

Strategies for enhancing the competence of counselors in ideological and political education in the era of integrated media

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Abstract: With the popularization of network technology and the new normal of economic and social development, the social governance structure has undergone profound changes, and the interest pattern has accelerated the adjustment, which brings new opportunities and challenges to strengthen and improve the ideological and political education in colleges and universities in the era of financial media. College counselors, as the backbone and main force of strengthening the work of young students, are an important part of China's higher education. The role of college counselors in strengthening the work of ideological and political education mainly depends on the competence of their posts. It is very important and necessary to further strengthen the research on the competence of college counselors in ideological and political education. Based on the competency theory, this paper will elaborate on the significance of competence improvement, analyze and point out the deficiencies in the professionalization and regularization construction of college counselors, and put forward targeted countermeasures and suggestions, which will have positive reference significance for improving the professional status and professional identity of college counselors and strengthening ideological and political work in colleges and universities in an all-round way.

The 20th National Congress of the CPC proposed to promote the digitization of education work in our country, and strive to build a learning society and a learning country with lifelong learning for the whole people. [1] The group of counselors in China undertakes a series of work closely related to students, such as daily education and management, psychological counseling, employment guidance, life counseling, etc. They are the transmitters and implementers of the Party's educational guidelines and policies, the fresh and main force of ideological and political education in colleges and universities, and the participants and practitioners of ideological and political education for college students. It is the promoter of cultivating innovative talents in ideological and political education in the age of integrating media and the beneficiary of digital lifelong learning. Under the new situation and new tasks, improving and strengthening the competence of college counselors' ideological and political education is related to the high-level construction and high-quality development of college counselors' team, and the integrity and innovation of ideological and political work in colleges and universities in China. Therefore, to carry out the research of instructors' competence improvement provides a new idea and measure for further strengthening the formalization and professional

construction of instructors' team.

1. The significance of enhancing the competence of counselors in ideological and political education in the age of financial media

American social psychologist David McClelland first proposed the concept of competency in his 1973 article *Measuring Competence, not Intelligence*. McClelland defines competency as "knowledge, skill, ability, trait, or motivation that is directly similar to or related to work or job performance or other important outcomes in life." [2] In the past half century, the theoretical community has achieved remarkable research results in many fields such as career development assessment and human resource management, forming the well-known theoretical results such as "onion model" and "iceberg model", which greatly enriched and developed the competency research level. At the beginning of the 20th century, Chinese scholars Yang Jiping and others introduced the competency theory into China, and then put it into practice in the research work of college counselor team construction, and further understood and grasped its connotation, definition, characteristics and elements from multiple levels and angles, forming a fruitful research result. Although there is no clear definition of competency research, the existing research mainly involves the political literacy and political quality of counselors. For example, counselors are required to meet the requirements of "improving the ability of political work" and "political strength", but they all agree that political competence is the key and prerequisite for the professional competence of college counselors. Therefore, accurately defining the significance of political competence of college counselors is helpful for us to comprehensively and deeply understand and grasp the special functions and essential attributes of college counselors' work, and then define the professional development direction and core competitiveness of college counselors' work.

2. Connotation of the ideological and political education competence of college counselors in the new era

In the era of financial media, with the rapid economic and social development, China has also ushered in a period of concentrated exposure and accumulation of various risks and challenges. New tasks in the new era have given college counselors broader requirements of The Times, deeper values of The Times, more important responsibilities and missions, and clearer goals of The Times, which have put forward new requirements and greater challenges for improving the political theory level and performance ability of college counselors, especially strengthening the thought leading ability. The scientific, comprehensive and systematic nature of the counselor's work determines that the counselor shoulders a lofty and important historical mission and plays a pivotal role, which requires him to have strong professional quality and comprehensive ability, and improving the counselor's competence in ideological and political education is the only way to promote the professional development of the counselor.

