

The Ideological and Political Education of College Counselor Driven by and Its Effect Analysis

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Keywords: College instructor, Ideological and political education, Working effect

Abstract: Higher education is an important part of China's education system and plays an important role in training high-quality application-oriented professionals in production, construction, management and service for the country. Ideological and political education(IPE) is an indispensable part of China's higher vocational education. instructor are important guides for students' daily life learning and the backbone of IPE for college students. Whether the IPE work of instructor can receive practical results directly affects the growth of contemporary college students. The IPE work of college students has received attention from many aspects. Therefore, it is our important task and responsibility for ideological and political educators to deeply explore the actual situation of IPE work of college instructor and explore effective measures to improve the effectiveness of IPE work of instructor. On the basis of absorbing the existing research results, this paper takes the topic of "Research on the Effectiveness of Ideological and Political Education for College instructor under the New Situation" as the topic, analyzes the research background in detail, clarifies the guiding ideology, basic principles and main tasks of IPE for college instructor under the new situation, and summarizes its characteristics. Carrying out ideological and political work online has improved the quality and effectiveness of work.

1. Introduction

Today, with the strengthening of the integration and common development of the global economy, the content of social practice also tends to be diversified. The changes in various fields of the world and the birth of new things have prompted China's higher education to gradually change from the elite type to the mass type and form a trend. In the process of world reform, higher vocational education has gradually become a new type of education, driven by China's reform and opening up, It plays an important role in the composition of higher education and occupies a place [1]. With the development of the times, the economy, science and technology are advancing at a speed that exceeds human imagination. The education industry, which is responsible for cultivating talents, must also seek new breakthroughs with the progress of the times. As an important part of educational work, IPE always takes human thought and spirit as the object of work [2]. The evolution of the whole education industry will naturally radiate into the IPE work. In particular, the new media era brought by the rapid development of network technology makes the whole world seem to have entered an era of information explosion, an era with unlimited possibilities and selectivity [3]. First of all, in terms of education types and training objectives, its main goal is to cultivate application-oriented and compound talents, which is different from the skill-oriented secondary vocational education and the general higher education of academic research type. In addition, it has distinctive characteristics and flags in many aspects, such as specialty setting, curriculum setting, teaching methods, management methods and development ideas [4].

The ideological mainstream of contemporary college students is positive, healthy and uplifting, but we should see that there are still some problems in the ideological and moral education of some

students. In addition, there are some deficiencies in the theoretical evaluation and professional ability of instructor and the imperfect management system of college instructor, which leads to the actual effect of the current IPE of instructor has not fully achieved the desired effect [5]. Some university do not pay enough attention to the IPE of instructor, and there are not many methods. The IPE of instructor does not run through the whole process of college students' IPE and daily work; Even a few instructor can't perform their duties of teaching and educating people well and be a teacher by example, so the construction of instructor needs to be strengthened [6]. To solve the above problems, it is necessary to realize the effectiveness of IPE for college instructor, that is, to promote the optimal effect of college instructor' work, which is both a hot and difficult point of IPE for college students [7].

This paper aims to clarify the guiding ideology, basic principles and main tasks of the ideological and political work of college instructor, summarize the characteristics of the ideological and political work of college instructor, and elaborate the purpose and significance of the research on the effectiveness of the ideological and political work of college instructor. Scientifically analyze the factors that affect the effectiveness of the current IPE work of college instructor, and strive to make some new breakthroughs in practice and creation, so that the research results obtained have certain guiding significance for the current IPE work of instructor.e, and feminist thought, as a part of humanistic thought, was vividly reflected in Shakespeare's plays.

2. Overview of the Effectiveness of IPE of College Instructor

2.1 Overview of the New Platform of Ideological and Political Education

“Ideological and political education is a social practice in which a society or a social group exerts purposeful, planned and organized influence on its members with certain ideological concepts, political views and moral norms, so that they can form ideological and moral qualities that meet the requirements of a certain society [8].” With the development of the information society, there is a general comprehensive trend among different disciplines, and the concept of IPE is also included in the field of humanities and social sciences, It has developed rapidly. The IPE work is a concrete representation of IPE, which transforms the theory of IPE into practice and carries out specific implementation [9]. The core subject of implementing this task in university is the counselor. At present, the definition of its connotation can be roughly divided into three main points of view: First, the IPE work platform is the implementation intermediary for educators to carry out specific ideological and political work, is an intermediary carrier, and also undertakes the task of information dissemination, but the platform itself does not have the function of educating people; Secondly, the IPE work platform is the link between the educator and the educatee, and is an important factor to promote the mutual connection and interaction between the two, so it is regarded as a major factor to carry out the IPE work; Thirdly, the IPE work platform is an activity platform for educators to organize IPE activities. It does not exist in a specific form, but is just a conceptual language [10].

