

Analysis of the Current Situation and Improvement Path of Ideological and Political Education Ability of College Counselors

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Abstract: College counselors bear the important responsibility of ideological and political education. Counselor's ideological and political education ability is an important manifestation of their comprehensive quality. The ideological and political education ability of college counselors is manifested in the guiding ability of ideology and politics, the operational guiding ability of ideology and politics, and the research and innovation of ideological and political theories. However, at present, there are many problems in the ideological and political education ability of counselors: insufficient political guidance, disconnection between business guidance and ideological and political education, and blank academic discourse power, which requires to carry out ideological and political guidance when dealing with daily affairs; strengthen the construction of the incentive mechanism for counselors' scientific research; provide solid backup supply and establish a sound assessment and evaluation system.

Keywords: Ideological and Political Education, Current Situation, Path, Counselor.

1. Introduction

At the National Education Conference, General Secretary Xi Jinping made it clear that "carefully cultivated and organized a political team that would be good at ideological and political work." Due to its own professional attributes, the counselor has natural affinity that interacts with the audience information and emotional flow with the audience of the students, which increases the temperature of ideological and political education. Incorporate ideological and politics into the management of daily things, meet different and personally needs of different students, and improve the effectiveness of ideological and political education.

With the growth of education audience, according to the needs of the education audience, the education venue field can be selected, flexibly adjusting the strategy of ideological and political education, and enhancing the intensity of ideological and political education. Therefore, counselors have natural advantages in ideological and political education. Although some higher vocational colleges have a talent reserve armed with high academic qualifications and professional basic structures, the ideological and political education capabilities of university counselors is still need to be enhanced. Besides the role of the manager, the ability of ideological and political education is the key to measuring the quality of the counselor. How to give full play to the political attraction, business guidance, and theoretical research, to achieve the goal of education is waiting for a further exploration.

2. The Content of College Counselors' Ideological and Political Education Ability

College counselors are an important part of the ideological and political education team. College counselors and ideological and political teachers carry the mass responsibility of propaganda, popularization and internalization of ideological and political theory. The

ideological and political education ability of college counselors is manifested in the leading ability of ideology and politics, the guiding ability of ideology and politics, and the research and innovation of ideological and political theories.

The leading ability of ideology and politics. Political attribute is the fundamental attribute of the Party. Decree No. 43 clearly stipulates that the first duty of counselors is "ideological and theoretical education and value guidance." Ideological and political guidance to students is an important job and core competence of counselors. At present, the ideological struggle is more hidden and fierce, so it is necessary for counselors to deeply understand the spirit of national documents. On the premise of being familiar with the written language of documents, policies, rules and regulations, so as to improve the appeal and affinity of ideological and political guidance, counselors turned it into the language of life communication, and use words close to students' interest and finally promote warmth of ideological and political education. To train idealistic and responsible builders and successors of the socialist cause, it is very important to internalize the Party's ideal goals, policy guidelines, and to solid political identification, guide students to analyse problems from a political height, unify the thoughts of young students to the Marxist outlook on life and values.

The guiding ability of ideology and politics. Thought is the precursor to action, and "all the motive force of his action must pass through his mind, must be transformed into the motive force of his will, in order to make him act" [1]. The implementation of ideological and political education is inseparable from the ability of theory to guide. Counselors should establish a Marxist world view, grasp the development of history and The Times with Marxist methodology, deeply grasp the internal logic between specific things and the law of students' work, dig out the ideological and political elements in students' daily affairs, employment, friend-making, psychology and other pain points, and guide students to distinguish the phenomenon and essence of social life. Correctly handle the dialectical relationship between personal

value and social value, personal ideal and social ideal, and consciously unify the dream of youth on the journey of realizing the great rejuvenation of the Chinese nation.

