



Practical Research on Ideological and Political Work Innovation of College Counselors in the New Era

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Abstract

At present, a large number of transactional works of Chinese counselors make it difficult for counselors to properly handle the work scope of self-occupation definition. And the time compression derived from the workload makes most college counselors too late to think and summarize their own work. This article to "19 big" require education priority as the background, from the perspective of counselor individual behavior, with the core content of "19" as a guide, to the work of college counselors, emphasize the development of the party's propaganda and education work, the practice of socialist core values and the innovation of ideological work practice. Effective student political counselor work is an important guarantee for cultivating students' sound personality, good personality, excellent character, enterprising spirit, and innovative consciousness. Simply relying on political and ideological guidance and routine management as the main focus of counselor work can no longer meet the requirements of the times, let alone meet the needs of students' comprehensive development. The rise of the knowledge economy in the new era will bring innovative opportunities and challenges to the ideological and political work of university students, while also proposing new requirements, assigning new content and new working methods.

Keywords

The new era, college counselor, the 19th National Congress, innovative practice

Introduction

On December 7, 2016, General Secretary Xi clearly pointed out at the National Conference on Ideological and Political Work in Colleges and Universities: "The ideological and political work in colleges and universities is related to the fundamental problem of what kind of people to train, how to train people and for whom, and the ideological and political work should be run through the whole process of education and teaching" (Yang Yang, 2020). It makes the college counselors for modernization stage how to carry out college work provides a solid political backing, visible from General Secretary Xi's instructions: life, study, employment and other work is only counseling work single implementation form, and the ideological and political work guiding core should be the socialist core value oriented ideological and political work, mainly for the students' ideological and political level reflected by the reality of the ideological education. The guidance of students in colleges and universities should focus on the core values, and construct the work system of college counselors in line with the modernization stage, aiming to pay attention to the implementation and implementation of the party build-

ing work, which is embodied in the implementation of the publicity and education work and the practice of the socialist core values, and stick to the ideological work position of college students.

In his report to the 19th CPC National Congress, General Secretary Xi said, “The Party, government, military, civilian education, east, west, north, south, the Party leads everything”. The important judgment of “has also been written into the new Party Constitution of the 19th CPC National Congress”. Schools, especially institutions of higher learning, should pay more attention to the leadership of the Party. From the perspective of the identity of a counselor, it is necessary to attach great importance to strengthening party building among college students, so that the Party can firmly grasp the leadership of college student work, and ensure the training of builders and successors of socialist modernization with Chinese characteristics.

1. We will strengthen the Party's publicity and education work, and enhance its political and ideological level

The Party's publicity and education work should not only stay within Party organizations or among Party members. College counselors should promote the extension of these learning publicity and education activities to every ordinary student. Among them, the existing student party members in the class are the key factor. Student party members should not only to participate in the party organization learning education activities, also divided responsibility area, determine contact, organization Xuanjiangtuan, under the guidance of political counselors, the party's line policies and the latest achievements of marxism—Xi New Era spread the ideas of socialism with Chinese characteristics to every student group, every class, every dormitory, let every college students can understand, understand, have a good grasp of, participate in the leadership of the party in the great cause of socialism with Chinese characteristics (Ren Ke & Dong Wenjie, 2019).

(1) To strengthen the party building among students, the focus is on strengthening the Party's organizational work

At present, the party organization construction among college students is relatively single, mainly in the party branch among student party members. Most of these party branches are the joint branches of many classes and several grades, which gather the student party members and facilitate the party organization to carry out their work. To strengthen the party organization construction among college students in the new era, we should inherit and develop the existing organizational construction forms in connection with the specific background of the new era. First, on the premise of complying with the requirements of the Constitution of the Party, establish the Party branch in the class, implement the leadership of the Party in the class, and strengthen the leadership of all kinds of student associations and student autonomous organizations.

(2) To strengthen the party building among students, the implementation is to strengthen the party's guidance work

Whether to strengthen the Party's publicity and education work, or to strengthen the Party's organizational work, the final implementation is to strengthen the Party's guidance work. How to strengthen the guidance of the Party among students? We should start from two aspects: one is to establish a platform for student organizations to get closer to the Party, to cultivate a group of advanced students and active party members; to guide the students to complete the tasks assigned by the Party organization, to establish the commandos, and to work hard towards the direction indicated by the Party.

In addition to strengthening the party building, there is another task to be a good political counselor in colleges and universities in the new era, which is also another major theme of the ideological and political work in colleges and universities, which is to firmly grasp the extremely important work of ideology and guard the ideological work position of college students.

2. We will practice our core socialist values and strengthen our grasp of our core capabilities

Core socialist values are a major strategic thought put forward by the CPC Central Committee with Comrade Xi at its core, starting from the perspective of upholding and developing socialism with Chinese characteristics in the new era and realizing the Chinese dream of national rejuvenation. In the report to the 19th National Congress of the CPC, General Secretary Xi has deeply expounded on its rich connotation and practical requirements, which is our common ideological and moral foundation (Shu-hui Wang, 2022).

