

Strategies for Ideological Work of University Counselors in the New Media Era

Xiaoli Lin

Ningbo University, Ningbo, 315211, Zhejiang, China

Keywords: New media era; University counselors; Ideological work; Innovative strategies; Online and offline combination

Abstract: With the rapid development of the new media era, the ideological work of university counselors is facing unprecedented challenges and opportunities. The purpose of this study is to deeply explore the influence of the new media era on the ideological work of university counselors, and put forward effective coping strategies. Through the comprehensive use of various research methods, this article systematically analyzes the new features, challenges and opportunities of ideological work of university counselors under the new media environment, and then summarizes the ideological work strategies suitable for the new media era. The research results show that new media provides university counselors with more diversified and real-time interactive working methods, but it also increases the difficulty of information screening and screening. In view of these changes, this article puts forward a series of innovative ideological work strategies in order to improve the work efficiency of university counselors in the new media environment.

1. Introduction

The new media era is profoundly changing people's lifestyle and thinking mode with its high efficiency, interactivity and universality of information dissemination [1]. For university counselors, new media is not only a platform for information dissemination, but also a new position for ideological work [2]. Under the background of this era, how to effectively use new media tools to improve the pertinence and effectiveness of ideological work has become an urgent problem to be studied [3].

The development characteristics of the new media era are mainly reflected in the following aspects: first, the information dissemination speed is fast and the influence range is wide; Second, the information is diverse in content and novel in form; Third, user participation is high and interaction is strong. These characteristics make the new media become an important channel for university students to obtain information and exchange ideas, and also put forward new requirements for the ideological work of university counselors.

The importance of ideological work of university counselors is self-evident [4]. They are not only the guides of students' thoughts, but also the shapers of students' values. In the new media era, counselors need to constantly update the ideas and methods of ideological work to adapt to the new changes in students' thinking and behavior and ensure the effectiveness of ideological work [5]. This study mainly focuses on the analysis of the strategies of ideological work of university counselors in the new media era. The specific research scope includes the current situation, challenges and opportunities faced by counselors in the new media environment and effective coping strategies.

2. The influence of new media on counselors' ideological work

2.1. The characteristics of new media and its impact on university students

New media, with its unique way of information dissemination, has a far-reaching impact on contemporary university students [6]. The characteristics of new media are mainly reflected in the rapidity and interactivity of information dissemination and the diversity of information content (see Table 1). These characteristics make new media become the main way for university students to obtain information, and also change their habits of receiving and processing information [7].

College students can get the latest news, knowledge and opinions through mobile phones, computers and other terminal devices anytime and anywhere, and at the same time, they can express their opinions on social media and communicate and discuss with others.

Table 1 Characteristics of new media

Characteristic	Characteristic description
Interactivity	New media allows users to interact in real time, including comments, sharing and discussions, thus improving user participation and stickiness.
Instantaneity	New media information spreads quickly, and can deliver the content to users quickly to meet users' demand for real-time information.
Multimedia	New media combines text, pictures, audio, video and other forms to enrich and diversify the content.
Personalized	New media can provide customized content recommendations according to users' interests and preferences to meet users' personalized needs.
Globalization	The new media has broken the geographical restrictions, enabling information dissemination to cross national boundaries and regions and achieve global dissemination.
Low cost	Compared with traditional media, the communication cost of new media is lower, which enables more individuals and organizations to participate in information communication.
Viral transmission	New media content is easy to be shared and forwarded by users, thus achieving viral spread and rapidly expanding its influence.
Data driven	New media can optimize content strategy through data analysis, and improve the pertinence and effect of content.

This change in the way of information dissemination has had an important impact on university students' way of thinking, values and behavior patterns [8]. They pay more attention to individual expression, are good at using new media platforms to speak, and are also more susceptible to the influence of online public opinion. Therefore, university counselors need to pay close attention to the ideological trends of university students in the new media environment in order to better carry out ideological work.

