

Research on college counselors' work innovation from the new media perspective

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Abstract: *Informationization of college student work should be should effectively meet the needs of students in terms of platform construction, resource integration and the use of new media technology. Encouraging counselors to actively participate in information construction is conducive to maximizing the satisfaction of students' information needs and promoting the realization of the goal of students' development. Improving the information literacy of counselors and promoting the innovation of information work of counselors are the important contents and requirements of information construction and education quality improvement in colleges and universities.*

Key words: *new media; informationization; innovation; network.*

1 Changes in the work of college counselors under the information environment

First of all, facing the increasingly sharp changes in the ideological struggle on the Internet in the context of the information age, multiculturalism in the impact and collision of each other, colleges and universities as educational base, is the spread of knowledge and information. The impact on young students of the social environment and social information is more intense. The strong thirst for knowledge and the mastery of advanced network technology make it easier for them to grasp and understand the pluralistic ideas presented in the process of globalization. At the same time, due to the rapid development of economic globalization, social structure transformation and network technology, a variety of ideologies appear new situations, new problems, and complex mistakes.

Secondly, facing the increasingly complex changes in college students' network behavior, the network provides information including text, images, voice, video, animation and other media, making educational content from plane to three-dimensional, making the form of content dissemination from one-way communication to human-computer interaction and then to the present "P2P" (point-to-point), which are incomparable for traditional media. The Internet has obvious advantages in disseminating information, such as timely, massive, interactive,

continuous and diversified. Through the network, counselors not only can quickly grasp educational and teaching resources through online libraries, search engines, RSS (aggregated content), but also can quickly find the data and charts needed for work and study, and can also be downloaded and saved.

Finally, it is faced with increasingly heavy changes in the construction of network culture and the task of educating people through network culture. The main contents of Ideological and political education for college students in China are patriotism education, four basic principles education, reform and opening up education and hard work education. In order to set up the correct political direction, and at the same time to educate college students on Marxist world outlook, outlook on life, values and moral values, so as to bring up new socialist people. Only by adhering to this kind of education can we cultivate qualified modernized builders and successors. The Internet has made the whole world a "global village", and all kinds of information can proliferate rapidly through the Internet. On the internet, various ideas and cultures collide with each other. College students can contact any kind of culture and political viewpoint without any restriction. Especially at present, due to the unbalanced development of network technology in various countries, the use of the Internet is still dominated by users in developed western countries, and the bad ideas of the West are very easy to affect young students.

2 Ways of counselors' work innovation

2.1 Set up new concepts and take the initiative to occupy the network position

The CPC Central Committee and the State Council clearly pointed out that "to actively occupy the new position of network ideological and Political Education and strengthen the construction of campus in an all-round way so that the network becomes an important means of carrying forward the theme and carrying out ideological and political education". Therefore, on the one hand, the campus network must be established. Colleges and universities should invest more money and improve their technology, and link the Party and government departments, classrooms, libraries and laboratories together through the campus network, so as to realize the smooth flow of information channels. On the other hand, the attractiveness of the network should be enhanced. According to the characteristics of the network, we should develop colorful and lively online education activities and put the ideological and political education into the network work in a prominent position, always adhere to the construction of the website to promote the theme of Ideological and political education in the network an important position, the campus network this position to build and use well.

2.2 Improve the comprehensive quality and adapt to the development of the times

Facing with the new situation and challenges of network culture, college counselors cannot stick to the original experience and mode, and should give full play to their subjective initiative and creativity to improve their knowledge, ability and quality, and actively occupy the network position. First of all, counselors should constantly improve their own knowledge structure, enhance network application skills; to be

good at the emerging network technology and school education, teaching and service work together, become a pioneer in network technology applications. Secondly, counselors must also be innovative spirit and a high sense of responsibility, the network of moral education, network psychology, network laws and regulations to conduct in-depth study and research, overcome difficulties, bold practice, and strive to manage the network crisis, network rumors and Internet addiction and other complex situations. Finally, college counselors should not only have professional knowledge and skills, but also recognize the importance of their own work, and take the initiative to strengthen learning, improve the ability to use new media, communication art, moral education and so on.

2.3 Build a network platform and spread advanced culture

The establishment of ideological and political network platform should not only be conducive to resisting the invasion of western culture and ensuring a positive and healthy campus network culture, but also, more importantly, help college students to establish a scientific outlook on life, the world and values. At present, ideological and political websites in Colleges and universities have some shortcomings, such as small number, astringent content, biased positioning, poor service and slow update. Many websites have the common problems of reporting more meetings and fewer topics, putting more achievements on the table and seeing fewer problems, preaching more, analyzing less and so on. This requires counselors to be able to set a normal attitude, and actively participate in the ideological and political education platform design, production and maintenance. To break through the monotonous and rigid side of the ideological and political network platform and stick to the direction of "comprehensive" construction, the construction of the website cannot be regarded as a political task to deal with. In line with the belief that students are responsible for their growth and success, the content provided by the website should be comprehensive and comprehensive. We should take the initiative to combine the preferences of young college students, ideological and political education network platform will be built into a well-illustrated, audio-visual blend of the guide, education, service network platform. To improve their own quality and innovative ability; to actively carry out new media learning, with advanced theoretical knowledge armed mind, with appropriate ways to communicate with students, reduce the purchase between students, especially students after 1995 are very rich in personality, counselors to keep pace with the times, using micro-mail, QQ, micro-blog and other communication software and Students communicate with each other, establish Weixin group or QQ group, publish school notices and learning materials regularly, conduct in-depth counseling for students, and quickly respond to various problems arising from the development of new media.

3 Conclusion

College counselors should improve their own media awareness and media literacy, improve their ideological and political quality, adapt to the development of the times, combine the characteristics of colleges and universities with the direction of development, effectively grasp the students' ideological trends, and disseminate

positive ideas pertinently, and help students develop a correct outlook on life and values.

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