

To Explore the Strategies of College Counselors in Enhancing the Discourse Power of Network Ideological and Political Education

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Abstract

The Internet has become the main position of ideological and political education, and mastering the voice of internet ideological and political education is an important part of college ideological and political education. Through close contact and combination with the other forms ideological and political education, college counselors are able to create a full-coverage ideological and political education, so as to effectively improve its educational effect. This paper proposes five strategies for counselors to enhance the discourse power of network ideological and political education. The first is to remove authority and give full play to students' consciousness of participation; Build a bridge to form a good communication situation; Keep learning to improve themselves professional quality; Attach importance to the leading role of student party members and student cadres; Enrich the communication platform and make full use of all kinds of network resources.

Keywords

College Counselors; Discourse power; Network Ideological and Political Education.

1. Introduction

With the development of the Internet, network life has become an indispensable part of college students, and Weibo, WeChat, Tiktok as well as other social software has been regarded as the channel for them to obtain information and participate in social life. Network ideological and political education mainly refers to a certain group or individual, under the premise of network or network background, exerts a certain influence on the audience in terms of ideological concepts, political views, moral norms and other aspects, so that they can carry out social practice activities in line with the ideological and political morality required by a certain social class.

2. The Importance of Mastering the Discourse Power of Network Ideological and Political Education

The French philosopher Foucault said in the book *The Discourse on Language*, discourse is the means and purpose of people's struggle, it is power, and people endow themselves with power through discourse. In order to obtain the right to carry out ideological and political education for students, counselors need to pass on the words to each student, and enable students to listen to them and keep them in mind,

The initial ideological and political education work could receive good results through the way of simple teaching methods. It because of educators still retained authority, students' information source only came from teachers. However, when the network accessed to China, students began to acquire knowledge in the network, the expansion of students' information sources and the enrichment of information content made counselors unable to adapt to the

network era, the former education authority and the traditional way of education could not adapt to the network era, whereas counselors' discourse power in ideological and political education was gradually weakened. Fortunately, college counselors have a high level of knowledge and ability literacy. After a short period of maladjustment, they found the importance of the network education in time, and applied the network, the modern media, into their ideological and political education.

Today, with the rapid development of the Internet, especially for the young generation of college students, the Internet has become the major source of information acquisition. They are used to getting to know national and international affairs through the Internet, and express their views in it. College students lack of experience, easy to believe in wrong opinions and untrue statements, they will shake their ideological, political and moral standards accepted in school. Since the network has such a great influence on the ideological and political education on college students, the counselors should grasp the discourse power of the network ideological and political education, and use the network media to carry out the ideological and political education on students. Only when the educators grasp the discourse power in the network ideological and political education, may they kill the harmful speech in time, avoid the impact on the students, and ensure the success of the ideological and political education so that students should form correct ideas, political views and moral standards in the complicated thoughts.

3. Strategies for Counselors to Enhance the Discourse Power of Network Ideological and Political Education

Network has become one of the main positions of ideological and political education, counselors should actively participate in it, through a variety of effective strategies to enhance their right to speak, combine traditional ideological and political education with network ideological and political education, and actively educate students.

3.1. Remove the Authority and Give Full Play to Students' Consciousness of Subject Participation

The object of Ideological and political education has not only the plasticity of the object, but also the selectivity of the subject. It has the ability to feel, select, judge, internalize and practice the information and environment of Ideological and political education. Ideological and political education discourse, as a speech act with a certain target and purpose, must also follow the law of subject selection of education objects, otherwise it will backfire and the effect is not good. In an environment where everyone can speak and communication barriers are reduced, the first step is to fully respect the subject status of students. At this time, counselors can no longer insist on the original concept, reckoning that they are educators and authoritative representatives of knowledge so that students are forbidden to speak. Even more, in the network environment, they still adhere to the education mode *I said you listened to*, do not respect the subjectivity of students, and ignore the participation of students. Such a form cannot achieve the education effect, and will also weaken students' enthusiasm for learning.

Counselors should form the concept that they and the students are participants in network ideological and political education. It's reminded that providing students with the opportunity to speak in all kinds of online ideological education platforms, encouraging students to speak, accepting different ideas, and allowing students to say their ideas. We should educate and guide students' immature ideas, rather than simply and roughly stopping them. After the enhancement of students' subject consciousness, their enthusiasm for participation in online ideological and political education has been continuously improved. In forums, micro-blogs and other media, students can be seen to speak actively and put forward their own views and

opinions. The exchange of ideas can strengthen students' enthusiasm for learning and deepen the depth of students' learning. In order to acquire better speeches, they often take the initiative to enrich their learning by owning theoretical knowledge. If we do not provide the opportunity to speech or merely stop speech, students' passion for learning will be severely hit, which will not be conducive to the development of Ideological and political education, but also against the original intention of ideological and political education.

On the contrary, full respect for the subjectivity of students does not mean that all should be based on students. At this time, the role of teachers should be a guide. The network gives a hidden space, which is not easy to pursue responsibility. Students are very easy to make statements in the network regardless of the consequences. Counselors should lead students to view problems rationally and answer them, guide them to incorrect knowledge, and pay attention to the ideological trends of students at all times. To take out early discovery and guidance, counselors would instruct students to use their subject status reasonably, and implement the ideological and political education work in the equal communication with students.

3.2. Build a Bridge to Form a Good Communication Situation

In the past ideological and political education, counselors often used professional subject terms to explain for students, and the content was so profound that the students felt uninteresting on the spot and could not form an impression after listening. In order to avoid making the education effect not significant and to respect the subject status of students in ideological and political education, we should give full consideration to their interests and existing knowledge level, and educate them in a way acceptable rather than just talking about it, regardless of their learning results.

