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# The Path of Strengthening Network Parenting by College Counsellors in the New Media Era

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**Abstract:** Under the arrival of new media, network parenting of college counsellors has gradually become a trend and an inevitable choice. Under the new media environment, college counsellors carry out accurate cognition and conformity, and carry out useful exploration from the aspects of team construction, form innovation, platform application and so on. This paper discusses the significance and challenges of network parenting by college counsellors in the new media era, so that they can better play their role.

**Keywords:** New media era; College counsellors; Online parenting; Strategies

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## Introduction

With the extensive use of new media technology in education and teaching and talent cultivation, the demand for parenting work in colleges and universities is also growing. Strengthening the network parenting work of college counsellors is an important direction of the current ideological and political work of college counsellors. In the new media environment, in order to adapt to the needs of the market development of talents, improve the quality of talents, college counsellors should keep abreast of the times, with the idea of "Internet +", to carry out the reform of the education mode, to achieve a combination of online and offline, to effectively implement the work of nurturing, and to cultivate students to become outstanding talents of the new era in line with the needs of society.

### 1. The significance of college counsellors carrying out online parenting in the new media era

New media technology can transmit data and information rapidly, real-time and widely, so that students can browse the information at any time, express their own views and opinions, update the social media and microblogging, and also get the latest news. Civic and political education is the fundamental guarantee of moral education in colleges and universities. Under the guidance of the new teaching concept, counsellors should organically combine offline teaching with online teaching, constantly improve their network parenting skills, and give full play to their roles for the comprehensive development of students. In view of the actual situation of the current ideological education of college students, counsellors should take the initiative to carry out parenting education, enhance the control of college students' network public opinion, take the initiative to seize a new position in the network ideological education of college students, and correctly cultivate college students in various ways, establish correct ideals and beliefs, and improve their moral qualities. At the same time, the application of new media technology to the work of educating people has greatly broadened the space of civic education, promoted the quality and effect of civic education, facilitated the reform of civic teaching, and accelerated the realisation of the purpose of educating people. College counselors can make use of the new media network platform, combined with the real needs of students and the law of development, to carry out scientific zoning and integration of parenting resources, and carry out a variety of forms of personalised civic education for students. Combine the fragmented, personalised and interactive new media technology with teaching work, introduce the knowledge of Civic and Political Education into students' daily learning and life, shorten the distance between students and promote the ideological awareness and moral standard of college students<sup>[1]</sup>.

### 2. Challenges to developing online parenting

Although new media technology has brought convenience for counsellors to carry out network parenting and for students to obtain knowledge and information, it also makes students skeptical about the knowledge and information it provides, which in turn affects the recognition of parenting work and fails to achieve the expected effect of parenting. Under the virtual environment of ideological and political education, the main position of college counsellors has changed, and it is difficult to carry out ideological and political education for college students in the traditional way. In addition, in the new media environment, students lack critical thinking and analytical ability, cannot bear bad information alone, and are easily swayed by bad ideology and cultural tendency, thus shaking their ideology and ideal beliefs, making network

parenting work more difficult. If counsellors can not actively guide public opinion, then the network information dissemination will be out of control, which will result in excessive entertainment in the work of ideological and political education, which in turn affects the mainstream values of college students and hinders the normal work of educating people.

### **3. The path of network parenting work of college counsellors in the new media era**

#### **3.1 Developing an online parenting platform and deeply exploring and utilising parenting resources**

Under the new media environment, colleges and universities should set up microblogs, microblogs, and communication forums to push students' knowledge of civic education and broaden their horizons, so that they can devote themselves more to civic education and stimulate their emotional identity. At the same time, teachers should combine traditional teaching with online parenting platforms to establish a new type of "offline + online" parenting methods, using multimedia means to create moral education situations, helping students better understand and grasp the knowledge of Civic and Political Science, and improve their overall quality. Counsellors can set targeted tasks on their own teaching platforms and explore them in depth, selecting valuable educational information from a large amount of information, combining socialist core values with current hot topics, continuously enriching the content of civic education, and actively guiding students with mainstream core values, preventing them from being misled by unhealthy things, and ensuring that they are able to establish correct values and outlook on life <sup>[2]</sup>.

