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# Research on the Effective Implementation Strategy of Ideological and Political Education in the Employment Guidance of College Students under the New Situation

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**Abstract:** With the increasing number of college students, the employment pressure of college students is increasing, and the employment problem of college students is becoming more and more prominent. At present, there are still many problems in the career counseling work of college students in China, and the career counseling work of college students lacks some ideas, which is an important reason for the difficult employment of college students. From the perspective of college students, this paper discusses the problem of "career" among students, and puts forward the solution to the problem of "employment of college students".

**Keywords:** College students; Employment guidance; Ideological and political education

## Introduction

After the 18th National Congress of the Communist Party of China, the CPC Central Committee attaches great importance to the ideological and political work of college students. General Secretary Xi Jinping has held symposiums on the ideological and political work of college students in universities across the country for many times, and his speech is of reference significance for the employment guidance of college students in the new era. At present, we should give full play to the role of ideological and political work, promote the smooth development of the employment work of college students, improve the ideological understanding, employment ability, and reduce the employment pressure. In practice, different educational methods and methods should be adopted to convey the educational content according to the psychological characteristics of contemporary college students. In order to prevent the disconnection between ideological and political education and vocational guidance, we should strengthen the teaching intensity, form the teaching joint force, and promote the further development of the employment guidance of students in colleges and universities.

## 1. The weakening of ideological and political education in employment guidance in colleges and universities

### 1.1 Ideological and political education in employment guidance is insufficient

With the marketization of college graduates, the ideological and political teaching in colleges and universities also faces severe challenges, which cannot be integrated with the career planning of college graduates. At present, China's college students in the concept of employment also appeared some problems, lack of long-term vision, and the needs of our country do not adapt, some students will be afraid of hardship, and unable to play their own value. Some universities have set up career counseling stations and vocational counseling courses, but the function of these courses is mainly to provide employment information, rather than providing ideological and political education for college students. Some employment guidance work of college graduates still pays insufficient attention to the ideological and political work of college students. Therefore, college students have a lot of confusion and confusion in the process of choosing jobs, which leads to the ideological and political teaching as a formality, which affects the level of college students.

### 1.2 Ideological and political education in employment guidance lacks pertinence

At present, there are some deficiencies in the career counseling thought of college graduates in China, the content does not adapt to the situation of the new era, can not reflect the new problems, and can not adapt to the new policies, and put forward new views. In the "two lessons" education, some teachers copy textbooks, lack of creativity, not associated with students' learning practice, did not grasp the key links of the classroom, resulting in many students interested in the "two courses" is not strong. In addition, in universities, the class hours of employment guidance courses for college students are relatively short, which is only a simple discussion on the employment situation and some em-

ployment policies. The teaching content is not targeted and cannot really solve the practical problems of students.

### **1.3 Employment guides ideological and political education in a single way**

The career guidance work of college graduates needs to adapt to the new situation. At present, some universities adopt simple, one-way and mandatory ways to conduct ideological and political work in career counseling. However, contemporary college students have various problems, thinking, values and social needs. With the development of the new era, the employment path of students is changing. The existing ideological and political work mode is single, which can not meet the all-round needs of students.

### **1.4 Ideological and political education of college students' employment guidance lags behind**

Some universities have a perfect internal governance structure, but they need to adapt to the market economy and employment system, as well as the needs of social development. The ideological work of career guidance for college graduates lags behind and lacks of foresight. The ideological and political work in universities is a long-term one. Some schools only carry out one year before graduation, which makes students are not prepared psychologically and face the confusion during graduation.

## **2. The solution to the weakening of ideological and political education in college students' employment guidance**

### **2.1 Focus on the precise integration of ideological and political education**

Colleges and universities occupy the core position in the development of higher education in China, which is not only the cornerstone of the career development, but also the key force to promote the cause forward. General Secretary Xi Jinping has clearly pointed out that the core task of institutions of higher learning is to "cultivate people by virtue", and stressed that ideological and political work must be fully integrated into the work of the university.