Different from the classroom, the network is a less serious and formal occasion. In the network, counselors should position themselves as teachers and friends, using students' talking style more often, making the content of ideological and political education close to students' life, and letting students express real ideas. At the same time, counselors in the network should show an image of emotion and attitude. The focus of the right to speak is not whether you have the right to speak, but whether the words you say are listened to. When taking students' learning and living condition as a bridge of communication and integrating ideological and political education into it, the education effect will be twice the result with half the effort.

Take the advanced students as an example to educate students, explain the theory with specific cases in students' life, seize the opportunity of key events, and discuss with students. Ideological and political education enables students to have close and deep communication with counselors through the network. Counselors should make good use of such education and communication opportunities to let students set free from the state of being educated, it is suggested that undergoing ideological and political education in communication via the bridge of learning and living practice makes communication better and more efficient.

It is also very vital to respect students and have equal communication with students. If you don't care about students' feelings in the communication and just use the theory to respond, you will have a sense of distance with students. Students will not be willing to communicate in the network. Online teaching education platform will gradually lose its function meanwhile students will be more easily affected by other comments in the network and they cannot communicate with counselors in time to be well guided.

3.3. Keep Learning to Improve Themselves Professional Quality

Counselors graduating from various majors, is not professional in ideological and political knowledge. In students' mind, there's a shortage of professionalism on teachers. In order to improve the quality and enhance the discourse power of network ideological and political

education, counselors need to focus on two points. One is to enhance the network knowledge. Counselors must be proficient in the use of various platforms on the network. Network platforms are constantly being innovated. Various functions are varied. In addition to the use of network platform, counselors also need to master some network languages, reduce generation gap with students, and use some current language for ideological and political education to better penetrate into the hearts of students and improve their acceptance. Second, counselors need to improve the theoretical knowledge and professional level of ideological and political theory. To have a thorough understanding of the party's classical theory learning, and be able to integrate it with real life make it show in front of students in a way that students have a high degree of acceptance. Apart from that, the conversational teaching method in the network requires a higher theoretical level of counselors, where simply copying theories is not enough. As an ideological and political teacher, counselors should also learn the latest theory of the party through various channels to enrich their knowledge reserves.

When contacting with students, counselors must take the lead, strictly require themselves, and keep learning at all times. The network is a magnifying glass as well as a testing machine. Without keeping learning, it will be questionable to be able to educate students well, or grasp the discourse power of network political education.

3.4. Attach Importance to the Leading Role of Student Party Members and Student Cadres

Student party members and student cadres are active members of the students. They have more prestige among the students. As peers of other students, their communication are more unimpeded. Compared with other students, student party members and student cadres, good helpers for counselors, are more advanced and communicate with counselors more. Based on the above advantages, counselors should pay attention to the construction of student party members and student cadres, guide them more in the daily education work, and play their leading role to the maximum.

In the network, students' speech is easy to be affected by others. As a teacher, there is a certain generation gap and distance between counselors and students. The acceptance of students is not good, and they cannot easily identify with what counselors say. But as their peers, the student party members and the student cadres usually study and live together and have a better sense of closeness. When discussing an event or problem, the collective speech of the student party members and the student cadres can easily lead the students' thoughts to the right track. When counselors carry out ideological and political education in the network, they can first train student party members and student cadres, so that they can join in the camp of education for other students, and the effect of education will be better.

In student education, student party members and student cadres are important educational forces, and network ideological and political education is no exception. We must attach importance to their power, let them play a leading role, and jointly enhance the effect of education.

3.5. Enrich Communication Platform and Make Full Use of Various Network Resources

The network platform has been increasingly changed, from the very beginning BBS, to the recent years' micro-blog, WeChat, Tiktok, etc., occupying the market of college students. As the representatives of the young generation with knowledge, they are always in the forefront of science and technology. If the counselors can't grasp the latest network platform, but stick to their own habitual platform and don't keep up with the pace of students, then the only consequence is receiving a low participation of students.

In recent years, micro-blog is one of the most popular platforms. Almost all students have micro-blog. Many schools have established their own account for publicity. Counselors can also establish their own private account to let students to often release some ideological and political education related contents. When students browse micro-blog, they will see it and deepen their impression. Besides micro-blog, WeChat official account is also a popular platform and counselors can also publish information on it. In addition, QQ and school forum cannot be ignored, especially the QQ group established with students. On the one hand, it can release ideological and political education information, on the other hand, it can make a better communication that students can immediately express their views after reading with all seen and all spoken. Such communication can greatly enhance the effect of ideological and political education if counselors hand out a good answer and will make the students willing to listen, and the right to speak will be enhanced.

4. Conclusion

In the era of network, the counselors who stand in the front line of ideological and political education must not stick to the old pattern. To keep pace with the times and be close to the students, it is the general trend of the times for ideological and political education to unite the network. The network world is complex and complicated. Ideological and political education through the network is quite different from the ideological and political education in theoretical courses and class meetings. In this case, it has higher requirements for counselors. For higher requirements, counselors should not shrink back but actively fight against each other to make the best use of the network as a new media, and combine ideological and political education with the network. The importance of network in ideological and political education has been recognized by the society. Counselors must be able to use it well.

How to use the Internet for ideological and political education, that is to say, how to enhance the right to speak in the ideological and political education on the Internet, is that the students are willing to listen to what they say. Indeed, after listening, they have thoughts and ideas, which is the best effect. There are many strategies for counselors to enhance the discourse power of network ideological and political education, but the key is that counselors volunteer to learn, to spend time on research and put the strategies into practice, so as to truly grasp the discourse power of network ideological and political education, and to play the best effect of network ideological and political education.

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