

Realistic Dilemma and Promotion Path: Study on The Affinity of College Counselors from the Perspective of "Micro-Language"--Based on the investigation and analysis of 585 college students

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Abstract. The meaning of "micro-language" and its significance to the improvement of college counselors' affinity are explained. A sample of 585 college students is analyzed, and it is found that the affinity of counselors in the field of "micro-language" is generally good but still insufficient. We propose specific paths for counselors to enhance their affinity with "micro-language": sticking close to life, enriching discourse content to meet students' discourse needs; sticking close to students, switching discourse styles to fill the "discourse gap" of students; sticking close to the reality, grasping the discourse of the times and entering the "circle of friends" of students. Enter the students' "circle of friends".

Keywords: micro-language, college counselors, affinity.

1. Introduction

Affinity is initially a term of art in the field of chemistry, referring to the associative property between one kind of atom and another, and later extended to the field of social sciences, generally referring to the power to make people close and willing to contact. Affinity in the field of ideological and political education refers to the attraction, persuasion and influence of ideological and political education and its organizers, implementers and instructors on the educated, as well as the affinity, closeness and identification of the educated with ideological and political education and its organizers, implementers and instructors. As a new variant of language development in the Internet era, "micro-language" is concise, vivid, timely and efficient, crosses the time boundary of interpersonal communication, meets the demand for communication in pursuit of equality and personalization, and has a natural attraction to young people, who have always led the way. College counselors are the backbone of ideological and political education for college students, and in the face of college students with distinctive personalities, fashionable pursuits, and high cultural levels, they should be adept at the use of language arts, especially in the use of "micro-language", to enhance their own affinity, so that students can "be close to their teachers and believe in their ways!" and genuinely like, happy to accept the power of ideological and political education, the water to become a new man of the times can be a heavy responsibility. From this level, in-depth analysis of the "micro-language" under the perspective of the current situation and enhancement path of college counselor affinity, to further strengthen and improve the counselor team construction, ideological and political education to enhance the sense of the times and effectiveness, has an important significance.

2. The Value Implications of "Micro-language" in Enhancing the Affinity of College Counselors

"Micro-language" is a new achievement of information dissemination and a new phenomenon of social and cultural development in the Internet era, which occupies an important position in communication science and linguistics, with rich connotation and dual characteristics of information dissemination and cultural communication, and has important significance for enhancing the affinity of college counselors, promoting the construction of counselor team, and enhancing the effectiveness of ideological and political education. important significance.

2.1. The meaning of "micro-languages"

Language is the most important communication tool for human beings and an important carrier of human civilization. With the arrival and development of the new information age, people's demand for instant, free and even fragmented and personalized information dissemination has become increasingly strong, which has gradually given rise to a new form of language called "micro-language". As a new fruit of cultural development, "micro-language" carries the rich cultural information of human beings, is the main platform and mode of expression for the mobilization, aggregation and display of the power of youth groups, and contains a variety of complex semantic meanings, with a wealth of derivative meanings.

From a linguistic point of view. As a new form of modern Chinese language, "micro-language" is a language variant adopted by people to adapt to the mode of communication in the network environment. In the course of linguistic development, it is not only a special linguistic phenomenon arising from scientific and technological progress, social change and ideological emancipation, but also a social and cultural phenomenon objectively documenting and reflecting the network language and culture of contemporary society. Compared with the traditional Chinese language, it adapts to the development of the times and meets the needs of people in the Internet era in pursuit of personalized, refined, efficient and miniaturized ways of expression and communication.

From the perspective of communication science. "Micro-language" is a product of network new media change and innovative development, relying on digital communication, network information and other technologies, with the help of microblogging, weibo, QQ and other self-media platforms, release, promotion and popularization of the new language style, is the form of human language communication in the real-time, interactive new information dissemination era of the new achievements. Compared with the traditional communication language, "micro-language" has more equality, simplicity, timeliness, flexibility and other communication characteristics, showing the development trend from "micro" to "big".

