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## Ideological and Political Education Discourse of China College Counselors from the Perspective of Communication Science

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### Abstract

*Discourse is the most important medium and method of the college counselors' thought and politics education. The rapid development of the new media and the widespread spread of information have put a huge challenge on the counselor's discourse authority, which includes the construction of text content and the way of communicating. China counselors face great challenges in the process of instilling ideological and political education in students. Therefore, this paper analyzes and studies the ideological and political education discourse of China college counselors from the perspective of communication science. It was found that counselors have a certain discourse power in ideological and political education. However, college counselors' discourse power is weaker as compared to the social media's discourse power. Besides college counselor's discourse content not meeting the needs of the students, the counselor's discourse mode cannot be effectively communicated with the students. Additionally, the counselor lacks authority in delivering ideological and political education. In view of the above problems, the text system of ideology and politics education, the innovation of the dissemination model, and the enhancement of the counselor's speech authority are the most important means to improve ideological and political educational effectiveness.*

**Keywords:** *counselor; ideological and political education; discourse; new media*

## **1.0 Introduction**

Communication science is an academic field that explores human communication in information sharing and exchanging. It also includes the study of the way people influence others and make decisions. Along with the fast development of the Internet, the way of obtaining knowledge is getting more and more diverse.

In the current new media era, China ideology and political education has become widely disseminated across various social media platforms in addition to the traditional means of information transmission. According to Xi Jinping, the General Secretary of China, the work of ideological and political work in institutions of higher learning needs to be improved and further developed. Teachers, as the principal part of ideological and political education, are responsible in conducting ideological and political education (IPE) for students. Besides teachers, counselors also play an important role in integrating ideology and political policies into their counseling practices and ensuring that students are well-versed in party principles. Thus, it is imperative for counselors to adapt promptly to the current situation and its characteristics by strengthening their communication skills and authority. Additionally, it is vital to enhance the ideological and political education speech system to ensure that they can effectively communicate and keep up with public opinion trends (Jin, 2020).

## **2.0 Connotation of the Ideological and Political Education Discourse of College Counselors from the Perspective of Communication Science**

China college counselors plays an important role in shaping students' attitudes and beliefs via the delivery of ideological and political education. The main responsibilities of counselors include advising students on study planning, career development and personal growth. Counselors may also influence students' thoughts in different aspects of life.

During a one-on-one consultation, counselors can express their personal ideological and political beliefs. Apart from a private consultation session, counselors may also be a speaker and spread ideological and political in group discussions or even a public speech. Any of these communication approaches offers counselors an opportunity to deliver their ideas and political views effectively and guide students to think critically.

In addition, social media is commonly used to spread ideologies nowadays. In order to ensure the presence of the audience, college counselors can first build a strong

online presence. After a professional social media profile is created, counselors can actively engage with students, parents, and the general population (Smith, 2019). By building a strong online presence, counselors can reach more audiences, build connections with students, and effectively communicate ideological and political messages. Once a strong online presence is established, college counselors can articulate their core values so they can effectively communicate their ideological and political messages. Through storytelling and personal anecdotes, counselors can demonstrate how their beliefs align with students' aspirations and values (Erickson, 2018). Sharing personal experiences and linking them to broader ideological and political perspectives helps academic advisors gain credibility and resonate with audiences. In the new media and new environment, it is important to debate and integrate the ideas of the university counselors as a key component of intellectual work (Feng, 2017).

### **3.0 The Challenges of Current Ideological and Political Education Discourse of College Counselors**

In China traditional university education, college counselors have a dual role as teachers and managers. This gives them legitimacy and authority when discussing ideology and politics. However, the rise of new media has challenged their monopoly on speech and deconstructed their authority. In the increasingly complex environment, college counselors' ideological and political views cannot compete with the vibrant discourse on the internet (Zhao, 2013).

Similarly, college counselors in traditional ideological and political education have both teaching and administrative responsibilities. Their discourse on ideological and political education used to hold legitimacy and authority. However, the new media era has undermined their monopoly on discourse power, making their legitimacy and authority questionable. In the ever-changing and noisy discourse environment, their messages struggle to compete with the complex and vivid online discourse, leading to potential rejection (Xiong, 2019).

The societal progress and advancement in higher education have influenced university students' mindset, leading to the emergence of self-awareness among them. They actively pursue individual liberation and are less receptive to traditional indoctrination. Insufficient explanation and persuasion in educators' ideological and political education will surely lead to resistance from students (Zhu, 2019).

As internet media continues to evolve, new ways of communication have emerged,

enhancing the effectiveness of text-based communication. Counselors need to adapt their content, methods of expression, and dissemination to keep up with these changes. However, in addition to their role in ideological and political education, they are burdened with various administrative tasks. As a result, the fragmentation and dispersion of their work greatly affect the effectiveness of ideological and political education. Students often perceive counselors more as managers with a low threshold of expertise rather than professional counselors. This lack of mutual recognition leads to a loss of individual language (Liu, 2016).

