

Analysis on the Innovative Path of Employment Guidance in Colleges and Universities in New Media Perspective

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Abstract: With the steady and sustained growth of economy and the development of modern information media technology, new media plays an important role in the life of modern college students. However, some colleges and universities still have not grasped the new ideas and new methods that new media brings to employment guidance. There is still a lag in delays in the construction of new media platforms, an urgent situation in the construction of employment faculty, an imbalance in the time schedule of employment guidance and the contrary between employment information and students' leisure time. Therefore, the new path of employment guidance in the new media perspective is: Big data push to optimize employment service platforms, expansion of the employment guidance team for college students, rational arrangement of refined employment guidance, and effective use of fragmentation time.

1. Introduction

With the university enrolment expansion, the number of university graduates is increasing year by year. This has brought tremendous pressure and challenges to the employment work in colleges and universities. According to China Internet Information Statistics: As of June 2018, the number of Internet users in China was 802 million. Chinese netizens have the largest number of middle school students, accounting for 24.8%. In view of the extensiveness of the new media audience represented by the Internet, especially the current situation of students' extensive application of the Internet, the employment guidance departments in colleges and universities should urgently change the traditional employment guidance concept and use the new media to conduct effective "Internet + employment guidance" to provide graduates a variety of access to employment recruitment information and secondary education such as vocational education planning to ease the pressure on social employment and ease the employment pressure on university graduates.

New media is the carrier for disseminating information by means of computers (or digital devices with the essential characteristics of computers)[1]. Employment guidance in the new media environment is to use digital interactive devices with computer characteristics to collect and transmit employment information, to be the link of communication between laborers and companies, and to provide laborers for companies and to collect, recommend, introduce and organize employment-related comprehensive online consulting services for job seekers.

2. Analysis on the current situation of employment guidance in colleges and universities

2.1. Delay in the construction of new media platforms in colleges and universities

Since the 18th CPC National Congress, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to the fusion development of traditional media and emerging media. General Secretary Xi Jinping repeatedly emphasized on different occasions that new technologies and new applications should be used to innovate media dissemination methods[2]. However, while the new media is advancing, the construction of new media employment service

platforms in colleges and universities is still lagging behind and simplistic. The employment service platforms in many colleges and universities are shown as a column on the campus official website. Although there are regular personnel to update it regularly, it is only the release and arrangement of some employment materials. Moreover, the employment information accessed by students on the campus employment network is less, and the number of employment information does not meet the requirement of employment knowledge of students. The website cannot automatically update the inquiry and positioning according to the employment information that the students are interested in. Also, the new media platforms are single. Some colleges and universities have not used the new media often used by students to launch the relevant publicity and guidance on employment information. Although the official Weibo and WeChat of the employment departments have been established, they are still ineffective due to the untimely and incomplete operations.

2.2. The situation of the construction of the employment faculty is urgent.

The new media literacy must be the basic literacy of every employment instructor [3]. However, some employment guidance teachers in colleges and universities lack the ability to use the powerful new media. They still teach the national employment policy, resume production skills, interview etiquette and communication skills in traditional classrooms, without tracing back to the real needs and excitement of students' employment by using the new media. As far as the employment instructors themselves are concerned, the professionalization of the employment instructors is not good enough and the distribution of teachers is unbalanced. The famous universities and developed universities have relatively perfect employment guidance team and sufficient qualified teachers. However, in higher vocational colleges in the central and western regions, the employment guidance staffs have a low level of education, and the training funds invested in the guidance are not enough. The overall quality and structure of the teaching staffs cannot be optimized without the support of sufficient education funding.

2.3. Unbalanced arrangement of the time schedule of employment guidance

How to make effective employment mobilization at the appropriate time and achieve the best educational effect in the four years from admission to graduation is the goal that the employment guidance department strives to pursue. However, due to the incomplete construction of employment guidance teams in some colleges and universities, the shortage of employment guidance teaching staffs and the large workload and even the fact that some colleges and universities have school counselors concurrently engaged in employment guidance work, although the employment guidance courses are offered in the first three years of the university, most of them are elective courses and the students' enthusiasm for learning is low. They do not lay a scientific foundation for students' employment and career choice. As seniors are about to face serious employment and career choices, colleges and universities tend to pay more attention to the centralized employment guidance training and the experience transfer, and strive to allow them to grasp employment-related knowledge with the shortest time and low human and material costs, leading to the imbalance of the timeline of employment guidance work. This method of transferring employment knowledge without paying attention to proceeding in an orderly way and step by step makes it easier to come the time the graduates have to find jobs before they have not completed their career planning.

2.4. The contrary between the employment information and students' leisure time

A relatively consistent understanding has been formed internationally: "Leisure education aims to enable learners to make some changes through the use of leisure time. These changes are manifested in beliefs, emotions, attitudes, knowledge, skills and behaviour. And it often occurs in formal and informal educational or entertainment environments for children, youth and adults[4]". In addition to regular courses, college students have plenty of time to control. They can choose their favorite activities according to their hobbies and expertise during their leisure time. The employment guidance department in colleges and universities can rely on media tools such as new media, use the new media platform with shorter time, more audiences and popular to students to

transfer the employment guidance information and national employment policy, so that they can learn employment related information through new media anytime and anywhere.