The primary task of college instructor' work is to carry out IPE for college students, cultivate their correct political orientation and strong political character, and train them to become qualified builders and reliable successors of Socialism with Chinese characteristics's cause with high quality and strong ability. This kind of work determines that the profession of instructor is very obvious political, and at the same time, it also requires all personnel engaged in IPE of college students, especially college instructor, to have a firm political stance and correct political direction, a scientific world outlook, outlook on life and values, and noble moral sentiments. Always keep consistent with the CPC Central Committee ideologically, and constantly promote the effective development of IPE for college students in practical work. instructor should strengthen theoretical study, improve their theoretical accomplishment, emancipate their minds, seek truth from facts, constantly update and improve their theoretical knowledge structure, take the initiative to learn, actively grasp the latest theoretical knowledge related to IPE of college students, investigate and study the characteristics of IPE of students under the new situation, adjust their working ideas and

methods in time, and make full use of the role of modern high-tech means such as multimedia and the Internet. Instead of relying solely on regular meetings, class meetings and heart-to-heart talks, we should strive to open up a new carrier and platform for IPE, enhance the influence of IPE on students in an all-round way, attract and infect students, thus improving the pertinence and effectiveness of IPE.

2.2 Connotation and Evaluation of the Effectiveness of IPE for College Instructor

Ideological and political education has different titles in countries with different ideologies, but this social practice is a universal activity of human society. Ideological and political education is a kind of human practical activity with special nature, so IPE meets the basic characteristics of all practical activities, that is, it must produce its own unique value and utility for the development of human and society, that is, it has effectiveness. Previously, researchers' understanding of the effectiveness of IPE was mostly based on the results of education. They believed that under certain conditions, IPE in university had a profound impact on the realization of its preset goals, as well as the educational content on college students' ideology. When evaluating the effectiveness of IPE in university, we should not only examine the extent to which it achieves the educational goals expected by educators, but also examine the extent to which it meets the intrinsic needs of students' growth and talent in the process of education. As a cultural communication platform, the new platform of IPE should be responsible for the content of communication, including basic education information, management information, subject knowledge, theory, and even the current political culture, social culture, campus culture at home and abroad.

Through the dissemination of cultural information, the ideological and moral level and political and cultural accomplishment of the educated can be improved, so as to effectively realize the educational goal of IPE. At present, China advocates quality education, and the western teaching concept of “entertaining” has long been introduced into our education. Whether it is knowledge theory teaching or IPE that values ideological and political literacy, we should make our education model more lively. While transferring knowledge, we should create a pleasant atmosphere, help the educated to relieve pressure, and carry out quality training under the condition of relatively relaxed spirit. Therefore, the “entertainment” function mentioned here is not literally fun, but an auxiliary function implied when the new platform for IPE exists as a cultural communication platform. With the continuous development and reform of society and the increasing pressure of college students' life, study and employment, psychological problems are becoming more and more serious, and irrational events appear frequently on campus. The emergence of these problems has its profound social factors, but it also has an important relationship with college students' ideological and moral quality, political consciousness and psychological endurance. Only by strengthening the IPE of college students, striving to improve their overall ideological and political quality and cultivating their rational thinking and overall awareness can we promote the construction of a harmonious campus. Therefore, the most intuitive criterion to judge whether the IPE of college instructor is effective is to see whether the campus life of the school is harmonious and stable.

3. An Analysis of the Present Situation and the Causes of Existing Problems in IPE of College Instructor

3.1 Analysis of Ideological and Political Education of Instructor in Higher Vocational Colleges

In order to understand the various platforms used by college instructor to carry out IPE in China, grasp their application results, analyze the influence of these platforms on instructor' work and their existing problems, and thus realize the necessity of establishing a new platform for IPE, the author takes Nanjing universities as an example, takes students and in-service instructor as the survey objects, and grasps first-hand information through questionnaire survey, which brings effective data support and practical sources for the construction and research of a new platform for college instructor to carry out IPE. Each set of questionnaires consists of 10 questions, covering the basic information of the respondents, the post cognition of instructor, the understanding of IPE, the use of

the existing platform for IPE, and some suggestions on building a new platform for IPE. In the survey, we distributed a total of 600 questionnaires, including 200 for instructor and 400 for students. With the continuous increase of working years, the proportion of administrative affairs in instructor' working hours has also gradually decreased, and the guiding work of ideological guidance, enrollment and employment has been steadily improved. In addition, when asked “Do you think the work of instructor should focus on the IPE of students or the management of daily affairs of students?”, 89% chose the former, and only 11% of instructor thought that the management of daily affairs of students was more important, but this part of instructor mainly focused on the work of less than one year and 1 to 5 years. It can be seen that college instructor have a clear understanding of their posts and can fully realize that IPE is the core of their work. In terms of the basic quality of instructor, the questionnaire sets six questions, namely, political quality and theoretical level, moral quality, exemplary role, work responsibility, self-discipline, and psychological quality. The specific survey data are shown in Table 1.