As a brand-new form of language development, "micro-language" is a brand-new cultural achievement born from the development of the times and cultural innovation, covering the dual attributes of cultural communication and information dissemination, with the characteristics of equality and personalization of the main body, simplicity and refinement of the content, timeliness and high efficiency of dissemination, and flexibility and miniaturization of the form, which breaks the time boundaries of people's communication. It breaks the time boundaries of people's communication, creates a new channel for grassroots demands, meets the inner language needs of college students, opens up a new platform for college counselors to enhance their affinity, and can be used as an ideological and political education resource to a certain extent in the process of college counselors' education practice.

2.2. The significance of "micro-language" to improve the affinity of college counselors

Language is the coat of thought, reflecting the development trend of human civilization. As a new variant of language adapted to the development of the times, "micro-language" has the advantages of concise and concise content, lively form, etc., which meets the psychological and spiritual needs of young college students, and brings great opportunities for the enhancement of the affinity of college counselors. Under the mode of "Internet + ideological and political education", the use of "micro-language" to enhance the affinity of college counselors is of great practical significance for the implementation of the fundamental task of "cultivating moral education", guiding college students to grow up and become successful, promoting the professionalization of counselors, and enhancing the effectiveness of ideological and political education.

First, it is conducive to adapting to the development of the times and promoting the specialization and professionalization of counsellors. Science and technology are advancing, the times are changing, but the important responsibility of education in the development of society is always the same. College counselors, as engineers of human souls, carry the historical mission of spreading knowledge, spreading ideas, spreading truth, shaping souls, shaping lives, and shaping new people, which still

exists no matter how the times develop. Therefore, in order to implement the fundamental task of cultivating morality and educating people, college counselors should grasp the pulse of the times, adapt to the development of today's times and society, and make corresponding changes with the times, learn and understand the "micro-language" through QQ, WeChat, Weibo and other types of network micro-platforms, and dig deeper into the "micro-language" underlying the "micro-language". Through learning and understanding "micro language" through QQ, micro letter, micro blog and other kinds of network micro platforms, and digging deep into the social phenomena and changes in needs behind the "micro language", and then accurately grasp the thinking law and personality characteristics of the contemporary young college students, to carry out all kinds of educational and practical activities to meet the psychological needs of the students as well as personalized development, in order to continue to strengthen the construction of themselves, to enhance their own professional ability and professional level, and to better complete the historical mission entrusted by the times.

Secondly, it is conducive to enriching the form of education and enhancing the effectiveness of ideological and political education. Language as a communication tool and communication medium, in the process of ideological and political education, is an important carrier of the educator's concept of education and ideology, carrying the important mission of promoting communication and interaction between the two sides of education. "Micro-language" is rich in connotation and flexible in form, which is favored by young college students and most objectively responds to students' psychological needs and emotional needs. College counselors as the closest contact with college students as friends, make good use of "micro language", can better enhance their affinity, so as to get close to the student body, to meet the diversified and personalized needs of students, mobilize students to interact and communicate with each other positively, and to understand the needs of the students, what they want, what they expect, and to really solve their most concerned about the most direct real and difficult problems, The most direct reality and difficult problems, so as to achieve the purpose of ideological and political education, enhance the effectiveness of ideological and political education.

Thirdly, it is conducive to meeting the needs of students and implementing the fundamental task of establishing moral education. As a medium of communication, language not only has the attribute of tool, but also has the function of aesthetics, which is the active power of people to prove themselves in artistic creation. As the network aborigines of the "90s", "95s" and even "00s", contemporary college students, along with microblogging, WeChat, QQ and other new social software, have been born. "Micro-language" has already become their usual way of speaking. In the network era where everyone uses "micro-language", college counselors, as a backbone of the ideological and political education team, should strive to adapt to the development of the new era, gradually strengthen their own theories and skills to learn, make full use of QQ, WeChat, Weibo and other network platforms to strengthen the learning and application of "micro-language". "Learning and application of micro-language, to enhance their affinity, to build a bridge of information communication and learning and exchange between teachers and students, to meet the spiritual needs of student development as the goal, to promote the growth of students to become successful, and to implement the fundamental task of establishing morality and educating people.

