

## Analysis on the Problems and Countermeasures of Ideological and Political Education in the Employment Guidance of Universities

Ting Wu

Jiangxi Medical College, Shangrao, Jiangxi, 334000, China

**Keywords:** Ideological and political education, Employment guidance, Problems countermeasures

**Abstract:** In recent years, with the continuous increase in the number of college graduates and the gradual deepening of the reform of employment policies, the overall employment situation of college graduates in China is good, but the employment situation is still severe. The employment problem of college graduates has become a concern for the people's livelihood. Hotspots and focal points. The ideology and psychology of college graduates when choosing employment are greatly affected, making them inevitably encounter various difficulties and conflicts in the process of choosing jobs, leading to a series of contradictions and problems. If the resulting ideological and psychological problems cannot be solved, it will not be possible to fundamentally solve the problem of college students' employment difficulties. Therefore, under the current severe situation, the employment guidance work for college students must integrate ideological and political education into the whole process of the overall work, thereby highlighting the core position of ideological and political education, realizing the organic combination of ideological and political education and employment guidance, and exerting overall effectiveness. To solve this problem, we must first conduct an in-depth analysis of the problems existing in the process of employment ideological and political education. This is a prerequisite for improving the effectiveness of ideological and political education in employment guidance for college students.

### 1. Introduction

The theoretical basis for the construction of ideological and political education workers. The team of college student work counselors is the core force of college students' ideological and political education. They are the specific organizers and implementers of college students' ideological and political education and daily affairs. They have a special status and importance in college students' ideological and political education and employment guidance. . So far, the deepest experience is that the employment situation is severe year by year, and the pressure on graduates is increasing. However, through summary, it is found that outstanding graduates have a correct ideology and a clear self-position. Therefore, how to guide students to establish the correct three views when they are in school, face up to their own position, and make clear their professional ethics planning is the focus of college student work. In recent years, although some results have been achieved in the employment guidance for college students, there are still some problems that need to be solved urgently, and there is an urgent need to study and explore feasible solutions. Through the process of completing the master's degree thesis, the author deeply thought about the problems and solutions in the ideological and political education work in the employment guidance of college students, and based on the accumulation of theoretical knowledge and own work experience, summarized and formed a set of clear and effective working methods. Lay a solid foundation for future work. The ideological and political education work in the employment guidance of college students is to closely integrate ideological and political education with the employment needs of college graduates, to meet their inherent psychological needs in the employment process, to answer the ideological puzzles encountered by college students in the employment process, and to alleviate them Psychological pressure provides help and guidance to college students' employment concept and career choice psychology, so as to cultivate positive and healthy values of college students and achieve the purpose of enhancing their competitiveness in employment. Relevant research that finds out existing problems and proposes effective solutions

from the ideological and political education in the employment guidance of college students has clear theoretical and practical significance.

## **2. The Basic Content of Ideological and Political Education in Employment Guidance for College Students**

Talent education refers to the positive influence exerted by educators on the growth process of educational objects through corresponding methods and channels according to the basic principles of pedagogy, according to the requirements of social development and the basic laws of talent growth. Becoming a talent is not only the good desire and pursuit of the country, society, school, and family for the development of college students, but also a process that requires college students to pursue and work hard. Therefore, in the process of growing up and employing college students, it is very important to strengthen college students' talent education. Entrepreneurship education is different from the traditional education model. The traditional education model mainly cultivates the basic knowledge and technical abilities of the educated, while entrepreneurship education focuses on cultivating the quality and ability of students, and provides social creators with innovative spirit and entrepreneurial ability. . There is a need for a bridge between colleges and society to facilitate the smooth transition of students trained by colleges to society. The traditional education model lacks the educational content for students to enter the society, and entrepreneurship education makes up for this defect of traditional education. Entrepreneurship education requires students to take the requirements of social development as their growth goals from entering the university, to improve their comprehensive qualities and abilities in an all-round way, to adapt to the requirements of social development, and to lay a solid foundation for students to fully develop themselves in society.

