

# Taking Career Planning of College Students as the Carrier to Promote the Study of Ideological and Political Education

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**Abstract:** With the severity of the employment environment, the problem of university employment is becoming more and more prominent. In this context, many colleges and universities begin to attach importance to students' career planning education, hoping that through the development of relevant courses, students will be better able to choose jobs. Therefore, this paper combines the characteristics of practical, scientific, comprehensive and value disciplines with ideological and political education, as well as the main ideological problems faced by college students in career planning. In order to further improve the education of College Students' career planning, this paper puts forward the strategies of Ideological and political education based on College Students' career planning.

## 1. Research Background

### 1.1 Literature review

Career planning is an effective connection between the university stage and entering the society, which is directly related to the social practice of talents. Therefore, many scholars have explored the ideological and political education in Colleges and universities, taking the career planning of college students as the carrier. Meng Xiaoyuan believes that the effective penetration of Ideological and political education in career planning can significantly improve the effectiveness of Ideological and political education in Colleges and universities. At the same time, this advanced approach can achieve the essential goal of career planning, which is conducive to the formation of scientific and rational employment awareness of college students (Meng, 2015). Huang Ya believes that many college students face such problems as negative working attitude and hard work after graduation. The emergence of these problems shows that both vocational education and ideological awareness of contemporary college students are inadequate (Huang, 2018). Du Bin and Gao Shutao pointed out that ideological and political education is a positive ideology. To carry out ideological and political education in college students' career planning not only conforms to the educational concept of career planning, but also brings new educational directions and entry points (Du and Gao, 2015). Yu Ying and Huang Honglei believe that ideological and political education in Colleges and universities can positively influence the vocational outlook of college students and help them make correct and appropriate career choices from the perspective of Ideological and cognitive. In the new era environment, with ideological and political education as the starting point, observe the career planning of College students. It is found that college students need to keep pace with the times and make a good career planning in order to meet the market demand and realize their personal value (Yu and Huang, 2015).

### 1.2 Research purposes

Colleges and universities are the core position to train talents, and to deliver comprehensive and high-quality talents to the society. What contemporary society needs is not only talents with knowledge and professional skills, but also ideological and moral cultivation in line with social norms (Xu, 2015). Therefore, ideological and political education in Colleges and universities has become a hot topic of common concern in the educational and academic circles. At the same time,

with the deepening reform of the current employment system and the expansion of higher education enrollment, the employment environment of college students becomes more and more severe in steep slopes (Qiu, 2017). Although many colleges and universities have carried out career planning courses and created employment and entrepreneurship guidance centers, but the lack of Ideological and political education. In this regard, based on the fierce employment competition in the market environment, taking college students'career planning as the carrier, this paper explores the ideological and political education in Colleges and universities to promote reform ideas. By sorting out the main ideological problems faced by college students in career planning, combining with the subject characteristics of Ideological and political education, this paper puts forward appropriate improvement strategies to help college students form correct employment awareness.

## **2. Disciplinary Characteristics of Ideological and Political Education**

Ideological and political education belongs to the new educational activities of human society, and it is a typical applied discipline. As a special pedagogical discipline of human beings since entering class society, ideological and political education also presents its unique disciplinary characteristics (Qiang and Qiu, 2015). Specifically, the subject characteristics of Ideological and political education include four aspects: practicality, scientificity, comprehensiveness and value. First, practicality. Ideological and political education is a subject based on educational practice, and it is constantly improved with the development of practical activities. The theoretical achievements of Ideological and political education activities have been further improved, and ideological and political education has gradually formed, and effective rational understanding has been developed. Ideological and political education not only transmits correct ideological and cognitive theory to students, but also provides scientific guidance to educational practice activities and receives practical tests. Therefore, it can be clearly seen that the teaching of Ideological and political education and educational practice are closely linked, showing a remarkable practical characteristics. Secondly, it is scientific. The theoretical basis of Ideological and political education is Marxism, which is a scientific theoretical system tested by time and practice. Therefore, ideological and political education naturally has scientific discipline characteristics, showing typical dialecticism and materialism. Ideological and political education belongs to the proletarian theory, so it is also committed to the realization of the fundamental interests of the vast majority of the people. This is also the distinct political position of Marxism, which looks forward to the future development trend of human society scientifically. Third, comprehensiveness. Ideological and political education is not a subject that exists and forms independently, but a basic subject that integrates the development laws and influential variables of many disciplines. On the basis of Marxist theory, it comprehensively absorbs the knowledge of politics, pedagogy, psychology, sociology, logic, ethics and other disciplines, and constructs a comprehensive characteristic of multi-disciplinary knowledge (Liang and Li, 2017). Fourth, value. The value of philosophical definition includes two aspects: social value and self-value. The formation and development of individual thought and the law of Ideological and political education are the main research objects of Ideological and political education. Therefore, the ideological and political education reflects the social value and self-value, through the transmission and teaching of scientific ideological and theoretical knowledge, to promote the formation of the inner moral concepts and value system of the educated. And further use the internalized concept value to guide and adjust the external behavior of the whole body, so as to promote the educated to form a moral cognition conforming to social norms, and realize the unity of social value and self-value.