Second, the current situation of the affinity of college counselors in the field of "micro-language".

In order to accurately grasp the current situation of the affinity of college counselors in the field of "micro-language", this study compiles a questionnaire with good validity and credibility on the basis of theoretical research and practical summarization, and conducts a large-scale random network survey on college students of some colleges and universities in Northeast China in order to obtain first-hand information to reveal the current situation of the affinity of college counselors in China under the field of "micro-language", especially the main problems and causes of the affinity. This study aims to obtain first-hand information, reveal the current situation of the affinity of college counselors in China under the perspective of "micro-language", especially the main problems and causes, and provide scientific basis and suggestions for the theoretical research and practice of improving the affinity of college counselors in China under the perspective of "micro-language".

3. Basic information on the questionnaire

3.1. Background of the investigation

College counselors are the backbone of ideological and political education for college students, shouldering the important responsibility of casting souls and educating people, establishing virtue and cultivating people, and how their affinity is directly related to the educational effectiveness of ideological and political education, as well as the quality of cultivation of higher education talents in China. In the new information age where QQ, WeChat and Weibo are prevalent, micro-language, as an emerging language culture and language phenomenon, has a wide spread and deep influence among college students. It is especially important for college counselors to enhance their affinity by relying on micro-language as an educational carrier.

3.2. Content of the survey

In view of the fact that there are fewer empirical studies on the affinity of college counselors in the field of "micro-language" and the lack of mature research tools in the academic world, this study draws on domestic and international studies on the affinity of college counselors and prepares the "Affinity Survey Questionnaire for College Counselors in the Field of "Micro-language"". This study draws on domestic and international research on college counselor affinity and compiles the "Affinity Questionnaire for College Counselors in the Perspective of "Micro-language"", which is designed according to the five components of college counselor affinity and the use of micro-language, and mainly includes the three dimensions of college students' personal basic information, the use of micro-language by college counselors in demonstrating affinity, and college students' evaluation of college counselors' affinity.

3.3. Survey respondents

In order to maximize the validity and scientificity of the study, this study randomly selected samples from seven colleges and universities in Northeast Sichuan, including Xihua Normal University, Sichuan North Medical College, Southwest Petroleum University, Sichuan College of Arts and Sciences, Dazhou Vocational and Technical College, and Nanchong Vocational and Technical College, by means of sending and receiving questionnaires in the field and online surveys through the Questionnaire Star, Sichuan North Early Childhood Normal Higher and Specialized School. As shown in Table 1, in the specific selection of the sample, covering both graduate students, undergraduates and specialists at different levels, but also involving different disciplines such as teacher training, medicine, science and technology, arts and sports students, but also includes student cadres experience students, a total of 645 questionnaires were sent out, recovered 585 valid questionnaires, the questionnaire validity rate of 90.7%.

Table 1. Basic information on survey respondents

variant	a specific category	quorum	percentage
distinguishing between the sexes	male	160	27.35
	women	425	72.65
grade	freshman	149	25.47
	sophomore	137	23.42
	third-year university student	101	17.25
	fourth-year university student	83	14.19
	fifth-year university student	58	9.91
	postgraduate student	57	9.74
course	literature and history	143	24.44
	science and engineering as academic subjects	139	23.76
	medical science	145	24.79
	art and physical education	62	10.06
	Other categories	96	16.41
Whether or not you are a student leader	be	330	56.41
	clogged	255	43.59

3.4. Research tools

In the face of complicated data, it is especially important to find key data, which requires scientific and effective tools. In this study, Excel 2019 and SPSS 22.0 were used for data organization and statistical analysis. After the questionnaires were recovered and screened, with the help of Cronbach's reliability coefficient method, a reliability value of 0.826 was measured (Table 2), which proves that the scale investigated in this study has good reliability and can be used for further observation and research. In addition, by using Bartlett's globular test and KMO test, the KMO value was calculated to be 0.725 (Table 3), and the correlation coefficients between the factors were lower than 0.532, which indicates that the questionnaire of this study has high validity and is suitable for factor analysis.

