Research on the Working Path of College Students' Employment and Entrepreneurship Guidance under the Background of Network Broadcast

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Abstract: This paper discusses the problems existing in the employment and entrepreneurship guidance of college students under the background of network broadcast, and puts forward the path exploration. Under the problems of insufficient supervision of network broadcast, traditional education methods, uneven quality of employment and entrepreneurship guidance teams, and insufficient cooperation between schools and enterprises, it is necessary to strengthen the supervision of network broadcast and create a healthy and upward network environment. To innovate education mode and improve students' self-management ability; Integrate resources to build a professional employment and entrepreneurship guidance team; Deepen school-enterprise cooperation and build a practice platform.

Keywords: Network broadcast; College students; Entrepreneurship guidance

1. Basic theory

1.1 Background of network broadcast

With the rapid development of the Internet and the popularity of smart phones, the webcast industry has risen rapidly. Through real-time video transmission technology, network broadcast enables users to watch live content and interact with anchors anytime and anywhere. Network broadcast platform covers many fields, such as game broadcast, entertainment broadcast, education broadcast, etc., attracting a large number of viewers and anchors. The webcast industry not only provides users with new ways of entertainment and information access, but also provides entrepreneurs with new job opportunities and business models. However, the webcast industry is also facing problems such as inadequate supervision and uneven content quality, which need to strengthen management and norms.

1.2 Importance of employment and entrepreneurship guidance for college students

With the development of society and the change of employment situation, the employment and entrepreneurship guidance of college students has become more and more important. First of all, college employment and entrepreneurship guidance can help students understand the needs and trends of the job market, provide employment information and resources, and guide students in career planning and employment preparation. Secondly, college employment and entrepreneurship guidance can provide entrepreneurial training and support to help students with entrepreneurial intentions realize their entrepreneurial dreams. At the same time, college employment and entrepreneurship guidance can also provide vocational skills training and practical opportunities to improve students' employment competitiveness. Through the guidance of employment and entrepreneurship of college students, students can better adapt to social needs and realize the positive interaction between personal value and social development.

2. Problems in the employment and entrepreneurship guidance of college students under the background of network broadcast

2.1 Insufficient supervision of network broadcast

Lack of standardized supervision mechanism: There is a lack of unified and standardized mechanism for the supervision of

network broadcast platforms. At present, there are many online live broadcast platforms, and the regulatory authorities are scattered and inconsistent in their supervision, resulting in insufficient supervision work, and some undesirable information and content cannot be supervised and dealt with in a timely manner. Lack of effective content review mechanism: In the network live broadcast, there is a large number of live broadcast content, including some involving employment and entrepreneurship guidance. However, due to the lack of an effective review mechanism, some live content may have false propaganda, false information and other problems, which will bring misleading and troubling to college students' employment and entrepreneurship. Insufficient power of regulatory authorities: Due to the large number of online live broadcast platforms, the power of regulatory authorities is relatively limited, and it is difficult to achieve comprehensive supervision of all platforms and live broadcast content. As a result, some bad information and content are difficult to be found and dealt with in time, which has a certain impact on the employment and entrepreneurship guidance of college students. Lack of targeted guidance and training: Network broadcast is a new mode of communication, and corresponding guidance and training are needed for college students' employment and entrepreneurship guidance.

2.2 Traditional educational methods

Traditional employment and entrepreneurship guidance usually adopts a face-to-face approach, which lacks interaction and individuation. In the context of network broadcast, more interactive and personalized guidance can be provided through the Internet and technical tools, but the limitations of traditional education methods lead to these new ways can not be fully utilized. Traditional employment and entrepreneurship guidance usually relies on paper materials and lectures, and the information is not updated in time. However, in the context of network broadcast, the speed of information dissemination is very fast, but traditional education methods cannot timely obtain and transmit new employment and entrepreneurship information, which limits the effectiveness and accuracy of guidance work. The traditional way of education usually focuses on classroom teaching and lacks flexibility and practice.

