

## *On the Role and Measures of Ideological and Political Education in College Students' Employment Guidance*

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**Abstract:** In recent years, the problem of difficult employment of college students has become a hot issue of social concern, and the difficulty of college Students' employment has many factors, such as social and economic development, higher education teaching reform, college students' own situation and so on. Strengthening employment guidance for college students is conducive to overcoming some problems existing in the process of employment for college students. To some extent, it can relieve the employment pressure of college students. At present, in the process of employment guidance, most colleges and universities pay more attention to their employment service functions, focusing on the publicity of employment policies, the training of information services and skills, and the practicability of employment guidance. The ideological and political education in employment guidance is neglected. Fully recognizing the importance of Ideological and political education in college students' employment guidance and carrying out ideological and political education in college students' employment guidance are conducive to cultivating the scientific concept of success, career choice and employment of college graduates. This will be of great significance to realize the full employment of graduates, promote the rapid and healthy development of social economy and build a harmonious socialist society. The purpose of this paper is to study the role and measures of Ideological and political education in employment guidance. The number of university graduates in China reached 7.95 million in 2017 and 8.2 million in 2018, from this we can see that the graduates of our country are facing a severe employment situation. In view of the current situation of college students' employment, this paper makes an analysis of college Students' own factors in the process of their employment, expounds the role of Ideological and political education in the process of college students' employment, clarifies the status and role of Ideological and political education in the process of college students' employment, and puts forward relevant measures to improve the ideological and political education in the guidance of college students' employment.

## 1. Introduction

With the development of China's higher education and the reform of the employment system, the employment system of "supply and demand satisfaction, two-way choice and independent employment" is further deepened under the condition of market economy [1]. There are many reasons why college students find it difficult to get employment: social and economic development, higher education teaching reform, college students' own situation [2]. In the process of analyzing factors of college students' self-employment, this paper analyzes the role of ideological and political education, and puts forward the role and influence of ideological and political education on improving college students' employment guidance [3-6]. At present, most colleges and universities emphasize their service functions, policy publicity, information service and skill training in the process of employment guidance, but in fact, ideological and political education is closely related to college students' employment [7]. Employment guidance is the embodiment of ideological and political education. Ideological and political education is an important part of employment guidance. Influenced by social environment, employment system reform, employment situation and other factors, young college students have more complex and diverse ideas [8-9]. Some negative thoughts are reflected in their values and permeated into their concept of employment. This undoubtedly increases the difficulty of college students' employment guidance and becomes a new focus and entry point of college students' ideological and political education. In order to do a good job in employment guidance, colleges and universities must strengthen ideological and political education [10-13]. Through effective ideological education, actively guide and encourage college graduates to establish a scientific concept of employment, promote the smooth development of college graduates, and achieve the goal of college graduates. Full employment makes positive contributions to economic and social development and construction of a harmonious socialist society [14-16].

The Chinese government has adopted a long-standing compulsory course for ideological and political education to promote the civic education of Chinese college students. Zhang say there is little evidence that the course has a significant impact on students' political participation (such as voting) and their ideal of broad civic participation, but it does show a relatively positive impact on students' civic intentions and civic expression. In addition, it also identified its important role in organizing students to participate in party-related activities. It shows that ideological and political education is not enough to achieve the established goal of Chinese college students' civic education. He attributed this to a mechanical understanding of citizenship and participation in education policies, as well as structural barriers to formal participation by young people. Therefore, he believed that it is necessary to reconsider the form and content of Chinese civic education beyond the current scope of ideological and political education. These analyses provide a basis for establishing and adopting a wider range of civic education methods [17]. Blondeau used data from a 2011 national sample of college graduates' employment status to investigate the differences in three areas: starting salaries, industry entry, and employment in state-owned enterprises for college graduates with urban and rural hukou. He found that the rural registered college students in the above three aspects of the degree of disadvantage, and enter the industry disadvantage is the most prominent. Among the factors studied, the differences in family background and social relations in the job-hunting process are the most important factors that lead to the employment inequality of urban and rural college students. The choice of major can explain some disadvantages of rural students in starting salary and entering high-income industries, while the academic performance of college students is not the main reason for the employment difference between urban and rural students [18]. It's no secret that schools do their best to teach citizenship. Less well known, perhaps beyond experts, is that citizenship is a controversial concept once it goes beyond the basic definition of membership as a recognized sovereign state. Historical struggles and political debates about what