Table 2. Sample reliability

Cronbach's AIPha	Number of projects
0.826	29

Table 3. KMO and Bartlett checking

Kaiser-Meyer-Olkin Measurement of sampling adequacy		0.725
Bartlett's Spherical Test	chi-square (math.)	5037.734
	(number of) degrees of freedom (physics)	826
	significance	0.000

4. Analysis of the results of the questionnaire

4.1. Use of micro-media by university students

In the new information age, the rapid development of mobile Internet has made people's main social form from the traditional real society to the virtual network society, and college students have already become the largest Internet users and the most active group of network socialization in China. The results of the questionnaire survey (Figure 1) show that out of the 585 valid questionnaires, only 21.88% of the college students chose "0-3 times" when they were asked "the number of times a day they use micro-media", and most of the remaining students chose "more than 4 times". When asked about the time spent on micro media per day, only a few college students chose "less than 1 hour", while most of the rest spent more than 1 hour, accounting for 90% of the students. These two sets of data directly reflect the reality of contemporary young college students' "no time without internet",

and also indicate that micro-media occupies an important position in college students' study and life, and cyberspace has become the main field for college students' ideological and cultural exchanges and expression of opinions, which is of teaching value to be applied in the practice of ideological and political education.

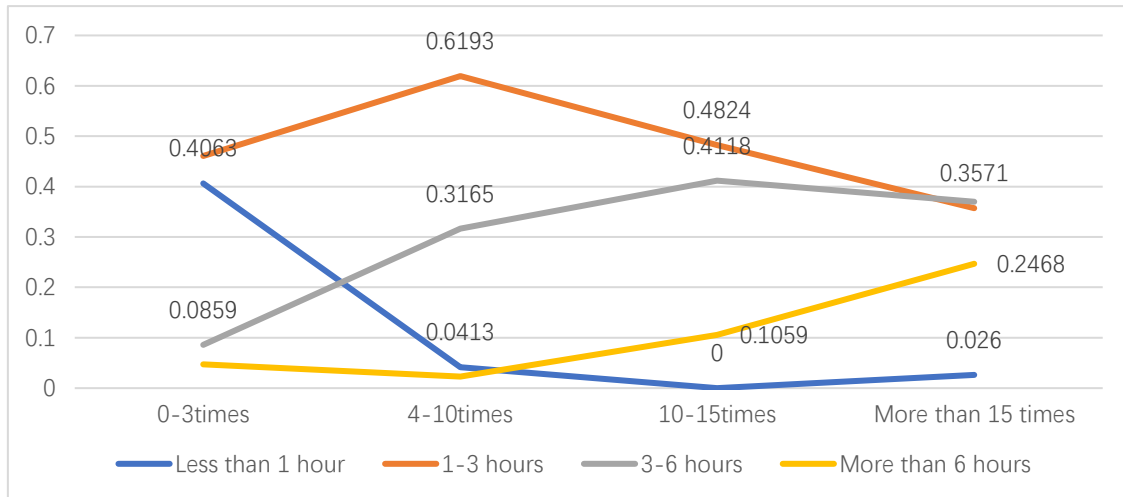


Figure 1. Daily use of micro media by college students

4.2. Communication between college counselors and college students

Mapping the communication methods between college students and college counselors is an important prerequisite for exploring the communication status between college counselors and college students. The results of the survey (Figure 2) show that most students favor new channels of micro-media communication such as "WeChat", "Microblogging", "QQ", etc., and only a small portion of college students still prefer "face-to-face conversation". In addition, the survey also found that college students love to add the counselor's "Tencent QQ", "WeChat", "Weibo" and other micro-media accounts. It can be seen that the micro-media platform has gradually become a communication bridge between college students and counselors, and occupies an important position in the communication between college students and counselors.

