

Research on the Improvement of Network Ideological and Political Education Ability of University Counselors in the Post-Pandemic Era

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To cite this article:

Dou Han. Research on the Improvement of Network Ideological and Political Education Ability of University Counselors in the Post-Pandemic Era. *Higher Education Research*. Vol. 7, No. 5, 2022, pp. 167-173. doi: 10.11648/j.her.20220705.15

Received: September 14, 2022; **Accepted:** October 12, 2022; **Published:** October 18, 2022

Abstract: The outbreak of the pandemic has brought varying influence to society, economy, life and other aspects, and thus affected the ideological and political education. The post pandemic era presenting some new characteristics has put ideological and political education into a new situation. In the context of the long-term and normalized pandemic prevention and control, it not only brings a unique opportunity for university counselors' network ideological and political education, but also brings unprecedented challenges. As yet the network ideological and political education of university counselors is not only faced with unprecedented challenges such as insufficient clear orientations, attractive content and inconspicuous results, strong team building and continuing educational innovation, but it is also provided a new perspective and put forward new requirements. As students' life mentors and confidants, university counselors should broaden their channels, keep close to reality, take cultivating people with virtue as the fundamental principle, take "red culture" as the basis, and improve the clarity of network ideological and political education, the attraction of network ideological and political education by publicizing the story of combating pandemic and the effectiveness of network ideological and political education led by the power of examples. At the same time, we should improve the team construction and innovation in the network ideological and political education, find the accurate position, give full play to the advantages, clarify the role, and implement precise policies, so as to do a better job in the network ideological and political education of students, and contribute to the national talent training.

Keywords: Post-Pandemic, Counselors, Network, Ideological and Political Education

1. Introduction

With the prosperous and strong education, a nation is meant to be prosperous and strong. The arrival of the post-pandemic era has had a profound impact on the ideological and political education at universities, bringing not only opportunities, but also unprecedented challenges. University counselors, as the organizer, implementer and guider of ideological and political education for students, must adhere to the fundamental task of cultivating people with virtues, follow the law of education, stay true to the mission, innovating work carriers [1]. At present, in the post pandemic era, some problems still need to be rectified in the network ideological and political education of counselors, such as the lack of explicit education guidance and attraction of education content, thus counselors actively explore and

excavate new paths and channels for network ideological and political education, harness advantages, strengthen responsibilities and take precise measures.

2. Necessity of Network Ideological and Political Education in the Post-Pandemic Era

2.1. Characteristics of the Post-Pandemic Era

According to the white paper titled *The action of China in fighting for the Covid-19*, since April 29th, 2020, the pandemic prevention and control across the country has been normalized, so the following time is regarded as the "post pandemic era" [2]. The outbreak of COVID-19 has brought

different degrees of impact on society, economy, life and other aspects, and the characteristics of the post-pandemic era have also emerged. For universities, the most prominent feature should be the “Internet Plus” mode which has become the new normal. Both learning and working have gradually changed from offline to a combination of online and offline. The live broadcast and goods sales mode in various platforms has also sprung up. This “Internet Plus” mode is flexible and convenient for universities, and will continue to play an important role in the post pandemic era. In addition, the new street community management mode, healthy lifestyle advocacy, and changes in consumption concepts are also the main features in the post-pandemic era [3].

2.2. The Importance of Network Ideological and Political Education

President Xi Jinping points out in the article *Ideological and political courses are the key courses to implement the fundamental task of cultivating people with virtues* that “teenagers are the future and hope of our country. The most important educational task for youngsters is to teach them correct ideas and guide them to take the right path”. Network education is a systematic project “covering network skills training, network development guidance, network personality shaping, and network life promotion”, hence the task of universities is not only to impart the knowledge to each student, but also to set up the correct ideas to guide the correct course of life. With the advancement of Internet, big data, artificial intelligence and other technologies, human information production and communication methods have broken through time and space barriers, information access channels have become more diversified, and media situations have undergone profound changes [4]. Media is not only a medium for transmitting information, but also shapes the structure and form of information, and then affects the perception and thought of the audience. The new media not only changes the lifestyle of students, but also profoundly affects the construction of their ideas, and increases the college students' understanding of themselves and society. Pandemic prevention and control has now entered the stage of normalization, and the ideological and political education will also face new opportunities, new situations, new challenges and new goals. With the continuous change of education forms, ideological and political education is of great theoretical and practical significance for students through the network [5]. Conforming to the development trend and requirements of the times, the new mode of “Internet Plus” will inevitably have an important impact on network ideological and political education in universities. Counselors should quickly meet the challenge, combine the characteristics of “Internet Plus”, harness advantages of timeliness and interactivity of the network, reform and innovate in the concept, content, mechanism and means, actively explore new paths and channels, strive for being conscientious and responsible to ensure the steady progress of ideological and political education.

