

The Enlightenment of Developmental Social Policy on Promoting Female College Students' Employment

Fengxian Yin

Shenyang Aerospace University, Liaoning, Shenyang, 110000

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Abstract: Since the reform and opening-up, great adjustments have taken place in China's social structural reform. China has entered a period of transition from the era of economic policies to the era of social policies. Therefore, establishing a social policy system that matches with the goal of socialism harmonious society has increasingly become the focus of current social development. Based on the basic connotation of the development-oriented social policy and the principle of social justice, this paper carries out in-depth discussions by analyzing the characteristics of female college students' employment, and puts forward the ways and strategies for promoting female college students' employment under the background of development-oriented social policies in order to realize social harmonious and sustainable development and let more achievements benefit all levels of society.

1. Introduction

The core of a development-oriented social policy is to emphasize the investment effect of social policies, and the term of development-oriented social policy is not new in China, which can be traced to providing work as a form of relief at the period of the Spring and Autumn and the Warring States in China. The work-relief policy means to promote national stability which advocates increasing employment opportunities during times of disaster and helping the people in need. With the continuous development of work-relief, institutional achievements have been formed in the Song Dynasty, and Wang Anshi's irrigation and water conservancy laws have greatly promoted the development of work-relief projects which has been handed down to various historical periods in China. Entering a new historical period, our country has realized more remarkable achievements in terms of work-relief work. It has not only improved people's average living standards but also created conditions for social economic development.

Since the implement of China's reform and opening up, the development-oriented social policies are mainly reflected in poverty alleviation through science and technology. The so-called poverty alleviation through science and technology means that the government and financial institutions will rely on the technical advantages of national institutions of higher learning and various scientific research institutes and increase their support to transform human resources technology into social productive forces in order to promote harmonious social development and economic progress. At present, with the continuous improvement of the socialist market economic system, it has produced a greater impact on the reform of the teaching system of universities and the employment of college graduates. In particular, many female college students have undergone profound changes in their views on employment.

From the perspective of developmental social policy, correctly understanding the employment characteristics of female college students and guiding female college students in establishing correct employment concepts is also a task for universities to carry out. It is believed that this not only directly affects the future life and career development of female college students, and it is also closely linked to the future progress of the country.

2. The Employment Status of Female College Students

Since the founding of New China, the Chinese government has advocated the idea of equality between men and women and has formulated an equal employment policy for that. The employment rate of women ranks among the top in the world. The survey on workplace gender equality conducted by Bain & Company Strategy Consulting Co., Ltd. in 2016 showed that the employment rate of Chinese women was as high as 73%, ahead of developed countries such as the United States, Britain, and Australia, and it was one of the countries with the highest female employment rate in the world. Women's higher employment participation rate strengthens women's self-awareness and self-evaluation, and also greatly enhances women's status in different fields. However, in recent years, there has been an oversupply in the labor market in China.

Women face by the dual pressures of market economy and population growth. The proportion of women in universities reaches 44%. However, under conditions of equal educational background and social experience, the employment rate of female college students is lower than that of boys. Numerous labor markets hold prejudices against female college students. Female college students, as women's excellent human resources, can obtain positions and remuneration matching their abilities. This not only satisfies the need for rapid development in China, but also stimulates enthusiasm and enthusiasm of women to enter higher education institutions to receive higher education. Similarly, the continued development of the country also requires a large number of women with higher cultural quality as a guarantee. Based on the current collective development background, we have in-depth analysis of the root causes of female college students' employment difficulties, and actively explore ways and means of improvement.

3. Analysis of Reasons of Employment Difficulties for Female College Students

3.1 Misconceptions about employers' prejudice

In traditional concepts, both men and women have different standards and requirements, which is also an important reason for the difficulty in obtaining employment for female college students. In the outmoded concept, there are thoughts outside men's and women's lords. Actually, this is a sexist discrimination between men and women. This view fully reveals a fundamental factor that affects female college students' employment. Misunderstandings in the concept of knowledge make men's groups skeptical and prejudicial toward women's work abilities and attitudes. They think that in women's dedication and hard work they cannot compare with men, and they must not tap into women's work potentials and abilities. But in fact, many female college students do not get the ability to work on the job.

