

## **Research on the Combination of Ideological and Political Education and Employment Guidance for Higher Vocational Students**

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**Abstract:** Employment guidance is an important means to enhance the pertinence and effectiveness of college students' ideological and political education according to the characteristics of college students. This article explores the problems of college students' ideological and political education in employment guidance, the important role of college students' ideological and political education in employment guidance, and how to achieve the integration of college students' ideological and political education and employment guidance.

### **1. Introduction**

With the transition from elite education to popular education in my country's higher education, the problem of college students' employment difficulties has attracted widespread attention and great attention from the society. In the process of employment guidance, most colleges and universities focus on policy publicity, information services and skills training, while ignoring the ideological and political education in employment guidance. The mutual promotion of ideological and political education and employment guidance for college students is not obvious. Therefore, analyzing the problems of ideological and political education of college students in employment guidance, understanding the importance of ideological and political education of college students in employment guidance, and realizing the integration of ideological and political education and employment guidance, have become ideological and political issues in colleges and universities. An urgent problem for educators.

### **2. The Background of Strengthening Ideological and Political Education and Employment Guidance for Students in Vocational Colleges**

In recent years, the rapid development of the market economy, the tremendous changes in the social and economic composition, material benefits, and organizational forms, and the adverse impact of the international financial crisis on my country's employment have not been completely eliminated. The requirements for labor quality are getting higher and higher, and the employment threshold is getting higher and higher. Under the market economy, the "two-way choice" and "competitive employment" make most of the higher vocational students hesitate in the process of choosing a career, and lack correct career thinking.

With the rapid development of the Internet age, a lot of bad information and wrong values are circulating on the Internet, leading to the deviation of the value orientation of higher vocational students. The world outlook and outlook on life are not optimistic, and some even indulge in the virtual world and are unable to extricate themselves, costing a beautiful university. In youth, nothing can be achieved after a few years of college; coupled with the popularity of "fighting father" today, it has aggravated the inferiority complex of some vocational students, and their lack of self-awareness directly led to their loss of employment.

Higher vocational colleges aim to create professional application-oriented talents and focus on cultivating students' professional skills. However, to some extent, students neglect the ideological and political education of college students, which makes it difficult to improve the ideological and political literacy of vocational students. , Self-control and self-control ability indirectly decline, and the ability to solve practical problems weakens.

The orientation of higher vocational students is inaccurate, and the grassroots units are in great need of high-skilled and applied talents. However, some graduates will not organically integrate their employment direction with social needs, and cannot proceed from their own actual situation and sensibly and accurately make them for themselves. Positioning has led to a situation where a large number of graduates are not working.

In many colleges and universities, there is no systematic plan for ideological and political education and employment guidance for college students. Only when college students encounter many difficulties and problems when they graduate, will they discuss problems. Make the work unsystematic. Ideological and political education in employment guidance in colleges and universities is mainly carried out through classroom lectures, expert reports and other forms. Ideological and political education of college students usually only teaches some practical skills. Lack of guidance on correct world outlook, outlook on life and values for college students. At the same time, career guidance often ignores the individual differences of students. and so. This kind of education cannot really be close to the employment reality of college students and lacks pertinence.

The ideological and political education in employment guidance cannot be closely integrated with the employment practice of students. At present, college employment guidance mainly adopts large-class instruction models such as classroom lectures, consultations, and lectures. It is mainly “indoctrination-cracking-duck-style” guidance and education for students on employment situation and employment skills, and does not pay attention to guidance on professional ethics, values, and psychological quality. Employment guidance lacks the main content of ideological and political education, and is separated from the actual situation of the students, which inhibits the enthusiasm of students to participate in employment. sometimes. Most college students only have a certain degree of concern about the employment situation, but they do not know how to relieve employment pressure and improve their ability to cope with social competition.

The ideological and political education in employment guidance has not formed the characteristics of full process and specialization. At present, the ideological and political education in employment guidance in colleges and universities is still based on school education. The family, society and school lack cooperation in the education of students, and even appear out of touch. As a result, students’ employment concepts do not match the social reality and employment situation, which increases their employment confusion and psychological burden. At the same time, colleges and universities often pay attention to the employment policy publicity, employment information announcement, job hunting skills and other guidance on the eve of graduation, but the corresponding employment education is not carried out in the lower grades, which causes the students to transition from school to society. In addition, college employment guidance is mainly in charge of the general branch secretary and counselors of each college. They have specific experience in guiding students’ employment, and they also have a better understanding of students’ thinking and psychological conditions, but they are limited by their majors. It is relatively lacking in employment theory research and teaching experience. The habit of equating specific work with employment guidance and education has affected the realization of the professionalization of ideological and political education.

### **3. The Necessity of Ideological and Political Education and Employment Guidance in Higher Vocational Colleges**

In terms of the overall quality of today’s vocational students, the psychological quality of most students is becoming more mature, but there are big problems in the employment concept of vocational students. The main reason is that the vocational colleges have not carried out correct and reasonable ideological and political work for students. Education, the lack of understanding of college students’ employment thinking directly leads to the difficulty of employment. Some vocational students think that they have received higher education and have already mastered quite high skills. They have a particularly high personal evaluation of themselves, and they are on the road to employment. It was discovered that “a mountain is higher than the other”, only to realize the seriousness of the employment situation. On the contrary, those colleges and universities that focus

on ideological and political education of students have strong social abilities and higher employment awareness, and can better and faster integrate into social employment, which is conducive to promoting the development of modern employment.