2.3. The Advantages of Counselors

As the persons who have the most contact with students and get along with them for the longest time at universities, counselors are the backbone of guiding the course of students' life, whose primary task is ideological and political education. Regardless of their responsibilities or inevitable requirements, counselors need to always put ideological and political education first, consciously improve their political stand and lead an example in practical work such as theoretical publicity, volunteer service, pandemic prevention and control, social practice and so forth [6]. At the same time, the nature of the work determines that they should adhere to the fundamental goal of cultivating people with virtues, and staying true to the mission, practice the ideological proposition of “Educating Five Domains Simultaneously” to promote all-round development, promote the educational pattern of “Three All-round Education” and assume the mission and responsibility, all of which gives them more opportunities to contribute to the ideological and political education work in the process of improving their working ability [7], and lets them have stronger ideological and political advantages and work practice advantages than lecturers.

3. Opportunities and Challenges of Network Ideological and Political Education in the Post-Pandemic Era

3.1. Opportunities for Counselors' Network Ideological and Political Education in the Post-Pandemic Era

On the one hand, in the process of the continuous development of network information technology, a large number of educational resources have been accumulated. Counselors can obtain a variety of ideological and political education contents, which solves the drawbacks of traditional education contents limited to textbooks and realizes the diversification of ideological and political education contents [8]. On the other hand, with the support of the network platform, counselors can innovate ideological and political education methods and paths. Traditional ideological and political education mainly relies on lecturers in the classrooms, and counselors' ideological and political education lacks platforms and space. The rise of network platforms in the post pandemic era provides a good way for counselors to carry out ideological and political education, which helps to improve the quality of education by constantly innovating modes. In addition, the network platform provides a good carrier for communication and interaction between teachers and students, which help them conveniently launch ideological and political education activities. Counselors help students solve learning problems and ideological problems at the first time and constantly instruct students to establish correct ideological values [9].

3.2. Challenges of Network Ideological and Political Education for Counselors in the Post-Pandemic Era

In the post pandemic era, the booming development of network platforms has brought many unprecedented opportunities for counselors to carry out ideological and political education, but at the same time, they have to face many new challenges. Firstly, the emergence of the network platform has provided convenience for students to acquire information. The ideological and political education mode of traditional teaching has been strongly impacted. Counselors are difficult to grasp the discourse power of students' ideological and political education, unable to meet students' personalized learning demands, meanwhile students' values are also affected by network multiculturalism [3]. Secondly, the dominant position of counselors in ideological and political education is threatened. Because most counselors at present do not have strong online teaching ability, but still focus on offline teaching, it is difficult to effectively grasp the online ideological and political education position. Complex and diverse network information affects the authority of ideological and political education of counselors.

4. The Prominent Problems of Network Ideological and Political Education of Counselors in the Post-Pandemic Era

4.1. Unclear Orientation of Network Ideological and Political Education

In the post-pandemic era, students have more channels to receive external information by themselves and through others' recommendations. Students with strong discrimination ability can accurately judge the received information and absorb high-quality information, while students with weak discrimination ability cannot completely distinguish the information, and are easy to be misled and to spread bad information. At this time, it is necessary to give full play to the role of network ideological and political Education [10]. The clear guidance of educational materials plays an important role in guiding network ideological and political education. Counselors can give play to their own advantages to provide educational guidance to students in ideology, action, style of work, life and other aspects. However, there are still problems in the network ideological and political education in China at present. Although universities pay much more attention to the construction of network ideological and political education platforms, most of the information released by Wechat is mostly multi-faceted, with chaotic content and no clear educational orientation and significance [11]. With the arrival of the post pandemic era, students' access to information comes more from the Internet. Good network ideological and political education for students is an educational mission entrusted to college counselors by the core values of socialism with Chinese characteristics in the new era, which is conducive to cultivating students' ideological and moral qualities.

University counselors should ponder over how to make the guidance of much clearer network ideological and political education in the post pandemic era, maintain the order of ideological and political education, and effectively accomplish better in network ideological and political education.