Table 1 Statistical Table Of Basic Quality Data of Instructor

Content	Option a	Option b	Option c	Option d	Total
Political quality and theoretical level	10.8	22.6	0.6	0.2	100.2
Moral character	98.5	1.2	1.2	1.1	100.0
Exemplary role	90.2	2.8	30.5	0.0	100.1
Work responsibility	99.3	6.5	9.5	0.0	100.3
Be strict with oneself	59.28	7.5	4.2	0.2	100.4
Psychological diathesis	62.1	10.5	1.9	0.1	100.2

At present, the IPE work platform is mainly divided into online and offline forms. The online form is mainly qq group, WeChat group, microblog, etc., while the offline form is conversation, meeting, activity, etc. When asked, “In addition to online platforms such as qq, WeChat and Weibo, does your school have other online IPE work platforms for instructor to use?” Less than 20% of instructor choose “Yes, and often use” and “Yes, only occasionally use”, 36% choose “Yes, never use”, and nearly half of the total number choose “No” or “unclear”. As shown in Figure 1.

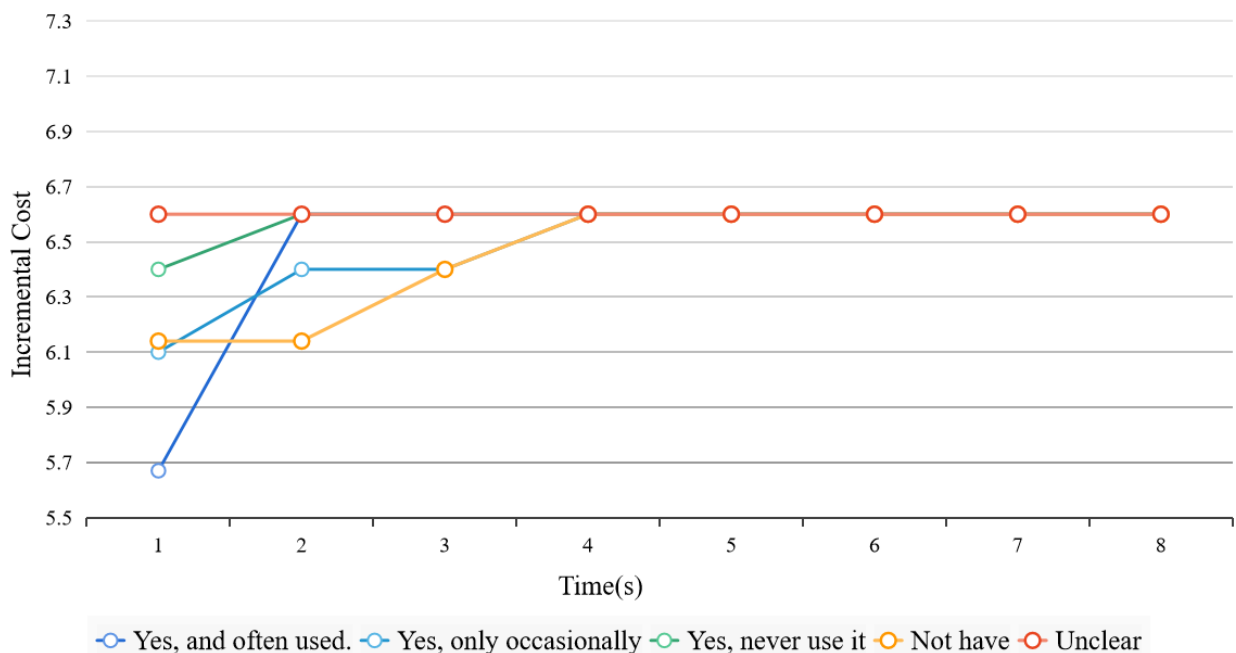


Fig.1 Instructors' Use of the Existing Ideological and Political Platform

It can be seen that although there are various platforms for college instructor to carry out IPE at present, and they can make full use of network resources, most instructor rarely use or never use other forms of online platforms except WeChat, Weibo and qq, and many instructor pay little attention to IPE platforms, and they don't even know what the existing platforms, especially online

platforms, are in their universities.

