
The Innovation and Practice of Counselors' Ideological and Political Work Mode Under the Background of New Era

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Abstract: This paper aims to explore how to innovate and practice the ideological and political work mode of counselors under the background of the new era, so as to meet the needs of the development of the era and improve the effectiveness of ideological and political education.

Keywords: New era; Counselor; Ideological and political work; Innovate; Practice

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1. Introduction

With the rapid development of society and the continuous progress of The Times, the traditional ideological and political work mode of counselors can no longer fully meet the needs of current students. Therefore, it is particularly urgent to explore a new work mode.

2. Challenges faced by counselors' ideological and political work in the new era

Under the background of the new era, counselors face many challenges in ideological and political work.

- (1) With the popularization of the Internet and social media, the speed of information dissemination has become extremely rapid, and counselors need to timely grasp and guide students to correctly handle online information to prevent the spread of wrong thoughts^[1]. This not only requires counselors to have the ability to react quickly, but also requires them to be able to use various online tools and platforms to communicate effectively with students, guide them to distinguish between true and false information, and develop critical thinking.
- (2) The current social values are diversified, and students' ideas and value orientations are more diversified. Counselors need to pay more attention to personalized guidance and respect students' individual differences when carrying

out ideological and political education. This means an in-depth understanding of each student's background, interests, and needs, and a flexible and diverse approach to education that helps students build positive outlooks and values.

- (3) In the context of globalization, international exchanges are increasingly frequent, and counselors need to help students establish a correct international outlook, enhance national awareness and cultural self-confidence, and guide students to look at international issues rationally [2]. This requires counselors not only to have a broad international perspective, but also to be able to educate students on how to maintain cultural consciousness and national self-esteem in the tide of globalization, and how to present a good image of the country on the international stage.
- (4) College students in the new era generally have a high level of knowledge and independent thinking ability. Counselors must constantly innovate educational methods and means when carrying out ideological and political work to improve the attractiveness and effectiveness of ideological and political education. This includes the use of modern information technology, such as multimedia teaching, online courses, and various forms of practical activities, such as social research, voluntary service, etc., to make ideological and political education more vivid and close to students' reality, so as to stimulate students' enthusiasm for participation and interest in learning.

3. The necessity of counselors' ideological and political work mode innovation

In the context of the rapid development of higher education at present, as an important force in students' ideological and political education, counselors must innovate their work mode [3]. First of all, with the continuous progress of society and the rapid development of science and technology, students' ideas, value orientation and behavior are undergoing profound changes. The traditional ideological and political work mode has been difficult to fully adapt to the needs of students in the new era, therefore, an innovative work mode is an inevitable choice to keep pace with the era.

Secondly, in the face of a complex and changing social environment and diversified information impact, students' ideological and political education is faced with unprecedented challenges [4]. Counselors need to improve the pertinence and effectiveness of their work through innovative work models, help students establish a correct world outlook, outlook on life and values, and guide their healthy growth.

Finally, the innovation of ideological and political work modes also requires improving the quality and work ability of counselors. Through continuous exploration and practice of new working methods and means, counselors can better adapt to the requirements of the new era, improve their personal and professional quality, and carry out ideological and political education more effectively.

3.1. Adapt to the characteristics of students in the new era

The characteristics of the new Age student mean that educators and curriculum designers need to have a deep understanding of the characteristics of the current student population, including their study habits, interests, technology

usage, and information processing. This requires the education system to innovate in content and methods to meet students' thirst for knowledge and expectations for learning styles in the new era [5]. Educators should make use of modern technologies, such as the Internet, multimedia tools and interactive platforms, to enrich teaching methods and make the learning process more lively and interesting, while focusing on cultivating students' critical thinking, innovative ability, and lifelong learning habits.

3.2. Coping with social environment and information shocks

In this era of rapid change, we are faced with the double impact of the social environment and the explosion of information. In order to adapt to this change, we must learn how to respond effectively to these challenges.