it means have made citizenship a stage for competing interests and competing philosophies, so much so that one might reasonably argue that the essence of citizenship will be found in the ongoing debate about what it means. The Osborne study identified five things that could make civic education more effective; Ensure that citizenship is clearly reflected in the mission statement and goal statement; Include citizenship studies in all teacher education programs; Regard specific guidance to citizens as political education; Depicting past and present human beings in all disciplines actively participate in shaping their environment [19]. Xulu compared and analyzed the difference between the employment process and results of college students with urban hukou and rural hukou with the large sample data of 2013 national college graduates employment survey, and discussed the factors affecting the starting salary of college students with the econometric model. The study found that the starting salary of urban college students was higher than that of rural college students, and the proportion of urban college students entering the labor market was larger. The overall analysis of the job hunting process shows that compared with the rural registered college students, the urban registered college students first show a greater tendency to choose management and technical career. In addition, they get better positions by investing more financial resources, using information channels more effectively and taking less time to hunt for jobs. Finally, a study found that the gender factor has a greater impact on the starting salary of employees, and the degree has a greater contribution to the starting salary of college students and rural residents, as well as the intergenerational transmission of education and income are more important than urban residents [20].

Innovation of this paper :(1) Innovation of research methods. Through interviews, I learned how college students, especially senior college students, understand the content of career planning courses when they are about to get employed, and whether they have introduced ideological and political education into classroom teaching. Its reason, through this kind of direct understanding, has laid the important research foundation for this article research. (2) This paper abandoned the traditional ideological and political education and studied the career planning of college students in the traditional theoretical field, integrated the career planning and ideological and political education of college students, clarified the relationship between them, and highlighted the importance of ideological and political education of college students.

The experiment found that more than 50% of college students think that they should rely on themselves to find a job, which shows that most graduates have a certain sense of independence, but at the same time, we still see that some graduates still rely on others when looking for a job. Actively look for a job, but passively wait for help from friends, relatives and school teachers. Some students even think they are in good physical condition and passively wait for the school's arrangement and recommendation. This is at odds with the fierce competition in the current job market, and the results are often disappointing. In 2017, there were 7.95 million college graduates nationwide and 8.2 million in 2018. Thus, the employment situation of college graduates in China is grim. Most college students only pay attention to employment related preferential policies and do not pay attention to ideological and political education. Through data analysis, in the future employment education, it is necessary to strengthen the ideological and political education for graduates, which is beneficial to relieve the psychological pressure of college students and cultivate compound talents with both ability and morality.

## **2. Proposed Method**

### **2.1. Life Value Theory of Marxist Ethics**

Values, that is, people's belief, belief and ideal view of the basic values of life, are people's subjective attitude and feedback to values. The main purpose of people's participation in practice is

to meet various material and spiritual needs. In the process of repeated value activities, people will have different views on various things, such as good and evil, good and evil, beauty and ugliness, right and wrong. Among all kinds of values, the most powerful, the most core and the most essential is values. It is people's judgment and reflection of the value of the world around them, and finally forms a basic and stable attitude and viewpoint.

Values play a leading role in the ideology of people and society. It is the core and stable part of ideological and political work and the core system of people's mental activities. Not only the individual, but also the class, the state, the nation, the collective and the society. Values determine people's value orientation and behavior, and play a very important role in real life, mainly as people's guiding role, motivation and motivation. The main manifestation of guiding role is to influence people's life and production process through the influence of people's behavior and value orientation. The main manifestation of this dynamic function is that values, as an important part of the world, also urge people to carry out practical activities and combine theory with practice. The motivation function is mainly manifested as the value, desire, emotion and pursuit of the value subject, and the value corresponding to the realization of the value target and pursuit of the value subject. Only with correct values can we establish healthy value goals and pursue. It can help college students establish the correct value orientation in the process of employment, fully understand the current employment situation, and carefully and objectively analysis yourself, find suitable for their career and status, reality, to avoid the randomness and blindness of choice, and help them to develop more healthy employment psychology, avoid unnecessary psychological setbacks.