Strengthening college students' professional ethics education is stipulated by the characteristics of higher education's professional orientation. It is necessary for colleges and universities to train high-quality talents, and it is also an important issue of college moral education. Professional ethics is the basic code of conduct that practitioners should abide by in professional activities. It is an important part of the construction of socialist spiritual civilization. It is a concrete manifestation of social civic ethics in professional activities. It is a more specific, personalized, and Specialized morality. Professional ethics can directly affect the performance of college students at work, thereby improving their work quality and efficiency. Therefore, colleges and universities should increase the emphasis on college students' professional ethics education, and strive to improve the college students' professional ethics education system, so as to improve the professional ethics and quality of our college students, so that they can get comprehensive and healthy development.

## **3. The Status Quo of Ideological and Political Education in Employment Guidance for College Students**

At present, the difficulty of obtaining employment for college students and the difficulty of recruiting employers have become prominent features of the overall employment situation in society. The reason for this dilemma is to a large extent that the ideological and political education in employment guidance in colleges and universities does not adapt to local conditions and teaches students in accordance with their aptitude, that is, it does not train students according to their personal characteristics, and it does not train according to the society's demand for talents. At present, the employment guidance work of colleges and universities is not suitable for the actual needs of the society in terms of curriculum, teaching methods, training methods, etc., which results in a large structural contradiction between the knowledge and skills of students and social needs. The problems in teaching content are mainly reflected in the fact that the teaching content focuses on skills and methods, the proportion of education content for employment situations and interview skills is too large, and the education content for students' psychological training, guidance of employment concepts, and establishment of professional ethics are biased. less. The problem of the teaching form is mainly reflected in that the teaching form is mainly based on classroom lectures,

most of which are only a single indoctrination method, and lack the form for students to interact and participate. This is out of touch with the actual needs of students and lacks personalized targeting. Sexual guidance cannot stimulate students' enthusiasm.

The ideological and political education work carried out in the employment guidance of college students must be reflected more through the development of ideological and political education theory courses. Ideological and political education in employment guidance in colleges and universities has long been carried out solely through classroom lectures, special reports and other forms. Teachers who teach according to the text, lack of theory and practice, even if it involves education on practical issues such as employment situation and employment policies. It is only a general discussion, which makes the content of the ideological and political theory class seem lackluster. Furthermore, targeted ideological and political education cannot be conducted according to the actual situation of students, and insufficient consideration is given to students' differences in comprehensive quality, employment expectations, professional direction, career planning, etc., and there is a lack of systematic classification guidance. This kind of education ignores the real needs of the students being taught, cannot really solve the practical problems of college graduates' employment, and the content is not very targeted.

The ideological and political education in the employment guidance of college students needs to be carried out smoothly through the corresponding carrier, and the appropriate carrier is one of the important factors of ideological and political education. The modern ideological and political education carrier is formed with social development and technological progress, and has distinctive characteristics of the times. Carrying out research on the relevant carriers of modern ideological and political education has important practical significance for optimizing the theory of ideological and political education, enriching modern ideological and political education resources, and enhancing the effectiveness of ideological education. The reasonable choice of the carrier form of ideological and political education should be determined according to the characteristics of the socialist market economy and the content of ideological and political education in the employment guidance of college students. This is particularly important for the effectiveness of ideological and political education.

#### **4. Effective Countermeasures to Strengthen Ideological and Political Education in Employment Guidance for College Students**

Establishing a platform system where college students' employment guidance work and ideological and political education work together can effectively carry out the employment guidance work for college students. During the entire student's school period, ideological and political education should be based on the characteristics of students in different academic years and rely on the employment guidance work to run through. Always provide comprehensive guidance to students. Set up employment guidance courses for college students by grade, and integrate ideological and political education into the classroom. In view of the fact that freshmen are not deeply involved in the world and their outlook on life and values are urgently to be cultivated, the content of ideological and political education should include education on national conditions and patriotism, personal morality education, professional ethics education, social etiquette education and other non-professional knowledge education, so that students can be clear Professional characteristics, early establishment of career planning awareness. Students in the second and third grades have gradually entered the professional learning stage, and most of their growth and development directions have been clear. Under the premise of continuously strengthening and consolidating the career planning and employment concepts that lay the foundation for the first grade, students should be given practical guidance and practical Operating experience, focusing on letting students feel the position of majors in the job market, clarifying the selection criteria of employers, focusing on the cultivation of students' professional ability, and conducting education on a sense of crisis and urgency.