## **3. Main Ideological Problems in College Students'Career Planning**

### **3.1 Universal confusion and perplexity exist in college students'employment cognition**

Because the employment environment presents a more severe development situation, many college students think that employment is difficult, and they are confused and confused about the

future employment planning. There is no clear understanding and understanding of the direction of their professional employment. According to the survey of employment planning carried out, many students are not very clear about the career development plan for the next three to five years. Moreover, many college students think that the current employment situation in China is grim and difficult. For their future employment prospects, are confused and worried, afraid that it is difficult to find a suitable job. As for the reasons of employment difficulties, some college students think that the main reason is that the market competition is too fierce, and some students think that the current employment market provides fewer jobs, so employment options are relatively small. Generally speaking, the current employment awareness of college students is generally confused, which makes it difficult for college students to have blindness, perfunctory and other ideological problems in career planning.

### **3.2 College students' entrepreneurship concept and confidence are relatively backward.**

Influenced by traditional Chinese concepts and thoughts, some college students have a low sense of competition. In career planning, entrepreneurship desire and confidence are low, so entrepreneurship is seldom regarded as the direction of future career planning. In China's traditional culture, there exists the idea of attaching importance to righteousness while neglecting profit. Undergraduates who do not correctly understand and absorb it will restrict the development of their entrepreneurial consciousness and ability. This situation, to a certain extent, has affected college students' entrepreneurship concept and confidence. In fact, in the final analysis, the main reason is that the current career planning curriculum does not carry out the correct ideological and political education, inculcating and transmitting the correct values for college students. As a result, some college students do not have a correct understanding of entrepreneurship, and it is difficult to cultivate competitive awareness and enhance individual entrepreneurship ability.

### **3.3 College students choose to enter college to avoid employment stress**

Faced with the severe employment situation and employment difficulties, some college students choose to take postgraduate examinations, study abroad and other ways to ease and escape their employment pressure. In this case, the competition for undergraduates to graduate students and junior college students is becoming increasingly fierce. Relevant surveys show that nearly 35% of college students choose postgraduate entrance examination to escape employment pressure. Some students also believe that the current academic graduation is not enough to have the employment ability, so it is necessary to further improve their comprehensive literacy through the promotion of academic qualifications. However, for college students, whether they choose to go to school or get a job, they should make a planning choice according to their own situation and family economic conditions. It is a wrong cognitive concept to regard entrance education as a haven to escape or relieve employment pressure.

### **3.4 Undergraduates lack clear employment orientation**

Without a clear long-term plan, it is a common problem for many college students. It is a common phenomenon for college students to lack a clear direction of employment because they are in a semi-conscious and semi-confused state. Specifically, some college students show strong dependence on employment direction, hoping that future employment depends on their family and network. This kind of dependence will lead to the lack of employment initiative in college students' career planning, thus lowering the psychological preparation for employment and entrepreneurship. In addition, the current career planning curriculum is limited to the operational level, which leads to the disconnection between professional knowledge and employment guidance, and further causes the confusion of the employment direction of College students.

## **4. Perfect Strategies to Promote Ideological and Political Education with Career Planning of College Students as the Carrier**

### **4.1 Take ideological and political education as the theoretical guidance to stimulate the internal development power of college students**

Career planning courses for college students are designed to achieve the established teaching objectives, that is, to help college students form correct employment awareness and carry out scientific career planning. In this regard, colleges and universities should take ideological and political education as the theoretical guidance to stimulate the internal development of College students. Ideological and political education can help students form correct career planning by combining employment situation with industry dynamics and making correct self-evaluation. At the same time, taking college students'career planning as the carrier, with the help of the theoretical guidance of Ideological and political education, can help college students strengthen their professional awareness and ideals. So as to improve the comprehensive quality of college students and stimulate the internal development power for the future employment. Ideological and political education can enable students to clearly recognize their own abilities, personal interests and ability shortcomings. Help students to form scientific and reasonable cognition in career planning. So as to achieve the educational goal of helping students to find jobs.

### **4.2 Fully integrate the characteristics of Ideological and political education and give full play to its guiding role**

The subject characteristics of Ideological and political education include four aspects: practicality, scientificity, comprehensiveness and value. Therefore, when carrying out ideological and political education with college students'career planning as the carrier, we should fully integrate the subject characteristics of Ideological and political education and form a systematic career planning for college students. Specifically, according to the different learning stages of College students, carry out the corresponding ideological and political education. In the first year of college, students should be educated and trained in their career awareness, so as to promote students to form an important understanding of career planning. In the second year of college, we should consolidate college students'awareness of talent and help them improve their personal professional awareness. In the third stage of college, we should carry out professional ethics education, exercise and improve students'professional ability, so as to help students better adapt to the needs of the future society. In the fourth stage of college, we mainly give pertinent guidance on employment skills and psychological endurance, and strengthen pre-job skills training for college students. Through the comprehensive integration of the characteristics of Ideological and political education, give full play to the guiding role of Ideological and political education, help students form a comprehensive and systematic career awareness.

### **4.3 Introducing diversified educational means to further enrich the forms of Ideological and Political Education**

Career planning courses in Colleges and universities are individualized education with students as the main body of education. In order to better achieve the educational objectives, so that students fully understand and accept the teaching content. Schools should introduce diversified means of education to further enrich the form of Ideological and political education. Specifically, while carrying out theoretical education, we should actively introduce practical teaching methods. The three-dimensional mode of online and offline teaching of elder sister is realized by the cooperation of in-class and out-of-class teaching. Through diversified teaching methods, students'interest and initiative in learning can be enhanced, and the mutual transformation of theoretical knowledge and practical activities can be better realized. Through diversified teaching methods, students are encouraged and guided to explore career planning, fully understand career awareness and social needs, and form clear personal career planning.

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