

Analysis of Strategies for University Counselors in the New Era to Participate in Students' English Learning Guidance

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Abstract: In the context of the new era, English serves as an important tool for international communication and is of vital significance for the comprehensive development of college students. College counselors, as the guides for students' daily study and life, have unique advantages and significant importance in participating in students' English learning guidance. This article deeply analyzes the necessity of college counselors' involvement in students' English learning guidance in the new era, and discusses the existing problems in college students' English learning, such as insufficient learning motivation and improper learning methods. Based on this, it elaborates in detail on the specific strategies for college counselors to participate in students' English learning guidance from four aspects: creating an English learning atmosphere, providing personalized learning suggestions, strengthening cooperation with English teachers, and conducting English practical activities, aiming to improve the English learning effect of college students and promote their all-round development.

Keywords: New era; College counselors; English learning guidance; Strategy analysis; Student development

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With the continuous acceleration of globalization, the role of English in international communication, academic research, economic trade and other fields has become increasingly prominent. For college students, having good English skills is not only necessary for future career development, but also a key to improving their overall quality and international competitiveness. However, college students currently face many challenges in their English learning process, such as unclear learning goals, lack of scientific learning methods, and insufficient learning motivation. College counselors, as the main implementers of students' ideological and political education and daily management, have close contact with students and can promptly understand their learning and life situations. Therefore, in the context of the new era, college counselors actively participate in students' English learning guidance, which has important practical significance for improving students' English learning effectiveness and promoting their all-round development.

1 Creating an English learning atmosphere

1.1 Building an English learning cultural environment

College counselors can collaborate with relevant school departments to create a strong English learning cultural environment on campus. For example, they can post English quotes and slogans, English posters, and display excellent students' English works, such as English essays and translation works, in public places such as teaching buildings, libraries, and canteens. They can also use campus radio and TV stations as publicity media to regularly broadcast English news, English movie clips, and English songs, allowing students to be exposed to the charm of English in an imperceptible way and enhancing their interest in English learning. Counselors can also encourage students to form English learning clubs, such as English clubs and English drama societies, and organize various English cultural activities, such as English speech competitions, English singing competitions, and English drama performances, providing a platform for students to showcase their English skills and stimulating their learning enthusiasm.

1.2 Creating an English learning communication platform

To promote English learning communication among students, college counselors can utilize modern information technology to create an online and offline combined English learning communication platform. Online, they can create class English learning WeChat groups, QQ groups, which are convenient for students to exchange English learning experiences, share learning materials, and discuss learning problems. Counselors can regularly post English learning resources, such as recommendations for English learning websites and apps, in the groups to guide students to conduct self-study using online resources. Offline, counselors can organize English learning group activities, grouping students based on their English proficiency and learning needs, allowing them to learn from each other, supervise each other, and make progress together. Counselors can also invite English teachers and outstanding English students in the class to provide guidance and communication for the learning groups, improving students' English learning effectiveness.

1.3 Establishing English learning role models

The power of role models is limitless. College counselors can establish English learning role models in the class and promote other students to actively learn English through the publicity of their learning experiences and success stories. For example, counselors can regularly organize English learning experience sharing sessions, inviting students with excellent English grades and unique learning methods to share their learning experiences and methods with everyone. Counselors can also establish an English learning reward mechanism in the class, awarding honors and prizes to students who perform well in English learning, such as certificates and prizes, to stimulate students' learning motivation. Counselors can also guide students to learn from the role models and encourage them to form study pairs with the role models, helping and supporting each other to improve their English grades.

2 Providing personalized learning suggestions

2.1 Understanding students' English learning status

To provide personalized English learning suggestions for students, college counselors need to fully understand their English learning status. They can do this through conversations with students, questionnaires, and English tests. For example, the counselor can organize an English proficiency test at the beginning of the new semester to understand the students' English vocabulary, grammar knowledge, listening, speaking, reading, and writing skills. The counselor can also talk with the students to understand their learning goals, whether it is to pass the CET-4 and CET-6 exams, 考研英语 English, or to improve their overall English application ability. The counselor can also conduct questionnaire surveys to understand the students' learning interests and learning methods, such as which way they prefer to learn English, whether it is self-study, attending training classes, or participating in English club activities, etc.

2.2 Develop personalized learning plans

Based on the students' English learning situation, college counselors can help students develop personalized learning plans. The learning plans should be targeted and feasible, and should be reasonably arranged according to factors such as the students' learning goals, study time, and learning ability. For example, for students with poor English foundation, the counselor can suggest that they start from the basics and set a plan to memorize a certain number of English words every day and learn some basic grammar knowledge. For students with a good foundation in English, the counselor can suggest that they carry out extended learning, such as reading English original works, participating in English interpretation training, etc. The learning plans should reasonably arrange study time to avoid students being overly exhausted. The counselor can guide students to formulate a daily study schedule based on their course arrangements and spare time, ensuring that the learning plans can be implemented smoothly. The counselor can also regularly check the implementation of students' learning plans and adjust the learning plans in a timely manner based on the students' learning progress.

