

# The function and method of ideological and political education in colleges and universities in promoting the employment guidance of college students

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**Abstract:** *With the expansion of college enrollment and the increasing number of college graduates, the employment problem of college students has become more and more prominent. With the continuous development of college education, the employment of college students has become a very important issue in China's higher education, which is directly related to the career development of college students, social stability and the future development of the country. Therefore, at present, various colleges and universities are paying more and more attention to the employment problem of college students. In order to better help college students to smooth employment, colleges and universities are constantly exploring new working ideas and methods. There is a very close connection between ideological and political education and employment guidance of college students, and there are certain differences. Starting from the connection between ideological and political education in colleges and universities and the capital of employment guidance, this paper analyzes the role and methods of ideological and political education in colleges and universities in promoting the employment guidance of college students, so as to provide theoretical reference for colleges and universities.*

**Keywords:** *ideological and political education in colleges and universities; college students; employment guidance; function; method*

## 1. Introduction

The employment problem of college students is the most important problem in higher education in China. Solving the employment problem of college students will be directly related to the development of higher education in China. For college students, when they choose employment direction, employment units, employment position and employment location will be affected by their own and social environment and other factors, especially in the background of the deepening reform of China's economic system reform, many college graduates are faced with the problem of difficult employment. For college graduates, they think more about whether their ability can match the job needs when choosing the employment unit. Therefore, when choosing employment units in China, college students more often consider the problem of matching their own ability and job demand, but ignore the cultivation of their own professional quality and personal quality.

## 2. Current college students employment is facing the main problems

In recent years, the difficult problem of employment of college students in China is becoming more and more prominent. The reason is the rapid increase of college graduates and the contradiction between supply and demand of college students; on the other hand is the structural employment contradiction in the process of economic development, which is also one of the reasons for the difficult employment of college graduates.

### (1) The major setting and training objectives of colleges and universities do not meet the market demand

At present, the degree of professional setting between universities and social needs is not high, resulting in excess setting of some majors and insufficient setting of some majors. For example, in recent years, a large number of Chinese colleges and universities have expanded enrollment, but these universities have not timely follow up in talent training. Many universities play their teaching plans, and the teaching content and teaching plans cannot keep up with the pace of social development. The

problems of college graduates include: serious convergence of specialty settings; lack of market demands, simple teaching method and lack of innovation; slow response to social demands. The school cannot adapt to the market demand in the aspect of talent training, which is an important reason for the employment difficulty of college graduates. How to change this situation has become a common concern of universities and the society<sup>[1]</sup>.

### **(2) Graduates have outdated ideas of choosing jobs, and their employment expectations are high**

At present, China is in a critical period of economic structural adjustment and industrial structure optimization. From the perspective of job market demand, the industry and field have been relatively saturated. In addition, college graduates have high quality and certain comprehensive ability, which make many graduates unwilling to do those jobs that need to bear hardships, pay and need a long time to accumulate experience. In addition, with the rapid development of China's economy and the continuous adjustment and upgrading of industrial structure, the social requirements for professional knowledge and ability of college students are also constantly improving. Many graduates finally choose to leave because they cannot meet the needs of employers for talents. At the same time, the employment expectation of college students in China is generally high, and the phenomenon of excessive pursuit of "good job and high treatment" is common in the process of job hunting, which is also an important reason for the current employment difficulties of college students<sup>[2]</sup>.

### **(3) There are some problems in the employment guidance work in colleges and universities**

The employment guidance of colleges and universities is a long-term and systematic project, which is a systematic project with multiple departments and participation from multiple institutions. It includes the establishment of employment guidance institutions, personnel allocation, work system, organization and management, teaching content and other aspects, but also involves the establishment of the employment guidance curriculum system and the theoretical research of employment guidance. At present, the following main problems exist in the employment guidance in colleges and universities: first, the concept is backward, which ignores the cultivation of students' comprehensive quality and ability; second, it attaches importance to knowledge transmission and ignores the cultivation of students' professional consciousness and vocational skills; third, the lack of pertinence. The content of employment guidance course mainly focuses on career planning education and vocational skill training, which does not cover social practice and entrepreneurship education, and is not closely related to practice, and does not really play a role in career planning and skill training for students.