2.2. Challenges faced by university counselors in the new media era

In the new media era, university counselors are facing unprecedented challenges [9]. First of all, the difficulty of information screening and screening is greatly increased. Because the information on the new media platform is complicated and difficult to distinguish between true and false, counselors need to have keen information identification ability and rich knowledge reserves in order to provide accurate and valuable information guidance for students. Secondly, the limitations of traditional ideological work methods are increasingly prominent. In the past, single classroom teaching, lectures and other forms have been difficult to meet the needs of contemporary university students. They are eager for a more vivid, interesting and interactive way of ideological and political education (IPE). Therefore, counselors need to constantly innovate ideological work methods to meet the new needs of students. Finally, the anonymity and openness of new media may also lead to the spread of some bad information, such as online rumors and violent information, which pose a threat to the physical and mental health of university students. Counselors need to pay close attention to students' online behavior, discover and intervene potential problems in time.

2.3. Opportunities for university counselors in the new media era

Although the new media era has brought some challenges to university counselors, it has also provided them with unprecedented opportunities [10]. New media provides counselors with diversified educational methods and means. By using the new media platform, counselors can carry out online ideological and political activities and release IPE resources, thus broadening the channels and forms of IPE. Furthermore, the new media has realized the establishment of real-time interaction and feedback mechanism. Counselors can interact with students in real time through social media and online education tools to understand their ideological trends and learning needs, so

as to provide more personalized IPE services. In addition, the new media also provides counselors with rich educational resources and learning opportunities. They can improve their professional quality and ideological work ability through online learning platform, and lay a foundation for better ideological work.

3. Current situation of ideological work of university counselors

3.1. The main contents of ideological work of university counselors at present

At present, the ideological work of university counselors is mainly shown in Table 2:

Table 2 Ideological work tasks of university counselors

Content of ideological work	Specific description
Curriculum and teaching of IPE	Counselors undertake the teaching of ideological and political courses and impart Marxist theory and socialist core values.
Daily IPE and psychological counseling	Counselors pay attention to students' ideological trends and provide personalized ideological and political counseling and psychological counseling services.
Organize IPE activities	Counselors are responsible for planning and carrying out theme class meetings, social practice and other activities to enhance students' ideological and political practice ability and social responsibility.

The first is the setting and teaching of IPE courses. Counselors usually undertake certain teaching tasks of ideological and political courses, and teach students ideological and political knowledge such as Marxist theory and socialist core values through classroom teaching. Followed by daily IPE and psychological counseling. Counselors need to pay attention to students' daily ideological trends, provide personalized ideological and political counseling and psychological counseling services, and help students solve ideological confusion and psychological problems. In addition, counselors are also responsible for organizing various IPE activities, such as theme class meetings and social practice, to enhance students' ideological and political practice ability and social responsibility.

3.2. The problems in the ideological work of university counselors

Although university counselors have made great efforts in ideological work, there are still some problems that need to be solved urgently: (1) The work content and methods are single. Some counselors still use traditional classroom teaching methods to carry out IPE, which lacks innovation and interaction and is difficult to meet the needs of contemporary university students. (2) obstacles to communication with students. Due to the differences in age and experience, there may be some communication barriers between counselors and students, which leads to poor ideological work. (3) The improvement of counselors' professional quality. Some counselors may lack systematic ideological and political theory knowledge and practical experience, and need to continuously strengthen study and training to improve the quality of work.

3.3. The changes in students' ideological and political needs in the new media environment

Under the new media environment, the ideological and political needs of university students have also changed to some extent. They pay more attention to personalized and interactive learning experience. The traditional one-way indoctrination education can no longer meet their needs, and they are eager to gain more sense of participation and practical opportunities in IPE. Furthermore, university students are increasingly dependent on new media, and they are used to obtaining information and exchanging ideas through new media platforms. Therefore, counselors need to make full use of new media tools to carry out ideological work to meet the new needs of students.

In addition, with the continuous development and progress of society, university students' ideas and values are constantly updated and changing. Counselors need to pay close attention to students' ideological trends and changes in values, and adjust the contents and methods of ideological work

in time to adapt to the new situation and needs.