The basic content of ideological and political education in the employment guidance work for college students includes "three outlooks" education, talent education, entrepreneurship education,

professional awareness, professional ethics education, mental health and legal education. Through these educational methods, college students can master job hunting skills, obtain employment information, recognize the employment situation, understand employment policies, labor laws, etc. In order to clearly identify their own advantages and shortcomings, and can use the knowledge learned to choose the employment direction correctly and reasonably, and find a path suitable for their development in the fierce employment competition. The ideological and political education in the employment guidance work of colleges and universities should try to conduct longitudinal and in-depth exploration on the basis of the previous horizontal guidance to make the content more substantial and perfect. Guide students to team up to participate in college students' innovation and entrepreneurship practice projects, and through the process of project application, realization, and defense, so that students have a clearer understanding of entrepreneurship, so that students can better design their career plans.

With the continuous development of information technology and the emergence of new media, mass communication has gradually changed from the previous step-by-step transmission to equal and universal participation, and the right to speak is increasingly owned by the public. This has greatly promoted the development of society, expanded people's communication space, enriched people's spirit, and changed people's thinking and behavior. This open environment poses challenges to the grasping ability, defense ability and public opinion control ability of colleges and universities in the field of ideology. Under the new media environment, as a specific communication method, college students' ideological and political education requires colleges and universities to make corresponding arrangements and adjustments in strategy, and requires ideological and political educators to have a solid professional knowledge of ideological and political education and a theoretical foundation of Marxism. , And related knowledge of social needs, with high professional authority. Media literacy education should be regarded as an important content of ideological and political education, so that students can learn the latest relevant information through a variety of media channels, and at the same time, they can better understand students' ideological trends at different stages, which will be generated during the employment process. Help them analyze and guide the problems, so that they can grasp the correct position, viewpoint and method of handling the problem.

As the most precious human resource for social development, college graduates are the hope of the country and the nation in the future. Their successful employment will directly affect the construction of social stability and harmony, and the employment of college students requires the attention and support of the whole society. The government should formulate and issue relevant policies to promote the employment of college students in advance, and the mass media needs to grasp the guidance of public opinion on the employment of college students and provide a friendly public opinion environment for the employment of college students. In daily reports, public opinion should fully respect the audience's right to know, strengthen reporting, broaden the coverage, advance the depth of coverage, actively publicize national policies, develop more employment pages, and focus on college students' job-seeking ideas, job-seeking skills, and other issues. College students prepare for employment in advance to provide important support and motivation.

## **5. Conclusion**

By expounding the relationship between ideological and political education and employment guidance for college students, and analyzing the reasons why college students are facing severe forms in the process of job selection and employment at this stage, this paper concludes that ideological and political education plays a role in reducing the employment pressure of college students and solving the problem of college students' employment difficulties. To the important role. According to the current situation of ideological and political education theories and practical education reflected by major universities, the ideological content is not well-targeted, and the ideological and political education team of college students is not perfect, and the organic combination of ideological and political education and employment guidance has been explored. Expand diverse ideological and political education methods, and on the basis of optimizing the

overall social environment, strengthening the comprehensive quality of ideological and political educators, and enriching the content of practical education, each student can establish a healthy outlook on employment and participate in a positive attitude New methods to give full play to their own advantages in employment competition.

## References

- [1] Lv Yingjie. Analysis of Ideological and Political Education Problems and Countermeasures in the Employment Guidance Work for College Students. *Social Sciences*, vol. 6, no. 8, pp. 88-89, 2016.
- [2] Zhao Yue. Analysis of Ideological and Political Education Problems and Countermeasures in the Employment Guidance Work for College Students. *Contemporary Educational Practice and Teaching Research*, vol. 2, no. 1, pp. 21-22, 2019.
- [3] Li Na. The problems and countermeasures of college students' ideological and political education in employment guidance. *New Campus*, vol. 2, no. 10, pp. 22-23, 2014.
- [4] Wang Daming. On the Ideological and Political Education in the Employment Guidance of College Students. *Science and Technology Innovation*, vol. 6, no. 2, pp.173-174, 2010.
- [5] Zhao Xuyang, Zhou Yongjie, Ren Chunlu. Problems and countermeasures in ideological and political education in employment guidance for college students. *Journal of Hebei Agricultural University: Agriculture and Forestry Education Edition*, vol. 1, no. 3, pp. 22-23, 2011.
- [6] Hu Ming. Research on Ideological and Political Education in Employment Guidance for University Students. *Vocational Education: Hans*, vol. 5, no. 2, pp. 47-50, 2016.