

# Guidance and Education of College Students' Employment View

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**Abstract.** The guiding work of college students' employment value orientation is related to the vital interests of college graduates, and will have a profound impact on their families and the wider social interests. At present, in the process of job hunting and career selection, college students show that the pursuit of individuality is full of repeated, "falling" psychology and "one step in place" ideas coexisting and unable to effectively integrate the overall needs of society with individual needs. In this regard, we should take the correct outlook on life and values as the foundation, and adhere to the principle of advancing with the times and diversification of content and form, taking into account the needs and methods of the subject and objective, taking the initiative of the university students and improving the effectiveness of the work of colleges and universities. And the guiding measures for the comprehensive and three-dimensional employment value orientation that effectively utilizes the state and social resources.

## 1. The problem of the employment view of college students

"I am happy" idealized career choices The earlier batch of "90s" college graduates took the school gate in 2012. In the past few years, they directly responded to this generation of college students' career choices. change. Nowadays, college students have the idea of "I am happy" about the standards of career choice. For the employment units, they pay more attention to the benefits brought by the posts rather than the rising value. According to statistics from the Guangzhou Daily on employment concerns of college students, whether the company has sufficient annual leave, whether the work system is flexible, and whether the transportation in the area where the unit is located is the most important factor for college students to face employment; they can also find in the chat with students. Whether the work can obtain the right to speak and the boss's tolerance is also a visual condition for them to judge whether a job is good or bad.

The slow employment mode represented by the "interval year" The current college students are born in the era of the motherland's development. Most of them are the only children of the "2+1" family model. From kindergarten to university, everything is logical. Parents provide all material support and rely on everything. Heavier psychology, it is difficult to recognize the value of his struggle, the ability to be independent and self-care is generally low, and can not adapt quickly to an independent work environment. According to the survey data of China Youth Network, 48% of college students choose not to be employed in the first year after graduation, and 76% of students in the "interval year" process choose to do educational volunteers or study for further study; 14% Students choose to take special jobs such as special posts and college student villages; 7% of students choose to start a business or wait for employment opportunities.

Contradictory employment psychology brought about by "high expectations" Although current students have shown more disapproval of "iron rice bowl" when participating in the questionnaire survey, stable jobs such as state-owned enterprises and institutions can be found in actual employment choices. The choice of civil servants still accounts for a large proportion of nearly 60%. It is clear that there are fewer students who choose private enterprises or private enterprises. It can be seen that the idea of stabilizing is still psychological. After all, in reality, the work of state-owned

enterprises and civil servants is still 26 Journal of Hubei Correspondence University (2018) Vol. 31, No. 17 General 231 has great stability and less psychological pressure after work. But at the same time, the heart is not worried about the status quo, and hopes to achieve ever-increasing economic value through self-hard work. Actually, it is afraid of hardship, and is unwilling to start from the grassroots. It is difficult to start from the perspective of its own conditions and employment reality. The employment expectation is too high, causing itself Great psychological pressure.

## **2. The guiding principle of the employment value orientation of college students**

In view of the current characteristics of the employment value orientation of college students, and to explore the guiding measures that are both feasible and effective, we must base on the correct outlook on life and values, so that college students can understand life. The meaning and value lies in the responsibility and contribution to society. The value of life can only be realized through people's goal choice and corresponding practice links. It is necessary to guide college students to establish positive and consistent needs in accordance with the requirements of socialist core values, meet the requirements of social development, and adapt to the needs of the market economy.

The principle of taking into account the subjective and objective needs The ideological and political education of college students has always been an important part of the public compulsory courses of colleges and universities, and it is also one of the important work contents of the college organization and student work departments. Faced with the increasingly complex multicultural background in the new media environment and the growing reality of the subjective consciousness of college students, to guide the employment value orientation of college students, we must abandon the traditional methods of teaching and external indoctrination, follow the principle of both subjective and objective needs, and fully respect college students. The main needs of the subject, to achieve the effective integration of the needs of the education subject and the needs of the college students. According to the strong characteristics of college students' subjective consciousness, reasonable and positive guidance and encouragement should be adopted. Remember or try to avoid using hard methods such as coercion, suppression, criticism, etc., in order to achieve the expected results. Only by starting from the daily care, attention, and favorite events and cases of college students can they be more easily recognized and recognized by the student group, and the effects of education and education can be more easily revealed. Furthermore, respecting the subjective consciousness of college students also requires that the education guidance work should not stay on the superficial call form, and should fully pay attention to and deeply grasp the employment value orientation of each student, so that the education and guidance work is more targeted.