## **2.2. Theory of the Formation and Development of People's Ideology and Morality**

The forming process of human's ideology and morality is the dialectical unity process of the transformation of internal ideological contradictions and the action of external factors. It believed that social practice is the objective basis of the formation of human thought and morality. It is affected by external objective conditions and internal subjective factors. And in the course of their contradictory movement, they constantly change and develop. In essence, college students will have psychological quality problems, employment concept problems, moral standards and integrity problems in the process of employment, in order to find a job in the fierce employment competition, these are the field of ideological and political education. The development process and rule of human thought and morality provide a theoretical basis for us to transform college students' employment quality, professional ethics quality and standard requirements into their own moral quality and improve their comprehensive quality.

## **2.3. Ideological and Political Education for College Students**

### **(1) Characteristics of College Students' Ideological and Political Education**

With the development of the market economy and the deepening of the Internet era, a variety of new problems and new situations keep emerging, so it is imperative to strengthen the ideological and political education of college students. The ideological and political education environment of contemporary college students has become more complicated. Under the background of the development of the Internet, network multimedia as an important means of information dissemination, more and more countries around the world pay attention to. For ideological and political education in colleges and universities, great changes have taken place in the educational environment. On the one hand, the renewal of college students' ideology and the enhancement of their subjectivity; On the other hand, the emergence of diversified values poses severe challenges to the ideological and political education in colleges and universities. Second, the complexity of the

object becomes increasingly apparent. Today's college students are born after 1990 and 2000. They had characteristics that traditional college students do not have. On the one hand, they have a strong sense of self, strong self-confidence, strong dedication. On the other hand, they are spoiled, tend to be only children, and counter frustration. Collective consciousness is poor, collective consciousness is poor, make object structure produced great change. With the advent of the new era, various forms of carrier education have emerged, and the means of ideological and political education for college students have become increasingly rich and diverse. For a long time, the ideological and political education of college students is mainly qualitative, and the qualitative description of student education is greatly limited. With the complexity of the ideological and political education environment of college students, the educational methods are gradually changing from qualitative to quantitative. This kind of change makes educational effect increasingly apparent.

#### (2) The role of Ideological and Political Education for College Students

College students are an important goal of socialist modernization and play an irreplaceable role in the Chinese dream of realizing the great rejuvenation of the Chinese nation. Therefore, we must take ideological and political education as the starting point to improve the comprehensive ability and quality of college students. In today's social development, college students' ideological and political education is the strategic factor to promote the construction of socialist spiritual civilization and the key to realize the great rejuvenation of the Chinese dream. Political education can improve the ideological and moral quality of college students. This is of profound and important historical significance to ensure the building of a well-off society in an all-round way and to enhance China's invincibility in international competition. Through socialist, collectivism and patriotism education, college students can improve their ideological and moral consciousness and consolidate their values, outlook on life and world outlook.

### **2.4. The Compatibility between College Students' Ideological and Political Education and Career Planning**

In recent years, with the transformation of China's society, college students, as an employment force, face unprecedented opportunities and challenges in entrepreneurship, employment, employment and other aspects. Carrying out career planning education in colleges and universities can help college students to know themselves, improve their abilities in all aspects through systematic and progressive learning, constantly enhance their comprehensive ability and level, and introduce ideological and political education into their career. The professional ethics of college students in the future development for improving their competitiveness in the fierce competition. We should find the convergence of the two, grasp the focus of their development, and strive to promote mutual support, mutual promotion and common development. In order to further explore the path of ideological and political education in career planning and strengthen the role of ideological and political education in career planning, it is necessary to make a more clear statement on the compatibility between ideological and political education and career planning.