3. Ways and methods of employment guidance in the new media perspective

3.1. Comprehensively optimizing employment service platforms through big data push

Optimizing employment and entrepreneurship services in new media infrastructure and the construction of platforms has broken the time and space constraints, and the related guidance work has been more efficient, transparent, open and reasonable. Moreover, some recruiting units are gradually realizing the importance of the new media platform for their personnel recruitment. Many companies have also registered the WeChat public account, Weibo, official website and developed corresponding APP according to their own recruitment qualification. The employment guidance department in colleges and universities can cooperate with enterprises through these platforms to enable students to access employment information in a timely manner. In the construction of new media platforms, big data can be used to push relevant employment information to match the expectations of college students. The employment guidance department in colleges and universities can cooperate with the recruitment websites such as Liepin, 51job, 58.com, chinahr and so on. For example, the campus Liepin allows graduates to find a range of jobs related to their expectations while searching for relevant employment information. It allows the job information for fresh graduates and trainees and the job information provided by companies to be captured and mapped in the first time. At the same time, the school employment department can also optimize the school's employment website to promote graduates' timely, comprehensive and reliable employment information through big data.

3.2. Giving full play to the advantages of students in colleges and universities to expand the employment guidance team

Students in colleges and universities are students with ambition, perseverance, pursuit and goals. They hope to develop their communication, presentation, thinking and teamwork skills through the four years of college. The employment guidance department in colleges and universities can provide these students with an opportunity for development. By recruiting and selecting students who have strong sense of responsibility, are interested in employment and publicity information, do things carefully and conscientiously, want to know about the use of new media to expand the employment guidance team. This is not only conducive to practice students' ability, making the receivers of employment guidance information to be the creators, but also helps the teachers to reduce part of the work, so as to concentrate on the research on knowledge related to employment guidance. The selected elite students are assigned team tasks reasonably and clearly according to their different professions, interests and skills, striving to be a planned and operational team. At the same time, the corresponding reward and punishment mechanism should be set up. Excellent members should be rewarded. Members who have made mistakes in their work should be corrected, guided and criticized in a timely manner. Those who make mistakes more than three times shall be placed under surveillance.

3.3. Rationally arranging employment training for refined employment guidance

Freshman, sophomore, and junior are the basic periods for student employment guidance. Many colleges and universities only provide employment knowledge training and guidance during their senior year. This shows that the employment guidance work in colleges and universities has obvious "seasonality". The rational allocation of employment guidance teaching time is conducive for students to get rid of the confused state of career planning, thus having a more rational understanding of their employment problems. Teachers collect, screen, organize and synthesize the latest employment information to transfer to students through employment training courses according to time, step and level. They teach students interviewing skills, written examination skills, resume production methods, etc., to promote the sustainable development of students' employment

literacy, so that the employment guidance distribution is balanced. Arranging corresponding employment guidance and employment activities at every time point from the career planning courses in freshman year to in face of employment for senior graduates, that is the refined employment guidance. The refined employment guidance is mainly derived from a corporate management philosophy in the Japanese business community in the 1950s. That is, "refined enterprise management". The refined employment guidance mentioned here refers to the staged and professional employment guidance according to the characteristics and advantages of students at different stages. With the promotion of this innovative employment guidance work, students are better able to formulate their own career plans according to the reality of the big society and the current employment situation, which is conducive to the cultivation of a correct employment concept.

3.4. Using fragmentation time to improve self-awareness of employment information

The undergraduates' informal learning in a new media environment is in a fragmented state. The source of knowledge about employment information, employment skills and the employment environment depends more on the micro-content in the network. The learning method is different from the in-class micro-learning mode based on fragmented time[5]. In the case of the popularity of new media, everyone is a "self-media". Colleges and universities should pay attention to the combination of network and employment guidance to provide better services for graduates. The traditional way of employment guidance is mainly to allow students accept employment information passively. It is required for turning passivity into initiative to use fragmentation learning to enable college students to obtain employment guidance in their spare time. Colleges and universities can use the most popular network software such as Tik Tok, Zhihu and Red to regularly push employment guidance services such as some employment interview skills, recruitment process and briefings, interview etiquette, etc., in a way that students are interested in. This allow students in colleges and universities to access employment information through convenient mobile phones.

4. Conclusion

In summary, due to the characteristics of timely and convenient, massive information, great interaction and portability, the new media has been increasingly valued and applied by students in colleges and universities. In the new era, how to combine the use of new media with the employment guidance work in the way that college students like to see and hear is increasingly becoming an important issue the employment guidance department in colleges and universities faced with. Colleges and universities should establish a comprehensive employment guidance service platform and take advantages of new media and new tools to achieve timely and diversified information dissemination. Also, establishing a teacher management mechanism with student-assisted according to the timely needs of students to solve the students' puzzles about employment problems. This will help improve the employability, establish a correct informatized values of employment and career view, laying a solid foundation for students in colleges and universities to find jobs.

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