

A Study on the Cooperative Cultivation of College Students' Professional Values by Counselors and Teachers of Specialized Courses

Jianbao Zhang

Beijing Wuzi University, 101149

Abstract: As an important way to guide young college students to establish a correct outlook on employment, professional values education is a necessary means to effectively alleviate employment conflicts and promote high-quality employment. Along with the new stage of improving quality and efficiency of our economic development, the employment market is faced with the reality of decreasing demand for jobs and increasing employment competitiveness. However, some colleges still face a series of problems in the process of carrying out professional values education, which brings severe challenges to the realization of high-quality employment of college graduates. Therefore, it is necessary to take new media as an important carrier to innovate the form of professional values education, explore and establish a long-term mechanism to guide college students to establish correct professional cognition, improve the comprehensive quality of teachers and strengthen the construction of professional values education talents.

Keywords: Counselor; Teacher of specialized courses; Professional values; College student employment

Fund Project: Schoolwork, Job-selection, Carrer: Coordination between Political instructors and professional to cultivate college students' career values(20JDSZ3012).

1. Introduction

At present, due to the accelerating pace of economic structural transformation and the impact of the COVID-19 epidemic, the employment situation of college students is becoming more and more severe, and the employment pressure of fresh graduates is significantly increasing, posing a huge challenge that cannot be ignored for China's "steady employment" work. According to public data, the total number of college graduates in 2022 reached 10.76 million, up nearly 1.67 million from the previous year. However, in the era when the number and increase of college graduates have reached a record high, the continuous impact of the COVID-19 has shrunk the employment demand of market players, which has exacerbated the contradiction between supply and demand in the job market to a certain extent, resulting in the "difficulty in finding a job" problem for graduates. According to statistics, the surveyed unemployment rate in 31 cities increased from 6 percent in March to 6.7 percent in April in 2022. Among 16- to 24-year-olds, the unemployment rate of the population aged 16-24 increased from 16% in March to 18.2% in April. The reason for this phenomenon is not only that the demand for jobs in the job market is reduced, but also in the relatively insufficient cognition of some college graduates to the job and the lack of a correct view of career choice and employment. In depth, there are still many problems in traditional professional values education in some colleges, resulting in some college students' short-term and utilitarian career goals, lack of professional spirit and other problems, which become the bottleneck constraint to promote more full and high-quality employment. In view of this, on the basis of analyzing the practical problems faced by college students' professional values education, this paper tries to put forward targeted countermeasures from the perspective of cooperative education between counselors and teachers of professional courses, hoping to provide useful reference for improving the effectiveness of college students' professional values education and alleviating employment conflicts.

2. Practical problems of professional values education for college students

In essence, as an important guide of individual behavior, values greatly affect the future career achievements of individuals. As young college students are in the critical stage of the formation of their outlook on life and values, colleges must continuously strengthen the professional values education of college students and strengthen the guidance of employment values, in order to cultivate the sound personality of college students, while strengthening the social responsibility consciousness and collectivism spirit of students, and help college students to form a scientific and reasonable career planning. As far as traditional school education is concerned, professional values are mainly based on society, focusing on strengthening the sense of social responsibility, professionalism and collectivism of young college students, and guiding students to choose jobs that have important contributions to society. However, with the rapid development of market economy and the increasing popularity of the Internet, multi-cultural trends such as utilitarianism and individualism continue to emerge, which greatly influence young college students' choice of future career. In the face of employment, as the new generation growing up in the era of market economy, college graduates mainly born in the post-90s and post-00s have typical characteristics such as increasingly complicated and diversified of vocational value orientation, gradually utilitarian of evaluation standards and short-term career goals. That is to say, at the present stage, many college students simply pursue material benefits as an important goal of employment, they only focus on immediate benefits and ignore long-term development, only one-sided pursuit of personal value and ignore social needs to some extent.

Specifically, with the emergence of employment websites, recruitment WeChat public accounts, online and offline campus job fairs and other diversified job search channels, the vast majority of college students have a strong intention to use all kinds of channels to find jobs, and tend to combine job selection with interests, self-development and self-realization in the process of job hunting. However, it is worth noting that some colleges overemphasize the guidance and education of employment skills for college students, and still carry out professional value education based on the concept of social standard, ignoring the practical demands of young college students to realize their self-value in the process of career selection, and even confuse professional value education with employment guidance. At the same time, because professional values can not be formed in a short time, colleges need to explore and build a progressive professional values education system based on systematic ideas, so as to improve the scientific and continuity of professional values education. However, most colleges lack continuity and systematicness when carrying out professional value education for fresh graduates, which is not conducive to guiding young college students to establish correct career view and employment view. In addition, due to the late start of professional value education in China, professional course teachers and counselors in some colleges pay too much attention to theoretical learning when carrying out professional value education, usually in the form of preaching and theoretical indoctrination of knowledge explanation and case analysis, lack of sufficient appeal.

