Research on the strategy of counselors' ideological and political education under the background of "micro era"

Yuzhen Wang
Guangdong Innovative Technical College, Dongguan City, China

Abstract: As a double-edged sword, the Internet not only brings opportunities for ideological and political education, but also brings some challenges, and puts forward higher requirements for counselors' work. As an important medium to guide the growth of students and cultivate the quality of students in all aspects, counselors should grasp the development trend of The Times, innovate the working mode of posts, and improve the level of ideological and political education. This paper takes the strategy of ideological and political education of counselors under the background of "micro era" as the research object, expounds the positive and negative influence of "micro era" on the ideological and political work of counselors, and puts forward several suggestions on how to promote the ideological and political education of counselors, hoping to provide references for relevant people.

1. Introduction
Under the background of the micro era, many types of new media platforms have been derived, which have a greater impact on college students' thoughts and values. The ideological and political education work of counselors is one of the media to cultivate students' outlook on life, values and world outlook. Through the use of micro-platforms, the effect of ideological and political education work is optimized to promote the healthy growth of students. So how to give full play to the advantages of the "micro era" and promote ideological and political education? This article carries on the analysis.

2. Characteristics of the "micro era"
Micro-era is based on micro-platforms such as Weibo and wechat as the communication media, sharing short and concise articles, videos or other information to the audience through micro-platforms, so that the audience can quickly acquire meaning. The arrival of the micro era has changed the channels of audience information acquisition and communication, and broken the problem of difficult information sharing. In order to improve the quality of counselors' ideological and political education and promote the healthy physical and mental development of college students, the characteristics of "micro era" should be clearly defined, based on which education work should be carried out and ideological and political work should be carried out in an orderly manner.

First of all, information spreads fast. The micro-platform is not limited by time and space, and it is simple to operate and convenient to use. The application of micro-platform, text, video, etc. are uploaded to the network in the first time, so that information users can quickly obtain information. The faster speed of information transmission increases the interaction among netizens and improves the effect of information exchange [1].

Secondly, the content is complex. With the rapid development of network technology, micro-platforms have gradually become an important medium for people's life, study and shopping. At present, more and more people participate in the operation of micro-platforms and use micro-platforms to communicate. A large number of users will produce a huge amount of information, so that the network information appears uneven situation.

Finally, openness. Internet as a virtual network, which contains more data information, users can express their ideas on the Internet or forward other people's articles. The open space increases the interaction between users and promotes the rapid dissemination of information.

3. The positive influence of the "micro era" on the ideological and political education of counselors

3.1. Optimize the ideological and political education work platform
The arrival of the "micro era" has enriched the carrier of ideological and political education work of counselors and provided media for online education work. In daily work, counselors can use "micro media" as the carrier of ideological and political education, take micro platforms commonly used or familiar to students as the main positions, take the penetration of social mainstream
than participate in educational activities organized by and improve themselves through micro-platforms rather. In the micro-era, students prefer to obtain information mode.

4.1. Brings challenges to the traditional teaching era" on the ideological and political education work for college students. The application of micro-platforms can transform the ideological concepts of counselors, enable them to master the application methods of ideological and political education work and students' state of mind, choose suitable teaching materials, use video, audio, text to carry out work, attract the attention of college students, and promote the healthy growth of college students.

3.3. Improve the efficiency of ideological and political education of counselors

Before the popularization and application of information technology, counselors generally used media such as class meetings, social activities, and student cadres to carry out ideological and political education work. Due to various factors, the effectiveness of students' participation in learning cannot be guaranteed, which greatly reduces the effectiveness of ideological and political education work. The application of micro platforms can transform the ideological concepts of counselors, enable them to master the means of ideological and political education work, and utilize multiple different micro platforms to carry out work, optimize students' ideological concepts, and improve the quality of counselor's ideological and political education work. For example, in ideological and political activities, counselors can use WeChat official account to carry out ideological and political education, share some market employment prospects, current affairs and politics for students, and use the message function of WeChat official account to guide students to discuss this, let students express their thoughts and feelings in the process of communication, so as to improve the quality of classroom teaching. The application of micro platforms in ideological and political education work lays the foundation for high-quality ideological and political education work for college students.

4. The negative influence of the "micro era" on the ideological and political education of counselors

4.1. Brings challenges to the traditional teaching mode

In the micro-era, students prefer to obtain information and improve themselves through micro-platforms rather than participate in educational activities organized by counselors. The minds of college students are not fully mature, and they will be affected by the mixed information in the Internet in their independent reading and learning, which can not improve the quality of ideological and political education. If this problem is not solved, it will not only fail to give play to the guidance role of counselors in the development of students' values and ideas, but also affect the development of students' professional knowledge learning and professional ability, which is not conducive to the improvement of students' ability and quality [3].

4.2. Improve the requirements for the control of school network public opinion

At present, college students are in the information explosion market, and the arrival of the micro era provides convenience for students to obtain information and understand news. Due to the immaturity of students' thinking and lack of social experience, they are very easy to be led by bad information on the Internet and have one-sided ideas. In view of this, it is necessary for schools to do a good job in the control of online public opinion, strengthen the management of the Internet, and reduce the impact of negative information on students.

4.3. Improve the requirements for the comprehensive quality of counselors

Under the "micro era", more micro platforms have been derived and higher requirements have been put forward for counselors. As an important part of school education, counselors should master the application methods of various micro-platforms, such as wechat, Weibo, Douyin, etc., effectively interact with students through online platforms, and solve the problems of counselors' ideological and political education work with their own professional advantages [4].