As a university political counselor, it is very important to further consolidate the common ideological and moral foundation among the students. Because this is a major task for the Party to lead us to build socialism with Chinese characteristics, and it is our fundamental work to practice the "four great", as well as the practical need to establish cultural confidence among students, not induced by the so-called "universal values".

As General Secretary Xi has pointed out, China's higher education shoulders the major task of training builders and successors to the socialist cause that have developed morally, intellectually, physically, and we must adhere to the correct political orientation. The foundation of a college's establishment lies in cultivating people by virtue. The problem of "training

successors is something that the party has always attached great importance to. From the revolutionary period to the new period of reform and opening up, our Party has put forward different standards for training successors in stages. In the new era, our Party has proposed to train new people who will assume the great responsibility of national rejuvenation. With this important task, colleges and universities should first pay attention to the construction of students' thought and soul, aiming to cultivate and practice the core socialist values, mainly focusing on the following levels:

One is to cultivate students' self-confidence. The confidence here is not only the confidence in their own self, but also to cultivate students' confidence in their own family, class and school, and further to cultivate students' confidence in their own country, nation and culture. Let the students feel the broad and profound traditional culture of our nation, let them feel how proud of it as the dragon; let the students experience the great achievements, let them feel that as a new era of Chinese is an extremely happy thing; let every student love our country, love our party, love our socialist culture with Chinese characteristics, consciously abandon bad culture induced.

The second is to cultivate students' moral sense. Through the series of activities of practicing socialist core values, let the good deeds, campus moving deeds and characters really play their due positive influence; through the influence of traditional virtues and moral models, let students consciously inherit national virtues, have correct moral judgment from social hot spots to class affairs, and form a atmosphere among students.

Third, to advocate students to speak of dedication. The spirit of dedication has always been advocated by the Communist Party of China, as the party membership oath says, "Fight for communism for all your life, and be ready to sacrifice everything for the Party and the people". To devote ourselves to the great rejuvenation of the nation in the new era, we need the spirit of dedication. We should guide students to consciously shoulder the historical responsibility of national rejuvenation, be willing to devote themselves to the great cause, and be willing to dedicate their wisdom and time in their study and work.

Fourth, encourage students to keep forging ahead. Young students, including many counselors are "eight or nine o'clock sun", it is the vigorous age, to let students always keep high, constantly enterprising spirit, encourage them not to lack of climbing one research peak, encourage their innovation and change, protect the students' vitality, to promote the great cause forward.

3. Emphasize the close combination of theory and practice, and strengthen the practical ability

Combining theory with practice is one of the most basic principles of Marxism, and the first of the three fine styles of work of the Communist Party of China. It is upheld and developed by the Party in its long revolutionary course. This is a historical tradition and a requirement of the law of The Times. At the opening ceremony of the seminar, General Secretary Xi stressed that in the new era, the theory and practice of the cause of socialism with Chinese characteristics should be upheld and developed for a long time. At the same time, it also clarified the policy and action program for national development in the coming period. The final destination of college counselors in student work should be based on theory guiding practice, and practice supports the deepening of theory. The lack of practice is meaningless, and the unreasonable practice is empty. Therefore, college counselors need to strengthen the combination of self-theory and practice while practicing innovation work, emphasizing self-theory and armed practice, and practice results support the deepening and improvement of theory.

For student work, we should be committed to driving students to work hard. General Secretary Xi has said that empty talk hurts the country, while solid work prospers the country. Promoting students should be able to be down to earth in study and research and pragmatic. In the activities to the countryside less flashy, more thinking about the results of student activities can be transformed, the value can bring. I also want to be in the daily student management work for the school and college more practical measures, more practical work for students, so that the tutoring work can be tangible. Mainly start from the following aspects:

One is the implementation of the daily student work, from the perspective of daily work, see big, to point with face, the implementation of the daily work, to maintain the students' daily study, life and other activities as the basis, build a more healthy, positive, optimistic, upward learning, life atmosphere, from daily work to analysis, exploration, summary, in order to obtain the practice of expanding development (Kang Changchun & Li Shangke, 2022).

Second, the practice of improving self-professional quality. Constantly strict with self in the professional literacy level ability, learning advanced counselor work examples, will their working methods and methods compared with others, absorb excellent professional quality, make up for the lack of ability in their own work, in order to improve their learning, explore the practice ability, so as to better student work.

Third, the promotion and cultivation of diversified ability. While taking charge of the daily work of students, counselors

need to strengthen the multi-dimensional fit between themselves and students, take the major as the main, after-school as the auxiliary, and emphasize the guidance and practice of students' related activities by setting an example (Ting-ting Du, 2021).

"Strong education is strong" emphasizes that college education is an important indicator to measure the development level of higher education. As the carrier of close contact between universities and students, counselors are the combination of life counseling, emotional counseling, employment counseling, learning counseling and other multiple identities, which is the core and soul of ideological and political work in higher education. In his report to the 19th National Congress of the CPC, General Secretary Xi pointed out, "The whole Party should care for and care for the young people and set a stage for them to excel in life". In the new era, the political counselors of universities can improve their own quality at the stage level, the strengthening of core values can ensure the "stage", and the theory with practice can ensure that every student on the "stage" can jump out of the gorgeous dance to embrace the new era and win a new victory.

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