3. The practical path of cultivating college students' professional values through the cooperation of counselors and professional course teachers

3.1 Take new media as an important carrier to innovate the form of professional values education

Under the background of the rapid popularization and application of various new media, college counselors and professional teachers should establish an inclusive and open mind, comprehensively learn and master the new functions of new media, apply new media such as Tiktok, WeChat official account, employment website and other new media to the college students' professional values education, and grasp the employment trend of new graduates while solving the employment problem of college students in a timely manner. In this process, counselors and professional course teachers should comply with the trend of the times, transform the relevant employment information with the help of more affinity network language, and publicize the recruitment information through the more acceptable language expression form of young college students, so as to enhance the enthusiasm of college students to participate in professional value education. Colleges can rely on digital technologies such as big data, the Internet of Things and artificial intelligence to build online platforms, timely release and update employment information and employment guidance courses, and create virtual online interactive space for schools, college students and employers, so as to provide more targeted employment guidance and consulting services for graduates. At the same time, counselors and professional course teachers can use WeChat, QQ and other media to popularize the relevant contents of professional values education for young college students, grasp the employment dynamics of college students through communication at any time, and provide them with corresponding services and guidance. In addition, as new media and the Internet are full of a large number of false and negative information, if the new media platform is not well supervised, it will easily lead to the spread of virtual and negative information, which is not conducive to graduates to establish

a correct view of career and employment. Therefore, it is necessary for colleges to improve the supervision mechanism of new media platforms, timely discover and delete all kinds of bad information, and fundamentally guarantee the authenticity and effectiveness of employment information.

3.2 Explore and establish a long-term mechanism to guide college students to establish correct professional cognition

No job is noble or humble, and all walks of life deserve respect. From this perspective, it is necessary for counselors and teachers of specialized courses to explore and establish a long-term mechanism to strengthen the education of responsibility consciousness and labor spirit through the combination of theory and practice teaching, so as to guide college students to transform from perceptual cognition to rational cognition, and thus help college students form correct professional values in the process of job hunting. Specifically speaking, counselors and teachers of specialized courses should guide young college students to enhance their sense of responsibility, labor concept, dedication and collectivism spirit through classroom teaching and themed activities based on the law of social development and the law of college students' growth and development. In other words, college counselors and teachers of specialized courses should take moral cultivation as their fundamental task, help college students dialectically view the relationship between individual interests and collective interests, and guide young college students to closely combine their personal career ideals with the needs of economic and social development.

3.3 Improve the comprehensive quality of teachers and strengthen the construction of professional values education talent team

There is no doubt that the construction of talent team is directly related to the quality of professional values education. Therefore, colleges should take multiple measures to promote the construction of professional values education talent team, give full play to the leading role of counselors and teachers of specialized courses, and lay a solid talent foundation for improving the quality of professional values education of college students. Specifically, colleges can continuously improve the professional skills of counselors and teachers of specialized courses by giving lectures by well-known experts through concentrated learning, special training, lectures and forums. In addition, it is necessary to help counselors and teachers of specialized courses to have a more systematic understanding of the current employment situation and the demands of the job market by strengthening professional knowledge assessment, organizing professional skill competitions, setting up training camps for ability improvement, deepening exchanges between schools and other diversified ways, so as to improve the comprehensive quality of counselors and teachers of specialized courses in an all-round and multidimensional way.

References:

- [1] Li Ying, Wang Wenjie. The current situation and cultivation of college students' professional values -- based on the survey of college students in five universities in Beijing [J]. Ideological Education Research, 2017 (02): 118-121.
- [2] Li Hong. Analysis on the integration of socialist core values into college students' career planning education [J]. China Vocational and Technical Education, 2016 (36): 94-96.
- [3] Huang Daqing, Zhang Ji, Gao Lei. An analysis of college students' professional values education strategy [J]. China Adult Education, 2015 (12): 49-51.

About the author:

Jianbao Zhang, 1982-07-01, Nationality: Han, Native Place: Shuyang county, Jiangsu Province, Research Fields: Ideological and political education for college students.