#### **3.2 Enhance counsellors' media cultivation and innovation ability, and build a professional online parenting team**

The cultural quality, media literacy and innovation ability of college counsellors is an important part of the work of ideological and political education in colleges and universities. Under the new media environment, college counsellors should take the initiative to improve their media skills, knowledge reserves and investigation and research skills, continuously broaden their horizons, and make good use of the new media technology to promote the traditional form of propaganda to college students and provide positive guidance to college students. In the network media platform, college counsellors should establish the image of "opinion leader", carry out unified ideological and political propaganda for college students, guide college students to consciously accept the leadership and education of counsellors, and constantly improve their ideological and moral quality. Counsellors should deal with problems arising among students in a timely manner, enhance exchanges and communication with students, investigate and give feedback on school network public opinion events, and prevent the spread of rumours. At the same time, it is also necessary to strengthen the cultivation of counsellors' ability to educate people on the Internet, adapt to the needs of the new media environment, make appropriate adjustments and optimise the recruitment conditions for counsellors, comprehensively improve the overall quality of counsellors, and ensure that they have the ability to educate people on the Internet. At the same time, regular training and training of counsellors should be carried out, special training programs should be formulated, and the training system of counsellors should be improved, so as to create a high-quality and high-skilled network parenting team and ensure the high-quality development of network rainwater work. It is possible to train counsellors in scientific research seminars and online ideological and political education through a combination of practical training, professional training and daily training, relying on a number of outstanding network parenting teams to cultivate talents with good character <sup>[3]</sup>.

#### **3.3 Stimulate the needs of the main body of parenting and optimise the effectiveness of practical parenting**

In the era of new media, some college students have problems such as lack of faith, distorted values, moral misconduct, and weak political awareness, which require college counsellors to further enhance their own political standpoint, and have a deeper understanding of the urgency, importance, and arduousness of the ideological work in colleges and universities in the era of new media. In order to cultivate a red and professional, comprehensive development of socialist builders and successors, we must take the initiative to grasp the right to speak and take the initiative in the ideological work of colleges and universities, in order to effectively prevent the "black swan" "grey rhinoceros" in colleges and universities. "Comprehensive quality" and "all-round development" are the ultimate goal of ideological education. In the new media era, college counsellors should adhere to the "people-oriented" work philosophy, focus on the overall development of students, adopt more scientific and complete teaching methods, and accurately grasp the development needs of students in all periods. Through the noble ideals of college students, motivation of internal strength, so that their own values can be fully developed, the organic integration of education and guidance, morality and nurturing, so that the development of their own development and the development of society, to achieve the cultivation and strengthening of the ideal beliefs of college students, so that they can better meet the needs of the personality of modern college students, dynamic development of spiritual and psychological needs, and ultimately to achieve the original purpose of the Civic and political education of people. In the context of new media, network information has become the most important source of information for students. In the new media background, network information dissemination has a strong attraction, dissemination and orientation, which brings an impact on the traditional education concept, so college counsellors have to break the shackles of their own thinking, highlight the students' subjective initia-

tive, create a democratic and relaxed atmosphere of public opinion, use college students' favourite civic and political education, guide them to learn on the platform, answer the doubts in their minds, so that they can take the initiative to Use the Internet resources to enhance the contact between teachers and students, enhance the two-way interaction between the two sides, and ensure their right to speak on the network.

To stimulate students' participation, firstly, representative students from all classes and grades should be selected in a targeted manner, so that they can change from passive acceptance to active participation, and really take part in the construction and content selection of network education. Secondly, in order to meet the individualised needs of students for ideological and political education, various forms of clubs, backbone activities and competitive awards are carried out to promote independent learning among students. It guides students to participate in network selection at provincial, national and other levels, improves the planning and editing ability of the departments concerned, conducts research on the selection of topics for reports on ideological and political education and network culture works, and mines the excellent contents, so as to make them more reflected in students' study and life, and creates a favourable network environment for students.

#### 4. Conclusion

In summary, with the rapid development of Internet technology, the learning methods and behaviour patterns of college students have also undergone great changes. The traditional college parenting model can no longer meet the needs of reality, and is in urgent need of reform and innovation. Under the new media era, college counselors should strengthen their network teaching ability, make full use of their own advantages, enhance the teaching effect, and provide solid talent support for the construction of socialist modernisation.

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