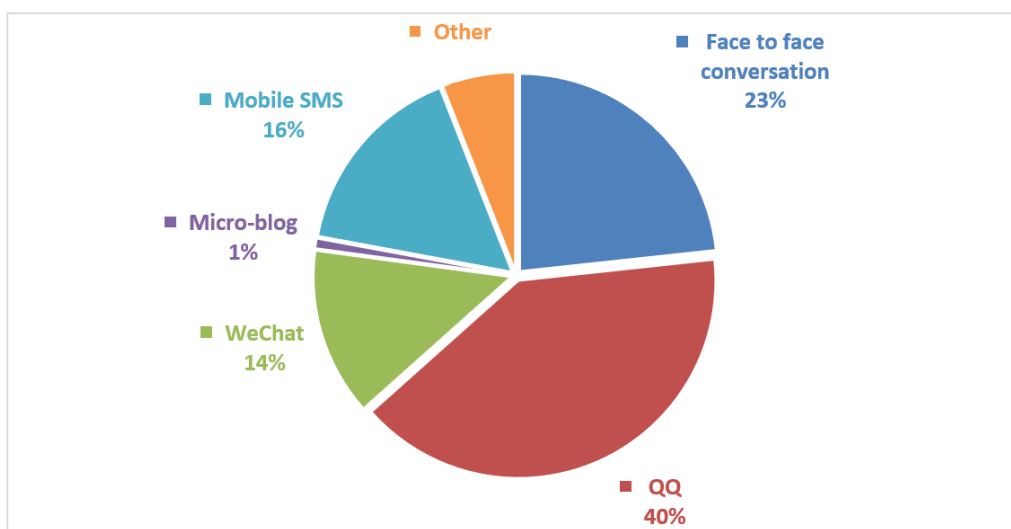


Figure 2. Current main communication styles between college students and counselors

4.3. The use of "micro-language" by college counselors to enhance rapport

As an important part of college counselors' affinity, language charm is mainly reflected in the communication language used in the process of talking with college students. According to the survey (Figure 3), when college students were asked how to evaluate the language charm of counselors, 43.42% of college students thought that it was "very contagious", 35.9% thought that it was "relatively contagious", and 10.09% thought that it was "a little contagious, but not close to their own lives, ideological conditions, etc.". 10.09% of the college students think that "it is a little bit infectious, but not close to their own life and ideological situation", and 3.08% of the college students think that "it is not infectious, and it is not close to their own life and ideological situation at all". It is easy to see that, with the gradual strengthening of the construction of college counselor team in recent years, the professional ability of college counselors has been improved, and the language charm is increasing on the whole, which is also recognized by the vast majority of students. At the same time, about nearly 20% of the students have a negative attitude towards the language charm of counselors, which indicates that there is still much room for improvement in the affinity of college counselors.

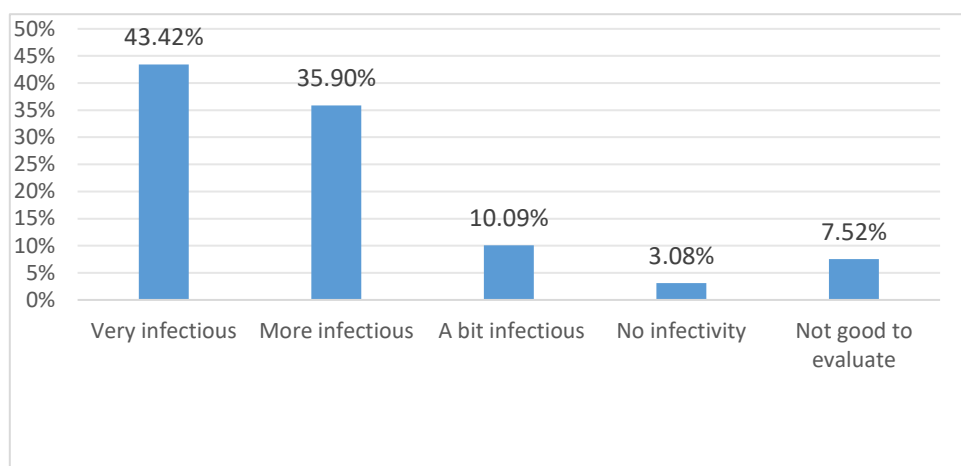


Figure 3. College Students' Evaluation of College Counselors' Linguistic Charisma

