

Countermeasures of Vocational Guidance in Promoting College Students' Employment under New Media Environment

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Abstract

In the era of rapid development of new media in recent years, there's also had a certain impact on the employment of college students , a growing number of college students in the employment choose the appropriate way of employment through the relevant media of new media.Indeed,the new media environment has brought more convenience to the employment guidance of college students. Colleges and universities need to combine the development environment of new media to do a good job in vocational guidance, career planning and career development of students and other effective vocational guidance. To help college students choose a better employment path under the new media environment, and promote the career development of college students in the future.

Keywords

New Media Environment; Vocational Guidance; Employment of College Students; Countermeasure.

1. Introduction

Under the new media environment, the overall speed of the information spreading is relatively fast, and so do the knowledge update,which also has a catalytic role in the employment work of college students. More and more college students rely on social networking platforms to access new employment knowledge. Through the educational environment of new media, students can improve efficiency in career guidance and find meaningful employment information in a large number of online information. To a certain extent,this is an important development trend of employment guidance in colleges and universities,which is necessary to classify the useful information and release it quickly,so as to guide college students to make a better choice of completing self employment work,and build a good communication bridge between college students and employers to realize college students' self career dream.

2. Discussion on College Students' Vocational Guidance

With the gradual expansion of College Students' enrollment, more and more college students are also facing great employment pressure. College students' vocational guidance is an educational work in Colleges and universities.In terms of career guidance, we need to plan and analyze the career of college students according to the current development of the era and the economy, so that more and more college students can understand their own employment direction.Especially in today's new media environment, it is necessary to help college students understand that the impact of the current network development trend on their employment.The theory of vocational guidance can be roughly divided into four types,including choice theory, service theory, development theory and process theory. These theories reflect the process of career guidance to help college students to find a career, which needs to reflect that college students find a career that is consistent with their psychological characteristics, and realize the mutual matching between people and careers.

In this process, it is necessary to improve college students' employment skills and reflect their employment development and innovation. Vocational guidance is a kind of social service activity for college students, which help them to find a self-satisfied job more conveniently through this activity. While the vocational guidance should also reflect the mode which combining with the development of the times, embody the phased transformation, establish a long-term system engineering, and constantly innovate and change accompany with the personal development of college students. This is a dynamic demand process, which should be based on the comprehensive vocational skills needs of college students in today's society. Colleges and universities recognize the effective connection among vocational interest, vocational knowledge, vocational skill training and mining, and combine the relevant media of new media to enable college students to further understand their own vocational employment content and adjust the employment status according to the current situation timely.

3. Current Situation and Problems of College Students' Employment

3.1. The Macro Situation of Employment is Serious

Nowadays, the employment of college students is facing great pressure, and the overall employment situation of college students is relatively severe. Especially in the employment growth of college students in recent years, showing a high-speed growth trend. The employment situation of college students is complex and changeable at present, and it also causes a certain employment pressure as for the students, the main reasons include several aspects. First of all, the international economy continues to show a state of sluggish development, which leads to the serious employment problem of college students, the development of enterprises is relatively difficult under the poor economic situation, so as to the enterprises have higher requirements on talent selection. In addition, China's macro employment situation is faced with structural contradictions and problems of economic slowdown and continuous increase in total employment. These contradictions highlight the triple pressure, which makes college students have less choice in the process of employment. The application demand of college talent graduates shows a downward trend. Under the background of the global political and economic environment, they are facing all aspects of employment challenges.

3.2. College Students' Lack of Awareness of Employment

A large number of college students generally show the phenomenon and problems of inadequate self-cognition of employment at present. In their daily study and life, college students pay less attention to employment and lack of preparation for employment ability. When choosing an enterprise, it presents immature phenomena and problems, lacks the awareness of career planning, and is unable to recognize self-professional ability and level in all aspects, and most college students are at a loss in job hunting and have high job expectations, which leads to the mismatch between college students and enterprise positions. A great number of college students choose their career planning places in some big cities, and their work units are mainly some large and medium-sized enterprises, government agencies and public institutions, resulting in a serious imbalance in the proportion of employment structure of college students. The ability and quality of college students cannot match enterprises' positions. In addition, with the continuous development of the society in recent years, the industry is gradually subdivided in the society, and the professional requirements of the jobs provided by the society are getting higher and higher. Most of the students cannot transform the knowledge they have learned into their own professional working skills, and lack of practical operation ability, making it difficult for college students to obtain employment.

3.3. Colleges Lack of Career Planning Education for College Students

From the perspective of school education system, it is found that some schools lack of the vocational guidance education of college students, and the vocational education and management system of college students are divorced from the society. Especially in the context of the development of new media, it is necessary to combine vocational education in schools with new media, so as to expose students to some advanced employment skills and knowledge through the educational advantages of new media. In the process of education development, the school's educational ideas, educational concepts and educational methods have not been updated in time, but still adopt the educational method of emphasizing theory and neglecting practice, cultivating lots of students with high scores and low abilities, which is in contradiction with the innovative talents needed by the society. Some of the major settings in schools are not in harmony with the needs of the society. The educational management system is rigid and the assessment method for students is simple. There is no comprehensive employment guidance for students from the previous perspective, which leads to students' one-sided employment knowledge that is not conducive to students to choose a better job.

