



The Current Situation and Strategy Analysis of Psychological Counseling in College Ideological and Political Education

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Abstract

Under the background of the new era, China's college education work needs continuous innovation. In the actual process of education, colleges and universities need to pay full attention to the ideological and political education work, and constantly innovate in the ways and methods of education. Psychological counseling can play an important role in the ideological and political education in colleges and universities, and reflects a relatively unique value. On the one hand, psychological counseling, in terms of its function and attribute, can help the ideological and political educators and effectively solve the psychological problems of the educational objects. On the other hand, psychological counseling can to a certain extent enable college students to effectively self-adjustment, so that their body and mind can achieve all-round development. If we want to play the practical role of psychological counseling in the ideological and political education in colleges and universities, it is necessary to take more effective methods in the process of daily work, make full use of the theories and skills of psychology, and further optimize the traditional ideological and political education methods. Based on the above perspectives, the paper analyzes the actual situation of psychological counseling in ideological and political education in colleges and universities, and explores its optimization strategy, hoping to provide reference for the ideological and political work in colleges and universities in China.

Keywords

Ideological and political education in colleges and universities, psychological counseling, ideological and political education

Introduction

In the field of psychology, the effective application of psychological counseling generally refers to the comprehensive application of the basic knowledge and methods of psychology. Psychological counseling from the four perspectives of humanities, spirit, academic, life to the education object care, to guide their bad emotions, solve the students' ideological confusion, so that the individual to maintain internal harmony, and obtain physical and mental health. Psychological counseling method belongs to the high-quality method in the practical application process, which can be effectively applied in the ideological education and psychological counseling. In the process of the implementation of the ideological and political education work, education workers using psychological counseling method, through the lan-

guage or non-language communication mode, discuss the education object, understand the law of education object and its inner activity, dredge education object mood, make the education object's own thought cognition and behavior belief get a certain degree of change. Thus, improve the education object itself social adaptability, enable it to build a better ideological and moral character, and the traditional indoctrination education mode has certain differences, belongs to the relatively excellent psychological way, to college students and their personalized characteristics of effective respect, and effective understanding of the students' psychological demands, make it get positive guidance. In the process of daily education and management, it can achieve twice the result with half the effort. This paper analyzes the actual situation of psychological counseling of ideological and political education in colleges and universities, and explores its optimization countermeasures (Duan Ali, 2007).

1. To analyze the important role of the application of psychological counseling in ideological and political education in colleges and universities

In the actual process of ideological and political education, its essential content lies in the implementation of the people-oriented education concept. People are an extremely important subject in the ideological and political education. As an individual in the society, their actual development and existence needs are consistent with the objective requirements of the current society. In the process of carrying out ideological and political education, it is necessary to adhere to the people-oriented thinking, in order to implement the ideological and political education in the process of social transformation, to ensure that the ideological and political education in the process of ideological and political education, its persuasion and affinity are improved. In the actual process of ideological and political education in colleges and universities, the "three views" of college students are effectively shaped through the mode of education and guidance. At the same time, respect individual differences and understand the actual personalized differences of individuals. In the process of implementing the ideological and political work, it is necessary to think about the relevant problems based on multiple angles, and effectively observe the psychological conditions of college students and themselves, so as to further strengthen the psychological counseling work. Therefore, it can fully reflect the relevant concept of people-oriented ideological and political education, and effectively understand the psychological characteristics and needs of students in a full range. Therefore, all kinds of external pressures should be relieved, and personalized differences should be respected, so that people can truly realize themselves (Chen Yuanyuan, 2021).

2. Analyze the current situation of psychological counseling in ideological and political education in colleges and universities

In recent years, the role of psychological counseling in ideological and political education in colleges and universities has been greatly improved. Similarly, in the practical application process, but also obtained a lot of achievements. But at the same time, there are also a certain degree of problems, which need to be solved.

2.1 Cognition of psychological counseling needs to be further improved

With the continuous development of economic globalization and the advent of knowledge economy, college students can not only acquire knowledge through classroom teaching, but also enjoy more comprehensive and authoritative educational and learning resources through various network channels, but also bury hidden dangers for the mental health of college students themselves. If college students lack ideological and political education in the process of learning and growth, and do not form correct values, they are easy to turn into "delicate egoists", and even lead to various types of psychological problems, personality development and many other abnormal situations. In addition, in the process of social development, the challenges faced by college students have been greatly increased. Because they are in the ivory tower, their psychological tolerance is not strong, which is also a reason for the increasing number of psychological problems of college students. In addition to the relative lack of attention to psychological counseling work, there are also various types of cognitive deficiency problems. On the one hand, people will have a high degree of misunderstanding for psychological counseling, more one-sided as psychological treatment or psychological counseling. In terms of the current, part of the ideological and political education in colleges and universities in the process, psychological counseling more emphasis on all kinds of psychological barriers and the corresponding psychological confusion, not to set up the correct values, guidance and attention, lead to some students think only psychological problems of individual need to psychological counseling. On the other hand, the connection between psychological counseling and ideological and political education cannot be more clearly understood. In the actual process of ideological and political education and psychological counseling, it is necessary to implement the principle of people-oriented, so that students can obtain

all-round free development. However, some people believe that psychological counseling and the corresponding ideological and political education are independent in the process of development. In the actual process of the former, the former mainly serves the students with psychological problems, while in the latter, the various problems in students' education, study and life. However, some people confuse the two, believing that ideological and political education can replace psychological counseling in the actual process (Zhang Wei, 2015).

