

Talking About How Counselors Can Cultivate People by Virtue in Spreading Traditional Culture

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Abstract: Chinese culture is extensive and profound. After thousands of years of development, Oriental culture has long been deeply rooted and has become the life inheritance of our Chinese nation. As an important platform for inheriting innovative and excellent culture, college counselors should take the initiative to undertake the responsibility of inheriting Chinese excellent traditional culture, and constantly promote its transformation to innovative development, which is the key content of implementing the practical work of cultivating people by virtue efficiently.

Keywords: Counselor; Traditional culture; Lide Shuren; Internet plus

In recent years, the CPC Central Committee has paid more and more attention to the promotion of Chinese culture, and constantly devoted itself to the construction of the spiritual home of the Chinese nation, which requires that it must come down in one continuous line with our traditional culture. For the development of our country, excellent traditional culture plays a vital role in it, and once it is lost, it is like losing its spiritual lifeline. Zhang Zai, a famous scholar in the Northern Song Dynasty, once said: "Establish a heart for the world, establish a life for the people, continue to learn from the saints, and open peace for all generations." In fact, this sentence conveys to us the importance of inheriting Chinese culture. We should vigorously publicize and popularize the national spirit. Traditional culture, as the soul, is regarded as the most proud thing for our people. We must start from ourselves, constantly recharge ourselves, and promote our traditional culture more widely on the basis of in-depth understanding.

In view of the tasks and requirements of the new era, we must thoroughly sort out and integrate Chinese traditional culture, so as to make the past serve the present and firmly rush to the bright future of the Chinese nation. The key and core of national spirit lies in carrying forward and cultivating, but we want to better deal with the internal relationship between inheritance and innovation in this period. It is necessary to make it clear that inheritance is the premise, and innovation is the most important point.

General Secretary Xi Jinping believes: "Chinese excellent traditional culture is the outstanding advantage of the Chinese nation and our deepest cultural soft power." We must constantly devote ourselves to the promotion and development of Chinese excellent traditional culture. Only in this way can we enhance the level of China's cultural soft power day by day, build a socialist cultural power day by day, and achieve the goal of the Chinese nation's great rejuvenation of the Chinese dream faster. The propaganda and promotion of China's excellent traditional culture can not be separated from the support and participation of all the people, and at the same time, it should constantly create a high-quality environment. At present, the propaganda and promotion of Chinese excellent traditional culture in colleges and universities still faces many difficulties, which puts forward higher requirements for counselors' work, especially when ideological and political education is carried out, modernization consciousness should be fully reflected, and the overall professional level should be continuously enhanced. Taking the dissemination of Chinese excellent traditional culture as the key content of cultivating people by virtue, we can maximize the purpose of influencing people by culture, achieve the development goal of interpreting, recognizing, practicing and promoting students in an equal relationship, strictly follow the coordination between instrumental rationality and value rationality, and promote the process of personal spiritual value gradually transforming into social value.

As an important platform for inheriting innovative and excellent culture, college counselors should take the initiative to undertake the responsibility of inheriting Chinese excellent traditional culture, and constantly promote its transformation to innovative development, which is the key content of implementing the practical work of cultivating people by virtue efficiently. Therefore, to accurately position one's own role, as a counselor, one should constantly devote himself to the spread of Chinese excellent traditional culture. From this aspect, there are essential differences between counselors and professional teachers. Counselors have natural advantages, mainly because of the multi-level work content, which can fully close the distance with students and truly spread them anytime and anywhere; The comprehensiveness of ability is conducive to the innovation of communication mode, and then enhance the effectiveness of communication; The dual identities of teachers and management cadres require the integration of innovative education and refined management, which is very beneficial to college students' recognition of Chinese excellent traditional culture. The above natural advantages essentially determine the role of counselors. They are bound to become persistent inheritors, conscious

communicators and leading practitioners of Chinese excellent traditional culture, and truly lead and help college students to practice the value of Chinese excellent traditional culture. In the actual communication link, counselors should become designers of communication activities, organizers of open discussions and monitors of communication effects, innovate and diversify communication carriers day by day, promote college students' deep understanding of cultural essence, gradually internalize spiritual essence, carry forward values, and maximize the goal of "internalizing in the heart and externalizing in the line".

Chinese excellent traditional culture has a profound cultural foundation and accumulation, leading the value trend of modern China in the global development process. General Secretary Xi Jinping believes that cultivating and practicing socialist core values must start with Chinese excellent traditional culture. On the premise of deep understanding of their role, college counselors must constantly change the concept of the times, cultivate modernization consciousness, and truly achieve the goal of cultivating people in the process of spreading Chinese excellent traditional culture.