In addition, the survey results also show that the verbal charisma of freshman class counselors and graduating class counselors is greater than that of intermediate grade counselors such as sophomores and juniors, and their affinity is stronger overall, and the verbal charisma of female counselors is greater than that of male counselors, which suggests that there are some differences in the verbal charisma of college counselors in different grades, genders, and lengths of service, and that the affinity of intermediate grade counselors, male counselors, and counselors with shorter lengths of service need to be further improved.

Table 4. Gender differences in verbal charisma of counselors

distinguishing between the sexes	Affinity, affinity, uncertainty, affinity, affinity, affinity. Very strong Stronger Weaker Weaker Very weak
male	10.20 35.99 20.78 24.49 8.53
daughter	20.35 48.55 16.57 10.76 3.78

When college students were asked whether college counselors used "micro-language" in their conversations, 62.39% of them said "no", and only 37.61% of them chose "yes". The above data shows that some college counselors use "micro-language" in their conversations. The above data show that although some college counselors pay attention to the use of "micro-language" to improve their affinity, there is still the problem of lack of infectious communication language, and there is still a certain gap from closely matching the life and ideological condition of college students.

5. Third, the reality of the dilemma of college counselors using "micro-language" to enhance affinity

In the era of digitalization and networking, the use of "micro-language" by college counselors to enhance their linguistic charm has become an important starting point for improving the affinity of college counselors. However, at present, some college counselors still lack the ability to enhance their own language charm and other problems, which to a certain extent has become the main problem restricting counselors from using "micro-language" to enhance their affinity.

First, the lack of "micro-ideas" weakens the infectious power of ideological and political education discourse. Educational philosophy is the precursor of teaching behavior, dominates and changes the teaching behavior; in turn, teaching behavior reflects and feeds back the educational philosophy. Whether the counselor's educational philosophy is advanced or not is directly related to the development of educational practice and the timeliness of educational effect. Ideological and political education is a social activity that cultivates, shapes, transforms and develops people, with a strong humanistic color and extensive and deep humanistic care. This is a college counselor to give full play to the important role of "educating people with words". Especially "micro language" this new style of writing, to a certain extent, changing the language habits of young college students, but also changing the acceptance of young college students psychology and learning habits. As a college counselor who has the closest contact with young people in the new era, he should keep abreast of the times, adopt the latest "micro" education concepts, effectively adapt to and get close to young people, and truly integrate into the lives of young students, so as to make the profound theories clear in plain and simple language, and profound truths understandable in a way that is pleasurable to the masses, and to make them understandable in a way that is easy to accept. The profound theories in plain and simple language, the profound reasoning with the masses happy to accept the way to say understand, so that the abstract theory of logic into the image of the logic of life, so that the scientific theory from the book into the people, into the hearts of people. The results of this survey show that most counselors in colleges and universities are still under the shackles of traditional education concepts, "micro-concepts" are lacking, which to a certain extent weakens the infectious power of ideological and political education discourse.

Secondly, the lack of "micro-interaction" reduces the power of ideological and political education discourse. Interaction is the process of interdependent behavior that occurs between people and people, between groups and groups, etc. through language or other means of disseminating information. Good educational interaction between educators and educated people in the educational process directly reflects the effectiveness of education and is an important means and key to test the educational achievements of educators. In the era of self-media, with the common use of QQ, WeChat, Weibo and other micro-media in people's lives, the "micro-interaction" between people has become a new way of communication and interaction, providing a new way to enhance the emotions of both sides of the exchange, and providing a new platform for the demonstration of the charm of language. However, according to the survey, in the process of ideological and political education of college students, college counselors are tired of dealing with all kinds of transactional work, and the biggest use of all kinds of "micro-platforms" is to release all kinds of notices and statistics, so they have no time to pay attention to the in-depth communication with the students, thus ignoring the interactive role of "micro-platforms" and failing to communicate with students. "The interactive role of "micro-platform" is not maximized, which to a certain extent cuts down the power of the ideological and political education discourse of counselors.