(1) Improving the competence of college counselors in ideological and political education in the era of financial media is an objective need to implement the task requirements of cultivating morality and cultivating people and promote the modernization of education.

At the same time, it is also an important measure to implement the fundamental task of cultivating morality and cultivating people, and it is the only way to accelerate the construction of education power and realize the modernization of education, which will help further improve the effect of ideological and political education in Chinese colleges and universities, and promote the comprehensive and healthy development of ideological and political education for college students.

(2) Improving the competence of college counselors in ideological leadership in the era of financial media is an inevitable requirement to promote college students in the new era to constantly strengthen

their ideals and beliefs, unswervingly feel the Party's kindness, listen to the Party's words, and follow the Party.

Although the political ecology of our country in the new era is getting better day by day, there are still a few college students who are affected by neoliberalism, universal values, historical nihilism and other bad ideological trends, and do not have a deep understanding of socialist core values. In the age of media integration, how to accurately, comprehensively and profoundly strengthen the correct ideological guidance to college students in the new era, strictly prevent all kinds of social trends and wrong views from having negative and negative effects on college students, and strive to help the majority of students firmly believe in communism and Marxism, truly feel the Party's kindness, listen to the Party's words, and follow the Party's lead? All of them put forward new and higher requirements for college counselors. Doing this work well will further enrich the professional theoretical research of college counselors, effectively enrich the existing knowledge system, research perspective and research scope in the field of counselor competence research, and further expand the ideological and political education of college students and the theory of student work.

(3) Improving the competence of college counselors in ideological and political education in the era of financial media is an objective requirement to enrich and perfect the form and connotation of contemporary ideological and political education and deepen the reform and innovation of ideological and political work in colleges and universities.

How to build a scientific structural model of the competence of thought leading, further highlight the value of The Times of thought leading, and constantly explore the path of improving the competence of thought leading are important issues to strengthen and improve the ideological and political education in colleges and universities in the new era. In the era of media integration, it is necessary to build a competence model of counselors' ideological leading on the basis of strengthening the theory of ideological and political education, further explore, learn from and innovate the theory of management, and deepen the reform and innovation of ideological and political work in colleges and universities in the new era. Doing a good job in improving competence will be very helpful for college counselors in the new era to keep pace with The Times in improving vocational skills, and take improving thought leading ability as an opportunity to exert its leading role, improve the professional identity and ability level of college counselors through multiple channels, and promote the formalized, specialized and professional development of college counselors.

3. The practical dilemma of improving the competence of ideological and political education of college counselors in the new era

Through the use of literature research, text analysis, behavior-event interview, questionnaire survey, Delphi expert consultation and other quantitative and qualitative research methods, and the construction of theoretical models, it is found that the difficulties in improving the competence of college counselors in ideological and political education are mainly reflected in the following aspects.

3.1. Insufficient attention is paid to network carriers and students' network dynamics in the era of financial media

The Party Central Committee clearly requires that we should timely understand the ideological situation of college students, pay close attention to the network information dynamics, effectively strengthen the communication with students in school, and timely answer the questions raised by college students. [3] With the continuous expansion of the enrollment scale of college students in China in recent years, college counselors are engaged in party building, ideological and political education, Communist Youth League construction, students' daily service management, academic

research and other aspects of affairs, and their classes and students are almost full or even overloaded in terms of workload and time. Counselors need to spend more time to deal with all kinds of top-down school daily affairs, deal with business work and manage students' sudden, universal and realistic problems, and often have no time and energy to pay attention to and understand the dynamic situation of college students' network. In the current team of college counselors in China, there is a general imbalance of age groups and a large span. The new young counselors have a high degree of acceptance of new things, relatively large interest in the Internet, easy to carry out network operations, and have more network communication with college students. Counselors who have been employed for a long time and are relatively old generally have little interest in the Internet. Even if they use qq, wechat and other network communication tools in their work, they are mostly based on actual work needs, and they take the initiative to pay attention to, understand, educate and guide college students through network channels, and individual counselors even do not open common functions such as qq space and wechat circle of friends. As ideological and political education is carried out through the network, it takes more time and energy to pay continuous attention to the network dynamics of students. At present, Chinese colleges and universities lack rigid forms of ideological and political education for counselors and specific requirements for network tasks, and most counselors generally do not attach great importance to the network. It is considered to be dispensable, to do things when there is time and energy, and not to do things when there is no time and energy, and it is impossible to timely understand and grasp the network dynamic information of college students. [4]