4.2. Insufficient Attraction of Network Ideological and Political Education

President Xi Jinping mentioned in a speech at National College Ideological and Political Work Conference that "we should make use of new media and technologies to revitalize our work, promote the high integration of the traditional advantages of ideological and political work with information technology, and enhance the sense of the times and appeal". Compared with the traditional form of education, the network ideological and political education involves a wide range and a high degree of flexibility, so it also has high requirements for the attractiveness and influence of the educational content. When carrying out the network ideological and political education, counselors can not only attract students' attention without paying attention to the actual content, nor can they adopt the traditional and inherent educational methods to enable students to establish correct concepts. In comparison, the millennial generation prefers to pursue fresh topics, distinct personalities and rich graphic content. Few students can accept the boring and monotonous teaching form, which puts forward higher requirements for the innovation methods by counselors. In the post pandemic era, the importance of how to strengthen ideological and political education is self-evident. However, from the current practice of network ideological and political education, some counselors still have simple copying and forwarding of education content and have not actually combined the actual situation to educate them according to students' aptitudes [12]. There are also some counselors who have not been able to freely use the technology of new media to really play the role of network interactivity, who have not grasped the rich educational resources on the network platform, thus most of the educational materials they choose are not attractive. In the post pandemic era, counselors, at the current stage, should mainly focus on how to play the role of ideological and political education more effectively through the network, thus attract the attention of students and transmit positive energy information.

4.3. No Obvious Effect of Network Ideological and Political Education

The network is characterized by timeliness, novelty, interactivity and openness. In the post-pandemic era, the network environment is more complex and diverse than before, but it has rich ideological and political education resources and materials that cannot be ignored. With the advancement and development of the national education reform, universities pay more attention to network ideological and political education, but in the actual work

practice, the educational effect is not obvious enough. Some counselors themselves have not realized the importance of network ideological and political education to students, still have problems such as monotonous educational content and backward educational methods, and lack experience in finding hot topics on the Internet. Some counselors have not effectively combined the development requirements of the times and the basic demands of students, resulting in widespread disapproval and acceptance of the information transmitted to students on the Internet. Although universities are building exclusive network ideological and political education platforms and constantly exploring education ways suitable for the development, generally speaking, the effect of network ideological and political education counselors is not obvious. In the post pandemic era, higher requirements are put forward for the consciousness and initiative of students. In order to avoid such phenomena as weakening the awareness of abiding by rules and causing trouble by fluke psychology [13], counselors should make full use of the advantages of the Internet, combine the current situation of study and life, and strive to improve the effectiveness of network ideological and political education.

4.4. Team Construction of Network Ideological and Political Education Still Needs to Be Strengthened

Exploring network ideological and political education has become the main aspect of current practice and research of ideological and political education. On the one hand, too cumbersome and complex work occupies a lot of time and energy of counselors. This is not only the characteristics of the current work status of counselors, but also the main reason for the lack of stability of the contemporary counselors. At the same time, the network ideological and political education needs both hardware and software strength. This time-consuming and costly strategic system construction has neither bright effects as guarantee nor sufficient time and energy as practical conditions, which will inevitably affect the progress of the network ideological and political work. On the other hand, from the perspective of students, due to the profound influence of the Internet and new media, the virtualization of the millennial generation's interpersonal relationships, their yearning for freedom, their rebellious dependence on personality, and the diversified development of ideals and beliefs have indeed increased the difficulty of ideological and political work of counselors [14]. In particular, information literacy and professional ethics literacy of counselors have gradually become an important attention from all walks of life. On the whole, the team construction of network ideological and political education is not ideal.

4.5. Innovation of Network Ideological and Political Education Still Needs to Be Continued

After the outbreak of COVID-19, the Internet has become the main channel to carry out ideological and political education. Counselors actively use the Internet to carry out

work, but the content of network ideological and political education is not novel and situational enough, whose attraction and appeal to students have declined. One of the improvement focuses of current network ideological and political education is how to continuously excavate and supplement new educational content and enhance the attraction, affinity and situational nature of traditional educational content. Besides, in response to the call of "classes suspended but learning continues" during the pandemic, ideological and political workers have innovated network ideological and political education forms through live broadcasting, short videos, and online letters. These education forms give full play to the communication function of online new media [15], have the advantage of integrating educational resources, compared with traditional forms, conform to the trend of students' network life, and have achieved good educational results, however, with the arrival of the post pandemic era, as offline classes have become the main form of ideological and political education again, the use of online channels has dropped significantly, the attention of counselors to cyberspace has dropped significantly, and the online education position has weakened, which does not match the increasingly prominent status quo of students' online living condition. In the post pandemic era, if counselors continue to strengthen and optimize innovative educational forms such as online live broadcasting and short videos, and form complementary advantages with offline classes, the effectiveness of ideological and political education for students will be greatly improved. Finally, the effectiveness and innovation of network ideological and political education at universities integrating traditional education forms still need to be strengthened.