If we can't deeply understand and control the key role of Chinese excellent traditional culture in school development and personnel training based on the overall level, colleges and universities will naturally have value deviation when spreading Chinese excellent traditional culture, and communication will become a form. Therefore, counselors must make clear the awareness of intellectuals when spreading traditional culture, and enhance their cultural consciousness and self-confidence. The awareness of being literate mainly involves two aspects: first, we should always firmly believe that the advanced socialist culture and the excellent Chinese traditional culture can humanize people and interpret the inner meaning of being literate to the maximum extent. In the process of educating people, "Wen" plays a fundamental role, covering both the advanced socialist culture guided by Marxism and the excellent traditional Chinese culture. "Humanization" is the key, and scientific channels and modes of humanization can influence the actual effect of communication to the maximum extent. How to give full play to the diversified functions of Chinese excellent traditional culture and help college students become adults lies in the channel of humanization. "Humanizing people" is essentially "educating people", which represents the value trend of Chinese excellent traditional culture. Many high-quality cultural genes in Chinese excellent traditional culture are very helpful to lead and help college students to establish a good three views, keep awake in the complicated social tide, and make correct decisions when encountering right and wrong. The second is to actively and consciously innovate the working mode and give full play to the humanization of Chinese excellent traditional culture. Counselors should look at culture and its influence in the world from a higher perspective. Internal culture affects the height of Chinese people's wisdom leading thoughts to a certain extent, and then can help college students improve their emotional identity for cultural communication. We should make clear the historical origin, distinctive features and values of Chinese excellent traditional culture, and spread the political power in our national voice efficiently. Only in this way can we exert the great influence of cultivating people by virtue.

Counselors' team should develop towards professionalization and specialization, which puts forward higher requirements for professional ability and specialization level. In the author's opinion, the ideological and political education work must achieve collaborative innovation in the process of cultivating people by virtue, and should take the work experience as a scientific one, and carry out and carry out the established specialized contents through specialized paths and means. Therefore, the professional ability level of counselors in the process of spreading Chinese excellent traditional culture is particularly critical, which is closely related to the effectiveness of communication.

Text creation in the process of spreading Chinese excellent traditional culture is the foundation. There are many readers in this field, but the actual effect in the actual communication link is not very good. Texts that conform to the ideological trends and preferences of college students in the new era must reflect and take into account the social reality that college students are most concerned about, must conform to the discourse expression mechanism of college students at the present stage, and must fully arouse their ability to distinguish right from wrong in the actual communication link. Counselors must have the ability to reflect on reality and to transform creatively when creating actual texts. First, we should carry out students' dialectical criticism of traditional culture, clearly define modern values, and constantly select the best and discard the dross. Constantly endow traditional culture with brand-new connotation of the times. Secondly, we should creatively transform the excellent traditional Chinese cultural texts and cultivate the sense of community of destiny of individuals and countries. For individuals, traditional culture belongs to the pursuit of self, and belongs to the connection between individual and national community, self and others. Therefore, in the process of text conversion, it is necessary to connect the national development with the real needs of individual students in an increasingly innovative way, and build a close relationship bridge and link between students and the country. Third, innovate the mode of discourse expression to adapt to the discourse expression habits of college students in the new era. For example, the discourse transformation from "people are the foundation of the state" to "people-oriented"; The thought of "harmony" and the idea of "benevolent people love others" are transformed into the discourse of "harmony" and "friendliness".

Students' work should build a diversified development platform. When actually inheriting Chinese excellent traditional culture, counselors need to create a multi-win platform ecosystem, and strive to achieve interaction and win-win between platforms. First, with the strength of extracurricular practice, we should increase the output of content, create diversified practice platforms, and carry out the education work of "practice cultivation". And infiltrate some of our excellent traditional culture, guide and help college students to realize the importance of reading and practice, deeply understand and experience the charm and value of Chinese excellent traditional culture through field investigation, and truly realize the unity of knowing and doing. Second, create a three-dimensional communication platform, create a high-quality environment, and efficiently implement the education project with "cultural influence" as the main body.

Under the communication environment of "internet plus", the internal system logic of "value creation" and "value transmission" must be formed on the basis of various resources. The dissemination of Chinese excellent traditional culture is not accomplished overnight, nor can it be accomplished by one's own efforts. Among college students, the dissemination and education of Chinese excellent traditional culture must cultivate a strong team of teachers with the theme of "full-time teachers+counselors+league

cadres+other resources", and gradually form a triple force of education between home, school and community. Only when we have a clear understanding of the boundaries of responsibilities can the work of counselors be carried out with ease. Therefore, this puts forward higher requirements for counselors' ability to coordinate resources. Deeply explore the important educational role that Chinese excellent traditional cultural resources can play in educational work; Make full use of time nodes such as entrance education to link Chinese excellent traditional culture into campus cultural resources, for example, establish a spiritual link between Chinese excellent traditional culture and campus culture such as school spirit, study style and university spirit, establish a mechanism link with rules and regulations, operating principles and organizational structure, establish a material link between educational facilities, campus landscape and community organizations, and strive to expand its campus growth point and vitality in the connected places; Consciously connect with alumni resources, strive to provide material premise for efficient college students to experience and feel Chinese excellent traditional culture, and vigorously promote the in-depth sharing and integration between Chinese excellent traditional culture education and material environment, professional courses, cyberspace and campus spirit.

In the process of spreading Chinese excellent traditional culture, college counselors must have the necessary modernization concept and professional ability, which can not be separated from the support of concrete practical work, accumulate communication experience and skills in practice, and constantly improve academic ability to realize cultural consciousness; In addition, we should achieve the unity of knowledge and practice, realize that we are their best role model, influence college students by example, produce a positive guiding and leading role for them, truly infect them through the power of Chinese excellent traditional culture, better serve the students' learning and development, help them become adults, cultivate outstanding young people in the new era, and guide students to make it my true value pursuit and life belief in the future.

Reference

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