#### **4.0 The Value Selection and Responsibility Orientation of Ideological and Political Education Discourse of College Counselors**

To address the current challenges in ideological and political education, the institutions of higher learning are advised to further develop ideological and political education. Xi Jinping, the General Secretary, emphasized the importance of moral education as the core and the need for political thought to permeate the entire curriculum. Efforts should now put towards comprehensive education, striving to create a new era for Chinese higher education. Particular attention should be given to understanding our students, guiding them to adopt proper values, and educating them about online safety and the law to enhance their critical thinking and discernment in the digital age. There is a need to adapt to the new media landscape, clarify our choice of words, redefine our role, and ensure that our students' ideologies and political beliefs align with the requirements of the modern era (Zhang, 2015).

Apart from teachers, counselors should transform their language into a format that resonates with university students, leveraging the internet as a catalyst for growth rather than an obstacle. College counsellors should adhere to Marxist principles, effectively navigate the complexities of public opinion on the internet, uphold the Party's path, principles, and policies, and firmly express their stance and perspectives. It is especially crucial to stand strong and initiative when faced with erroneous and misleading ideologies. By embracing the internet and other online resources, the gap in traditional knowledge is compensated.

#### **5.0 Content Optimization and Path Innovation of Ideological and Political Education Discourse of College Counselors**

It is important for counselors to actively engage in training on online knowledge

and new media techniques in order to enhance their competence in using new media. They should pay attention to current social issues, understand the trends among university students, and familiarize themselves with the society's current situation. They should establish the subject matter of ideological and political education. Additionally, they should optimize the content of ideological and political education and innovate the way they communicate. It is essential to combine traditional ideological and political classes with specialized disciplines, stimulate dialogue rather than preach, and build mutual understanding and trust between counselors and students to internalize thoughts in students' minds.

To improve conversation, college counselors must use various means to improve their speaking skills. Higher education institutions should establish a database of university students and encourage them to analyze their ideas and actions using big data, making their efforts more effective. Furthermore, institutions of higher learning should utilize information technology to assist counselors with complex administrative tasks, allowing them to focus on their primary role in ideology and politics. As both counselors and administrators, they must be experts in harnessing and developing the potential of student groups.

Designating class assistants or part-time teachers as their right-hand men, counselors can delegate daily tasks and class management, strengthen student cadre development, and utilize the role of Communist Party of China (CPC) members. They should guide more students to study Marxism, the theories of the CPC, and its principles and policies, thereby enhancing the ideological and political discourse skills of the college. Class assistants or part-time teachers should be supported to perform their daily tasks effectively, manage the class, reinforce student leadership, unleash the potential of CPC members, encourage more students to engage with Marxism and CPC principles, and elevate the college's proficiency in ideological and political matters.

To meet the requirements of highly competent and refined personnel, it is crucial to revolutionize the approach to ideological and political education in the era of new media. Therefore, college counselors should avoid excessive rhetoric and technical jargon, and employ vivid and concise language to cater to the needs of students. Textual innovations should aim for dialogue, consider the mindset of the target audience, and employ engaging, succinct, and accessible language to enhance the text's appeal.

Education plays a significant role in shaping individuals and society. Effective communication, particularly through spoken language, is crucial for college counselors in carrying out their duties. The power of their words directly influences the validity of

educational activities. Therefore, counselors must abandon any arrogance, listen attentively to students' true emotions, utilize internet language effectively, and emphasize their expertise. By enhancing their speaking skills, academic charm, and personal charisma, counselors can establish their authority in political education and enhance the effectiveness of their ideological discourse.

The rise of new internet media has raised the bar for ideology and politics education in higher learning institutions. The online environment is a complex and diverse space for public opinion, which greatly impacts the minds of university students. In order to guide the healthy and orderly development of internet culture, it is essential to promote the core values of socialism. In the chaos of cyberspace, governments and universities must strengthen and enforce laws and regulations governing discrimination online. There is a need to prevent the spread of harmful ideas on campus and promote a clean and ethical Internet ecosystem.

## **6.0 Conclusion**

Ideological and political education provided by college counselors is crucial to shaping students' attitudes and forming beliefs. College counselors can express their personal and political beliefs in conversations with students. Social media can also be used to create a strong online presence. Through stories and personal anecdotes that articulate their core values, counselors gain credibility and empathize with their audience. The debate on ideological and political education among Chinese college counselors used to be a question of legitimacy and authority. However, the new media has largely monopolized its speech rights, and its legitimacy and authority have been questioned. Their messages contradict the complex and dynamic online discourse that can lead to potential in a changing and contentious conversational environment. To meet the challenges, it is necessary to clarify the role orientation of counselors, adapt to the new network media environment, solve the school's language transmission system, improve the counselor's speech rejection mechanism, and take the lead in disseminating information.

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