

Research on the Strategy of Promoting the Discourse Power of College Counselors' Network Ideological and Political Education

Jia Liu

School of Marxism, Yangtze University, Jingzhou, Hubei, China

Keywords: College counselors, Network ideological and political education, Discourse power

Abstract: Today, with the rapid development of the Internet, a variety of ideas are emerging, and mastering the right to speak means mastering the initiative. However, according to the current situation, the right to speak of Online Ideological and political education is not firmly in the hands of counselors. Counselors' right to speak is constantly challenged. This paper aims to analyze the current situation of the network discourse power of college counselors, and put forward relevant countermeasures.

1. Preliminary concept

1.1 Network ideological and Political Education

Network ideological and political education is an educational form that relies on computer and network technology, based on the cognitive characteristics of virtual society, applies to network communication and educational methods, and makes ideological and political concepts clear to the educated. Network ideological and political education is a new form of traditional ideological and political education. The two have similarities, but also differences. The traditional ideological and political education is carried out in the form of Ideological and political lessons, face-to-face talks between Counselors and students, and is basically carried out offline. However, the network ideological and political education is carried out for students through the Internet platform with the help of the network. The diversification of the network increases the difficulty of the ideological and political education.

1.2 Discourse power

On the right to speak, Foucault, a French thinker, believes that "discourse is an event, that is to say, discourse is a language spoken or written by a specific speaker in a specific environment, in a specific form and means for a specific purpose. Once a discourse is formed, it will have its own meaning world, form its own specific norms and concepts, construct its own field, and thus exclude other languages." According to Foucault, we can know that discourse power has a specific field, and each discourse power has its own particularity. Discourse power is a kind of influence. It means that a person has a leading position in a certain field, and people in this field will obey him.

1.3 Network ideological and political discourse power

According to Foucault's point of view, combined with the concept of network ideological and political education, it can be concluded that the discourse power of network ideological and political education refers to that the ideological and political educators in colleges and universities have such a power, that is, relying on computer and network technology, to pass on the correct political concepts and moral qualities to students, and to have a certain impact on students.

2. Current status of the second meeting

The rapid development of the Internet is both an opportunity and a challenge for counselors. The Internet has the advantages of fast propagation speed, diverse ways and no time and place restrictions. It provides a new way for college counselors to carry out online ideological and political education. However, the complex Internet also makes it more difficult for college counselors to control the right to speak. The following is a detailed discussion.

2.1 Pluralistic thoughts impact the discourse power of network ideological and Political Education

In the era of big data, students have rich and diverse channels to receive information, and students gradually form and improve their own values in a diversified network environment. Influenced by the pluralistic trend of thought, teachers' authority is challenged. Teachers' imparting knowledge is no longer the only way for students to get knowledge. In addition, on the Internet, everyone is equal and has the equal right to speak. Therefore, the tradition of students' respecting teachers will be affected. One of the main responsibilities of counselors is to carry out ideological and political education for students. However, as students receive a variety of knowledge, they will be tired of the content of Ideological and political education carried out by counselors, and even more seriously, they will doubt and distrust the content of Ideological and political education, which will pose a threat to the counselors' network discourse power. Even more serious, there will be ill intentioned dissemination of false information on the Internet, so that students have a rebellious mood towards counselors, which poses a great threat to counselors' mastery of the discourse power of Online Ideological and political education.

2.2 College counselors have insufficient ability to cope with the impact of the network

Network ideological and political education is a new form of Ideological and political education based on the Internet and using modern media to educate students. Therefore, network ideological and political education requires instructors to learn and master various Internet software, such as wechat, QQ, and even Tiktok, Kwai and other software. However, when using new media for Online Ideological and political education, counselors still use the old set of education methods, and can not change their own education methods in time according to different ways of use, so that the new media does not really play its role. In addition, some counselors have been able to change their education methods according to the new media, but their use of new media is still in a preliminary stage and has not played its due role. In addition, some counselors ignore the maintenance of the network environment and the feedback of students' information. Students interact with counselors on new media, but no one responds, which will also cause the loss of counselors' network discourse power.