Universities should abide by their own working standards, keep up with the pace of The Times, and deeply grasp the teaching needs of the new era. For all kinds of influencing factors, universities should carry out overall planning and scientific regulation to ensure that they play a role together, jointly promote the thinking innovation of talent training, broaden the dimension and value space of education, so as to enhance the efficiency of employment and education.

Xi also pointed out that college graduates should make career plans according to their actual conditions and social needs to avoid unrealistic expectations. Therefore, universities need to strengthen the employment education with the concept of talent, career and employment, so as to help students accurately understand their own conditions and social needs, so as to make wise career choices.

On this basis, universities also need to strengthen mental health education, deeply promote the education of Marxism, socialism with Chinese characteristics and the Chinese dream, education of socialist core values, education of law, labor education, as well as situation and policy education. Through the cultivation of ideals, beliefs, ethics and morality, students are guided to closely combine their personal talents with social needs, personal ideals and social ideals, and personal values and social values, so as to help them move forward steadily and achieve excellence in their future career. At the same time, college students should be guided and encouraged to actively devote themselves to the major national strategy, closely combine their personal development with social needs, give full play to their personal talents in grassroots practice, and contribute their youth strength to rural revitalization.

### **2.2 Fully excavate alumni resources**

By guiding the value orientation and career development of college students, the ideological and political work of college students can be better promoted. For example, in the school propaganda department posted "outstanding graduate advanced character", "school radio", enhance the future job, job confidence, help them clear their career orientation; can also invite some outstanding graduates to the campus, tell them about their work experience, and their life in the university, encourage them to build confidence, have confidence in themselves, to have confidence, to have a positive heart to struggle. Use high-quality human resources to improve the work efficiency and quality of colleges and universities, so that college students can better plan their campus life, and know the direction of their efforts.

### **2.3 Enhance career-oriented education**

The professionalism and responsibility of college graduates are of great importance to by enterprises, so in the career guidance work of college graduates, we should increase the cultivation of college students' career. Dedication is to make more contributions to the company, make greater contributions to the company, move forward together with the company, enhance their sense of responsibility. Generally speaking, in universities, some student cadres are more favored by enterprises, not only because they have good organizational skills, but more importantly, they have a sense of responsibility to the team and are able to actively serve others.

In addition, in the career counseling ideological education of college students, we should also cultivate students to have the spirit of hard

work and simplicity, down-to-earth, in the work to dare to fight, dare to struggle. It cannot be achieved overnight, not overnight. Only down-to-earth work, study, face difficulties, can get real benefits.

#### 2.4 Improve the quality of college teachers

In this process, teachers' professional knowledge, professional knowledge, skills, skills and other aspects all play a decisive role. First of all, university teachers should constantly improve their educational skills and improve their overall quality. Secondly, the school needs to improve the talent introduction system, teacher training system, assessment system and reward system, and cultivate teachers' correct teaching ideas, which can not only stimulate teachers' enthusiasm for learning, but also change some bad teaching ideas of teachers in their work, so as to improve the quality of ideological and political work in the school. Secondly, universities should improve the treatment of teachers so that they can devote themselves to education, so as to better serve students. Finally, the university must strengthen the construction of the teaching staff, and organically integrate the old, the middle, and the young teachers to improve the students' learning ability and learning ability.

### 3. Peroration

In short, under the current social and economic transformation background, the thinking mode of college graduates has also been diversified, and the requirements for talents have become more and more diversified. The ideological and political work in the employment guidance work of college graduates. At present, in the ideological and political work in colleges and universities, the ideological and political team construction in colleges and universities is not perfect, the comprehensive quality of students is not high, and the attention is not enough. On this basis, it has certain reference significance for ideological and political education in colleges and universities from the three aspects of college students' career selection, achievement, psychological education and employment situation education.

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