

Integration of Ideological and Political Education and Employment Guidance Education in Colleges and Universities in the New Period Based on Network Community

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Keywords: Network Community; Ideological and Political Education in Colleges and Universities; Employment Guidance Education

Abstract: Driven by new media technologies, online social platforms have gradually shifted from interpersonal interactions to group-based communication. In this context, the rise of the online community has had a major impact on people's online communication and cluster behavior. At this stage, the independent ideological and political education and employment guidance education for college students can no longer meet the needs of enterprises for the development of talents. How to make college ideological and political education and employment guidance education better integrated to college education The model brings new challenges. Starting from the current situation of Ideological and political education and employment guidance education in Colleges and universities, this paper expounds the necessity of Integrating Ideological and political education with employment guidance education, and puts forward effective ways of integration.

1. Introduction

In recent years, with the continuous deepening of college reforms, the number of college graduates is increasing. However, due to the global financial crisis, China's employment market is suffering a huge impact, which makes it difficult for college graduates to find employment and pressure, and it is difficult to adapt to the actual needs of the market [1]. Exploring the reform and innovation of ideological and political work in colleges and universities in the era of mobile Internet has important practical significance for implementing the development strategy of socialism with Chinese characteristics in the new era [2]. The online community originated from the English Virtual Community and is a derivative of the concept of community based on spatial change in the field of sociology. College students gathered together because of similar interests and hobbies, and communicated around common topics, forming an online community. In order to strengthen the students' ideological and political education, college students can take a healthy attitude and apply for employment, and smoothly go to work, which relieves the important and urgent task facing the ideological and political work of colleges and universities [3]. Behind the difficulty of employment, most of the reasons are due to the insufficient awareness of College Students' abilities and the lack of a good view of employment. To a large extent, the integration of Ideological and political education and employment guidance education in Colleges and universities can solve this problem [4]. With the aggregation of all kinds of social relations, the "circle" group began to emerge, and the network community as a new organizational form gradually presented. Therefore, the network community can be defined as the relationship matrix formed by the "network edge" of interpersonal relationship.

2. Embeddedness Analysis of Ideological and Political Education and Employment Guidance Education in Network Community Environment

2.1 The Orientation of the Subject-Object Relationship of Ideological and Political Education in Network Community Space

Whether the subject and object of network ideological and political education exist or not is an

important issue related to the normal development of network ideological and political education. The actual influence of Ideological and political education and employment guidance education in Colleges and universities in China is not great. Although many colleges and universities have offered relevant courses, the teaching form is single, and the teaching content is also bound by the old knowledge and educational ideas of books. Taking the employment guidance work as the conjunction point, the ideological and political education of students will be infiltrated into the employment guidance education, and efforts will be made to cultivate comprehensive talents that meet the needs of social progress [5]. In the network community environment, in order to achieve value guidance, we must grasp the subject orientation of discourse, that is, the driving elements that can trigger group resonance. Employment guidance is to serve students with the purpose of helping students to develop appropriate career plans based on their personal qualities and characteristics, and to enhance their ability to adapt to the times and social development. The advent of the mobile Internet era has subverted the time and space restrictions established by various online communities. College students use mobile terminals to socialize more and more through the community, and the online community in the virtual world is a double-edged sword [6]. Obviously, online community life has become an important part of their lives, and their dependence on the online community is getting heavier, both in terms of learning and in their daily lives. Therefore, it is impossible to bring the guidance education that is closest to the actual situation of the society, so the education level of the teaching team in the university needs to be improved and developed.

2.2 The Ideological and Political Education Platform of Network Community Space and the Drive of the Elements of Employment Guidance Education

The existence of the online community relies heavily on continuous and effective interaction. In the process of employment guidance education, teachers will pay attention to the education of college students, especially graduates, in job hunting skills. Therefore, they tend to be more practical and skilled, and lack education on students' outlook on life and employment. guide. From online to offline, building closer membership is the key to the ultimate development of the online community [7]. It is necessary to closely combine the employment quality education of college students with the plan to promote the quality development of college students, and build a long-term mechanism to promote the employment of college students; assist college students to establish a correct concept of employment and career choice, and vigorously promote employment guidance education for college students. Therefore, from the perspective of platform and elements, using community space to carry out ideological and political education needs to focus on group expression, group mobilization, group identity and other aspects to build a new virtual space carrier. And the information transmission in the network community is much faster. Through the sharing and reprinting of the network community, college students can draw a lot of the latest hot news and social dynamics [8]. At the same time, employment guidance education should be implemented at different stages and levels, so that college students can join the school from the beginning. College educators should also try to apply the characteristics of the network community to the ideological and political education of College students, and ultimately achieve the goal of stabilizing the mainstream ideology.

