**“Four Unifications” Help Improve the Core Competencies of Counselors in the Media Integration Era**

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Converged media integrates communication media such as newspapers, radio, television and the Internet to optimize the production and dissemination of media content. In the era of converged media, the educational work of college counselors has entered a new stage of development, and the requirements for counselors' core literacy have gradually increased. Colleges and universities should attach great importance to the improvement of counselors' core literacy to adapt to the development and changes of the times and better promote the development of ideological and political education in colleges and universities.

**Adhere to the unity of science and value**

Adhering to the unity of scientificity and value is an objective requirement for inheriting and developing the work experience and basic theories of college counselors, and reflects the development requirements of the era of integrated media.

First, as a scientific world outlook and methodology, Marxist theory creatively reveals the objective laws of the educational work of college counselors in the era of media convergence. In Marxist theory, the existence and development of objective things are not subject to human will, but continue to develop according to their own laws. At the same time, there are essential, inevitable and stable connections within things. This objective law runs through the development of nature and human society. Only by clearly understanding the laws of the development of things and accurately following the inherent laws can we better solve problems and achieve goals. In the era of rapid development of media convergence, there are also certain objective laws to improve the core literacy of college counselors. In the process of improving core literacy, we should fully consider the quality and ability of college counselors themselves, respect the cognitive laws, practical laws, learning laws and professional construction laws of counselors, and use a variety of media with different types and functions to combine these objective laws with the goal of improving the core literacy of college counselors in the era of media convergence, and build a forward-looking, complex and reasonable practical path. Therefore, the improvement of the core literacy of college counselors in the era of media convergence should adhere to the scientific guidance of Marxist theory.

Secondly, improving the core literacy of college counselors, like other objective things, changes with the changes in the economy, society, politics, culture, and ecological environment. In the current era of rapid development of integrated media, the improvement of the core literacy of college counselors faces many new challenges and difficulties. The experience of improving the core literacy of traditional college counselors is no longer suitable for the new needs of the development of the integrated media era. We should take the "essence" of tradition and combine it with integrated media for innovative breakthroughs. The era of integrated media has brought new challenges to the improvement of the core literacy of college counselors. We must face the difficulties with an open and inclusive attitude, grasp the objective laws of the development of things, innovate on the basis of inheriting traditions, and reflect the contemporary value of improving the core literacy of college counselors.

In addition, adhering to the principle of unity of scientificity and value also requires us to avoid the following two erroneous tendencies as much as possible: First, avoid confusing the relationship between the improvement of the core literacy of college counselors in the era of integrated media and the improvement of traditional core literacy. The core literacy of college counselors in the era of integrated media inherits and develops traditional core literacy, and with the help of a variety of information media, it is rooted in educational work practice. Second, avoid the "virtualization" phenomenon of improving the core literacy of college counselors in the era of integrated media. Improving the core literacy of college counselors is a powerful "weapon" that effectively serves the growth of college students and the self-development of counselors. It cannot be regarded as a simple ideological and political education practice. The cultivation and improvement of counselors' core literacy must be implemented.

**Adhere to the unity of direction and effectiveness**

In the era of integrated media, improving the core qualities of college counselors must adhere to the unity of direction and effectiveness.

On the one hand, in the era of media convergence, the core literacy of college counselors should be improved by adhering to the correct political direction. The main responsibility of college counselors is to cultivate morality and educate people. They should guide college students from multiple aspects such as ideology and politics, physical and mental health, and cultivate builders and successors of the cause of socialism with Chinese characteristics. Adhering to the correct political direction is the fundamental requirement for improving the core literacy of college counselors. In the era of rapid development of media convergence, college counselors need to establish lofty ideals and beliefs, use modern media to broaden learning channels, and strive to learn and master the party's innovative theories.

On the other hand, in the era of media convergence, improving the core literacy of college counselors also has strong effectiveness, that is, it enhances the actual role and effect of ideological and political education work of college counselors. In today's era, the new media operation model supported by information technology such as the Internet and integrating multiple media is widely and profoundly affecting the education work of college counselors. In essence, the fundamental purpose of adhering to the effectiveness of improving the core literacy of college counselors in the era of media convergence is to serve the fundamental direction of cultivating builders and successors of the cause of socialism with Chinese characteristics, that is, directionality is the ultimate goal of effectiveness, and effectiveness provides a realistic guarantee for directionality. The two are closely linked and complement each other.

Therefore, in the era of integrated media, the principle of unity of direction and effectiveness should be adhered to in order to improve the core literacy of college counselors. This requires us to avoid the following two wrong tendencies as much as possible: First, avoid weakening the direction in order to maintain effectiveness, and always adhere to the correct political direction unswervingly. In an era of complex information technology and network media, the actual results of improving the core literacy of college counselors are easily exaggerated or belittled by social media public opinion. This requires us to identify the correct political direction and rationally evaluate the actual effect of the educational work of college counselors. Second, avoid ignoring effectiveness in order to adhere to the direction. We must seriously study the dissemination laws and development trends of information technology and network media, accurately grasp the current situation and characteristics of college students' use of integrated media, and on this basis, actively explore realistic strategies to improve the core literacy of college counselors in the era of integrated media.

**Adhere to the unity of systematicness and pertinence**

To improve the core competencies of college counselors in the era of integrated media, we must fully understand the internal components of core competencies, pay attention to individual differences, and adhere to the unity of systematicity and specificity.

