



Research on the Ideological and Political Education Model of Counselors in the Context of Innovation and Entrepreneurship

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Abstract: As the main output channel of social talents, colleges and universities must have a perfect system to adapt to the constantly developing and updating society, so as to achieve the goal of advancing with the times. In this system, college counselors play an important role. They are not only the grantors of college students' vocational skills, but also the spiritual leaders of college students; Therefore, the promotion of college counselors' professional ability is the top priority of today's education. At present, the education focus of some colleges and universities still stays in the simple granting of vocational skills, ignoring the psychological guidance of students. Focusing on the convenience and challenges brought by the "Internet plus" model for ideological and political education in colleges and universities, it is proposed that college counselors should actively change the ideological and political education model, conform to the development of the Internet, build a platform for ideological and political education, and improve the comprehensive quality of Chinese college students; At the same time, the paper discusses the strategies to improve the ideological and political education of college counselors under the "Internet plus" model.

Keywords: Ideological and Political Education, Counselors, Innovation and Entrepreneurship

I. INTRODUCTION

With the further development of Internet technology, the Internet has occupied a certain position in all areas of life. In the field of education, the Internet seems more active than other fields. Especially in colleges and universities, the Internet has been applied to almost all courses. At present, with the introduction of the concept of "Internet plus", the teaching methods of college courses are bound to change, and ideological and political courses are one of them. What is more important is to correctly guide students' psychological changes, and to guard against students' values bias in today's high-pressure environment. How can we improve college counselors' professional skills and psychological counseling ability? After two years of work as a medical student counselor, the values of college students are not yet fully mature. Guiding students to form correct values is the core of the ideological and political education of counselors.

New media are media forms emerging under the conditions of new technology, such as digital magazines, newspapers, radio, mobile phones, SMS, WeChat, MMS TV, networks, blogs, microblogs, etc. These are the "fifth media" developed with the development of modern social mobile communication technology, compared with the traditional four media of newspapers, outdoor, radio, and television. The extensive application of the fifth media has gradually evolved from its instrumental attribute to a carrier that actively influences human values and outlook on life. Internet information itself covers a

wide range, and diversification, systematization and sharing are the main characteristics of current Internet information resources.

In the Internet information resources, education resources are also very rich. College counselors can make up for the shortage of current ideological and political education textbooks through the use of Internet education resources to make the content of education more colorful. College counselors should go deep into students' campus life, master students' thoughts, and understand students' daily life through their behaviors, so as to provide content basis for daily education work and improve the quality and effect of education work.

So as to achieve unexpected results. The traditional industries are integrated into the Internet, and the main difference between it and the traditional Internet is that the group adhering to "Internet plus" believes that all industries in the future will develop on the basis of the Internet, and any industry can only use the Internet technology if it wants to improve production efficiency or management efficiency in the future. This is a terrible phenomenon. If it is allowed to develop, it will certainly distort the fundamental purpose of students' application for joining the Party, and eventually cause terrible consequences. Therefore, college counselors must come forward at this time to guide students to correctly understand the Party's ideas and concepts, and clearly understand that the fundamental purpose of joining the Party is to serve the people and build a harmonious society with Chinese characteristics under the leadership of the Party. The ideological and political education under the traditional mode is mainly taught by teachers. As the main body of ideological and political education, teachers have the absolute right to speak of information. They can choose teaching methods according to their own ideas and ideas, pass on their own ideas and the ideas that society needs to promote to students, so that students gradually form correct values and outlook on life, and establish and improve students' comprehensive quality system.

II. THE PROPOSED METHODOLOGY

Quality education refers to an educational model aimed at improving the quality of the educated in all aspects. It attaches importance to the education of people's ideological and moral quality, ability cultivation, personality development, physical health and mental health. Ideological and moral quality is put in the first place, which is the cornerstone of our talent training. Only by focusing on the ideological and moral quality, this basic point, can we talk about ability, personality and other aspects. Under the background of "Internet plus", the network is highly developed and has connections with various industries. Internet information resources are jumbled and the scope of information is broader. The information connotation carried by different information is likely to have a certain impact on the



current immature university horizontal groups, and affect their values, ideology, morality, cognition of things, etc. Some individualistic remarks, money worship thoughts and so on are easy to affect college students' thoughts and behaviors. The Internet should be the first choice of tools that meet these conditions.