#### (1) Consistency of Objectives

The ideological and political education of college students is mainly based on practicality, subjectivity and education. The emphasis is on cultivating college students' moral concept and political thought, improving college students' moral quality, shaping college students' good outlook on life and values, making them "four". The emergence of "new socialist college students" has improved the ability of contemporary college students to adapt to the society and laid an important foundation for the long-term healthy development of college students. For college students, the ultimate goal of career planning is to realize the long-term development of college students. To achieve comprehensive development, students must be guided by their career planning, have an



objective and correct understanding of themselves, planned and organized. A series of educational process of college students' career development reflects the consistency of these two goals.

#### (2) Operational Interoperability

College students' ideological and political education and career planning are not only consistent in goals, but also complementary and interrelated in function and function. The ideological and political education of college students is mainly about the psychological quality, moral quality and ideological quality of college students. It can take career planning as the carrier to train college students to establish good moral character in career development and future growth. The ideological problems existing in professional growth can guide students to correct the mistakes in career planning in time, so that college students can regain their confidence and enhance their growth momentum. Focus on cultivating the comprehensive ability of college students, strengthen the complementary advantages of college students, and jointly serve the healthy growth and long-term development of college students.

#### (3) Connection of Process

From the perspective of college students' ideological and political education and career planning, we must do "you have me, I have you", only in this way can we achieve the comprehensive development of college students and improve their comprehensive ability to improve the comprehensiveness of college students. To carry out the ideological and political education can make up for the career planning largely to the neglect of ideological and political education, strengthen the combination of ideological and political education and career planning, promote each other, realize the ideological and political education and career planning in the combination of content and form, to strengthen the ideological and political education with the combination of career planning. In this process, the integration and connection of the process are strengthened to help the ideological and political education work of college students to truly realize the career planning of college students, truly realize the coordinated development of the two, lay a solid foundation for long-term healthy development of college students, and provide good conditions.

#### (4) Commonality of Objects

College students are indispensable human resources for China's economic and social development. Through the education and guidance of their thoughts, ideology and values, we will train them to be builders and successors of the socialist cause. College students are different under the influence of factors such as growing experience, social environment and family environment. They will face all kinds of problems and contradictions in life and study. This requires different methods of ideological and political education. Career planning is a key link for college students to move from school to society and plays a very important role in their long-term development. Through the thought guidance, rational guidance and scientific planning of college students' career development, students' understanding of their future career and future development can be deepened so as to make reasonable and effective choices for their future on the basis of scientific judgment. Therefore, from the perspective of these two objects, the objects of college students' ideological and political education and career planning are all college students with common characteristics, and both aim to help college students develop better.

### 3. Experiments

#### 3.1. Experimental Methods

This paper adopts the method of questionnaire survey to conduct a sample survey on the employment of college graduates.

### 3.2. Experimental Design

#### (1) Questionnaire Design

The questionnaire design is supported by "career planning theory", "demand level theory" and other theories, covering the basic personal situation, employment attitude, employment cognition and other basic aspects of college students. The examination fully embodies the above theory. The questionnaire "do you think college students need to make career planning? ", "Where do you think college students should plan their careers?", "Have you considered starting your own business?", "what do you think of your future employment prospects?" And "what do you think of the concept of employment in education? " According to Marlowe's hierarchy of needs theory, human needs are divided into physiological needs, safety needs, love needs, respect needs and self-actualization. From top to bottom, the two needs in the middle period are generally summed up as "material value needs", while the three needs in the middle period are summed up as "spiritual value needs". Questions designed for this article include "material value needs," such as "what would you like to make in your first job?", "what would you like to work for in the future?" and "what is your preferred field of employment when making a career choice?" , it also includes "spiritual value needs" such as "what do you think your job is for" and "what do you value most when choosing a job based on your own desires".

#### (2) Questionnaire Distribution

This paper adopts questionnaire survey. A total of 400 questionnaires were made and 377 questionnaires were collected at the end of the experiment. After reasonable screening and scientific analysis, there were 373 effective questionnaires with an effective rate of 93.25%. On the basis of the questionnaire survey, this paper makes a quantitative analysis of the results of the questionnaire survey, and tries to analyze the employment situation of college students through the analysis of specific data, so as to find out the existing problems, so as to effectively establish a scientific concept of employment.

### 3.3. Data Processing and Analysis

SPSS19.0 analysis software was used in this paper to input and analyze the original data.