On the one hand, the function of the simple addition of the various elements of the system is smaller than the overall function. In the era of integrated media, the core literacy of college counselors includes basic elements such as information technology, media, physical and mental health, learning ability, political awareness, organizational management, and interpersonal communication. These elements are related to each other and together constitute the core literacy of college counselors in accordance with certain logic and mechanisms, forming a powerful synergy to improve the effectiveness of counselors' educational work. In the era of rapid development of information technology and network media, improving the core literacy of college counselors requires both scientific and reasonable top-level design and overall concepts, and taking into account the actual situation of various internal elements; it is necessary to inherit the excellent experience of improving the core literacy of traditional college counselors, and keep up with the development trend of integrated media and constantly innovate; it is necessary to take into account the demands of college counselors who have served for many years, and to pay attention to the development needs of newly employed college counselors, so that the various subsystems and elements are in harmony.

On the other hand, the overall function of the system is determined by the organizational structure. Only when the system has a reasonable organizational structure can the overall function of the system be greater than the functions of each element. If the system organizational structure is in an unreasonable state, unnecessary "internal friction" will occur between the various elements of the system, resulting in the overall function of the system being less than the functions of each element. In the era of media integration, to promote the improvement of the core literacy of college counselors, a reasonable organizational structure should be constructed, and communication and exchanges between college counselors should be strengthened to make it an efficient and organic whole. The systematic and targeted improvement of the core literacy of college counselors in the era of media integration is an organic whole that complements each other and is inseparable.

Adhering to the principle of unity of systematicity and pertinence requires us to avoid the following two wrong tendencies as much as possible: First, try to avoid paying attention to pertinence and abandoning systematicity. In the process of improving the core literacy of college counselors in the era of integrated media, if we only grasp the various elements of core literacy from a micro perspective and lack the overall concept and global perspective, it is easy to look at things too one-sidedly and singularly, affecting the overall effect of counselors' education. Second, try to avoid focusing on systematicity and ignoring pertinence. In the process of improving the core literacy of college counselors in the era of integrated media, with the help of modern information technology and network media, if we only explore the social environment for improving counselors' literacy from a macro perspective, but do not pay attention to analyzing the reality faced by counselors and college students from a micro perspective, it will lead to looking at the problem too vaguely and abstractly, which will also affect the overall effect of counselors' education. Therefore, in the era of integrated media, improving the core literacy of college counselors needs to adhere to the principle of unity of systematicity and pertinence, fully combine the actual situation of college counselors themselves, take into account the comprehensive quality of college students, and do things in accordance with local conditions and teach students in accordance with their aptitude.

**Adhere to the unity of long-term and sustainability**

The long-term nature of improving the core literacy of college counselors in the era of media convergence mainly refers to the long-term nature of the process and effect of improving the core literacy of counselors. The task of improving the core literacy of counselors is long-term and arduous, especially in the context of the continuous development of media convergence, the composition and improvement of the core literacy of counselors are more complex. Compared with the traditional path and method of improving the core literacy of college counselors, the development of media convergence provides a new direction for the improvement of the core literacy of college counselors, but there is no ready-made and appropriate core literacy improvement model that can be directly applied in this direction. It is necessary to rely on modern information technology and network media to "cross the river by feeling the stones". Due to the large differences in the operation mode, regional characteristics, and types of colleges and universities of new media, the specific content of improving the core literacy of college counselors in the era of media convergence is also different. Therefore, the improvement of the core literacy of counselors should be based on the actual development situation, and rational thinking and specific analysis should be carried out in stages, focusing on key points, and step by step. Adhere to the principle of long-term nature and strive to achieve the long-term improvement of the core literacy of counselors. At the same time, in the era of media convergence, the improvement of the core literacy of college counselors also needs to focus on sustainability, mainly referring to the continuity of the improvement process and effect. The process and effect of improving the core literacy of college counselors in the era of media convergence have obvious repetitive and complex characteristics. On the basis of making full use of modern media and absorbing excellent traditional experience, improving the core literacy of college counselors needs to focus on the logical connection of the content before and after, and cannot be mechanically repeated. Therefore, the improvement of the core literacy of college counselors in the era of media convergence should follow its own development laws and adhere to the principle of unity of long-term and sustainability.

Adhering to the principle of unity of long-term and sustainability requires us to avoid the following two wrong tendencies as much as possible: First, avoid overemphasizing long-term and ignoring sustainability. Although the improvement of the core literacy of college counselors in the era of integrated media is a long-term and arduous systematic project, due to the rapid development of modern information technology in my country, it takes a certain amount of time to adapt to the transition from the traditional information technology era to the era of integrated media. At this time, we need to pay attention to the connection and sustainable development of the content of counselors' core literacy improvement, so that the core literacy of counselors in the era of integrated media can be continuously and effectively improved. Second, overemphasizing sustainability and ignoring long-term. The improvement of counselors' core literacy in the era of integrated media is a long-term work task, which requires continuous adjustment of corresponding improvement strategies and practical paths in line with the development of the times and the needs of the times. If we only focus on the sustainability of counselors' core literacy improvement and overemphasize the inheritance of existing improvement paths, it will be difficult to innovate and open up a path for counselors' core literacy improvement that adapts to the development of the era of integrated media. Therefore, on the basis of focusing on sustainability, we should have a clear understanding of the current development situation and fully grasp the long-term nature of counselors' core literacy improvement in the era of integrated media.

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