5. The Path to Improve the Ability of Network Ideological and Political for Counselors in the Post-Pandemic Era

5.1. On the Basis of "Red Culture", Improvement of the Clarity of Network Ideological and Political Education

With the continuous development of network technology, the speed of information transmission is getting faster and faster, but the content of communication is uneven. President Xi Jinping emphasized, in launch meeting of campaign on Party history learning and education that "make good education for youth, and let the red gene and revolutionary flame be passed on from generation to generation". The continuous inheritance of "red culture" can better implement the fundamental task of cultivating people with virtues. Implementing network ideological and political education, based on "red culture", can better improve the pertinence and enhance students' political identity and emotional identity. If counselors want to make the network ideological and political education work clear-orient, they must fundamentally understand and master the requirements and connotation of students' ideological and political education.

They should not only have a profound understanding of political theory, but also keep pace with the times and have the ability to answer students' questions and solve their doubts. In other words, they should have profound theoretical knowledge and vivid explanation ability, so as to better grasp the initiative to implement ideological work. In the post pandemic era, counselors can take advantage of the rich online red cultural resources, integrate them into ideological and political education purposefully and selectively, and launch various cloud themed practical activities, such as cloud punch in red landmarks, cloud search for red footprints, online immersive performance red fragments, choral reading red story, etc. It can also be carried out in combination with the school's own culture and historical stories. The content closer to students' daily life is helpful for students to understand abstract concept more specific, at the same time, red genes of love for the party, patriotism, hard work, selfless dedication are imperceptibly transformed into students thinking, so as to improve students' understanding of red culture, enhance their identification, make the educational content more vivid and the educational effect more remarkable.

5.2. With the Story of Fighting for the Pandemic, Improvement of the Attraction of Network Ideological and Political Education

The stage at university is a key period for the formation of students' worldviews, values and view of life. In the post-pandemic era, counselors can make full use of the vivid textbook of fighting the pandemic, take the story as the breakthrough point to fully explore educational resources. Counselors comprehensively explain the essence and connotation of the spirit from vivid cases, and enrich the educational content system; Besides, they should actively publicize the deeds of fighting against the pandemic, show the Chinese spirit, Chinese value and Chinese strength in the process of fighting the pandemic, so that these glorious deeds can truly enter the students' hearts. Zhang Dingyu, who is suffering from frostbite, fighting on the front line of the pandemic, only hoped to won one more second for the patients; despite difficulties and obstacles, Zhong Nanshan returned to the battlefield; doctors and nurses marched forward without hesitation; Chen Wei, a heroine, worked day and night to develop vaccines; volunteers braved the wind and snow to deliver materials one after another. The tearful stories of fighting the pandemic are not only close to life, but also situational, and are more easily accepted by college students, so that students can more actively understand and learn the Chinese spirit and actively participate in pandemic prevention and control. Whether they become amiable and respectable volunteers or give play to their advantages and specialties to transfer positive energy, they are all striving to carry forward the Chinese spirit. At the same time, counselors should continue to explore stories, find new opportunities in the crisis, make good use of typical ideological and political materials on Wechat, Weibo, Tiktok, Quick Band and other platforms, freshen up the obscure and

boring theoretical knowledge and improve the attraction and appeal of network ideological and political education.

5.3. Guided by the Power of Example, Improvement of the Effectiveness of Network Ideological and Political Education

The Internet is constantly affecting and changing the way of thinking and behaviors of contemporary students, and it has become the forefront of ideological and political education in universities. In 2015, *Opinions on Further Strengthening and Improving the Propaganda and Ideological Work in Colleges and Universities under the New Situation* issued by General Office of the CPC Central Committee and State Council of CPC mentioned that "colleges and universities should constantly strengthen the management of propaganda and ideological positions and innovate network ideological and political education". On the basis of strengthening the management of the new media platform on campus, all universities should take advantages of the platform, integrate and innovate in combination with the characteristic culture, expand the coverage, enhance the penetration, make the network channel an important path to implement ideological and political education, take the power of example as the guidance to improve the effectiveness of network ideological and political education. Counselors should adhere to the educational concept of being both socialist-minded and professionally competent and developing in an all-round way, fully tap the advanced typical deeds of students, use the appeal of examples to influence, inspire and drive students, truly educate students with emotion, enhance their sense of identity, encourage students to express their opinions, change passive reception into active thinking, and complete the transformation from thinking to action. Counselors should also combine network ideological and political education with the "Educating Five Domains Simultaneously" mode, harness their own position characteristics and work advantages, take multiple measures to integrate and innovate, constantly promote the online dissemination of excellent campus culture, carry forward the main theme, guide students to combine theoretical learning with practical training, actively participate in voluntary activities and social practice, understand the national situation and society, stimulate students' love and honor to schools, truly encourage students become responsible and promising young people.