The lack of awareness of students' employment outlook has aggravated the difficulty of ideological and political education in higher vocational colleges. With the intensification of the employment situation and the increasing employment threshold, students' employment expectations are polarized. On the one hand, some vocational students have too low expectations for their own future, so they lack the motivation for life. They feel that they are inferior to others in everything, and are eager to “get pie in the sky” and never actively participate in social competition; on the other hand, some students have too high expectations for my future, and I want to “reach the sky in one step” in everything. I will not start from my own situation and the current social situation. When the goal is not reached, some will use all means for the goal and sacrifice collective interests, leading to chaos in the social job market. This requires higher vocational colleges to strengthen students' ideological education in employment guidance, correctly understand the market, accurately position themselves, adapt to social needs, adjust their professional direction, cultivate strong skills, participate in social competition in a civilized manner, and find suitable personal expertise and society Demand positions.

#### **4. The Path of Ideological and Political Education in Vocational Colleges**

Higher vocational colleges should fully implement the vocational education policy of “service as the purpose and employment as the orientation”, establish and improve the vocational guidance mechanism and entrepreneurship education mechanism for higher vocational students, and establish a team that is good at guiding college students' career guidance and entrepreneurship education. Work team; optimize the employment report, evaluation mechanism and supervision mechanism of each college and department; hold some employment and entrepreneurial planning competitions, set up special career planning classes for higher vocational students, and hire professional lecturers to guide students in a planned and step-by-step manner. Students establish correct employment concepts and clarify the direction of employment and entrepreneurship. In addition, higher vocational colleges must also establish the scientific working principles of employment education, recognize the individual differences of higher vocational students, and provide more professional guidance and suggestions from the perspective of occupation, according to the different characteristics and hobbies of different students.

Higher vocational colleges should provide a broader platform for entrepreneurship practice, realize the organic combination of theoretical education and practice, encourage students to boldly practice and start their own businesses, and encourage students to participate in employment activities, especially focusing on the advantages of students' majors in the society. Students truly realize their own level through practice, so as to stimulate their enthusiasm for studying at school; to educate students on the legal system, cultivate students' professional awareness, and let vocational students realize the importance of observing discipline and law in employment. The stability of the job market in the future will create good conditions; in the process of employment guidance, current affairs and politics will be introduced, and the employment situation at home and abroad and relevant policies of the party and the country will be analyzed, so that students can stand on a higher political perspective and be more accurate Position yourself well; secondly, teachers of ideological and political courses in higher vocational colleges should constantly improve themselves, love students, be a good example of others, and be brave in innovation. They should have strong business abilities. They should be informed in the classroom to be more professional and thorough. The teaching method analyzes the employment situation of college students, so as to improve the enthusiasm of vocational students to attend classes and stimulate students' creativity. It is also possible to appropriately hire people of insight outside the school and successful people to come to the school to give a keynote speech on “Employment and Entrepreneurship for Higher Vocational Students”. Such speeches are generally more attractive, appealing and appealing, and provide rich science for students' future employment. Real experience

Strengthen the construction of ideological and political teaching materials in higher vocational colleges, which are the materials for theoretical knowledge, professional technology, professional quality, and ideological education. The “two courses” teaching in higher vocational colleges is the main front of ideological and political education. According to changes in social current affairs, starting from the actual situation of higher vocational students, the teaching materials are updated from time to time to prevent the ills caused by the lag of college education. It is necessary to point out the progressiveness of the development of the times and objectively analyze it. The negative factors that hinder the development of the times, adhere to the idea of materialist dialectics; it is also possible to introduce some employment guidance textbooks approved by the Ministry of Education to provide basic theoretical conditions for vocational students to take employment guidance courses.

Individuals of higher vocational colleges should actively accept the ideological and political education of colleges and universities, consciously improve their ideological and political level, participate in various forms of employment and entrepreneurship activities, establish a complete employment plan for their future, and make full use of the classroom and In extracurricular time, you can learn some other professional knowledge, broaden personal knowledge channels, and lay a firmer foundation for future employment; at the same time, you can pay more attention to current affairs reports and have a basic understanding of the current employment situation, so as to better grasp employment direction.

## **5. Conclusion**

The ideological and political education of higher vocational colleges directly affects the prospects of students’ employment. The so-called education should be modernized, oriented to the world, and oriented to the future. In the process of ideological and political education, it integrates employment guiding ideology, which is important for the modernization of education and the development of students’ future careers. Both play an important role, and the changes in the market economy and the severe employment situation determine that higher vocational colleges must carry out the reform of ideological and political education. Therefore, we must organically coordinate the ideological and political education of higher vocational colleges and student employment guidance in order to better play the role of “education and education” and “talent power”.

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