4. Strategies for ideological work of university counselors in the new media era

4.1. Innovative ways of ideological work

In the new media era, university counselors need to constantly innovate their ideological work methods to adapt to the development of the times and the needs of students. Specifically, several innovative ways as shown in Figure 1 can be adopted:

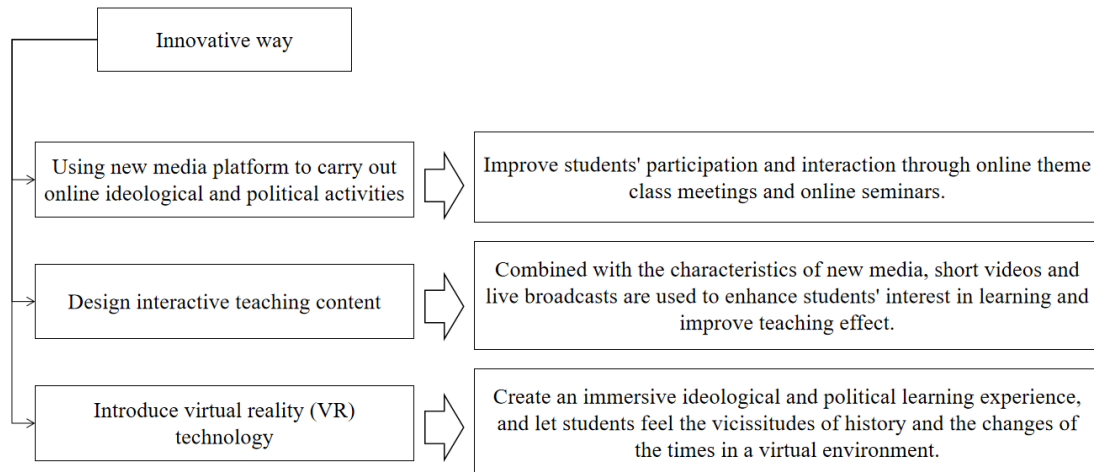


Figure 1 Innovative ways of ideological work of university counselors

First of all, use the new media platform to carry out online ideological and political activities, such as online theme class meetings, online seminars, etc., to increase students' participation and interaction. Secondly, combined with the characteristics of new media, interactive teaching content is designed, such as using short video and live broadcast to carry out IPE, so as to improve students' learning interest and effect. In addition, virtual reality (VR) technology can be introduced to create an immersive ideological and political learning experience for students, so that they can feel the vicissitudes of history and the changes of the times in the virtual environment.

4.2. Improve counselors' new media literacy

Improving counselors' new media literacy is the key to ideological work in the new media era. Therefore, universities should strengthen the training of new media skills for counselors, including the use of new media platforms, information release and dissemination, and online public opinion response. Furthermore, counselors themselves should actively learn about new media and improve their ability of information screening and discrimination, so as to ensure accurate and valuable information guidance for students. In addition, counselors should learn to use new media to communicate effectively with students and understand their real thoughts and needs, so as to better carry out ideological work.

4.3. Constructing the ideological work mode combining online and offline

In the new media era, university counselors should build an online and offline mode of ideological work. On the online side, we can use the new media platform to publish IPE resources, carry out online activities and discussions, etc. Offline, we can organize practical activities, lectures, symposiums and other forms, so that students can personally participate in and experience the charm of IPE. Through the combination of online and offline, we can give full play to their advantages and improve the coverage and influence of ideological work.

5. Conclusions

By analyzing the influence of the new media era on the ideological work of university counselors, this study puts forward a series of coping strategies. The research conclusion shows that new media

provides university counselors with more diversified and real-time interactive working methods, but it also increases the difficulty of information screening and screening. In view of these changes, counselors need to innovate ideological work methods, improve the quality of new media, and build an online and offline ideological work mode to meet the work needs in the new media environment.

Based on the conclusion of this study and the actual situation, the following suggestions are put forward for the ideological work of university counselors: counselors should actively embrace the new media era and make full use of new media tools to carry out ideological work; Universities should strengthen the training and support for counselors' new media skills to improve their new media literacy and work ability; Counselors should pay close attention to students' ideological trends and demand changes, and adjust the strategies and methods of ideological work in time to meet students' actual needs.

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