3.2. Insufficient analysis, judgment and guidance of online public opinion

At present, the social trend of thought is increasingly diversified, all kinds of network media are booming, and all kinds of information on the network are also showing different true and false, good and bad situations. College students are young, generally strong curiosity, like to pursue a sense of freshness, lack the ability to analyze and distinguish a lot of Internet information, it is not easy to distinguish the authenticity of information, and it is easy to be misled by some untrue or even wrong Internet information. In this case, it is necessary for college counselors to play an active role in strengthening the scientific research and judgment of college students' ideological trends and online public opinions, timely tracking, and scientific and effective publicity and guidance. [5] However, in the real society, counselors are often not familiar with the Internet trends of college students and do not fully grasp them. They seldom guide and pay attention to the words and deeds of college students in the field of Internet ideology continuously, and cannot effectively distinguish some wrong and undesirable thoughts. In the era of highly developed we-media, the virtual network world is closely connected with the real world, and everyone is a voice and a producer of news. For some hot topics in society, college students often post them on the Internet out of personal curiosity, freshness and sense of justice, often without understanding the reason, and some will even forward the follow-up posts, sometimes even without reading the content, blindly forward and click on the title only, which is used by some people with ulterior motives, thus triggering online public opinion. Resulting in negative news dissemination and adverse social impact. However, in the process of the fermentation of the incident, many political counselors in colleges and universities often lack political acumen. Due to the lack of theoretical literacy in ideological and political education, the ability of crisis public relations, and professional skills in the network, they did not conduct accurate research and judgment on the situation of online public opinion in a timely manner, did not know how to intervene in such online public opinion, and did not provide timely and effective educational guidance at the beginning. It is easy to cause bad social influence.

3.3. Lack of professional honor leads to the existence of "Buddha system" and "lying flat"

China is currently in a critical period of higher education construction, reform and development.

With the popularization of various kinds of network information in the era of financial media, the work pressure and social pressure of ideological and political course teachers such as college counselors are also increasing. Especially in recent years, the Party and the government attach great importance to the construction of ideological and political teachers in colleges and universities, take out a lot of human and material resources and financial resources, significantly increase the construction of facilities and equipment of Marxist College, and increase the employment indicators. With the continuous influx of a large number of outstanding talents, the internal volume between colleges and universities and between industries is serious, and peer competition is becoming increasingly fierce. Due to the improvement of timeliness, the time arrangement of some college counselors is unreasonable, and they are pushed and dragged by work, feeling very busy and tired, and even feeling confused and helpless. [6] In addition to doing a good job in the service management of college students, counselors need to deal with a large number of complicated daily business, plus the monthly study of political theory, various kinds of teaching competitions, various inspections, teaching, scientific research, competitions, learning and meetings, they are in a state of high-speed operation and "overload" almost every day, which is easy to cause fatigue among counselors. Then the "Buddha system" and "lying flat" thought appeared, and lost the enthusiasm for their work.