## **3. Ideological and political education of colleges and universities in promoting the employment guidance of college students**

### **(1) Improve the employment competitiveness of college students**

In the process of employment guidance for college students, colleges and universities can carry out ideological and political education for college students through ideological and political education, and help college students establish a correct outlook on life, world outlook and values, so that they can better adapt to the social needs after graduation and improve their employment competitiveness after graduation. In the process of ideological and political education, we should carry out the education of patriotism, hard work and innovation ability, so that students can face the employment pressure with a positive attitude. In this process, teachers should help students to establish a correct view of employment and career choice, so that they can correctly understand the social situation and employment situation. In addition, in the process of ideological and political education for students, teachers should pay attention to the communication and communication with students, so that students can better adapt to the social needs.

### **(2) Help college students to establish a correct view of employment**

College students are the future of our country. The ideological and political education of colleges and universities should pay attention to the employment guidance of college students, help them establish correct view of employment, and guide them to establish correct view of career choice. Ideological and political education in colleges and universities should combine the current social situation and employment situation to help college students to fully understand the employment market and understand the demand of social development for talents. In the job market, ideological and political education in colleges and universities should guide students to make reasonable positioning according to their professional characteristics, interests, abilities and qualities, and help college

students to make reasonable career planning. At the same time, the ideological and political education in colleges and universities should help students to correctly understand themselves and the society, and establish a correct view of career selection. In the process of employment guidance, ideological and political education in colleges and universities should guide students to establish a correct view of employment and correct the wrong ideas in the process of employment. In addition, the ideological and political education in colleges and universities should also guide students to establish a correct concept of labor and a sense of social responsibility.

### **(3) Help college graduates to better adapt to the society**

With the development of social economy, enterprises have more and more high requirements for talents, and college graduates also have great competitiveness in the society. In order to make college graduates better adapt to the society, we must give them scientific employment guidance. Scientific employment guidance mainly refers to the comprehensive analysis of graduates for the characteristics, needs, and conditions of them, and formulate corresponding countermeasures. In the process of scientific employment guidance, students should be taken as the main body, so that students can understand the society and adapt to the society. Colleges and universities should actively build a scientific employment guidance system, establish and improve the corresponding employment mechanism, and combine the actual ideological situation of college students in the employment guidance. Through the development of scientific employment guidance work, so that graduates can better adapt to the society, and constantly improve their comprehensive quality<sup>[3]</sup>.

### **(4) Help college students to make good career planning**

Career planning is a career design for a person to realize his life goals and personal value and social value in the process of career development. It is a long-term goal, which runs through the whole process of personal career development and has the characteristics of long-term, complex and dynamic. Ideological and political education can help college students to make a good job in career planning, and give them effective guidance, so that college students can constantly clarify their ideals and goals in the ideological and political education, and strive for their ideal goals. At the same time, ideological and political education can also help college students to establish a correct outlook on life, values and world outlook, and help them not to give up easily when they encounter difficulties in life. In addition, ideological and political education can also help college students to plan their career reasonably, and adjust and revise their career planning in continuous practice. Therefore, in colleges and universities employment guidance, ideological and political education is of great significance for promoting the employment of college students.

## **4. Ideological and political education in colleges and universities to promote the employment guidance of college students**

### **(1) Pay attention to ideological and political education and cultivate students' correct concept of employment**

In the new period, with the continuous development of China's market economy, the employment problem of college students is becoming more and more complex. Nowadays, the employment concept of college students is too conservative, and many students cannot correctly handle the relationship between individuals and enterprises, and between individuals and the society, which brings a lot of difficulties to the employment work of college students. In this case, the ideological and political education in colleges and universities should seize the opportunity, innovate methods and play its due role. When carrying out employment guidance for college students, teachers should first carry out ideological and political education for students. Ideological and political educators in colleges and universities should make students realize that under the social background of increasingly fierce talent competition, college students must master advanced scientific and cultural knowledge and professional skills. At the same time, students should understand that working in the enterprise is a very good career development direction. In addition, students should also realize that there is a great development space and development prospects in their major. Through the ideological and political education work can effectively guide the college students to establish the correct concept of employment and the ideal of life<sup>[4]</sup>.