The research and innovation of ideological and political theories. The instructor's ideological and political education ability is also reflected in the theoretical research. Marxist epistemology points out that the development of cognition follows the dialectical path from practice to cognition and back to practice and cognition. In the context of blurred work boundaries and huge time flexibility, counselors need to establish a sense of reflection, carry out reflective activities in the form of action research, case study, and special discussion. Counselors must have incentive to summarize practical experience, find out the internal law and cause of problems, improve work skills, enhance the depth of work, cultivate innovative thinking, and improve the investigation and research ability of students' work. And deepen the level of theoretical research, realize the transformation from a transactional and experiential worker to a researcher and expert, transform hard work into achievements, and elevate experience to science, so as to better guide the development of ideological and political education.

3. The Status Quo of College Counselors' Ideological and Political Education Ability

Counselors have the advantage of natural and flexible switching in the content, field and carrier of ideological and political education. The educational content of the counselors focuses on students' employment guidance, academic assistance, psychological counseling, emotional counseling, and can find the incision of ideological and political guidance. In terms of educational content, it can realize the long-term tracking of the educational audience, immediately grasp the ideological changes of the audience, and provide targeted guidance; In the field of education, education is not only limited to the three-foot platform, but also extends to the dormitory, class and network space where students live, so the ideological and political education of counselors is a three-dimensional, dynamic and continuous education process. However, in the actual work, there are many problems in the ideological and political education of counselors: the panic of political guidance caused by lack of confidence, the disconnect between business guidance and ideological and political education, and the blank of academic discourse power.

3.1. Political Guidance is Overwhelmed by Panic

College counselors shoulder the responsibility of ideological and political education. First of all, counselors have insufficient confidence in ideological and political guidance. Some counselors have the panic that they dare not, or cannot, showing the dilemma of weakening political guidance ability. The main reason is the lack of ideological and political theory literacy, which is difficult to effectively respond to students' hot issues. The study of policy theory is insufficient and the level of political literacy is not high. Ideological and political education is a process in which the educator interprets the mainstream ideology and transmits it to the educational audience, and finally externalized into material power. Due to the lack of their own knowledge reserve and ability, counselors can not effectively transform

the ideological and political language, which affects the effect of ideological and political education. Secondly, the appeal of counselors' ideological and political education needs to be improved. Ideological and political education often presents the one-way output of counselors, and the audience of students blocks information input or ineffective reception, which makes ideological and political education less attractive. Part of the reason is that most counselors do not have the subject knowledge of ideological and political education, do not systematically learn the theory deeply, and do not have a good grasp of the law of student growth, the law of teaching and educating people, and the law of ideological and political education. They show the strange appearance of indoctrination and accumulation of simple theoretical knowledge, and become the porters and transmitters of online education resources without deep-level ideological transmission with little spiritual movement. Ideological and political education is in the form of a unified arrangement of lectures or school unified assessment of fixed action.

3.2. Business guidance is disconnected from ideological and political education

On the one hand, counselors lack the ability to use theory to guide practice. Due to the limitations of their own majors, some counselors cannot provide help for students' studies, resulting in insufficient tracking of emotional communication, untimely ideological guidance, and shortage of employment guidance. As a result, there is a big gap between students' actual educational situation and educational goals. Some counselors cannot effectively guide students to use scientific methodology, establish a correct outlook on life, and scientifically face the choice and confusion on the path of growth. On the other hand, counselors lack the conscious awareness of using theory to guide practice. The professional identity of counselors stems from the needs of ideological and political education. Ideological and political guidance is their main responsibility. However, in reality, all kinds of efforts made have not completely changed the numerous work difficulties of the counselors. The main responsibility and main business are still unclear, the responsibilities of the counselors are generalized, and the professional image of the counselors is reduced to the role of waiters, firefighters and secretaries, which is similar to the nanny. Unable to construct the internal logical relationship between career guidance, academic assistance, psychological counseling, etc., and ideological and political guidance, they simply and mechanically handle specific affairs. In practical work, they spend too much time and energy in handling daily affairs, tend to master the skills and methods to solve problems quickly, and lack the patience and perseverance for in-depth cultivation of ideological and political education and the improvement of quality leading by value. The original intention of ideological and political guidance has been concealed, and the ideological and theoretical education function of counselors has not been fully demonstrated.