2.3 Counselors themselves ignore the dominant power of network discourse power

This part is the Counselor's own subjective neglect of the control of the network discourse power. First, some counselors have worked in this position for three to five years, and they have a set of mature or effective education methods. Mastering the network discourse power means that they have to learn new technologies and methods, and spend more time in this aspect. They are unwilling and feel no need to spend more time in this aspect, which will lead them to give up their control of the network discourse power. Second, some counselors also work in this position for a long time, and their sense of identity and passion for this job have dissipated. Maybe at this time, they have not focused on this job. They think that as long as there are no mistakes, they can follow the old routine safely, and do not waste their time. This is also a kind of performance of actively giving up the voice of Online Ideological and political education. Thirdly, the salary of counselors is generally not high, but their work intensity is very high. In addition to all kinds of routine work, they have to complete the tasks arranged by their superiors and deal with all kinds of emergencies of students, which will make them exhausted. Learning a new way to communicate with students is not good for them, so they are not willing to adapt to such an online ideological and political education environment and strive to master the discourse power of Online Ideological and political education.

3. Further exploration of Countermeasures

The network is always the general trend, and mastering the discourse power of network ideology and politics is also an essential task for college counselors. In the last part, we have described the current situation of College Counselors' mastery of network discourse power, and discussed its causes. In this part, I will discuss in detail how to improve the discourse power of College Counselors' Network Ideological and political education.

3.1 Personal aspects of Counselors

At present, the rapid development of the Internet provides a new platform for college counselors. Here, counselors are facing more opportunities and challenges, which requires college counselors to actively occupy the network ideological and political education platform from different aspects. How to improve the discourse power of College Counselors' Network Ideological and political education, counselors themselves are the primary factor.

3.1.1 Learn relevant new media technologies

Some counselors lose the right to speak because they are not proficient in various software operations. At present, the age of college counselors is not very big. For them, it is not difficult to accept new knowledge. Therefore, for them, they should take the initiative to learn how to obtain the voice of Online Ideological and political education, and actively communicate with counselors who have done well in this regard. For example, some counselors in our school have established a very good relationship with students by using Tiktok, we have done very well in mastering the discourse power of network ideological and political education.

3.1.2 Strive to improve their ability and accomplishment

As the main force of cultivating students' good ideology and morality, counselors should first have correct political ideology, moral concepts and network literacy. The society is changing with each passing day, and the group of college students is also changing. Therefore, counselors should continue to learn new knowledge and improve their ideological and moral character. Only in this way can they

correctly occupy the main position of the discourse power of network ideological and political education.

3.1.3 Strengthen the discourse communication ability of counselors and enhance their discourse influence

There may be a problem that counselors have begun to use new media to carry out online ideological and political education, but the results are not significant, and there is little difference with traditional ideological and political education, which may be related to the weak discourse influence of counselors. To enhance the discourse influence of counselors, first of all, we must change the communication mode between teachers and students. We should not say "you think" but "he thinks". We should deeply grasp the ideological trends of students and tell them what they are interested in, so that they can listen to and agree with counselors; In addition, counselors should also pay attention to whether the information they spread is accurate. If they often spread false and wrong information to students, just like the story of "the wolf is coming", students will lose trust in counselors. Therefore, counselors must verify that the information is sent by CAI; Finally, when conducting ideological and political education for students, counselors must ensure that they are on an objective and fair position. If counselors have obvious personal views, students will scoff at such education.

3.1.4 Strengthen college counselors' sense of identity

First of all, counselors must make it clear that they are an important link in the ideological and moral growth of college students, and must master the network discourse power of Ideological and political education. Secondly, college counselors must make it clear that the relationship between teachers and students is equal. They can no longer carry out ideological and political education in the traditional way of preaching. The construction of network discourse power must be based on the equal relationship. The relationship between teachers and students is also equal on the Internet. Counselors must treat students as their friends when they master the discourse power on the Internet, and must not be above them. That would have the opposite effect. Moreover, as the mainstream of the Internet, if counselors are still above them in a certain link, it will affect students' antipathy to the construction of the discourse power on the whole network.

Therefore, when constructing the discourse power of network ideological and political education, counselors have a crucial position. Counselors themselves and schools should attach great importance to the important role of counselors' own quality in the construction of network discourse power.

3.2 School

As the working environment of counselors and the place where students live, schools have an unshirkable responsibility to help counselors master the right to speak on the Internet.