3.2 Strengthen the Construction of Network Position and Optimize the Way of IPE for Instructor

Today, with the rapid development of science and technology, the Internet is quietly changing people's way of life. As young students, college students have a strong ability to accept new things, and the Internet is changing students' way of thinking, behavior habits and the content of life and study at an alarming rate. As the backbone of strengthening and improving the IPE of higher vocational students, instructor should constantly enhance their information updating ability, master the internet and information exchange technology skillfully, constantly expand the channels and ways of IPE, and explore how IPE can achieve good results. In recent years, many chat tools have been constantly updated. At present, QQ, Fetion and WeChat are widely used by students and instructor as instant and quick chat work. In addition, instructor can learn about students' ideological trends through Weibo, blogs, QQ space, Renren.com and BBS. Specifically, how should instructor reasonably use network resources to interact with students? The urgent task is to quickly establish the IPE network position with high vocational characteristics and scientifically and reasonably manage and update it. When students are found to have psychological problems, instructor should use professional psychological knowledge to guide and help them in time, or get in touch with the school's psychological counseling center in time to help them adjust their psychological state and reshape students' sound personality and quality. This also requires instructor to actively learn professional psychological knowledge, accumulate work experience in combination with work practice, and be able to rise from theory to practice, provide targeted guidance and help for different students' psychological conditions, and promote their physical and mental health. We will strengthen the education of college students' ideals and beliefs, and strengthen their belief in Marxism, communism and socialism, their trust in the CPC, and their confidence in building socialism with Chinese characteristics. instructor should attach great importance to and give full play to the important role of the socialist core value system in guiding and standardizing college students' thoughts and behaviors, cultivate their concept of honor and disgrace, link their personal growth and development, and all aspects of their personal learning and life with the socialist core value system, so that they have a strong national spirit and the spirit of the times, so as to better play to the educational function of the socialist core value system. Third, we should establish the working concept of "keeping pace with the times". Therefore, in the actual process of IPE, college instructor must effectively build a network platform for IPE, so that students can actively participate, and use the convenience of the network communication platform to achieve the established educational goals.

Campus culture will have a profound impact on college students' world outlook, outlook on life and values, as well as their ideological and political quality, moral quality and behavioral norms. Therefore, instructor should organize cultural activities with campus characteristics that can reflect the characteristics of socialism and the times, guide, inspire and motivate them with excellent cultural products, create a positive campus cultural atmosphere, and give full play to the educational function of campus culture. instructor should organize and carry out campus cultural activities that conform to the requirements and laws of IPE, and are rich in content and attractive, such as holding cultural and art festivals, scientific and technological works exhibitions, patriotic reading months, freshman chorus competitions, dormitory beautification appraisal and other activities, so as to create brand cultural activities with campus characteristics, influence their ideological concepts, and subtly educate them in patriotism and collectivism, so that they can be nurtured through activities, enrich their spirit, sublimate their realm and improve their self-behavior restraint ability. We must deal with the relationship between advanced requirements and extensive requirements on the basis of correct ideological education guidance, not only adhere to the advanced nature as guidance, but also constantly improve the ideological system. In addition, in order to realize long-term planning and healthy and orderly development, it is necessary to carry out active and extensive ideological construction for students.

4. Conclusions

With the changes of the times and the renewal of educational ideas, the traditional platform used by college instructor to carry out IPE has been greatly challenged, and its inherent limitations have gradually emerged. The IPE of instructor in higher vocational colleges is an important part of higher vocational education, which is related to the level of students' thinking, behavior and comprehensive quality, and whether higher vocational education can deliver high-quality and high-skilled talents to the society. Only when generations of college students grow sturdily can the country prosper for a long time. Improving the effectiveness of IPE for college instructor is of great significance for cultivating qualified and outstanding socialist builders and successors. By analyzing the current situation of the effectiveness of the IPE work of college instructor in China, this paper objectively summarizes the achievements and existing problems of the current IPE work of instructor, further analyzes the factors restricting the effectiveness of the IPE work of instructor from both internal and external aspects, and puts forward feasible measures to improve the effectiveness of the IPE work of instructor, I hope it can help improve the effectiveness of instructor' IPE, and also hope it can arouse people's attention to the effectiveness of instructor' IPE.

Acknowledgement

The authors acknowledge the National Pre-research Funds of Hebei GEO University in 2023 (Grant QN202301).

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