2.2 The psychological counseling mechanism needs to be improved

In the process of ideological and political education in colleges and universities, college students' mental health education needs the participation of various functional departments to further integrate the resources of all aspects of colleges and universities, and form a more perfect psychological counseling network in colleges and universities. At present, the psychological counseling mechanism in colleges and universities needs to be optimized, which is mainly reflected from the following perspectives. First, in the process of psychological counseling platform construction in colleges and universities, the perfection is low, cannot build a more convenient counseling channel, students cannot get timely help for various psychological problems; second, the psychological counseling team needs to be further improved. The number of teachers in psychological counseling is relatively small; Thirdly, in the actual process, college education will be divided and other departments cannot cooperate effectively.

3. To analyze the optimization methods of psychological counseling in ideological and political education in colleges and universities

3.1 Optimize the concept to form a more excellent public opinion atmosphere for psychological counseling

Individuals have a healthy body and a healthy spirit, is the internal symbol of social progress, but also a very important basis in the actual process of human development. Under the background of the new era, colleges and universities must attach great importance to and earnestly carry out the ideological and political education and mental health education for college students, so as to cultivate college graduates with physical and mental health. Under this requirement, colleges and universities need to build better cognition, further strengthen publicity and education, so that students fully realize the important role of psychological counseling. Through the combination of online and offline ways, to create a public opinion atmosphere, online can be further through QQ group and WeChat group, WeChat public account, the school official website and other channels to strengthen the publicity, offline through the school radio station, publicity board, publicity color pages and the corresponding offline experiential education mode to carry out practical publicity and education. All colleges and classes can also hold various types of activities, such as mental health education month activities, psychological melodrama competition, publicity and poster design, to further deepen the publicity and guidance. At the same time, the mental health related articles are irregularly published in the school newspaper, to further popularize the mental health knowledge for all students, eliminate the misunderstanding of psychological counseling, so that students can overcome their concerns from the inner level, and accept psychological counseling. Through the above ways, improve the students' ability to resist setbacks and comprehensive psychological quality. In addition, the positive campus cultural atmosphere will have a more prominent effect on the individual growth, and can also improve the mental health endurance of college students. Civilized and harmonious campus environment will have a subtle influence on students, which can make students become positive, which is conducive to the formation of innovative campus culture. The application of various campus education methods and culture will make psychological counseling obtain more excellent environmental conditions in the process of construction and development.

3.2 Improve the psychological counseling mechanism in colleges and universities

It is necessary to innovate the carrier of psychological counseling work and further optimize the practice of psychological counseling. In practical work, individual students will have a high degree of difference, which requires the ideological and political education work to have a high degree of differentiation in the process of development, and psychological counseling also needs to have a certain diversity. In the actual process of ideological and political education, we can make full use of the advantages of information technology to innovate the carrier of psychological counseling work (He angang, Zhao Pengfei, & Xiong Jindi, 2021). On the one hand, colleges and universities need to build websites or web pages focusing on psychological counseling, and link all kinds of ideological and political education information resources on the websites. At the same time, based on the ideological and political education website, online courses related to psychological counseling are offered to let students understand their study. On the other hand, an effective

online psychological counseling platform is built to facilitate students to make online psychological counseling appointments and consultations. In addition, diversified group activities can also be carried out to build a better teacher-student relationship, ensure the implementation of psychological counseling, and improve the mechanism of psychological counseling. Social practice activities are also an important way for colleges and universities to carry out ideological and political education in colleges and universities. Student volunteers are regularly organized to carry out social practice and volunteer services at the grass-roots level, so that students can further understand the society in practice and greatly improve their self-value and moral quality (Dong Junming & Zhang Li, 2015).

4. Conclusion

In the process of implementing the psychological counseling work of ideological and political education in colleges and universities, it is necessary to consider from multiple angles, effectively shape a more excellent psychological counseling environment, and improve the psychological counseling mechanism. Teachers need to do a kind of scaffolding job both in project implementing and classroom learning. And considering the nature of translation studies as a discipline, it is always a good option to have project-based integrated into classroom. At the same time, it fully analyzes the various problems in the psychological counseling of ideological and political education in colleges and universities, combines the school reality, grasps the key contradictions, improves the educational effect, and meets the diversified needs of the psychological counseling of ideological and political education in colleges and universities.

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