2.3 Guide learning methods and skills

In addition to developing personalized learning plans, college counselors also need to guide students to master correct learning methods and skills. For example, in English vocabulary learning, the counselor can guide students to adopt various memory methods, such as association memory method, root and suffix memory method, and context memory method, to improve vocabulary memory efficiency. In English listening learning, the counselor can suggest that students listen to English radio, English movies, and English songs more often to improve listening comprehension ability. The counselor can also guide students to master some listening skills, such as predicting the content of the listening, grasping key words, etc. In English speaking learning, the counselor can encourage students to speak English more often, participate in English corner, English speech activities, etc., to exercise oral expression ability. The counselor can also guide students to pay attention to issues such as pronunciation, intonation, speed, and pauses, to improve the accuracy and fluency of oral expression. In English reading learning, the counselor can guide students to master some reading skills, such as skimming, scanning, and detailed reading, to improve reading speed and comprehension ability. In English writing learning, the counselor can guide students to read more excellent English essays, learn writing ideas and methods, and do more writing exercises to improve writing ability.

3 Strengthen cooperation with English teachers

3.1 Establish a communication and collaboration mechanism

The establishment of a good communication and collaboration mechanism between college counselors and English teachers is an important guarantee for improving students' English learning effectiveness. Counselors can communicate and exchange with English teachers regularly to understand students' learning performance in English classes, learning progress, and existing problems. English teachers can also report to counselors about students' learning situations, such as their learning attitude and learning ability. Through communication and exchange, counselors and English teachers can jointly discuss methods and strategies to solve students' English learning problems and form educational synergy. For example, counselors and English teachers can hold regular joint meetings to analyze students' English learning situations and formulate targeted teaching and tutoring plans. Counselors and English teachers can also establish an information sharing platform to timely exchange students' learning dynamics and ideological conditions, so as to better carry out educational and teaching work.

3.2 Jointly carry out teaching activities

To enhance students' interest and effectiveness in learning English, college counselors can collaborate with English teachers to conduct teaching activities. For instance, counselors can assist English teachers in organizing English classroom activities, such as English role-playing and group discussions, to increase students' participation in class. Counselors can also jointly design English extracurricular activities, such as English cultural experience activities and social practice activities, allowing students to learn English through practice and improving their comprehensive application skills. Counselors can also invite English teachers to hold English learning lectures for students, introducing English learning methods and exam skills, to broaden students' learning horizons.

3.3 Collaborate in Learning Evaluation

College counselors and English teachers can collaborate in evaluating students' English learning. English teachers mainly evaluate students' English knowledge and skills through classroom tests, assignments, and exams, assessing their English academic performance. Counselors evaluate students from aspects such as their learning attitude, effort level, and progress. Through collaborative evaluation, a comprehensive and objective understanding of students' English learning situation can be achieved, providing more accurate learning feedback to students. Counselors and English teachers can jointly formulate personalized learning improvement plans based on the evaluation

results, helping students improve their English academic performance.

4 Conduct English Practical Activities

4.1 Organize English Social Practice Activities

College counselors can organize students to carry out English social practice activities, allowing them to practice their English application skills in practice. For example, counselors can contact local foreign-related enterprises, tourist attractions, international conferences, etc., and organize students to participate in English volunteer activities, such as serving as translators and tour guides. Through participating in social practice activities, students can apply the English knowledge they have learned to reality, improving their listening, speaking, reading, and writing skills. Students can also learn about different cultural backgrounds and customs, broadening their international horizons. Counselors can also organize students to participate in international exchange activities, such as international student exchange programs and international volunteer activities, allowing students to communicate and cooperate with foreign students, improving their cross-cultural communication skills.

4.2 Hold English Competition Activities

Holding English competition activities is an effective way to stimulate students' interest in English learning and improve their comprehensive English abilities. College counselors can, based on the school's actual situation, hold various English competition activities, such as English writing competitions, English translation competitions, and English vocabulary competitions. In the competition activities, English professional teachers can serve as judges to ensure the fairness, impartiality, and openness of the competitions. Counselors can also set up generous prizes and certificates of honor for the competition activities to motivate students to participate actively. Through participating in English competition activities, students can exercise their English skills, improve their competitive awareness and teamwork spirit. The competition activities can also provide a platform for students to showcase themselves, enhancing their self-confidence and sense of achievement.

4.3 Conduct English Simulation Scenario Activities

To enhance students' practical application of English, college counselors can carry out English simulation scenario activities. For example, simulating business negotiations, international conferences, and English interviews. In the activities, counselors can set specific scenarios and tasks for students, allowing them to act out roles in groups and communicate in English. Through simulation scenario activities, students can familiarize themselves with different English application scenarios, improving the accuracy and fluency of their English expression. Students can also practice their adaptability and problem-solving abilities. Counselors can also comment on and guide students' performance, helping them continuously improve their English application skills.

5 Conclusion

In the context of the new era, the participation of university counselors in guiding students' English learning holds significant practical importance. By creating an English learning atmosphere, providing personalized learning suggestions, strengthening cooperation with English teachers, and conducting English practical activities, university counselors can effectively enhance students' interest in and effectiveness of English learning, and promote their all-round development. However, university counselors also face some challenges and difficulties in the process of participating in students' English learning guidance, such as insufficient English professional knowledge and heavy workloads. Therefore, universities need to strengthen the training and support for counselors, improving their English professional competence and guidance ability. University counselors also need to continuously learn and explore, innovate work methods and strategies, and provide students with more high-quality English learning guidance services. It is believed that with the active participation and efforts of university counselors, the English learning level of university students will be significantly improved, laying a solid foundation for their future development.

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