

## **Strategies to Improve the Effectiveness of Ideological and Political Education of University Advisors**

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**Keywords:** University; Advisor; Ideological and political education; Effectiveness.

**Abstract:** To improve the effectiveness of the educational work of the counsellors in colleges and universities is to improve the work quality and the working efficiency of the counsellors in the ideological and political education work as much as possible, and the influence of the values of the students' ideological and political life on the values of the ideological and political life of the students. The improvement of this effect requires a combination of various aspects, such as the comprehensive quality of the educator itself, the value concept of the university student itself, the importance of the university itself on the ideological and political work, and the common influence of the social environment. Therefore, it is necessary to continuously improve the educational concept and the way of education of the counsellor, and constantly apply the innovative teaching method to the actual life of the students.

### **1. The Position Orientation of the University's Instructors**

#### **1.1 is the cultivation of the college students' ideological and political education**

Most of the essential work of college counselors is the continuous management of students, including life, learning and mental health management. Therefore, counselors are the object that students often have to contact. In the management of students' work, the ideological and political management of students is the most important, because students' living habits and behavior patterns are often influenced by ideological and political aspects, which is a kind of behavior mode in which consciousness determines behavior. Therefore, in the cultivation of students' ideological and political work, college counselors should establish students' correct outlook on life and values, improve students' moral accomplishment and ideological concept, and cultivate the essence that college students should have in a new era. The face of God. Only in this way can we build a harmonious, civilized, safe and comfortable university environment, and lay the foundation for the construction of a good social atmosphere in the future.

#### **1.2 Cultivate college students to plan their own learning career and career independently.**

The study is only a small part of the long life process of the college students, but this part determines the future fate and the development space of the university students. So this is one of the most important part of the whole career of the college students, because of the common influence of the family education and the school education in our country, the student's development road is always learning before the students enter the society, for example, the two ears do not smell the window, The learning pattern of the one-heart, read-only, sage, this educational idea causes the students to limit the divergence of their own thoughts, and become a performer that is not subject to the advice of others. Therefore, the university counsellors are in the teaching of the college students. In the course of education, it is necessary to train students to plan independently for themselves to study and live and to cultivate their subjective initiative and creativity. Only in this way can college students not always be in a state of confusion and no goal, and will constantly plan themselves to invest themselves and make the correct choices for the future work development and future fate.

#### **1.3 Is a warning of college students' study career.**

The university student's life in the university is free and full, but such a comfortable

environment, a large and a big two-stage college student can carry out self-thought and behavior in the condition of no one's restraint, But the college students are not aware of the harm that this kind of behavior will bring to the future work life. If the students do not carry out effective management for themselves, the motivation of losing the study in the heavy class industry can cause a certain hanging phenomenon, and once the situation happens, not only the students themselves will have psychological and learning problems, and may even affect the subsequent employment, Under the cruel competition pressure, because there is no professional theoretical knowledge and Skills, without the advantage of competing with others, cause unemployment. Therefore, instructors must constantly warn college students in their early college life, so that they can manage themselves effectively to meet the needs of social development.

## **2. The problems to be faced by College counselors in ideological and political Education**

### **2.1 The problems of college counselors in ideological and political education.**

First, the method of education is not innovative. At present, the society is a changing society based on the development of the Internet. The traditional teaching method is no longer suitable for the development of the society. At present, the college students can search for information that many teachers can't find. It will also come into contact with many new ideas and the influence of the western ideology, so the university students are no longer satisfied with the current educational concept and the way of education in our country. Therefore, the counselors should constantly combine the practice and constantly renew their education mode, so as to arouse the attention and acceptance of the college students. In the application of the innovative method, the most effective mode is to make the university students self-employed. Main study, give full play to the initiative of college students to learn.

Second, the content of ideological and political education lags behind social development. At present, the social development is very rapid, all kinds of novel and fashionable things have attracted people's attention enough, college students pay more attention to the material attention of fashion trend than the study time, but the traditional old-fashioned educational content in colleges and universities can no longer mention the learning interest of college students, so counselors should fully combine the development of the times in the process of ideological and political education. In order to improve the interest of teaching content, cases are combined in classroom education.

### **2.2 The problems to be dealt with by counselors in the actual ideological and political education**

First, strengthen the correct ideas of college students. The development of college students in college career is a process of progressive development in the way of behavior and thought. Because college students are in the transition period of identity and have to face the great pressure of family life and working life in the future, no longer have their elders to help them lay the road of life development, therefore, college students must strengthen themselves and become a qualified future pillar with a sense of responsibility and responsibility. If college students are in a very confused state for a long time, they are likely to escape from reality and lose themselves in a prosperous and confused society. Therefore, the thought of counselors Political education should help college students to establish correct values and realize the initiative of their independent innovation ability.

Second, students escape from reality and walk away on the road from entertainment to death. The progress of science and technology has led to the promotion of new media technology, the popularity of the network and the simplicity of the means of surfing the Internet so that people in all kinds of industries can participate in it, so the current network environment is very complex, coupled with the relaxation of the management of the network by the state, so college students may be attracted and lost in the colorful network by the novel network world, or escape the pressure of reality and entertain to death in the network. This brings certain difficulty to the ideological and political education and management of college counselors.

### **3. Coping Style of the Problems in the Work of the Ideological and Political Education of the University's Instructors**

#### **3.1 The correct guidance of students by using the network**

Since college students are generally addicted to the Internet, university teachers can also make use of this to carry out ideological and political education to college students through online education. For example, counselors can design clips with video clips and web design students together with interesting and meaningful videos (such as microfilms, etc.), and use narrative techniques to construct novel stories, so as to attract the attention and forwarding of college students. In addition, colleges and universities have internal campus media, colleges and universities can carry out essay competition through new media, so as to increase students' attention.

#### **3.2 To let college students design slogans for ideological and political education in combination with their own professional knowledge.**

At present, the campus culture is complex and diverse, there is a unique campus culture is banner culture, college students usually pull out a variety of very interesting banners to attract the attention of college students before some community activities, festivals, various parties and competitions. Banners are often very thought-provoking or funny because of the limitation of their length and length. Therefore, college counselors can send tasks to their own college banner design tasks for different specialties. In the implementation of this task, it is the thinking process of ideological and political education, which is also an effective exercise for students. After the banner is designed, it can be held. A campus banner cultural exhibition, the whole school of the whole people to participate in the construction of ideological and political education.

### **4. Conclusion**

The process of continuous experiment and reform of college counselors in the mode of talent training is the process of constantly understanding students' thoughts. There are many ways to improve the effectiveness of ideological and political education of college counselors. Counselors can innovate constantly according to the actual situation, so as to improve the ideological and political construction of students and improve the development of students' comprehensive quality.

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