5.4. Improvement in the Team Constructiveness of Network Ideological and Political Education

The essential tasks to the construction of network ideological and political education team are strengthening education and training, improving the overall quality and enhancing the attraction of ideological and political education. In order to better carry out network ideological and political education, counselors should follow the concept of "to forge iron, one must be strong". The effect of ideological and political education is directly related to the

quality of counselors themselves. In order to strive to launch the brand and characteristics of counselors, counselors should learn the spirit of various documents, be down-to-earth and seek truth from facts, be strict with themselves, have the courage to take responsibility and work hard. At the same time, counselors should recognize that student work is full of flexibility and professionalism. In the process of educating students according to their aptitude, they should achieve the integration of learning, thinking and application, the combination of knowledge, trust and action, consolidate their business, master the professional ability recognized by students, and constantly innovate to open up their own pattern. In the post pandemic era, counselors urgently need to further improve their quality and enhance the attraction of education. Therefore, first of all, counselors should improve our political standing, understand the important significance of network ideological and political education from the strategic perspective of national security, study and think about the goal design and content arrangement of, concentrate on rules of network ideological and political education and student's growth, hereby promote more scientific network ideological and political education. At the same time, counselors should strengthen the study and research of Marxist theory, improve the persuasiveness of ideological and political education in combination with the new characteristics and problems of the development of the international and domestic situation and the new trends of the development of various social trends. Secondly, counselors should improve educational skills, especially the knowledge and skills needed to adapt to the combination of online and offline education and teaching, and improve the appeal of network ideological and political education. What's more, they should enhance the awareness of communication, make full use of classroom teaching, extracurricular activities, cyberspace and other carriers to tell Chinese stories well. In sum up, these measures may lead to enhance the awareness and recognition of students and their immunity to various wrong ideological trends, and give play to the unique effectiveness of ideological and political education.

5.5. Improvement in the Innovation of Network Ideological and Political Education

In order to adapt to the new characteristics of network development and expand the channels of network ideological and political education, universities should maximize the use of new media and technologies, and first of all, continue to precipitate innovative forms of network ideological and political education. In the post pandemic era, the form of network ideological and political education has ushered in new opportunities and challenges, and the innovation and precipitation of educational forms are imperative.

1. Innovation and exploration of educational forms. In the period of normal pandemic prevention and control, universities should continue to explore innovative forms that more students are willing to accept and suitable for educational purposes, pay attention to the timeliness of educational content, and turn boring into

vivid, so as to strengthen the attraction of ideological and political education. At the same time, counselors should pay attention to the affinity of educational content, fully tap the situational invisible educational content, so as to close the distance between counselors and students, so that students can get ideological and political education in subtle and independent thinking.

2. Examination and selection of educational forms. The innovation of educational forms should not only focus on innovation, but on quality improvement. Universities should strengthen the research on the effect of educational form innovation, and judge whether the innovation of educational form is more suitable for the realization of educational objectives and is easier for the acceptance of students through the actual public judgement from students. Through the examination and selection mechanism, universities will eliminate inappropriate form innovation and develop and innovate high-quality forms.
3. Coordination and overall planning of educational forms. With the continuous enrichment of educational forms, the coordination and overall planning between traditional forms and innovative forms and between different innovative forms is particularly crucial. Universities should, on the basis of analyzing the advantages and disadvantages of different forms of education and the matching between education forms and team strength, issue top-level design, coordinate different forms of education as a whole, and constantly improve the pertinence and effectiveness of network ideological and political education.

6. Conclusion

The future belongs to the youth. Country and nation have such high expectations of the youth. In the post pandemic era, the advantages of network ideological and political education are already very obvious. Counselors should actively seize opportunities, meet challenges, harness their own advantages with characteristics of the "Internet Plus" mode, timely adjust and innovate work strategies and methods, tap fresh ideological and political materials, take "red culture" as the foundation, take "fight for the pandemic" story as the breakthrough, and take the power of example as the guidance, so as to improve the clarity attractiveness and effectiveness, strengthen the value and life guidance for young students, and thereby contribute to national talent training.

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