2.3 The quality of the employment and entrepreneurship guidance team is uneven

The employment and entrepreneurship guidance team plays a vital role in colleges and universities, but the quality is uneven at present. The employment and entrepreneurship guidance teams in some universities have rich experience and high professional quality, and can provide effective guidance and support to help students plan their career development and entrepreneurial routes. Other teams, however, lack the expertise and experience to provide substantial help. This difference leads to the unfairness and uncertainty that students face in the process of employment and entrepreneurship.

2.4 School-enterprise cooperation is not deep enough

School-enterprise cooperation is an important part of college students' employment and entrepreneurship guidance, but there is a problem that the cooperation is not deep enough. Some cooperation between universities and enterprises still remains at the surface level, lacking in-depth cooperation mechanisms and projects. As a result, students have limited opportunities in internship and employment, and can not really contact with enterprises and understand the actual working environment. School-enterprise cooperation projects also lack pertinency and effectiveness, and can not meet the needs of enterprises for talents.

3. The path exploration of college students' employment and entrepreneurship guidance under the background of network broadcast

3.1 Strengthen the supervision of network broadcast and create a healthy and upward network environment

In order to solve the problem of insufficient supervision of network broadcast, it is necessary to strengthen the supervision of relevant departments. First of all, it is necessary to establish and improve the norms and standards of the network broadcast industry, and clarify the legality and moral code of live broadcast content. Secondly, it is necessary to strengthen the supervision of network broadcast platforms to ensure the review and management of anchors on the platforms, as well as real-time monitoring and review of live broadcast content. At the same time, strengthen the publicity and education of the laws and regulations of the network broadcast industry, guide the anchors and viewers to abide by the relevant laws and regulations, and maintain the health and order of the network environment. It is also necessary to strengthen cooperation with Internet enterprises, jointly promote the standardized development of the network broadcast industry, and create a healthy and upward network environment.

3.2 Innovate education methods and improve students' self-management ability

The traditional way of education often emphasizes the imparting of knowledge, but neglects the cultivation of students' independent learning and self-management ability. Therefore, education departments should actively promote education reform, adopt diversified teaching methods, and encourage students to take the initiative to participate in learning and practice. At the same time, we should pay

attention to cultivating students' self-management ability, such as time management, goal setting, emotional regulation, etc., so that students have good self-restraint and self-management ability. In addition, we can also use scientific and technological means, such as online learning platforms, learning management software, etc., to provide personalized learning AIDS and management tools to help students better manage their study and life.

3.3 Integrate resources and build a professional employment and entrepreneurship guidance team

In order to improve the quality of employment and entrepreneurship guidance, colleges and universities should integrate resources inside and outside the school to build professional employment and entrepreneurship guidance team. This team should be composed of professional career guides and entrepreneurship mentors who have rich industry experience and expertise and can provide students with accurate career information and entrepreneurship guidance. The team should also establish close cooperation with enterprises in various industries, understand industry needs and trends, and provide internship and employment opportunities for students. By integrating resources and establishing a professional employment and entrepreneurship guidance team, the success rate of students' employment and entrepreneurship can be improved.

3.4 Deepen school-enterprise cooperation and build a practice platform

By cooperating with enterprises, colleges and universities can understand the needs and requirements of enterprises and adjust the teaching content and methods to better meet the needs of the job market. At the same time, we jointly build a practice platform with enterprises to provide students with internship and practice opportunities. Such a practice platform can enable students to better understand occupational requirements, improve practical ability, and increase employment competitiveness. By deepening school-enterprise cooperation and building a practice platform, colleges and universities can better train graduates with practical ability and lay a solid foundation for their employment and entrepreneurship.

Closing remarks

Under the background of network broadcast, college students' employment and entrepreneurship guidance is facing new challenges and opportunities. By strengthening the supervision of network broadcast, innovating education methods, integrating resources and deepening school-enterprise cooperation, we can effectively solve existing problems and improve the quality and effect of employment and entrepreneurship guidance. Colleges and universities should actively adapt to the needs in the context of webcast, provide students with better guidance and support for employment and entrepreneurship, and help them succeed in the webcast industry.

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