The Mission and Responsibilities of the University Counselors under the Vision of New Media Identity Research

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Abstract. With the constant development of information technology and the arrival of the new media era, the national requirements for the professionalization and specialization of counselors are consistently being raised. With the institutions of higher learning counselor regulations, implementations from the general secretary regarding the ideological and political theory path, and the teachers’ symposium on speech spirit, the excellent national training department for the Ministry of Education of University Counselors stressed three components of a good counselor. These components further clarify the responsibilities of the new era college counselors on how to interpret and further our educational mission and provide the foundation for greatness in ideological and political education.

Introduction

The work of ideological and political education bears the core task of giving full recognition to the educational functions of various courses; it is an important part of the educational work in higher education institutions, and it is also the key to managing a socialist education with Chinese foundations and ensuring the implementation of the socialist core value system. With the rapid development of the Internet and network technology, wide dissemination of information, and the constant impact of the global trend of pluralistic thought, college students in the new era are confronted with such problems as pluralistic thoughts and values, pluralistic access to information, and vague ideal goals. In the new era, ideological and political education in higher education institutions also faces severe challenges \cite{1}. The use of new media technology to carry out network ideological and political education work requires the work of college counselors to keep pace with the times, innovate methods, and do well according to the circumstances. Ideological and political education in universities. The ninth duty theory and practice research shows that the growth of professional, research, and expert talents who have become decathlon and proficient in special skills is the future development direction of college counselors. Contemporary college students enjoy the many advantages the development of science and technology has brought to us. At the same time, the many advantages of ideological and political ideas have caused a certain impact and influence \cite{2}. As a result, instructors should seize the opportunity to help guide college students' ideologies by providing guidance, management, and studying theory and practice. On the basis of management services, ideological and political educators in higher education institutions should innovate their working methods, manage network education, conduct professional research, strengthen the correct guidance of students' thoughts, and strive to create a new path for the development of higher education in China.

The first of the responsibilities of the counselor is ideological and theoretical education and value guidance. He deeply grasps the profound connotation and characteristics of the new era, speaks for the party, and helps students strengthen their four self-confidences and firmly establish the correct world outlook, life outlook, and values \cite{3}. Their own socialist builders and successors, not "Hong Kong independence," "Xinjiang independence" and other elements. As a frontline ideological and political educator in colleges and universities, counselors must have strong ideological and political qualities and scientific and theoretical levels.
**We will Strengthen Ideological and Political Education on the Internet and Improve the Effectiveness of Education**

With the development of network technology, the Internet has become the main platform for ideological and political education in higher education institutions. The Internet has become the main channel for college students to receive and disseminate information; it is also an important tool for learning and a prominent part of life that affects students’ thoughts and behaviors. The ideological and political education in colleges and universities is facing new challenges brought by the diversity of social ideological trends, the decentralization of information dissemination, and the concealment of information content. As an investigator in the network position, the counselor should always pay attention to the Internet, new media, self-media, and media, etc., to keep abreast of public opinion information, pay close attention to network dynamics, and eliminate the emergence, tendencies, and group problems in the bud. Through the Internet and its various tools, we strive to become a life coach to manage students' growth and help promote a healthy life and scientific decision-making. We strive to train students as the qualified builders and reliable successors of socialism with a rounded development of morality, intelligence, physique, beauty, and labor. They will be responsible for the rejuvenation of our nation.

**Quality Training with Emphasis on the Mission**

In order to train new people of the era who are in charge of national rejuvenation, first of all, the counselor must have a firm career conviction. At present, many college counselors have not taken the job of a counselor as a lifelong career, but have chosen this job temporarily or helplessly for various reasons. Only those who have firm convictions and take counselors as life-long careers can fully shoulder the heavy responsibility of training socialist builders and successors.

"Professional Competence Standards for College Counselors" elaborates on the abilities and competencies that should be possessed by counselors. Counselors should take the initiative to improve their professional competence by constantly expanding their knowledge horizon, increasing their international competence and comprehension of history, and strive to be a studious, thoughtful, and knowledgeable counselor. In order to become a helpful counselor for students, we must lead by modeling values such as communicating clearly, being reasonable, taking responsibility, and not being difficult.

**Recognize the Important Role of Counselors**

Firstly, counselors should actively participate in the formulation of the university personnel training program. A well-trained head teacher will be able to manage students' work and services by understanding students’ thoughts and concerns and anticipating their needs. In accordance with social development theories, students of different levels should be educated and cultivated in a purposeful and meaningful way. For this reason, counselors should actively contribute ideas to help make China a leading country in the education sector with a satisfying purpose and cause. Counselors should also participate in the construction of talent training programs in various fields that focus on the rounded development of socialist builders and successors.

Secondly, we should follow the developmental trend of "great thoughts and politics," innovate our working methods, and keep in contact with each other. In this way, we can construct the "great ideological and political" educational pattern and form a more powerful education force, as counselors are the backbone of education in colleges and universities. Counselors and course instructors working as a team in cooperative education is the foundation for a form of education that will improve the effectiveness of education courses as well as the management of students in developing faith in the mission, a confident spirit, and a sense of responsibility.

**Conclusion**

In college counselors are the indispensable front-line teachers of ideological and political education in higher education institutions and the guiding beacon for college students' thoughts.
With the constant development of science and technology, and the arrival of the new era, new requirements have been put forward for ideological and political education. College counselors should stay current with the times, adjust their practices, optimize and innovate educational means, organically integrate with the information age, and jointly carry out educational activities both online and offline. Our mission should be to cultivate the awareness of “thinking and politics,” affirm faith, and train the qualified builders and reliable successors of socialism with a rounded development of morality, intelligence, physique, beauty, and labor.

Summary

Under the background of the new media era, educating environment of ideological and political education in university has been changed. Traditional ideological and political theory course teaching could not meet the demand of students and it is also behind the development of time. The deep combination of traditional advantages of ideological and political education and information technology has been necessary trend of modernization of ideological and political education. University Counselors should be good at summarizing and summarizing work, enriching theoretical work with student work, using theory to talk about work, and letting theories guide and guide students to do more with less. Good at detailing the content of responsibilities, classifying daily work into archives, specializing in analysis, forming a methodological theory that can be used for reference, and applying it to practical work. This is the job of the new era counselor. Making complex work content clear, organized, and theoretical is the path to professional, expert, and professional development of counselors.

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