Thirdly, the lack of "microculture" has reduced the attractiveness of ideological and political education discourse. As a kind of network culture, "microculture" is a cultural phenomenon dependent on the network, mainly created, disseminated and utilized by young people, reflecting the will and thoughts of young people. Language is an important medium of cultural communication, the main tool for people to express their thoughts, exchange their feelings and communicate with each other in social life, and also the main tool for ideological and political educators to carry out their work and interact with the educated. Good words are warm in three winters, but bad words hurt people

in six months. The educator's cultural knowledge reserve is not only related to the interaction between the two sides of education, but also directly affects the effectiveness of education. However, according to the survey, some college counselors need a lot of time and energy to complete teaching tasks, research projects, party affairs, student club management, etc., which leads to the lack of time to devote to the learning of "micro-cultural" knowledge, which to a certain extent ignores the important role of cultural diversity for teacher-student communication, thus making the communication between teachers and students more and more difficult. This is to some extent ignored the important role of cultural diversity for teacher-student communication, thus making the distance between teachers and students far apart and reducing the attractiveness of ideological and political education discourse.

6. Fourth, the path to improve the affinity of college counselors under the threshold of "micro-language".

Language, as a symbol created by human labor practice, embodies the most simple production life and ideological cognition of human beings, and is the coat of rich human thought. In the field of ideological and political education in colleges and universities, language as a teaching tool carries ideological and political educators' profound knowledge, noble personality, and generous love, and is the key carrier for teaching educational content, spreading advanced culture, and displaying self-cultivation and charisma, and the language that cares for the reality and is full of the sense of the times and the living language is a powerful support for the tutor's affinity. College counselors should meet the characteristics of contemporary college students, establish inter-subjective thinking, adhere to the principle of "three proximity" of close to life, close to students, close to reality, use "micro-language", and constantly refine the language of teaching, enrich the content of discourse, change the style of discourse, and innovate the discourse system. The language of teaching is constantly refined, the content of words enriched, the style of words converted and the system of words innovated to enhance the attractiveness of the language and emphasize the charm of teaching.

6.1. Close to life, enriching discourse content and meeting students' discourse needs

Needs reflect human psychology and determine human behavior to some extent. As a product of the cultural development of "micro era", "micro language" is mainly created and used by young netizens, and widely disseminated in the network as an important communication language, which is a prism that can reflect the psychological needs of young people in time. College counselors should meet students' needs for discourse, stay close to students' learning life, spread Marxist theory with living discourse, enrich the content of ideological and political education, and make the discourse of ideological and political education lively and vivid. Cao Lu, Xu Chuan, Ma Pengyu, Yu Janneng and other counselors are called "net red counselors", and the main driving force is in the network tweets released by them, most of which are close to the actual life of students, and the style of discourse integrates realism and popularity, which satisfies the students' demand for the traditional "high, big, and up" discourse of ideological and political education. The style of discourse integrates realism and popularity, which meets the students' demand for the conversion of traditional "high, big and superior" ideological and political education discourse, thus enhancing the attractiveness of the articles and the infectious force of ideological and political education, and improving the effectiveness of ideological and political education. As Lenin emphasized, "The highest degree of Marxism is equal to the highest degree of popularization." In other words, college counselors in the new era should try their best to adapt to the new environment of network education, constantly strengthen the learning and use of "micro-language", focus on finding and helping students to solve practical problems, enrich the content of discourse, meet the needs of students' discourse, and then enhance the charm and affinity of their own language teaching.

