

Fragmentation of Internet Ideological and Political Education in the Work of Counselors

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Abstract: The publicity and guidance of the country's mainstream ideology is the highest ideological requirement for a counselor's work, and the daily work involves nine major fields, and because a counselor manages a large number of classes and students, the transactional work is relatively cumbersome and requires high political literacy. Due to the complexity of practical work and indoctrination, the content of ideological and political education in the form of indoctrination, reasoning and chicken soup is dominant, and the research on individual students' understanding and concern and group characteristics is less, the impact of ideological and political education lacks depth and is incomplete, and the educational effect is greatly reduced. Unlike ideological and political theory courses, online ideological and political courses are systematic and coherent in content, and have certain continuity in time and space. Online ideological and political work sometimes presents the problem of fragmentation. On the one hand, this can be combined with the traditional advantages of ideological and political work, but on the other hand, due to the shallowness of reading, it is difficult to deepen ideological and political education. This paper provides countermeasures and ideas for the fragmentation of network ideology and politics from the two aspects of accurately positioning students' needs and improving achievement awareness to improve the effectiveness of ideological and political education.

Keywords: Counselor, Internet Ideological and Political Education, Fragmentation.

1. An Overview of Internet Ideological and Political Education

The concept of "Internet Ideological and Political" first appeared in the document "Several Opinions on Strengthening Ideological and Political Education in Colleges and Universities into Internet Work" issued by the Ministry of Education in 2000. It can be understood as using the Internet as a communication tool to grasp its essence and characteristics, through carefully prepared or selected content, plan and purposefully convey views, concepts, ethics, etc. to the audience, so that they can form ideological and political morality and values that meet the goals of the plan and meet the needs of social development, and affect their rationality and norms. To conduct virtual activities online and practical activities offline, Network ideological and political education, ideological and political education is the main body, and the network is the carrier. Internet ideological and political education is divided into two concepts, that is, to understand the concept of the internet and the concept of ideological and political education, we can explicitly understand what is internet ideological and political education. One of the main responsibilities of college counselors is to understand the ideological and political status of students, help students develop good moral qualities through heart-to-heart conversation, education and guidance, etc., and help students establish a correct outlook on world, life, and values, and constantly strengthen students' Marxist ideals and beliefs. The process of online ideological and political education for counselors is a process in which counselors use new media and other network technologies to establish and deepen network connections with college students, and to promote the effective delivery of educational information and influence.

2. Characteristics of Internet Ideological and Political Education

2.1. The Post-epidemic Era Has Accelerated the Development of the Internet

The post-epidemic era is like a catalyst to push the Internet era to a climax. The development of the Internet has extended the work responsibilities of college counselors and broadened the scope of work for college counselors. The words, deeds, and attitudes expressed by this group of college students on the Internet deeply demonstrate the value orientation of the youth in the new era. To guide these young people be correctly become the youth of the new era who are responsible for the great rejuvenation of the Chinese nation, becomes the center of college counselors ideological and political work. Therefore, firmly grasp the changes and characteristics of the post-epidemic era, and do target ideological and political education for college students, which puts forward new requirements for college counselors' online ideological and political education.

2.2. Internet Ideological and Political Education Requires A Combination of Theory and Platform

Under the background of "Internet +", students' online ideological and political education is no longer simply to teach ideological and political content through network technology, but also requires counselors to start from students' actual situation and combine teaching content with students' lifetime. It can make use of theoretical knowledge to effectively guide students' social practice behavior, develop students' good living and study habits, and promote the improvement of students' comprehensive quality. This requires college counselors to conduct in-depth research on online ideological and political education methods, be able to combine ideological and political teaching content with

online platforms, use online teaching resources to enrich teaching content, broaden teaching methods, and improve the efficiency of online ideological and political teaching.

2.3. Public Opinion Guidance in Internet Ideology and Politics Is the Key

In today's highly informatized society, the hot spots in the ideological field are online, the difficulties of public opinion guidance are online, and the focus of ideological and political education is also online. The deep integration of Internet technology and thinking with the traditional advantages of ideological and political education is an inevitable trend in the development of ideological and political work in colleges and universities, and an important growth point for ideological and political education research to rejuvenate. As college counselors, we need to improve our ability to use new media technology to carry out ideological and political education work, and combine online public opinion guidance with offline ideological and political education work in practical work.

3. Improvement Measures for Internet Ideological and Political Education

3.1. Defining Objects

For counselors to carry out online ideological and political education work, the primary problem is to clarify the target. The so-called object is who is the group for which the work is carried out, whether it is a class, a grade, or a group. Similar to a company launching a product, it does not aimlessly, but has its target audience. It is very important to clarify the object. Only when the object is clear can it be targeted. The clearer the object and the more precise the content, the higher the efficiency and the better the effect.

3.2. Choose A Platform

WeChat platform, Qzone, Weibo, College Students Online, Easy Class, QQ group, WeChat group, etc. The choice of the network platform is mainly based on the closeness of the clear objects, one is based on the clustering degree of the work object, the other is the interactivity of the network platform, and the third is the effectiveness of the work. As far as these three points are concerned, each platform has its own advantages, and the suitable one is the best.

3.3. Improve the Content

For online ideological and political work, no matter how good the platform is, it is only a tool after all, and the content is what really plays a decisive role. Like a person, no matter what unit or platform he changes, he can still do his job well,

because he has the ability, content and information. Therefore, we will often see that counselors who have done a good job in traditional ideological and political education, and online ideological and political education are still doing well, because the decisive role is not the platform carrier, but the output of content. On the network platform, whether you choose text, pictures, audio, video or other forms of output, the depth, breadth, height and distance of the content are the ultimate vitality of the work. Some online works seem to have a high number of readings, but nonsensical chicken soup articles have no ideological and political education. From the perspective of the purpose, value and significance of ideological and political education, such works are actually lifeless, which is why we say "The premise of "how to do it" is based on knowing what it is. If you don't understand what it is, you will do it randomly, and if you do it randomly, it will be ineffective.

4. Conclusion

In the face of young college students born in the 2000s who live with the Internet and the adverse effects of the "pan-entertainment" phenomenon of the Internet, we can only cultivate and practice socialist core values in cyberspace, and build a socialist ideology with strong cohesion and leadership in order to ensure the full implementation of "Foster character and Civic virtue ". Therefore, how to use new media and new technologies to strengthen the cohesion and leadership of online ideological work, how to strengthen the "Internet + ideological and political" innovation, do a good job in educating people on the Internet, and how to make our online ideological and political work "live", "Move up", enhance the appeal and influence of ideological and political education, and make ideological and political work more targeted and friendly, are issues that every ideological and political worker should think about.

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