4. Countermeasures of Vocational Guidance to Promote Employment under the Environment of New Media

4.1. Set up Career Guidance Center and Consummate the Operation Mechanism

Under the new media environment, the education and guidance work of the school should use the new media to do a good job in the vocational guidance of college students, establish the corresponding guidance system, set up the vocational guidance center, consummate the operation system of the guidance center, and realize the all-round guidance of students' employment. In order to achieve this educational goal, and provide effective and all-round guidance for college students' employment, it is necessary to establish an integral operation system. The colleges need to improve the guarantee system and the construction of the evaluation system from different angles such as the organizational structure, the strength of teachers and the construction of software and hardware facilities. The guidance center includes career planning and employment guidance, teaching and research, career guidance and evaluation center, class feedback system, on campus and off campus training base, innovation and entrepreneurship park, etc., so as to make full use of the educational advantages of the school to drive college students to carry out innovation and entrepreneurship. Through schools, departments and classes, all-round employment guidance for college students will be realized.

4.2. Integrate Employment Websites and Expand Employment Resources

More and more college students get their own employment related information through the network platform to promote their employment choices in today's new media environment. While for schools, they can integrate employment websites, job fairs and other relevant resources through the new media website platform to expand students' employment choice space in terms of career guidance for college students. Although some college students can use the network platform to choose some employment related information content, they can get relatively few resource platforms. In contrast, the school can screen the employment resources that are suitable for college students through their existing resources, which help college students discern between true and false, and guide college students to employment better.

In September every year, the schools can cooperate with the local human resources department to hold a job fair for enterprises to enter the campus and hold a large-scale campus job fair so that enterprises can choose excellent talents and college students can have more opportunities to make reverse choices. In addition, colleges can optimize the school's employment

information website, so that students' training, internship and employment can achieve effective docking. The employment website includes recruitment information, job fairs, employment guidance, entrepreneurship guidance, policies and regulations, etc., so that students can choose more favorite enterprises through the school's employment website platform. In this way, it also can ensure that the information obtained by college students is very real and effective, and ensure that enterprises can find the talents they want on the website platform.

4.3. Do a Good Job in the Operation of New Media Platform, and Feedback Information Timely

In order to make full use of the new media education platform in the process of employment guidance, the school can cooperate with some new media platforms to promote the employment work of students and do a good job in the operation of new media platforms. Including the current common microblog, Tiktok, wechat and other platforms, timely operation and feedback of the platform, understand the problems existing in the process of students' employment guidance, and improve the efficiency of students' employment guidance. For the school, it can be equipped with professional personnel to manage the official new media platform and guide the employment education of college students through the network platform. In daily teaching activity, colleges can carry out education courses for students in this field in combination with the educational environment of new media, colleges can also use wechat official account to push employment articles, use new media software app to explain cases, and give students opportunities to discuss, leave messages and share, so that students can feed back their ideas. Also the management can know the specific situation of students in time on the new media platform, and they can optimize the operation mode of new media in time according to the feedback information of students. Besides, the new media also provides a network evaluation system, and college students can provide some specific data information according to the network evaluation system. The network evaluation system can recommend some suitable positions and employment directions to college students according to their personal conditions. College students can also make job resumes and learn interview skills through the network platform, so as to obtain better career guidance.

4.4. Integrate Innovation and Entrepreneurship Education and Make Career Planning in Advance

College Students' vocational education needs to run through every process of their college career, and in this process, the school needs to combine the educational environment of new media to enable students to implement relevant educational guidance on the new media platform through the learning of new media software. In this way, students can imperceptibly form their own awareness of employment planning, make college students' career planning in advance, and let college students have a comprehensive understanding and understanding of their future employment. This can help college students seriously study professional knowledge and understand the general environment of today's new media development. College Students' career planning and vocational education guidance need to be carried out as soon as possible. From the beginning of freshman year, the school can cooperate with parent enterprises to provide vocational guidance and education for college students, and hold relevant excellent graduates sharing meetings and parents' exchange meetings to provide strong vocational guidance for college students.

Also, schools can organize innovation and entrepreneurship competitions to promote extracurricular activities in curriculum teaching, so as to realize the effective connection between teaching and employment, and enhance the interaction speed between information and increase the publicity of the education activities through new media platforms. Help college students timely establish their own career goals and career planning, in order to improve the

timeliness of College Students' career guidance. Colleges need to carry out personalized, guiding and whole process education and guidance for college students, so that college students' career guidance can go deep into the interior, and make more college students have a clear understanding of their own career planning. Carefully grasp the planning content of each time period, and timely correct and communicate the incorrect ideas of college students. The college provides new media education and guidance, including publishing job information and policies, consulting on laws and regulations, job interview skills, employment psychological counseling, employment planning guidance, etc.

5. Concluding Phrase

All in all, college students' employment guidance is facing new development and challenges under today's new media environment. Schools need to understand the role of new media in promoting college students' employment guidance, explore new employment guidance technologies and methods, build employment guidance centers, and make full use of new media education resources to provide new impetus for students' vocational education. So as to guide the employment development of college students better and serve the employment development of college students better.

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