3.3. Blank academic discourse power

Counselors have low academic discourse power due to environmental influences, institutional constraints, and solidified consciousness. First of all, the counselors themselves do not have a strong sense of scientific research. Some counselors do not see the close connection between scientific research and students' work, and think that special scientific research institutions or full-time teachers should be

responsible for scientific research, and lack enthusiasm for theoretical research. The team of counselors presents the situation of weak scientific research consciousness and weak scientific research ability. Counselors are trapped in the simple handling of daily concrete things, lack the initiative to explore students' work rules, and do not have the ability to turn practical experience into theoretical summary. When faced with a scientific task, there is a fear to finish it. Secondly, higher vocational research incentive system needs to be improved. Some universities lack overall planning for the scientific research of the counselor team: there is no supporting resource such as policies, funds, venues, and no special scientific research training and improvement plan for the counselor team. Counselors carry out scientific research without collaborative consciousness and integration ability. Most of them are in the state of individual combat. The overall scientific research strength of the counselor team needs to be enhanced. Third, the external environment leads to the low initiative of counselors in scientific research. Some teachers think that the management and service of students is the main responsibility of counselors, ignore the role of counselors as ideological and political educators, fail to realize the significance of scientific research for students' work, and mistakenly think that counselors' scientific research is deviating from their main work and professional duty.

4. The Causes of the Problem of Ideological and Political Education Ability of College Counselors

In ideological and political education, college counselors are unable to fulfill their responsibilities and play an inadequate role, which is caused by multiple internal and external factors: excessive quantification of daily work, unbalanced evaluation system; The fuzziness of the orientation restricts the acquisition of their academic discourse power; There is not enough knowledge, and not enough back-up supplies.

4.1. Unbalanced assessment and evaluation system

The department related simply quantifies the work ability of counselors by data, and evaluates the work and professional ability of counselors by the disciplinary violation rate, enrollment rate, failure rate, and enrollment rate of students, etc. In the daily assessment, the work responsibilities of counselors are dated and fragmented according to the number of times and days, etc. Therefore, a scientific and perfect evaluation system has not yet been formed for the ability of ideological and political education for counselors. There is no scientific incentive mechanism, which is bound to divert the counselors' energy to the management of daily things, and further stimulates the counselors' imbalance in the allocation of time and energy. Under the influence of daily things, students' increasingly personalized service demand increase the burden of "management of students' daily affairs". Counselors in the name of "ideological and political" have "weakened the main function of ideological and political education" [2]. In the comprehensive assessment of counselors, the effect of ideological and political education is difficult to be easily quantified. There is no perfect quantitative evaluation system, and the center of the comprehensive evaluation system of counselors is missed.

4.2. Unclear Career Position

Due to the influence of internal and external factors, the career orientation of counselors is fuzzy. Most counselors, lack of enthusiasm, patience and perseverance for ideological and political guidance, and consciousness in ideological and political theory research, only position themselves as administrators of students' daily affairs, and devote less energy to ideological and political education, gradually becoming fire fighters, nannies, etc., and further dwarfize their professional image. The management function of counselors is infinitely enlarged, while ideological and political guidance and scientific research work are weakened or ignored. At the same time, with the increase of students' personalized needs, counselors have become the cure-all oil and lubricant of various departments. Although the education department has clarified the duty of counselors, it has not completely clarified the career orientation of counselors.

4.3. Short backup supplies

First of all, the training and supply system of counselors is not perfect. On the one hand, due to the characteristics of some universities, most of training and education resources flow to construction of school scale and professional teacher team. The construction of counselor team has not been fully paid attention to, let alone the ideological and political construction in the first place. Counselor ideological and political education resources are scarce. On the other hand, the simple theoretical indoctrination training can not effectively guide the actual practice of counselors. Lecture training is reduced to a formalized cursory look. The training of counselors is presented as expert lectures, document learning, meeting and discussion, etc. The lack of "actual practice" under the reality can not produce practical effects on solving the problem of college students' ideological guidance. The counselor's training is more of a time for rest and relaxation.