## 4. Discussion

### 4.1. Analysis of Employment Status of College Graduates

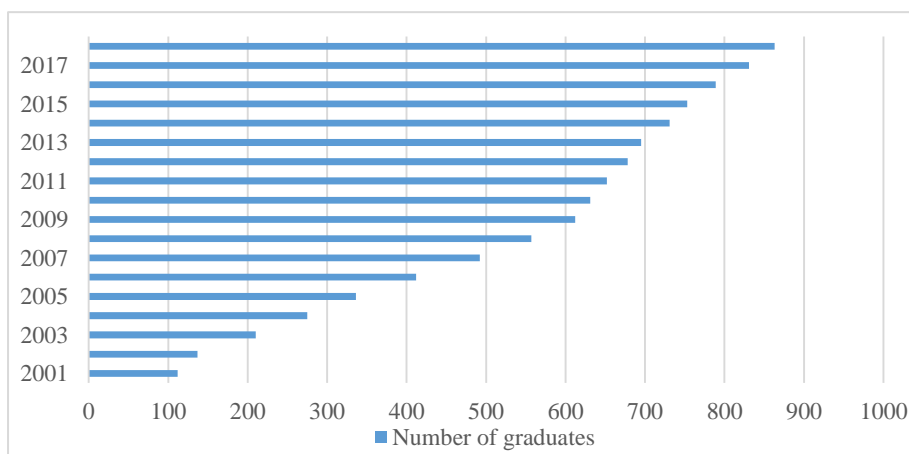


Figure 1. Number of college graduates in some years in China

In recent years, colleges and universities have also carried out a large-scale expansion of enrollment, both the size of the school and the number of students; there has been a great increase. Although the demand for talents for the development of socialist economy has been solved to some extent, the sharp increase in the number of college students also brings greater pressure to the labor market. The employment situation of college students is becoming more and more serious. With the rapid development of China's socialist economy, the degree of education system reform is further deepened. China's college enrollment scale continues to expand, the number of college graduates increased year by year. As shown in figure 1, the number of college graduates in China reached 7.95 million in 2017 and 8.2 million in 2018. The employment situation of college graduates in China is severe, which is mainly reflected in the following aspects: the demand for business positions is reduced, and the competition is more intense; Treatment is low; Rising employment costs; High consumption of talents by employers; Employment discrimination is prominent.

#### 4.2. Analysis of Subject Competition Consciousness

At present, with the rapid development of China's economy, higher education has also achieved leapfrog development; the degree of education system reform has been deepened. As China's universities continue to expand enrollment, the number of college graduates is increasing year by year. National statistics show that the employment situation of college graduates in China is grim, and the choice of employment channels is also diversified.

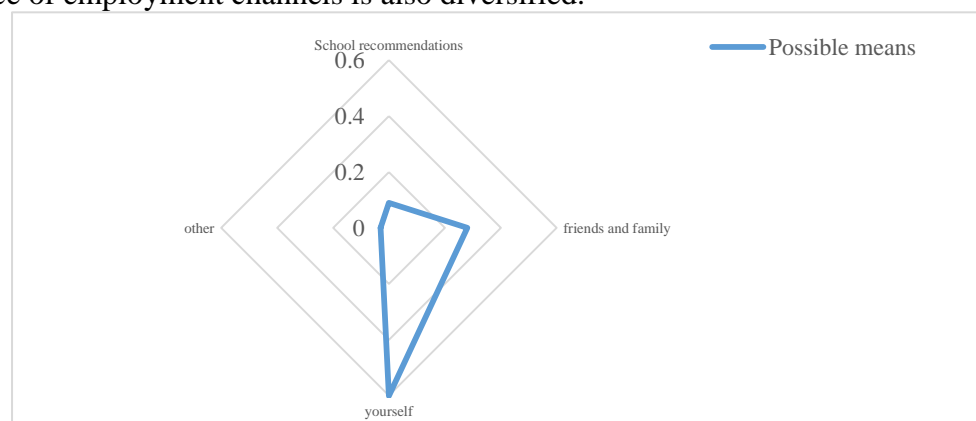


Figure 2. Distribution of college students' employment channels

As can be seen from figure 2, more than 50% of college students think that they should rely on themselves to find a job, which shows that most graduates have a certain sense of independence, but some graduates also rely on their own jobs. Instead of applying for a job, I passively waited for help from friends, relatives and school teachers. Some students even think they are in good physical condition and passively wait for the school's arrangement and recommendation. This situation is not consistent with the current fierce competition in the job market, the results are not satisfactory.