According to the relevant data of China Human Resources Network, the survey and statistics of 20 provinces and 25 key economic cities in China are summarized. The analysis report of market supply and demand of talent service institutions from 2016 to 2018 is detailed in Figure 1.

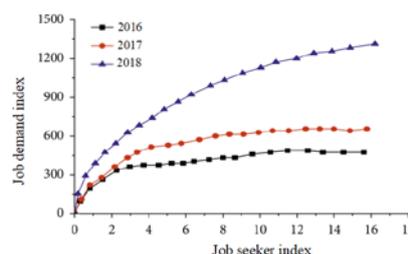


Fig.1. 2016-2018 Talent supply and demand - units (10,000 people)

2.3 Ideological and Political Education in Network Community Space and Reshaping the Discourse System of Employment Guidance Education

The network community presents the pattern of centralization from the form of communication. However, each community is an independent cultural community, in which there still exists a miniature discourse power system, namely opinion leaders. Ideological and political education is not only the central content of employment guidance, but also one of the ways to achieve employment guidance. At the same time, because of the concealment of network identity, group members can ignore the differences in age, experience, gender and other aspects, as well as the differences in outlook on life, world outlook and values, and freely initiate topics and participate in discussions in the network community, so as to express their views more truthfully. Employment guidance education is also limited to the guidance of graduates, mainly to explain the employment situation or some job-hunting skills to students. In a normal and high-quality community, it is possible to achieve mutual learning, exchange, and seeking common ground while reserving differences for different positive content or topics with different voices and different viewpoints. Therefore, the community opinion leader is a role that plays a vital role in the formation of group consensus and trust, and is the backbone of the ability to grasp the right to speak in space. At the same time, it should also be avoided by some people with ulterior motives, and use the information dissemination of online community to erode the thoughts of college students. Targeted to find a solution strategy, special psychological counseling can be implemented when necessary, to reduce their learning pressure and mental stress, and to give appropriate care and care in life, so that students are more active and healthy to face the future.

In China, the professional demand corresponding to the job requirements of enterprises and institutions in 2016-2018, the top 3 professional analysis is shown in Table 1.

Table 1 Top 3 professional analysis of corporate demand in 2016-2017 (10,000)

Major	2016	2017	2018
Machinery	458	388	297
Business Administration	366	289	211
Computer Science and Technology	245	271	185

3. Practical Path of Network Ideological and Political Education and Employment Guidance Education Based on “Community Model”

3.1 Create Elements of Community Scene to Enhance the Perception of Environmental Education

Scene socialization is a new way of network communication in recent years, which is essentially the perception of network culture communication. Relying on the platform of Yi-ban to build community scene, we should build a “multi-integrated Yi-ban collective culture” oriented to students' interests in cultural construction. College educators should fully realize this, pay attention to in-depth communication and communication with students, from students to students, and grasp the changing process and development results of College Students' own characteristics. In the new era, the focus of employment guidance in Colleges and universities has shifted from the traditional single skill training to the education of students' professional ethics and law, which highlights the ideological and political education function of employment guidance and reflects the universal applicability and generality of the norms of “two education”. To enable graduates to invest in socialist modernization with a good image. Promote the system of students to accept employment guidance education from entering colleges and universities, conduct employment guidance in stages and at different levels, and enhance the goal and professionalism of student employment. Encourage the emerging circle of Yiban topics, create a variety of network activity scene space through the easy-to-follow “Establish”, and enhance the sense of ritual of network culture activities. In order to attract students to individual gatherings based on common interests or needs; secondly, determine the structure and goals of the online community, and maintain community relations with the concept

of crowd funding, innovation, and sharing. Establish a sense of honesty and integrity, develop originality and other capabilities, and then grow into a high-quality comprehensive talents needed for the construction of socialist undertakings.