Second, knowledge reserves are undersupplied. "A knowledgeable and academically fruitful counselor has a very high status in the minds of students, and its positive impact cannot be underestimated." [3] Profound knowledge reserve is an important base for ideological and political education. The counselor's academic attainments and the depth of mastering theory are the direct factors affecting the effect of ideological and political education. The Internet era has intensified the difficulty of ideological and political education. Faced with the impact of non-mainstream ideologies, counselors need to consciously consolidate their theoretical foundation in order to effectively guide students to distinguish between phenomena and essence, and finally establish correct values. According to the "Vocational Ability Standards for college Counselors (Interim)", college counselors should have basic knowledge of education, psychology, philosophy, law and history, have strong political sensitivity, and be able to learn and publicize the Party's principles, lines and policies. In the ideological and political education of college students, counselors tend to deal with daily affairs, have insufficient knowledge reserve of ideological and political education, and have insufficient psychological adjustment skills, resulting in the inability to effectively carry out ideological and political education and psychological counseling services, lack of depth of theoretical expression, and unconvincing ideological and political education education.

5. Ideological and Political Education Ability Improvement Path for Vocational Counselors

Counselors need to wake up their ideological and political education consciousness, realize their ideological and political leading function, and take the initiative in ideological and political education work. Focus on daily affairs and carry out ideological and political guidance; Perfect system construction and provide strong system guarantee; Consolidate the theoretical foundation and provide a solid backup supply.

5.1. Focus on Daily Affairs and Carry out Ideological and Political Guidance

The work role of the counselor includes multiple roles such as the guide of students' learning, the guide of career planning, the guide of psychological counseling and service, and naturally connects with the study and life of the ideological and political education audience. In ideological and political guidance, counselors, by being close to students, have close contact with students' spiritual needs, trigger ideological and political guidance elements from specific practice, enhance the affinity of ideological and political education, and improve the appeal of ideological and political education.

Adhere to the combination of solving ideological problems and solving practical problems. Ideological problems are directly reflected in the students' daily speech and behavior. Counselors should take the initiative to explore the organic connection between ideological guidance and various specific work, actively think about the effective embedding of ideological and political guidance in the treatment of daily affairs, consciously coordinate the treatment of daily affairs with ideological work, and shoulder the responsibility and mission of ideological and political education. The famous British philosopher Alfred North Whitehead once said, "Education has but one textbook, and that is all aspects of life." Counselors should enter the home field of students' life, lying on the pain points of students' growth needs, finding the excitement of information exchange with students, embedding ideological and political education in various affairs such as management and service, transform the home field of students' life into a position of ideological and political guidance, and pay attention to emotional exchanges in ideological and political guidance. Mobilize the trust and communication with the student audience, reduce the rigidity of ideological and political education, change the strategy and policy of ideological and political education according to the context and field of students' needs, and unconsciously complete the construction of values in daily work.

5.2. Improve system construction and provide strong system guarantee

First, improve the incentive system for scientific research. College counselors shoulder the responsibility of ideological and political education, and the ability of ideological and political education is the core ability of their career development. The ability of scientific research is an important part of the ability of ideological and political education, and it is also the practical need of the professional and professional team of counselors.

"We must do things as well as research." Scientific research ability is the inner cultivation of counselors and the external representation of knowledge. Strong scientific research

ability is not only conducive to overcoming job burnout, breaking career bottlenecks, but also can warm the hearts of people, and enhance the persuasive and inspirational power of ideological and political education. Improving the scientific research ability of counselors can open up new worlds and new fields for the career development of counselors, crack the "ceiling" of the career development of counselors, and straighten the professional image of counselors. Scientific research ability is an important part of the core competence of counselors.

Colleges should guide, support and encourage counselors to actively apply for scientific research projects, and publicly reward the winners with mental and material praise, as to improve counselors' initiative in scientific research. By pair help, guide counselor apply for project or take part in competition in team, and improve scientific research ability. Actively create a scientific research platform and financial support for counselors, motivate counselors' enthusiasm for scientific research, create an atmosphere of importance of scientific research, and stimulate counselors' awareness of scientific research.