First of all, the ever-changing social environment requires us to have flexible adaptability and a continuous learning spirit. We need to pay attention to the trends of social development and understand the changes in different cultures and social structures in order to better integrate into and contribute to society.

Secondly, information shock means that we have to deal with a large amount of information every day, which comes from multiple channels such as the Internet, social media, and news reports. The deluge of information can cause us to feel stressed and confused, so learning to sift and process information becomes crucial [6]. We need to develop critical thinking, distinguish between true and false information, and learn to manage our time properly to avoid the negative impact of information overload on our lives and work.

3.3. Improve the personal quality of counselors

Improving the personal quality and working ability of counselors to better serve students and campus communities is a crucial issue in the current educational environment. As an important guide in students' daily study and life, counselors' professional quality and interpersonal skills directly affect students' growth and development [7]. Therefore, through regular training, seminars, and workshops, counselors can constantly update their knowledge and improve their problem-solving skills, while strengthening their professional skills in psychological counseling and career planning guidance, so that they can more effectively help students cope with various challenges. In addition, encouraging counselors to participate in community service and volunteering not only enhances their sense of social responsibility but also enhances their teamwork and leadership, thus creating a more harmonious and positive learning atmosphere on campus.

4. Specific measures for counselors' ideological and political work model innovation and practice

4.1. Strengthen theoretical learning and improve the quality of counselors

In order to better guide students, counselors need to constantly learn political theory knowledge and improve political consciousness, and at the same time pay attention to pedagogy, psychology, and other related fields of knowledge, so

as to comprehensively improve their professional quality and comprehensive ability. In daily work, counselors should actively participate in various training and seminars, exchange experience with peers, and constantly absorb new educational concepts and methods [8]. In addition, counselors should also pay attention to the individual needs of students through in-depth communication and understanding to provide students with more accurate and intimate guidance. In this process, the counselor has not only become the guide on the road of learning, but also a good mentor and friend in the process of their growth. Through continuous study and practice, counselors can better understand the dynamics of students' thoughts, timely discover and solve the problems students encounter in study and life, and help them establish correct values and outlook on life.

4.2. Innovate working methods and improve working efficiency

Counselors should actively explore new working modes, such as the use of online platforms for ideological and political education, which can improve the pertinence and effectiveness of work. At the same time, counselors should continue to learn and master new information technologies and make use of modern technological means such as big data and artificial intelligence to accurately analyze students' individual needs, to formulate more scientific and reasonable education programs [9]. In addition, by establishing an online interactive platform, counselors can communicate and communicate with students more conveniently, timely understand the ideological dynamics and needs of students, and further improve work efficiency and quality. Through these platforms, counselors can also track and provide feedback on students in real time, ensuring that educational measures can be adjusted and optimized in time to adapt to the changing educational environment and student needs.

4.3. Strengthen practical teaching and improve students' practical ability

Counselors should actively organize and guide students to participate in various social practice activities. Through practical teaching, students can learn knowledge and cultivate skills in actual operation, so as to learn and grow in practice. This not only helps students to combine theoretical knowledge with practice, but also enhances students' social responsibility and teamwork ability, laying a solid foundation for their future career. For example, students can be arranged to participate in community service, enterprise internship, scientific research projects, etc., so that students can experience and solve problems in a real working environment [10]. Through these activities, students can not only gain valuable work experience but also learn how to communicate effectively with people from different backgrounds and improve their problem-solving skills. Counselors play a crucial role in this process. They need to carefully design the content of activities, ensure that the activities are closely related to students' professional learning, pay attention to students' personal development, and provide necessary guidance and support [11]. Through such practical teaching, students will be able to better understand the theories learned in the classroom and apply them to the real world, and eventually become compound talents with both knowledge and ability.

5. Conclusion

The innovation and practice of the new ideological and political work mode of counselors can effectively improve the pertinence and effectiveness of ideological and political education, and provide a strong guarantee for cultivating socialist builders and successors with all-round development of morality, intelligence, physical fitness, and labor.

Disclosure statement

The author declares no conflict of interest.

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