer, implementer and instructor of students' daily ideological and political education, college counselors play a very important role in strengthening students' ideological and political education. However, the current college counselors are faced with many problems and difficulties in the ideal and faith education work.

The ideal and faith education system is not sound. For a long time, due to the high work pressure and low treatment of college counselors, the construction of counselors lacks the corresponding policy guarantee mechanism, which seriously affects the work enthusiasm and enthusiasm of college counselors. At present, in the process of ideal and faith education, college counselors are mainly the teachers of ideological and political theory courses, accounting for a large proportion, and the effect of ideal and faith education is affected by the curriculum setting and teaching methods^[2].

The main body quality of ideal and faith education needs to be improved. Under the background of the new era, college students have become the successors and builders of the cause of socialism with Chinese characteristics. With the rapid development of information technology and Internet technology, the popularization of mobile Internet and social network platforms, and the popularization of mobile terminal equipment, contemporary college students have more and more channels, wider range, faster and deeper depth. In such a diversified, information and fragmented era background, college students are faced with more severe challenges and tests in the process of ideal and faith education.

4. An important way to strengthen the ideal and faith education

4.1. Strengthen the information construction, and innovate the ways and methods of ideal and faith education

Relying on the network platform. In the new era, college students' ideal and faith education needs to be realized through the network platform. Giving full play to the role of the Internet and making full use of the Internet, mobile phones, microblog and other media to carry out work is the inevitable choice for college counselors to carry out ideal and faith education. Through the establishment of counselor we-media platform, build a bridge between students' thought exchange, emotional communication and spiritual dialogue, and realize the student-centered ideal and faith education mode. Counselor to communicate with students through wechat, QQ and other social tools, understand students' ideological dynamics and psychological changes, and timely solve the difficulties and problems encountered in students' life.

Innovative classroom form. Traditional classroom is the main position for college students to accept the ideal and faith education, but the current classroom teaching mode in colleges and universities is too single. Therefore, it is necessary to innovate the classroom teaching methods, combine the classroom teaching with the network information technology, move the traditional classroom to the network, and carry out the ideal and faith education in the form of "micro class" and "micro video". For example, teach the theme of college students' ideal and beliefs education, transfer the socialist core values, party history and country history to college students in a vivid and easy to understand way; and publish articles about the education of ideals and beliefs.

The carrier of innovation activities. We should adhere to the principle of being close to reality and students, actively carry out colorful themed activities, and guide college students to consciously practice the core socialist values. For example, "Chinese Dream, my Dream" theme essay contest; "Inheriting red gene" theme speech contest; "Our festival" theme class meeting activities, etc. Through these activities, college students are guided to firm their ideals and beliefs and establish correct values. At the same time, these activities can enhance the sense of social responsibility and mission of college students, and effectively promote the all-round development of college students^[3].

Innovative education carrier. We should make full use of network information technology, actively carry out network publicity activities, and make relevant contents such as "Chinese Dream, My Dream" and "Twenty great Spirit of the Party" into network topics, so that college students can fully understand the history of the Party and the development process of new China, and firmly establish the ideal and faith of socialism with Chinese characteristics. In addition, we should innovate the carrier of ideological and political work, give full play to the role of the student party branch, the general branch of the league and the class organization, set an example for college students through the student party members and league members, and enhance the appeal and appeal of college students' ideal and faith education. In addition, we should make full use of new media technology to carry out the education of college students' ideals and beliefs, establish a new media platform, and give full play to students' subjective initiative and enthusiasm. At the same time, college students should be actively guided to treat network information rationally, and do not believe rumors and rumors.

To sum up, it is of great significance for college counselors to carry out the education of ideal and faith information and innovate the methods of ideal and faith education. College counselors should make full use of network information technology, constantly innovate education methods through multimedia teaching methods, and improve the effect of college students' ideal and faith education. At the same time, we should actively build an education platform for college students' ideals and beliefs, and with the support of information technology, we should constantly improve the counselor we-media platform, classroom teaching forms, activity carriers and network carriers. Give full play to the main position of college students, so that college students can actively participate in the education of ideals and beliefs, and guide college students to correctly understand the relationship between social development and their own development. So as to guide college students to set up correct life values and realize the unity of personal value and social value^[4].