6.2. Getting close to students, changing discourse styles, and bridging the "discourse gap" of students

Discourse, as a communication medium, exists in people's communication activities, through the process of deduction, reasoning and narration of things. Ideological and political education, as a social practical activity in which the educator exerts educational influence on the educated, relies to a large extent on the charm of the educator's discourse to improve its educational effect. With the extensive use and spread of "micro-language" among young college students, a "discourse gap" has gradually formed between the subject and object of ideological and political education, which to a certain extent has weakened the educator's dominant power of discourse and reduced the effectiveness of ideological and political education. The effectiveness of ideological and political education has been reduced. In order to effectively get rid of the dilemma caused by network language on ideological and political education, college counselors should make efforts to change the style of discourse, actively build an interactive and friendly discourse paradigm, put aside the "official words", "set words" and "empty words", and use a new language to communicate with the educators in a new way. "to a new form of discourse close to young students, to fresh, grounded, light pleasant form of discourse into the young students, and then fill the "discourse gap". The famous Soviet educator Sukhomlinsky once said: "Language is one of the finest and sharpest tools, and our teachers should make good use of it to enlighten the hearts of the students." Qu Jianwu, Xu Chuan, Cao Lu and other "net red counselor" remarkable educational teaching effect, is the best practice of a thesis. In the network "micro era", college counselors should effectively enhance the sense of access to young college students as the goal, the flexible use of "micro-language", to tell a good story of self, to convey a good voice of young people, spreading China's good ideas, and then close to the students, infecting the students, and enhance their own The counselors should flexibly use "micro-language" to tell good stories about themselves, convey good voices of youth and spread good ideas of China, so as to get close to students, infect students and enhance their own affinity.

6.3. Staying close to reality, mastering the discourse of the times, and entering the "circle of friends" of the students.

Social existence determines social consciousness, and social consciousness reflects social existence. As a kind of subcultural symbol, "micro-language" is an important reflection of network communication practice in the field of cultural ideology. College counselors should be based on network practice, close to the times, learn to use "micro-language", and then master the discourse of the times, and tell the story of ideological and political education with real-life discourse that is very characteristic of the times, so as to bring teachers and students closer together, and enter the students' "circle of friends". As General Secretary Xi Jinping emphasized, "For a value to be truly effective, it must be integrated into social life, so that people can perceive and comprehend it in practice. We should pay attention to closely linking what we advocate with people's daily lives, and make efforts to put them into practice." For example, Xu Chuan, a "net red counselor", is famous for lecturing on the Party in a way that college students enjoy, and his witty, humorous, and realistic words of the times appear in his classes and online tweets from time to time as if they were commonplace, which are like a stream of clear water that gradually penetrates into the hearts and roots of the students with the implementation of the teaching practice and thus promotes the ideological thinking of students. The students' minds, and then promote the ideological and political education. College counselors are the "last kilometer" of building a high-quality education power, and in order to truly become a "new generation of network" of friends and mentors, they must learn more about network culture, try to set up network parenting thinking, and learn to use "micro-language" skillfully in the process of education and teaching. Skillful use of "micro-language" to complete the transformation between teaching discourse, academic discourse and life network discourse, with close to the reality of the times discourse, into the student's "circle of friends", so that ideological and political education has become a course that students like to listen to, listen to understand and listen to into the course In addition, it can enhance the sense of the times and realism of the language, show the charm and

affinity of its own language teaching, and enhance the effectiveness of ideological and political education.

7. Conclusion

Affinity is the basic problem of ideological and political education, and it is also one of the important professional abilities of college counselors, affecting the relationship between college counselors and college students and the effectiveness of ideological and political work. Only with good affinity can college students "kiss their teachers, believe in their teachings, and act accordingly", and enhance their sense of affinity, closeness, and identification with the ideological and political education itself and its contents. In the era of mobile Internet where microblogging, WeChat, short videos and other new media gather traffic and become "popular", college counselors should combine the physical and mental characteristics and cognitive rules of contemporary college students, and make use of a variety of "micro-language" to innovate the discourse of ideological and political education, and enhance their affinity with college students. Enhance their own popularity and affinity with college students, so as to obtain the education and management effect of "not ordering but doing".

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