#### 4.3. Social Responsibility Analysis

Facing employment utilitarianism, we must pass reasonable education and guidance. Otherwise, college graduates may have weak sense of social responsibility, weak ideals and beliefs, and ultimately affect the harmony and stability of the society. As shown in figure 3, college students show a strong tendency in choosing employment places. More than half of the students choose to go to the southeast coastal cities for development, but few are willing to go to underdeveloped areas, the lower grassroots or to go to rural development.



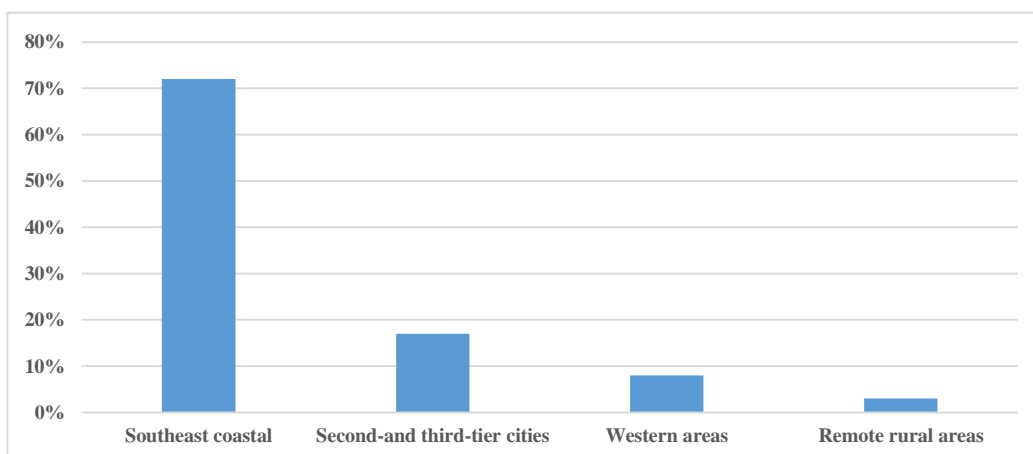


Figure 3. Ideal employment area for college students

#### 4.4. Analysis of Ideal Employment

Figure 4 is obtained from the survey data analysis in table 1. As shown in figure 4, in the survey of ideal employment units, the generous salary offered by each employment unit for college graduates has increasingly become the first choice for college graduates.

Table 1. Ideal employment units of college students

Employment unit	score
Foreign-funded enterprises	36%
Public institutions	28%
The government	22%
The private sector	8%
self-employment	6%