First of all, college students account for the majority of Internet users. Therefore, most college students will not be unfamiliar with the Internet. Secondly, if you want to change and consolidate the students' ideological and political situation, then in addition to the content in the textbooks, counselors should also introduce a large number of extracurricular development materials, through a thorough analysis of the examples introduced Learning is important, but students themselves are the most important. Only with the comprehensive development of morality, intelligence, physique and beauty can we cultivate qualified talents, and such talents can become the pillars of the country and the pride of the Party. In particular, if our medical students can not establish the people-oriented belief, they will easily fall into the misunderstanding of treating only diseases but not people in the future clinical work. They will separate patients from diseases, pay no attention to patients, the occurrence, development and change of diseases, and lead to a bad outcome that can neither cure diseases nor save people. In the view of social psychologists, only through interpersonal communication in real life can a person achieve healthy, positive and optimistic all-round development.

If students do not communicate with the people around them, but spend too much time in the online world, allowing online games, online shopping, online dating, etc. to occupy all their spare time, then their academic and physical and mental health will inevitably be seriously affected. New media is changing the way college students get information, communicate with others and spare time cultural life. At the same time, it is also affecting college students' values and ideological state, which brings new challenges and opportunities to college students' ideological and political education. The rapid growth of we media such as blogs, podcasts, microblogs, wikis, Digg, and Twitter has provided a platform for young students to show themselves and pursue individuality.

At present, students have been integrated into the "Internet plus" environment. Life, study, work, entertainment, shopping and so on are all related to the network, which also provides a foundation and creates conditions for ideological and political education in colleges and universities. In the context of "Internet plus", college counselors need to keep pace with the times, change their work thinking concepts, further optimize their work methods, make good use of their own roles, take advantage of the advantages of the "Internet plus" environment, expand education channels, and spread positive energy and correct values. It is to transform the knowledge in the textbook into the content that students can easily understand and accept through a large number of examples and fragments, so that students can get full ideological influence in the process of education. Therefore, teachers need to know how to organize the fragmented information on the Internet into volumes, so that college students can more easily understand the core ideas of ideological and political education in the process.

Education guidance is only auxiliary, and the most important thing is to cultivate them to grow into talents. The

ideological and political education classroom is just a traditional position. Today, we can transfer knowledge through media teaching, microblog interaction, WeChat platform, etc. But the second classroom outside the classroom should be paid more attention to. It is the invisible hand to shape the students' quality and promote their all-round development. Through the functions in this software, we can also set up some tests and questionnaires to evaluate the ideological and political situation of college students and their own teaching situation. On the whole, there is no obvious difference between the function of WeChat and Learning Pass, but in WeChat, students can also get information about ideological and political learning and read articles on ideological and political issues pushed by official account by following WeChat official account such as the Communist Youth League Central Committee.

Secondly, the change of learning methods has also caused a lot of trouble to new college students; For example, many students in middle school have adapted to study in a relatively tense environment, with the supervision of teachers and parents and the competition of classmates and alumni. After coming to the university, these factors have disappeared, leading to the students' inner laziness and loss of enthusiasm for learning. High timeliness is the biggest advantage of the Internet. When implementing online ideological and political education for students, counselors should make full use of this feature to gain insight into students' daily life and ideological trends in a timely manner through students' comments on online microblog, WeChat friends circle, QQ space and other platforms, so as to provide targeted education and guidance to students. Colleges and universities should carry out media literacy education courses, strengthen the training of college students' systematic media knowledge, and improve their practical ability to deal with media.

Massive information resources are the characteristics of the times, which provide favorable conditions for students to understand history and national conditions, but also add a lot of unstable factors. We should use new media platforms to play the role of opinion leaders and carry out peer education. Inherit the representative cases and outstanding cultural and artistic activities used in the ideological and political education work in the past, and transform and upgrade them into the cartoon animation and online short video beloved by college students. Build a cloud media platform, expand the space for ideological and political education, and achieve a new mode of real-time, diversified and dynamic ideological and political education between counselors and college students through WeChat, microblog and other modern media. In addition, we should also establish a network public opinion monitoring system, excavate and analyze bad ideas, and spread correct ideals and scientific ideas through network means.

CONCLUSION

In the current era of rapid development of Internet technology, the information that college students can access has significantly increased compared with the past. If you want to keep the ideological and political situation of college students stable, college counselors should improve their own ideological and political education methods through rational use of the Internet, and use the Internet to conduct real-time evaluation and tracking of the ideological and political situation of college students online. The ultimate goal is still to improve the psychology and personality of college students in the era of "Internet plus".

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