3.4. Insufficient network technology knowledge and job skills reserve

The work competence of college counselors is not only related to their daily work, but also closely related to their knowledge reserve, especially the knowledge reserve of network technology. In the era of media integration, there are many online platforms for ideological and political education, which appear and update quickly. From the initial niche network platforms such as Campus network, to new media platforms such as BBS, Renren, QQ and Feixin, to the now widely spread and well-known we-media platforms such as wechat, Weibo, Douyin and XiaoHongshu, It has a profound impact on college students' daily learning, social communication and interpersonal relations, and also brings some challenges that cannot be ignored for college students' ideological and political education. [7] Under such circumstances, college counselors need to pay close attention to the situation, gradually get familiar with, master and apply network new media technology, and constantly strengthen and enrich the forms of network communication with college students. According to the current situation, there are still many problems in the integration of network resources and the application of network technology among college counselors in our country, which are mainly reflected in: Some college counselors' promotion and application of network media are mostly limited to issuing notices and daily chat, and they do not know much about many newly developed functions of network carriers, let alone how to effectively use network technology to strengthen the tracking of students' network behaviors. In the face of the vast and complex network resources, how to further strengthen the effective analysis, integration and application of various network resources on the premise of effectively mastering network information, constantly improve the pertinence, effectiveness and authority of ideological and political education in the era of financial media, and carry out the upward and downward linkage of offline and online education? There is still much room for improvement in giving better play to the important roles of various groups, all sectors of society and family members. [8]

4. Coping strategies for improving the competence of college counselors in ideological and political education in the era of financial media

In the age of media integration, in order to effectively improve the competence of college counselors in ideological and political education, it is necessary to focus on improving their awareness of online education, enhance their self-learning ability, strive to build a long-term training mechanism for ideological and political education, and constantly enrich and improve the platform carrier for the improvement of college counselors' competence, mainly from the following aspects:

4.1. Strengthen overall planning, enrich and expand the competency improvement platform for college counselors

All kinds of colleges and universities in our country should carry out the main responsibility, shoulder the duty and mission of the construction of the counselor team, and take various ways to improve the ideological and political education ability of the counselor group. It is necessary to strengthen the top-level design, carry out overall planning, and constantly enrich and build a platform carrier for improving the competence of college counselors. First, it is necessary to plan and layout the display platform of online ideological and political education management in advance, and vigorously stimulate the counselor group to improve the competence of ideological and political education through various ways such as centralized teaching and personal self-study. We can try to take a variety of ways such as holding vocational skills competitions, holding online ideological and political work exhibition platforms, setting up special scientific research funds, and carrying out outstanding counselors' selection activities to guide and encourage college counselors to take the initiative to study and deeply discuss the problems existing in ideological and political education. Through the combination of material and spiritual rewards, the selection of outstanding counselors is carried out by means of network technology, and the post competency of college counselors in ideological and political education and student management in the era of financial media is constantly improved, so as to further grasp the operation law of ideological and political work, and improve and master the initiative, enthusiasm and effectiveness of students' work. In addition, we can set up a scientific and reasonable index system, improve the performance appraisal mechanism of counselors, and strive to build a comprehensive and detailed appraisal index evaluation system from many aspects such as professional knowledge, working attitude and professional ability. Universities should pay more attention to new online media, strengthen regular tracking and evaluation of counselors' ability to provide ideological and political education to students in the online environment, comprehensively grasp the performance of counselors in student management work, encourage counselors to continuously improve their work skills and methods, appropriately alleviate daily work pressure, and thereby enhance the sense of responsibility and mission in ideological and political education. [9]

4.2. Improve college counselors' awareness of online education and enhance their self-learning and self-improvement ability

In the final analysis, the improvement of college counselors' competence in ideological and political education is inseparable from their own learning ability and unremitting efforts. College counselors should constantly update traditional and backward thinking, explore and improve educational methods and methods, and timely understand and grasp students' ideological and behavioral dynamics through new media and new carriers such as wechat, Weibo, QQ and blog. College counselors constantly stimulate the educational guidance function of online media, correctly guide students to update their concepts and online behaviors, and continuously improve their control and mastery of online language and technology. It is suggested that we can try to establish a professional competency model of counselors and strive to build a long-term training mechanism. From the practical situation, the improvement of college counselors' competence in ideological and political education is mainly due to the attention of college leaders and the strong support of funds. Colleges and universities need to pay special attention to the difficulties faced by counselors' ideological and political education in the network environment, and attach great importance to the important value and significance of ideological and political education for students' work. By constantly improving the competence of college counselors in ideological and political education, scientifically constructing a professional competency index system, and striving to build a long-term training system and mechanism for the post ability of counselors, the professional competency model of counselors is scientifically built through personal learning, business training, strengthening the network information technology ability of counselors, etc. Scientific and effective use of network