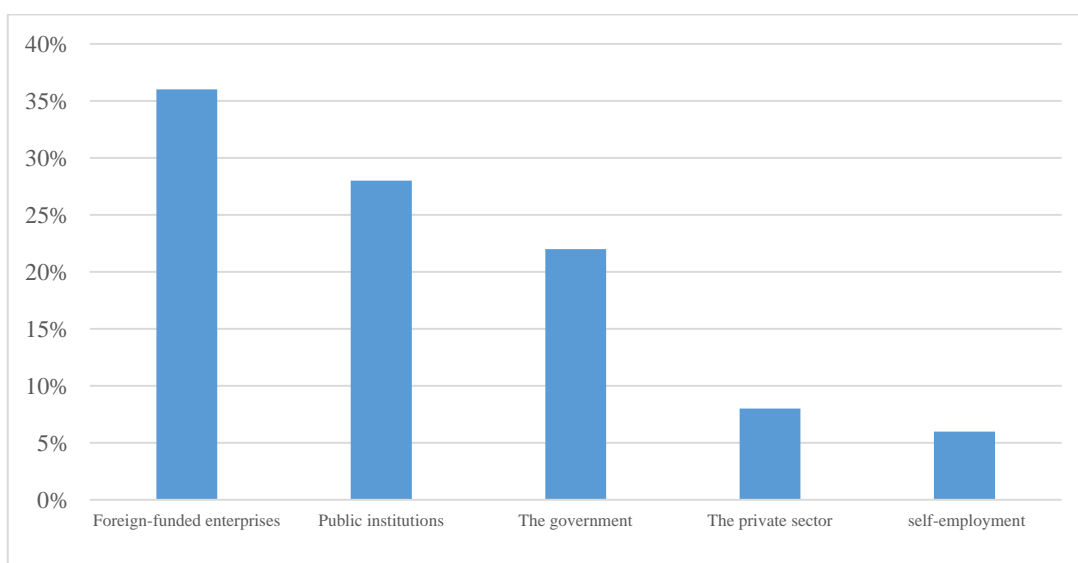


Figure 4. Analysis chart of ideal employment unit for college students

The large-scale expansion of enrollment in colleges and universities has greatly improved both the size of the school and the number of students. Although the demand for talents for the

development of socialist economy has been solved to some extent, the sharp increase in the number of college students also brings greater pressure to the labor market. The employment situation of college students is becoming more and more serious. With the rapid development of China's socialist economy, the degree of education system reform is further deepened. China's college enrollment scale continues to expand, the number of college graduates increased year by year. The employment situation of college graduates in China is severe, which is mainly reflected in the following aspects: the demand for business positions is reduced, and the competition is more intense; Treatment is low; Rising employment costs; High consumption of talents by employers; Employment discrimination is prominent. The main reasons are as follows: the demand for jobs has decreased, so the competition for jobs has become more fierce; The cost of finding a job is rising; Enterprises' high consumption of talents is more prominent; Employment discrimination is prominent. In the process of employment, the overall ideological status of college students is stable, positive and healthy, but there are also some negative psychology, such as negative thinking, weak subjective competitiveness, complex and changeable thinking, strong employment psychological bearing capacity. Strong; The lack of social responsibility and the utilitarian tendency of career choice.

## 5. Conclusion

Nowadays, the competition in the society is more and more intense. Due to China's large population and the expansion of college enrollment in recent years, the number of college graduates has increased. At the same time, modern employers not only have high requirements on the quality and ability of college students, but also require college students to have a strong ideological and political literacy, that is, college graduates have virtue and ethics. Therefore, colleges and universities must strengthen ideological and political education in order to do a good job in employment guidance. Through effective ideological education, actively guide and encourage college graduates to establish a scientific concept of employment, promote the smooth development of college graduates, and achieve the goal of college graduates. Full employment, for economic and social development and the construction of a harmonious socialist society to make positive contributions.

Through the analysis of this paper, it is found that the employment of college students in China is more and more serious. There are many reasons for the difficulty in employment, including the economic environment, college reform, the quality of graduates, are forced by the current situation. With great employment pressure, the education provided by college students pays more attention to comprehensiveness, especially the realization of ideological and political education, which is conducive to the formation of a correct concept of career choice for college students, and has a strong psychological quality to cope with various setbacks and difficult work. At the same time, it helps college students form higher moral cultivation, maintain integrity in the face of competition.

In terms of China's current macro-economy, the employment of college students has become very urgent. It is very necessary and crucial to set up a scientific view of employment from both the macro and micro perspectives of college students. Based on the statistical data of the questionnaire, this paper studies the current situation of college students' employment concept, on the basis of the formation of reasons for the in-depth analysis of college students' employment concept, combined with the characteristics of the concept of scientific employment, put forward feasible measures to cultivate college students' scientific employment concept. However, the establishment of scientific employment concept for college students is a complicated and systematic project. This not only requires college students to be strict with themselves, improve their comprehensive quality, change the traditional concept of employment. It also requires the comprehensive coordination and

cooperation of universities, government, society, employers and parents. This paper holds that the scientific employment concept of college students can guide them to achieve employment smoothly under the cooperation of multiple aspects.

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### Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

### Conflict of Interest

The author states that this article has no conflict of interest.

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