The principle of diversification of content and form should change the simplification and stylization of traditional education and guidance work, launch more educational subjects, and explore the content and form of diversity. In the youth research QSNYJ7 colleges and universities, in addition to full-time teachers, counselors, class teachers, we must mobilize and develop the subjective initiative of other professional teachers, and truly realize the full participation of graduate employment; at the same time, outside the campus, we must give full play to government policies. The role of orientation, social public opinion atmosphere, corporate culture propaganda, and daily influence of the family will make it work together with the corresponding work of colleges and universities to jointly guide college students to establish a correct employment value orientation. In addition, we will explore and develop diversified educational content and forms, combine the original educational content and form of colleges and universities with the introduction of extra-curricular resources, and open up students' horizons through various forms such as "bringing in, going out" and improving the job search of college students. The height of the position of choosing a career makes it truly combine the interests of the state and society with its own interests.

The principle of keeping pace with the times of methods and methods As early as 1964, M. McLuhan put forward the concept of "media as information" in the book "Understanding the Media: On the Extension of Man", which means that in the long run, truly meaningful information is not in all ages. The content that the media prompts people, but the media itself. Today, 50 years later, the

in-depth influence of the media on human life confirms the accuracy of the above concepts. To put it simply, self-media refers to the dissemination of privatization, civilianization, generalization, and autonomy, and the transmission of normative and non-normative information to most unspecified individuals or specific individuals through modern and electronic means. The general name of the new media. That is to say, since the media and the traditional media, the way of information production and dissemination has undergone profound changes, and information (wrapped with value orientation) can be easily and quickly transmitted to any information terminal (mobile client, cyberspace, etc.). The principle of advancing with the times in the way of guiding the employment value orientation of college students requires us to pay full attention to the role of new media (whether positive or negative) in the current era, and to make full use of information production and An efficient advantage in communication. Comply with the characteristics of college students pursuing novelty and accepting new things quickly, exploring and developing a variety of effective forms of education, using the WeChat platform, online community platform, exchange group and other media platforms with high utilization rate of college students, selecting trees and strengthening The promotion of mainstream value orientation provides students with timely and convenient information guidance.

### **3. the education of employment concept**

Paying attention to the psychological construction of arduous struggle, and the immature reasons for the employment outlook of college students after 90 years of work simulation come from all aspects. The first thing to do is to be self-reliant, don't think that college students are not suffering, and not because they have never been The tempering will escape the hardships. In the aspect of employment education, we should let students know that no matter how good people will experience some difficulties, they will truly mature. After all, the day will be hard to bear the pains of their minds. During university management, strict attendance, establish a sense of student responsibility, in the face of students' abnormal career choices, schools should intervene in time, make good use of the school's psychological counseling center to help some students correct the employment concept. In addition to learning professional knowledge, students should also apply their own professional knowledge. By simulating the construction of workplace or practical teaching, students should be placed in a real environment, improve their knowledge of professional knowledge and strengthen their skills. Level and workplace psychology.

Correctly understand their own abilities, establish a employment concept of first employment and then choose a career. In the aspect of career choice, guide students to find an ideal job. They should first improve themselves and let them have the ability and conditions to be worthy of this job. Start to position your position too high. Encourage students to take part in activities such as student unions and associations that can exercise their abilities during college. Participate in some etiquette training and professional technical training to improve themselves. Employment itself is not only an ideal starting point, but also a necessary condition for self-independence, self-supporting and elders. Therefore, it helps students to establish a employment concept of first employment and then choose a career, and accepts every job with a correct attitude.

Strengthening family education and cultivating the concept of lifelong development The power of family education is endless. Correct and timely family education is a key factor to help students establish a concept of employment. The importance of family choice in the employment process is particularly prominent. The choice of the job, whether to give up in the face of a dissatisfied job, etc., is a series of problems that are influenced by the family. Let students know that they can take on their own future, encourage students to listen to their own ideas when looking for a job, combine their own advantages, do not rely on the strength of the family, lower expectations in employment, and pay more attention to work. The promotion space and development possibilities may establish a concept of lifelong development. China's current economic development model affects the current thinking mode and value orientation of young college students to a certain extent. Therefore, the employment concept of "post-90s" college students has had a profound impact on the rapid development of society

and national economy. At present, correcting the wrong employment concept of “post-90s” college students has become a key factor in promoting the growth of their employment rate, guiding them to establish a correct and scientific concept of employment so that they can put their own learning into social practice and realize the rationality of social human resources distribution.

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