Second, establish a sound assessment and evaluation system. Promote education by evaluation with corresponding system supporting mechanism. The ideological and political education should be linked with evaluation of professional titles. The enthusiasm of ideological and political guidance should be aroused, the initiative to carry out ideological guidance in daily work should be enhanced, the necessity of carrying out scientific research and the urgency of active self-improvement in leisure time should be stressed, and the passive and negative guidance situation should be transformed into an active and positive education state. Colleges can mobilize the enthusiasm of counselors in ideological and political education from many aspects, such as personnel conversion, salary, professional title promotion and spiritual motivation. On the other hand, in the assessment system of counselors, it is necessary to increase the proportion of ideological and political education elements, integrate the elements of ideological and political education into the assessment indicators of daily affairs, change the imbalance between ideological and political education and daily affairs management in the previous assessment indicators, establish a scientific assessment system, and guide the comprehensive and healthy development of professional quality of counselors.

Third, in the training mechanism, supplemented by the corresponding knowledge reserve supply. Insist that educators receive education first, and build a professional curriculum system for counselors. The professional course of counselors should focus on solving students' ideological problems and responding to students' practical problems, and build a professional course system to promote counselors' ideological and political education ability. Establish a horizontal exchange mechanism: establish exchange mechanism, take advantage of the rich practical work experience of the old counselors, lead the young counselors with higher education to quickly adapt to the role in ideological and political work, find the combination of theory and practice, and accumulate experience in practice. At the same time, experience exchange salons and tea parties are organized to summarize and exchange experience, as to form horizontal interaction among young counselors and encourage counselors to exercise their practical business ability. Promote learning by competition, and substitute

training by competition. With the help of academic salons, work forums and ability competitions, a platform is built for counselors to show their personal ability, which help counselors self-check and self-correct, learn from each other, and consolidate the ideological and political education ability.

5.3. Consolidate the theoretical foundation and provide solid backup supply

Counselors always have the duty and function of ideological and political guidance, and need to transform abstract world outlook and outlook on life into students' conscious actions and value identification. The authority of ideological and political guidance of counselors can not only rely on the blessing of identity roles, or the tough constraints of the system, but should be the accumulation of internal self-cultivation and attract the proximity and respect of the audience. This requires the professional improvement of counselors, the accumulation of experience, the formation of cognitive advantages with students, the establishment of their own authoritative image, and the formation of their own authoritative guidance in the field of ideological and political education. The weapon of criticism cannot, of course, replace the criticism of weapons; material force can only be destroyed by material force; But once a theory has mastered the masses, it will also become a material force. As long as the theory persuades people, it can grasp the masses; And a theory, as long as it is thorough, is persuasive. [4] The counselor profession grew out of political necessity. Only if it is theoretically sober can it remain politically firm. Mastering new theories is an essential weapon to carry out ideological and political guidance, and it is also an inherent requirement for the improvement of the quality and ability of counselors. Let Marxism take root in China's reality and the thought on socialism with Chinese characteristics for a new era take root in the hearts of the people. In ideological and political

guidance, counselors need to take the initiative to participate in course teaching, such as Party course, situation policy course, mental health course, etc. On the premise of strengthening their own theoretical reserves, they need to make a good draft of ideological and theoretical education, flexibly change their discourse expression, and choose different theoretical expression methods for different educational audiences. Let the student become a firm believer.

6. Conclusion

As an important force in ideological and political education, college counselors need to clarify their own positioning, strengthen the active consciousness of ideological and political education, increase the time and energy of scientific research, consolidate their own knowledge and theoretical reserves, internalize the improvement of the quality of work into the needs of their own development. From the external point of view, colleges supplemented by perfect training, incentive and assessment systems provide institutional guarantees for the improvement of counselors' ideological and political education ability, give play to the counselors' natural advantages in ideological and political education, and better implement the goal of education.

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