technology tools and network platform carrier to carry out solid ideological and political education. [10]

4.3. Focus on Internet ideological and political work, and strive to educate people through culture and culture

At present, college students are mostly "95", "00", they are born in the network environment, grow up in the network world, anytime and anywhere in contact with the network generation, also known as the network indigenous, so the traditional way of education is difficult to play a positive effect. Counselors and other educators should abandon traditional thinking, be good at making use of the huge influence of network media in the era of media integration, use network new media technology, and carry out ideological and political education in a way that college students are pleased to hear. At the same time, colleges and universities should plan the trend and direction of the development of online ideological and political education in advance, actively make use of online media platforms and new media technologies, and vigorously create a diversified and positive network culture, so that correct ideas and concepts can be integrated into the growth process of college students in the form of online interaction, and further enrich and broaden the channels and paths of ideological guidance for college counselors. In addition, we can also try to hold thematic reports and set up propaganda groups to publicize socialist core values to teachers and students in a timely manner, and encourage and enhance the participation of counselors in ideological and political work. At the same time, it can also integrate resources inside and outside the school, carefully manage and make good use of the ideological and political wechat platform carrier, vigorously improve the practicality, theory and interest of ideological and political articles, and build it into an important public opinion position for party and mass organizations and counselors to promote positive energy. It is necessary to vigorously promote the combination of theory and practice, make full use of red education resources inside and outside the school such as museums and memorials, organize visits to red education bases in important years and important time nodes, and carry out solid and in-depth thematic education activities. [11]

4.4. Strive to deepen the deep relationship between teachers and students, and promote the counselors to fulfill their duties

The effectiveness of ideological and political education in the age of media integration depends on the daily performance of college counselors. Counselors should clearly understand the particularity and importance of personal work positions, correct the correct attitude of performing their duties, strive to cherish and grasp every opportunity to contact with students, and constantly run ideological and political education through the whole process of teaching and educating people. For example, when leading students to carry out class theme education activities, it is necessary to appropriately strengthen the education and guidance of student party members, league cadres, and backbones of the student union, so as to drive the education and guidance of more students. At the same time, colleges and universities should also carry out professional skills learning and business training activities as much as possible to enrich the knowledge reserves related to ideological and political education such as sociology, pedagogy and psychology of counselors, so as to facilitate further ideological and political education. As appropriate, we can consider including activities such as themed class group days carried out by counselors into the target assessment index system, and promote counselors to strengthen positive communication and positive guidance with students through themed class meetings and other opportunities. To the current political hot spots and social topics that students are concerned about, counselors are encouraged to respond in a timely manner, carry out in-depth analysis and doubt solving, and constantly do deep and detailed work.

5. Conclusion

All in all, in the era of media integration, the ideological and political education of college counselors in our country has ushered in many new challenges, and also brought more pressure to the innovation of college education system and mechanism in the new era. Thus, it can be seen that the competence of college counselors in ideological and political education must be significantly improved to better adapt to the work requirements brought by the new situation and new tasks. While improving their professional quality, college counselors also need to create favorable conditions for the improvement of their ability and quality by improving the assessment and evaluation mechanism and building a professional competency model. Universities should continuously enrich the carriers of online learning platforms, promote the improvement of counselors' professional and work abilities in the online environment, and complete ideological and political education work in universities with higher quality in the era of media integration.

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