3.2 School employment guidance is not in place

In recent years, many colleges and universities have achieved enrollment expansion. This has created a contradiction between the number of jobs and social need. A large number of graduates have been increasing every year. However, the number of jobs in the labor market did not increase proportionately, which directly led to difficulties in the employment of university students. In addition, many colleges and universities do not play a guiding role in employment guidance. They neglected the education of college students in employment skills and mental literacy, and did not better help college students establish a correct view of employment. This is also a factor which can not be ignored of difficulty for many college graduates to find employment.

3.3 Female college students' own psychological and physiological factors

There are many obvious differences between women and men, both physical and psychological. Many female college students are not as good as boys in energy and physical strength. Many jobs are accompanied by obvious male characteristics. For these obvious gender divisions, many organizations will choose boys and think that male college students are more likely to be qualified for work. For example, for some engineering majors, they all need strong hands-on skills. Obviously, female college students have obvious gender disadvantages in this area. Many

environments are not suitable for girls and they are inconvenient. This is also a significant reason of disadvantage for female college students.

4. Measures to Improve Female University Students' Employment

The most fundamental reason for the employment of female undergraduates for female college students is that the occupation scope and opportunities are less than that of male undergraduates. This phenomenon will affect the realization of women's right to higher education and needs to attract widespread attention from all walks of life. It is a complicated systematic project. It also requires all sectors of society to work together. To this end, we conduct the following explorations and studies:

4.1 Employ Units to Change the Concept of Using People and Establish Equality of Men and Women

Employers must abandon the traditional concepts of men and women in employing people and use talents to evaluate and select talented people and attract outstanding talents. Female college students, as excellent human resources, are another indispensable and important force in the strategy of strengthening the nation through talents. Female college students are obviously different from male college students in terms of physiology and psychology, but they also have different results and values in different work nature. Employers absorb female university students in a planned way is not only the reflection of social responsibility, but also the full respect to female.

4.2 Strengthen employment guidance and deepen education reform

In teaching, colleges and universities must always adhere to employment as the basic teaching orientation, rationally adjust the teaching structure, optimize professional settings, include female university students' employment into the teaching plan, and further deepen teaching reform. Colleges and universities should meet the needs of the development of the labor market and become more targeted in the skilled selection and training of female undergraduates. In addition, focus on cultivating the hands-on practice abilities of female college students to cultivate and improve the female college students' employment skills in various forms, so as to shape the employment competitiveness of female college students.

4.3 Combine the psychological and physical characteristics of female college students to open up suitable jobs

It is necessary in order to vigorously develop the industry suitable for the employment of female college students and increase the employment level and employment quality of female college students. Based on the physiological characteristics of girls, the tertiary industry is more suitable for female college students than other industries. Therefore, vigorously developing and improving the tertiary industry is also an effective way to provide employment opportunities for female college students. It can attract more outstanding female college students, resolve the employment problems of female college students, and broaden the employment channels for female college students.

In addition, the improvement of female college students' employment policies and regulations and the improvement of a comprehensive employment policy system are fundamental guarantees for solving the employment difficulties of female college students. A sound employment policy can create a favorable employment environment for the employment of female college students, effectively strengthen the supervision and management of employers and the labor market, and fundamentally eliminate gender discrimination against female undergraduates in the workplace, which helps to establish a reasonable, fair employment environment and mechanism. Second, a sound social security system can reduce the cost of corporate commitments, enhance and improve the female college students' employment enthusiasm, and effectively eliminate some of the negative effects and impacts caused by female physiology and other factors, such as the payment of maternity insurance for female college students, which is also creating an equal working environment and effective measures to increase employment opportunities.

5. Conclusion

To sum up, correctly recognizing the value and characteristics of female college students' employment is not only an important task of the current college education reform, but also related to social development and progress. When choosing a career, female college students should put social interests and the needs of national development first, keep a clear mind at all times, and dare to work hard to grow up in the employment environment.

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