4.2. Take practical action as the standard to realize the close combination of theory and practice

The formation of ideals and beliefs is a long-term process, which requires continuous learning and continuous accumulation. Counselors should actively learn from books and strive to improve their political quality and theoretical level; learn from practice and strive to improve their practical working ability; learn from students and constantly enhance their personality charm. First, it should be driven by firm political beliefs. Ideal and faith is the concentrated embodiment of a person's world outlook, outlook on life and values in the goal of struggle. A firm and correct political direction is the prerequisite and foundation for doing all our work well. Counselors should always take the firm and correct political direction as the starting point and foothold of their work, always adhere to the guiding position of Marxism in their daily work, and always maintain their scientific belief in Marxism and communism. Secondly, to take a high sense of responsibility as the premise. College counselors should not only have good ideological and political quality, but also have a high sense of responsibility. Only with a high sense of responsibility can do a good job in student work, only with a high sense of responsibility can have an influence on students, only with a high sense of responsibility can become a trustworthy friend in the eyes of students, worthy of teachers. It should be based on firm professionalism. Counselors should insist on combining theoretical knowledge with professional quality, and combine professional knowledge with work practice.

Ideal and faith education is a long-term process. In order to realize the effect of ideal and faith education, practice must be taken as the carrier, and the theory can be tested, sublimated and developed through practice. We should combine the reality of college students, through a variety of ways, take various forms of ideal and faith education through all aspects of college life. In college, in various activities organized by the university, students can also carry out various beneficial activities, volunteer service activities, social investigation and other activities, and it is an effective way to develop the education of ideals and beliefs. In short, ideal and faith education should be integrated into the daily management and the construction of campus culture. Counselors should constantly strengthen their self-cultivation and strive to achieve "three attention": to strengthen theoretical study, constantly improve their own quality in learning; pay attention to establish noble moral sentiment, constantly

strengthen moral cultivation; pay attention to enhance the ability to serve the people, and constantly improve the ability to serve the people^[5].

In the process of ideal and faith education, counselors should be good at finding problems, summing up experience and lessons, set up a correct outlook on life, values and world outlook, constantly improve their own quality, and provide strong support for the education of ideal and faith. At the same time, we should also realize that the education of ideal and faith is a long-term process. We should gradually improve through practice, keep pace with The Times, establish new ideas and new measures, and promote college students to set up correct ideals and beliefs. As the main implementer of students' ideological and political education, counselors should constantly strengthen their own quality, give full play to their positive role, make due contributions to college students to establish a correct world outlook, outlook on life and values in the aspect of ideal and faith education, and make due contributions to the cultivation of "four qualities" new people.

4.3. Optimize the working environment of counselors with mechanism guarantee

The construction of college counselors should adhere to the principle of "both integrity and ability, morality first", with the goal of building a team of high-quality professional counselors, establish and improve various rules and regulations, and provide a strong institutional guarantee for the construction of the counselor team.

Establish a scientific and reasonable work evaluation system. First of all, a scientific and reasonable evaluation system of counselor work should be established to conduct dynamic evaluation of the work of counselors. Secondly, it is necessary to establish and improve the performance appraisal mechanism of counselors, and take the assessment results as an important basis for promotion, evaluation and reward, so as to stimulate the internal vitality of the counselor team. Finally, the counselor assessment and reward system should be established to stimulate the enthusiasm and creativity of the counselors. Colleges and universities should set up special reward funds for counselors' work to encourage counselors to concentrate on research and make more achievements; encourage counselors to continuously explore new working methods and management modes; and set up reward funds for excellent counselors to encourage excellent counselors to emerge constantly.

