

Exploring the Effectiveness of College Counselors Carrying out Online Ideological and Political Education Based on the Easy Class Platform

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Abstract: In the new era, the Yiban platform has become an important carrier for college counselors to carry out online ideological and political education for college students. Utilizing the Yiban platform to improve the effectiveness of online ideological and political education is a practical need for ideological and political education in universities, but there is a deviation between its actual construction and the expected effect. At present, college counselors face difficulties in carrying out online ideological and political education based on the Yi Ban platform, such as a lack of online thinking, insufficient new media literacy, and weak content innovation. Based on the fundamental task of cultivating morality and talents, starting from the job responsibilities of counselors, fully utilizing the platform of changing classes, and striving in four directions: improving political literacy and theoretical level, building a composite talent team, valuing the role of "opinion leaders", and adhering to the "content as the king" orientation, can provide a feasible path for comprehensively improving the quality of online ideological and political education for college students.

Keywords: Yi Ban; College Counselors; Online Ideological and Political Education

Introduction

E-CLASS is a comprehensive interactive community that provides education and teaching, life services, cultural and entertainment services, and other services to college students. It includes various functions such as community communication, activity organization, and course construction. In 2014, the Ministry of Education issued the "Action Plan for Promoting the Change of Class" and the Implementation Plan for the Online Leading Project for Chinese College Students. The construction of the "Change of Class" was fully launched nationwide, gradually becoming an important position for universities to carry out online ideological and political education and for university counselors to enhance their educational abilities. After the "00" era, college students grew up with the development of the internet, and they are good at obtaining information and finding resonance from the internet. College counselors, as the backbone force for carrying out ideological and political education for college students, are life mentors and close friends of college students. It is necessary to comply with the development trend of the information age and the new characteristics of students in the new era, adapt to the situation, advance according to the times, and adapt according to the situation. Relying on the platform of Yiban to create new carriers and methods of online ideological and political work, they actively build a new field of moral education and cultivate people, and enhance the effectiveness of online ideological and political education in cultivating people.

1. The Realistic Dilemma of College Counselors Carrying out Online Ideological and Political Education Based on the Easy Class Platform

Under the new situation, college counselors have achieved initial results in carrying out online ideological and political education through the platform of changing classes. However, there are still many thorny problems in practical work, mainly manifested in three aspects: lack of online thinking, lack of new media literacy, and weak content innovation. Counselors can only effectively connect the internet with ideological and political education for college students and achieve a leap in the quality of education by understanding and playing with "easy classes" on the platform.

Lack of online thinking and improvement in understanding. The emergence of "Yi Ban" provides strong support for college

counselors to enhance their online thinking and actively use Yi Ban's new media platform to carry out online ideological and political education for college students. However, there are many transactional tasks for counselors, and most of their understanding of "changing classes" comes from administrative calls and pressure. Subjectively, it is difficult to separate them from transactional work. They actively develop the thinking and action power to use "changing classes" to carry out online ideological and political education. In actual work, it is either superficial or superficial. Due to the inertia of the traditional ideological and political work model, some counselors simply transplant the offline ideological and political education work model to the "easy class", with a single educational content and poor interactive form. Most of them only provide one-way content indoctrination, lack interactive communication with students, prioritize co construction of data over content construction, and lack the "reality" of online ideological and political education, making it difficult to achieve ideal educational results.

The literacy of new media is insufficient, and the professionalism needs to be enhanced. To effectively connect the Yiban platform with online ideological and political education, the key lies in improving the new media literacy of the counselor team. If counselors do not possess high new media literacy, it will to some extent affect the quality of online ideological and political education. The professional categories and age span of the counselor team are different, making it difficult to effectively utilize the online ideological and political education work in different classes. Due to a lack of theoretical literacy and practical skills in related fields such as online new media, some counselors are not familiar with online language and communication skills, and are not familiar with the production of short videos and graphic tweets in their actual work, making it difficult to integrate elements of ideological and political education into it. This has deepened the communication gap with students and made it difficult to demonstrate their core professional abilities; In addition, universities do not attach enough importance to the improvement of counselors' new media literacy, lack relevant policy guarantees and training efforts, and a practical center that is convenient for practical operation. This has also increased the difficulty for counselors to carry out online ideological and political education in different classes, which can easily lead to practical difficulties such as inaccurate grasp of content, insufficient analysis of information and judgment of ideological trends, and insufficient research and judgment of online public opinion, Reduce the desire and confidence of counselors to explore online ideological and political education on the E-Class platform.

2. Exploring the Path for College Counselors to Enhance the Effectiveness of Online Ideological and Political Education Based on the Easy Class Platform

2.1 Improve political literacy and theoretical level, and enhance educational level

Establishing morality and cultivating talents is the fundamental task of ideological and political education in universities. Ideological and political education is related to the "who to be" and "how to be" of college students. As a guide for the growth of college students, counselors need to use profound theoretical and political literacy to answer students' key questions in terms of ideology and other aspects when conducting online ideological and political education through new media platforms, guide and cultivate students to firmly believe in Marxism, practice Marxist worldview and methodology, Actively improving political literacy and theoretical level has become a necessary aspect for counselors to carry out online ideological and political education. On the one hand, counselors should adhere to the professional ability characteristic of "strong politics", enhance political determination, continue to deeply study Marxist ideology and socialist ideology with Chinese characteristics in the new era by reading original works and learning the original text, or contact official media such as People's Daily and Learning from Strong Countries to understand the latest line and policy of the Party Central Committee, clarify the characterization and evolution of ideological non mainstream trends in the internet, and enhance political discrimination and keen insight; On the other hand, counselors should seize the influence of the "change of class" and build a work platform for theme education and ideological guidance on the "change of class". Utilizing the interactivity and vast educational resources of the change of class, they should carry out ideological and political micro courses, initiate discussions on hot topics, and carry out reading and card reading activities on original works, guiding students to learn theoretical knowledge of the Party, pay attention to current affairs and politics, and explore social hot topics, Integrate abstract and speculative theories with the daily lives of college students using simple and profound language, become the "gatekeeper" of network security, and the "enlightening light" of college students' ideological guidance.

2.2 Building a composite talent team and improving educational efficiency

Building a composite and professional high-quality network ideological and political education team is a powerful promoter for counselors to advance network ideological and political education work in the "changing classes". Counselors should occupy the leading position in online ideological and political education [2], actively coordinate with the school, teachers, students, and other participating entities in online ideological and political education work to actively enter the "change class", jointly explore online ideological and political education models, and form a collaborative force for education. Firstly, we advocate for the establishment of a stable training and growth mechanism to deepen the understanding of various subjects about "changing classes" and consolidate the knowledge and skills foundation for carrying out online ideological and political work. For example, we will continue to hold inter school "changing classes" work exchange meetings, and use "changing classes and excellent courses" to carry out skill learning and training; The second is to gather team knowledge, skills, and thinking advantages, combined with one's own work reality, current affairs education hotspots, and college students' concerns, and promote excellent online ideological and political materials in the form of pictures, text, tweets, short videos, radio, and other forms that college students love on platforms such as Yimian, Yiban, and Youke, in order to fill the online space with positive voices, improve college students' acceptance of online ideological and political education, and create a good atmosphere for ideological and political learning.

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