### **(2) Strengthen the construction of teachers and improve the level of ideological and political education**

The development of ideological and political education in colleges and universities cannot be

separated from the efforts of teachers. Therefore, colleges and universities should strengthen the training of ideological and political education staff, improve the overall quality of ideological and political education personnel, and promote the smooth development of employment guidance for college students. First of all, colleges and universities should strengthen the training of ideological and political teachers, constantly improve the teaching level and teaching ability of ideological and political teachers, and provide effective teachers for the employment guidance of college students. Secondly, colleges and universities should strengthen the training of ideological and political teachers, so that ideological and political teachers can constantly learn and update their education and teaching concepts, and improve their comprehensive quality. At the same time, colleges and universities should also strengthen the construction and management of ideological and political teachers. In order to ensure the smooth development of ideological and political education work, schools should establish an effective management system and assessment system. Through the establishment of strict, scientific and standardized management system and assessment system to enhance the enthusiasm and enthusiasm of ideological and political education staff. In addition, schools should strengthen the construction of teachers, such as counselors and head teachers, and promote the better development of ideological and political education by improving the quality of these teachers.

### **(3) Optimize the employment guidance courses and clarify the objectives of ideological and political education**

In the process of carrying out employment guidance courses in colleges and universities, the first step is to optimize the courses, clarify the ideological and political education objectives of employment guidance courses, and conduct ideological and political education for college students. At present, in the process of carrying out employment guidance courses in colleges and universities, they often ignore the importance of ideological and political education, which leads to the ideological misunderstanding of college students in the process of employment, which has a negative impact on employment. Therefore, colleges and universities should clarify the ideological and political education objectives from the perspective of the curriculum, and optimize the employment guidance curriculum according to the objectives. For example, the course can be optimized from the following aspects: First, the employment guidance course can be divided into different modules, such as career planning, resume making, interview skills, workplace etiquette, etc., and universities can optimize it according to different modules. Secondly, colleges and universities can conduct ideological and political education to students by inviting relevant enterprises to explain their majors to students. Finally, colleges and universities can combine employment guidance courses with ideological and political education. In the process of course optimization, students' ideological and political accomplishment and professional accomplishment should be made clear. At the same time, it should be noted that colleges and universities should fully consider the goal of ideological and political education when conducting teaching design. In the actual teaching process, the teaching content and teaching activities should be formulated according to the goals of ideological and political education. In the whole teaching process can be interspersed with ideological and political education knowledge and ideological and political theory knowledge<sup>[5]</sup>. In this way, students can not only know more knowledge closely related to their own life and closely related to the ideological and political theory knowledge, but also can enhance students' awareness and understanding of the society.

### **(4) Improve the construction of teaching facilities and improve the effect of ideological and political education**

In the process of carrying out ideological and political education in colleges and universities, modern information technology can be taken as an important means of ideological and political education to better promote the development of ideological and political education in colleges and universities. Through information technology, the traditional teaching mode and the modern teaching mode can be combined to give full play to the leading role of teachers and the main body position of students, and improve the teaching effect. For example, in the process of college students' employment guidance, teachers can use information technology to give full play to the role of multimedia teaching means and improve the effect of employment guidance. At the same time, some advanced teaching concepts and teaching modes can also be introduced into the classroom to improve the interest and flexibility of the classroom.

In addition, teachers can also use information technology to provide students with rich learning resources and learning methods. For example, in the process of ideological and political education, teachers can take the network as the main learning resource, use the network resources to enrich students' knowledge reserve, and help students improve their learning effect. In the teaching process, teachers can also use network resources to provide students with rich extracurricular learning materials,

so as to improve students' independent learning ability. Under the background of the Internet era, college teachers should strengthen the application of modern information technology, and effectively use various network resources to assist the development of ideological and political education in colleges and universities. At the same time, it is also necessary to pay attention to the training and training of the ability to use modern information technology, and improve the ability and level of college students to use network resources to carry out ideological and political education.

## 5. Conclusion

The purpose of ideological and political education is to cultivate people's ideological and moral character and moral sentiment in a certain way, improve the comprehensive quality of students, help them establish a correct outlook on life, values and world outlook, and then help them set up lofty ideals and aspirations, and lay a solid foundation for their future development. Ideological and political education can not only improve students' moral level and quality, but also shape students' correct values to a certain extent. With the continuous development of higher education in China, the number of college students is also increasing, so how to make students successfully complete their studies, achieve employment and achieve success is a major problem facing the current colleges and universities. Ideological and political education can cultivate college students' correct values and world outlook, and let them set up lofty ideals, so as to become the talents needed for the future development of the country.

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