3.2 Establish the Mechanism of Community Participation and Guidance to Stabilize the Discourse Right of Mainstream Values

Because of the interesting and interesting characteristics of College Students' network community communication, the corresponding guidance and management mechanism should be established for the generation of their spontaneous interesting and interesting groups, so as to better play the guiding role of mainstream values. In recent years, both college students and technical secondary school students are facing the problems of high employment pressure and difficult employment, especially the vulnerable groups, which need more urgent attention and help from all walks of life. This requires the ideological and political educators in Colleges and universities to cultivate college students to establish a correct concept of network rule of law and morality, to restrain their behavior by law and morality, and gradually internalize into their own value system. For example, the function of free group can be developed on the micro-community platform of changing classes. Students can form network circles freely with teachers and classmates who have similar specialties and hobbies, and make full use of the demand motivation of College Students' online interesting behavior. At the same time, college educators should teach students according to their different characteristics, such as different factors such as student's specialty, personality, interest, development willingness, and different objective factors such as grade, major, gender, etc. The course even explores new ways of teaching. Infiltrate ideological and political education in employment guidance education, and encourage students to establish a correct view of employment. Good ideological and political quality lays the foundation for the formation of correct morality, legal system and values. These contents are also important internal factors that influence the formation of employment concept. The education policy and the school development route are integrated into the analysis and resolution of specific problems related to the vital interests of college students, so as to narrow the distance between serious politics and lively young students, and win the recognition of students netizens.

3.3 Effective Integration of “Community Flow” and Expanding the Carrier of Third Classroom Training

With the development of the network from the media, the network community of college students can be subdivided into multiple forms according to individual needs. Although the ideological and political education has been widely established in colleges and universities, its content is often boring; employment guidance education is still in the evening elective or weekend elective status on many campuses, and its credits are also taken as elective credits. The competition in today's world is essentially the competition between national quality and science and technology. It is fundamentally the competition of talents. Improving people's quality and attaching importance to human development have become the mainstream of world education reform. From the perspective of college students' cultivation, if they can meet the needs of the group and integrate the characteristics of different communities to achieve cross-border interaction, the online community will become an effective training carrier for the third classroom. For college ideological and political education workers, the education of college students should be fully applied to the characteristics of the network community platform. Restricted by the traditional concept of employment, the success rate of entrepreneurship of college students in China is very low, even less than the global average of the success rate of entrepreneurship of College students. Of course, the main reason is that the development of entrepreneurship education in China is not perfect. From the perspective of intra-class and extracurricular interaction, we can build a micro-class group for students' extracurricular training and career development on the basis of the platform of Yooc, and open up channels for professional teachers and counselors to participate in students' online behavior training and professional education. In addition, to guide students to discover their own characteristics and hobbies, only when they fully understand themselves, can they find a

satisfactory career, and at the same time, it is more conducive to the realization of their own values.

4. Conclusion

In short, contemporary college students shoulder the hope and future of the motherland. Only under the joint action of society, school, family and individual can contemporary college students form a positive and upward social mainstream values and truly serve the construction of socialist modernization with Chinese characteristics. College graduates are valuable human resources. Effectively solving the employment problem of college graduates can stimulate the sustained and healthy development of the national economy on the one hand, on the other hand, it is also of great significance to realize the strategy of strengthening the country by talents and rejuvenating the country by science and education. The ideological and political education based on the network community not only breaks the platform thinking, but also selects the carrier of ideological and political education from a comprehensive perspective, and relieves the predicament that the current network ideological and political education can not give up and concentrate on different platforms. It is very important for the ideological and political education of colleges and universities based on the online community to effectively use and give full play to the role of “opinion leaders”. First of all, colleges and universities should increase their efforts to cultivate high-quality opinion leaders, and give full play to the guiding role and leading role of opinion leaders in the online community. Integrating ideological and political education with employment guidance education, effectively improving the overall quality of college students, and prompting universities to gradually optimize and improve the employment guidance education system.

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