Guarantee the working treatment and training development of counselors. It is necessary to ensure the investment of counselor team construction funds in the policy, and strengthen the supervision and inspection of the use of counselor team construction funds. At the same time, specific measures should be formulated and improved to encourage and support the construction of counselors. The incentive mechanism should be improved, including the counselors in title evaluation, evaluation and reward, providing opportunities for further study, academic exchange and investigation, and setting up departments responsible for the training and development of counselors. Colleges and universities should actively create conditions to provide a good working environment for counselors. Conditions should be created for counselors to participate in academic research, such as establishing academic forums, to encourage counselors to actively apply for various research projects; to provide opportunities to attend academic conferences at home and abroad; and to set up incentive funds to encourage counselors to participate in various academic seminars at all levels.

To ensure the stability and mobility of the work force. Under the existing student management system, colleges and universities should establish a set of effective personnel supplement mechanism. The corresponding flow mechanism should be established to provide the opportunity for the reasonable flow of the counselors. Colleges and universities should guide counselors to go out in policy, such as encourage counselors to take temporary posts at the grassroots level, support counselors to participate in part-time work, encourage counselors to take temporary posts in enterprises; establish a database of college counselors to track students with special needs. More study opportunities should be provided for counselors, such as encouraging them to actively apply for various scientific research projects; providing more opportunities to participate in academic exchanges at home and abroad; such as encouraging counselors to attend international academic conferences; and providing more opportunities to study abroad for counselors.

Create a harmonious and relaxed working atmosphere. Universities should establish a scientific and effective mechanism to ensure the positive interaction between schools, colleges and classes; strengthen communication and communication; create a harmonious and relaxed working atmosphere, encourage students to actively participate in various activities and cultivate their healthy and progressive interests; create conditions to encourage counselors and students to grasp their real

thoughts and thoughts; respect the position and role of counselors in student management; and give full play to the role of counselors in the construction of campus culture. Counselors are the guides of students, their bosom friends, and their good teachers and helpful friends. We should strengthen the training of counselors, give full play to the leading role of counselors in the ideological and political education of college students, strengthen the vocational training of counselors, and improve the overall quality of counselors^[6].

4.4. Improve the ideological and political quality of the counselors under the guidance of scientific theories

The counselors should constantly strengthen their theoretical study, constantly improve their political quality, arm their minds with scientific theories, adhere to the scientific theory of Marxism, and analyze and solve problems with the standpoint, viewpoint and method of Marxism. We will continue to strengthen our ideological and political cultivation, equip our minds with the Party and the state's system of theories of socialism with Chinese characteristics for the new era, strengthen our awareness of the "four principles", strengthen confidence in the "four principles", and uphold the "two principles". We should constantly strengthen the study of political theory and party spirit training, and strengthen our political awareness and the consciousness of keeping in line. We should always maintain high political consistency with the CPC Central Committee; adhere to Marxist positions, views and methods in our work; adhere to principles and party spirit in our life, and never forget our party membership. It is necessary to deeply understand the ideological reality of college students, respect the subject status of students, and learn to use the Marxist standpoint, viewpoint and method to analyze and solve the problems in the growth process of college students. At present, the biggest problems of college students are their lack of faith, diversified values and loss of ideals. Faced with this situation, the counselors should deeply understand the problems encountered in the growth and development of students and the confusion in the pursuit of future life value and spiritual belief; they should actively guide college students to analyze and solve practical problems with Marxist standpoint, viewpoint and method, in the process of understanding and transforming the world, and be ideal and disciplined socialist cause.

Counselors should further improve their ideological and political quality, be good at analyzing and thinking problems from the political perspective, build ideals and beliefs on the rational identification of scientific theories, on the correct understanding of historical laws, and on the accurate grasp of the basic national conditions.

5. Conclusions

College counselors shoulder the important task of educating ideals and beliefs for college students, and are an important force in training qualified socialist builders and successors. Colleges and universities should attach great importance to the construction of the counselor team, give full play to the role of counselors in students' ideological and political work, and improve the quality of ideological and political work by strengthening the education of counselors' ideals and beliefs. It is necessary to enhance the study of Marxist theory and the quality of the counselors of colleges and universities, and the effectiveness of ideological and political education, so as to promote the high-quality development of ideological and political work in the new era.

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