5. Implementation countermeasures of counselors' ideological and political education in the "micro era"

5.1. Establish the second classroom based on the micro-platform

The ideological and political education of college students is a long-term and systematic work, which requires the participation of college counselors and ideological and political education, and penetrates the ideological and political content into the study and life of college students through the way of all-round education. Counselors have more contact with college students, which is an important carrier to implement ideological and political education. In view of the influence of the micro era on the ideological and political education of counselors, schools can use the micro platform to establish an online second class and use it as a medium for ideological and political education to educate students in ideological aspects. In specific operations, schools and
counselors should play a leading role, and according to the needs of ideological and political education of college students, online second classes should be established with the help of various micro-platforms to provide media for the ideological and political education of counselors [5].

For example, in order to reflect the advantages of the second classroom teaching, we should make full use of the WeChat official account or the students' favorite live broadcast platforms such as Tiktok and Kwai to push and share information related to college students' employment prospects, college students being defrauded, national employment situation, professional development trends and other information from time to time, so that students can be ideological edification in the process of watching videos or words, and form correct values, employment views Outlook on life, achieving the goal of ideological and political education for counselors. At the same time, in order to improve the teaching effectiveness of the second classroom, schools can build relevant management systems based on the practical characteristics of the second classroom, combined with the growth and development needs of college students, and use quality monitoring and evaluation systems and third-party evaluation mechanisms to promote the smooth progress of ideological and political second classroom education. In addition, counselors can learn from the successful experiences of other schools, establish an online second classroom based on the ideological status, psychological needs, and ideological and political education requirements of students in this school, play the guiding role of counselors, encourage students to participate in online activities, and cultivate students' thinking quality in various types of learning, providing assistance for their better growth.

5.2. Strengthen the use of new media and improve the quality of education work

As a country with freedom of speech, every citizen has the right to express himself. In order to enhance the consciousness of college students to participate in ideological and political education, so that students can benefit from their study, new media should be made full use of to create a free and harmonious ideological environment, and college students should be encouraged to actively interact with counselors and other students, so that they can establish correct ideas in the communication. At the same time, counselors should also have self-reflection and self-criticism awareness, understand the psychology of college students through various channels, and take the initiative to learn advanced cultural knowledge and skills, so as to create a good learning atmosphere for college students to learn and grow, and promote the development of diversified ideological and political education. New media can play an irreplaceable role in the ideological and political education of counselors. They can present the content that counselors want to share and express to students, and interact with students online with the advantage of new media to understand the psychological and ideological state of students and provide personalized guidance, so as to promote the further development of ideological and political education in schools.

For example, in response to the weak political theoretical foundation of college students, counselors can use new media to share some content related to national policies and current affairs and politics, and encourage students to communicate and interact online, express their understanding of national policies, and think about how they can contribute to national construction. In addition, counselors can share real cases of psychological problems among college students, make them aware of the harm of negative psychological problems, guide them to actively express their ideas, help them solve problems, and improve the quality of ideological and political education work.

5.3. Cultivate students' awareness of civilized Internet with the help of micro-platforms

At present, some college students have weak legal awareness and law-abiding awareness, and will release some false information or information affecting social harmony on the Internet. Ideological and political education work covers more content, such as mental health education, laws and regulations education and so on. Counselors should make use of ideological and political education to cultivate students' awareness of civilized Internet, make students realize that cyberspace is not a place outside the law, and use various types of education to cultivate students' Internet moral literacy. In order to improve the effect of ideological and political education work and enhance students' participation enthusiasm, counselors can use live broadcast software to carry out ideological and political education work, share the types of college students' cyber crimes, college students being cheated and other related cases with students, and guide students to express their ideas in the interactive way of bullet screen.

5.4. Strengthen the control of campus network public opinion and create a good network environment

A large amount of network information in the micro-platform has a great impact on the ideological and political education of counselors. Counselors are required to start from many different aspects, cultivate students' political literacy, and do a good job in the control of campus network public opinion. The emergence of campus network public opinion will have a great impact on students' body and mind, and even make students present extreme ideas, endangering the safety of society. Therefore, counselors should realize the importance of public opinion control on campus network and take the following measures:

First, strengthen the construction of network media. The operation of network media will affect the control effect of campus public opinion. Counselors should start from wechat, Weibo and other micro platforms commonly used by college students, share positive and
energetic information with students, infiltrate mainstream social values and other content into online media, and enable students to form the consciousness of resisting bad thoughts under the guidance of mainstream ideas.

Second, improve college students' ability of information recognition. In the ideological and political education work, counselors should start from many different aspects to cultivate college students' information recognition ability, so that students can form the ability to distinguish information, and provide impetus for students' better learning and growth.

5.5. Use the micro era to improve the comprehensive quality of counselors

The "micro era" brings challenges and opportunities to the work of counselors and promotes the innovation of ideological and political education. In order to improve the adaptability of counselors to the environment, make them master the working methods of ideological and political education, and apply them flexibly in practice, schools should start from the aspects of system construction, talent introduction, talent training, etc., adopt personalized methods to improve the comprehensive quality of counselors, and promote the development of school education. The application of a variety of different methods can meet the needs of supervisors' career development and business ability improvement, and is conducive to the construction of a high-quality counselor team.

6. Conclusion

All in all, the "micro era" has more influence on the ideological and political work of counselors, and promotes the innovative development of ideological and political education. In the school education work, the negative impact of the "micro era" on ideological and political education should be clearly defined, the characteristics of the "micro era" should be brought into play, the online second classroom should be built, and various types of activities should be used to educate students about political literacy and civilized Internet access. At the same time, do a good job in the control and guidance of campus network public opinion, and use the professional counselor team to solve the ideological and political education problems of college counselors, so that students can thrive with the assistance of the counselor team.

Reference