3.2.1 Organize counselor training regularly

The work of counselors is not fixed. In the face of the changing society and all kinds of students, counselors also need to constantly improve themselves. The main contents of the training should include: Ideological and political education professional knowledge training, counselor professional quality education, network skill improvement training, student emergency response measures training, etc. At the same time, the school should also regularly organize exchanges between counselors, communicate the situation encountered in the work, learn from each other, and constantly improve the work ability of counselors.

3.2.2 Warm care for every counselor

Counselors have multiple responsibilities in colleges and universities. They not only deal with students' daily affairs and complete the tasks assigned by leaders, but also undertake the teaching tasks of College Students' career planning, college students' employment guidance and other courses, not to mention that they are still parents and children in their families. Therefore, counselors have very heavy responsibilities. The school should care about every counselor, pay attention to the counseling of counselors' psychological problems, regularly understand their psychological situation, understand their difficulties in life and work, and give them love care, so that they can have a deep sense of identity in their work, have the motivation and perseverance to complete their work, and master the network discourse power.

3.2.3 Establish a reward mechanism for Counselors

In the previous part, we have said that counselors are unwilling to learn new knowledge and explore new fields because of their low salary and heavy work tasks. If the school can provide certain material and spiritual rewards to counselors, their enthusiasm and enthusiasm for work will be enhanced. At the same time of setting up the reward mechanism, corresponding competitions can also be held to mobilize the enthusiasm of counselors. In terms of mastering the network discourse power, counselors can draw up plans on how to improve the discourse power. Finally, the school will give certain rewards to the most reasonable and best implemented plans, which will be implemented throughout the school.

3.2.4 Establish the monitoring of network public opinion and improve the ability to deal with network crisis

Good public opinion can improve the reputation of the school and the quality of students; For the school, bad public opinion is not only criticized by the superiors, but also the students will have a sense of disagreement with the school. As we all know, three people make a tiger. Therefore, schools must pay special attention to the trend of Internet public opinion. Whether it is their own school or other schools, if it is other schools, they should learn from experience and education to prevent it from happening in this school; If it is your own school, you should strictly prevent it from happening again. Once the network public opinion is not handled well, it will affect the development of the whole school for a long time. However, monitoring network public opinion, counselors are weak, and can not be done by one person, which requires the school to establish an effective system. First of all, for the school, it is necessary to establish a team to monitor network public opinion. This team should be led by the school leaders, dominated by counselors and assisted by student backbones. In addition, the school should strengthen the training of this team, improve their awareness of public opinion and cultivate their ability to deal with crises. Secondly, counselors should improve their ability to judge public opinion. At the same time, they should also improve their professional quality. When facing online public opinion and explaining it to students, they should be able to explain it thoroughly and make it clear. They should pay attention to the timeliness of news and be careful not to let students identify with false news. In that way, even if they make up for it later, the effect is not very good.

3.2.5 Build a counselor's self media network platform

The traditional way of Ideological and political education is to have face-to-face conversations offline. In addition to class meetings, counselors also have one-to-one conversations with students. In the Internet age, students like to surf the Internet and can also get a lot of knowledge from the Internet. Therefore, counselors should keep up with this "trend", change the traditional face-to-face

conversation between teachers and students, and learn to interact with students through the Internet. In order to make it easier for counselors to interact with students through the network, the school should build a self-Media network platform for teacher-student interaction. On this platform, teachers and students can have one-on-one conversations with students, and class students can also communicate on this platform. Counselors can also issue various notices through this platform, such as class meetings, awards and other activities, college students' employment guidance College Students' career planning and other courses can be carried out on this platform. A unified platform has many advantages. For example, it is convenient to train the Counselor Group and let them know how to do a better job through this platform; For schools, a unified platform can well manage the communication between teachers and students without disorder.

4. Final outlook

As we all know, counselors play a vital role in the growth of college students. In the new media era, whether the counselors effectively hold the right to speak determines the effect of Ideological and political education. Facing the complex and changeable network environment, various ideological trends are affecting students, including money worship, extravagance and waste, and western ideological trends. Such an environment is both an opportunity and a challenge for counselors. Counselors must strive to improve themselves, learn to use various new media technologies, and strive to adapt to the times. Schools should also give counselors full development opportunities and create various conditions to help them grow. I believe that with the full cooperation of counselors and schools, counselors will be able to steadily grasp the discourse power of Online Ideological and political education, make traditional ideological and political education and online ideological and political education blossom, and cultivate students' better ideological and moral character.

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