

# A Study on the Vocational Values of College students in the new media environment

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**Abstract:** Cultivating virtues and cultivating people is the fundamental task of China's higher education. All courses in colleges and universities should have the function of educating people and shoulder the responsibility of educating people. National colleges and universities ideological and political work conference also stressed in particular, "to make good use of the classroom teaching this main channel all courses should keep a good channel, plant good responsibility field, so that all kinds of courses and ideological and political education in the same direction, forming a synergistic effect." Based on the research on the professional values of engineering college students under the new media environment, this paper discusses the effective path of cultivating the professional values of college students under the new media environment, so as to cultivate the correct professional values of college students.

**Key words:** new media environment; Professional values; Road and bridge specialty; Teaching and training

In essence, curriculum ideological and political education is a complete ideological system including students' ideological education, including students' moral quality, legal consciousness, values, behavior habits and other dimensions of ideological and political education content. Therefore, ideological and political education is an important basis for college students to cultivate their professional values. In addition, under the background of the current new media environment, the ideological and political education consciousness of colleges and teachers has been significantly improved. The teachers of engineering ideological and political education can effectively combine the platform of the new media environment with the teaching environment of professional values, so as to ensure the continuity of ideological education in professional values and lay a solid foundation for engineering students to cultivate good professional values.

## 1. The significance of new media environment to the cultivation of professional values

Under the new media environment, if the training and education of professional values of engineering students want to achieve remarkable results, the school needs to pay attention to the professional values in the ideological and political education classroom. Teachers also need to improve the cultivation of students' professional values, which requires teachers to combine the new media technology to have professional values of education awareness and theoretical practice ability, more importantly, students have a good quality of professional values, can identify with the cultivation mode of Chinese vocational education concept from the ideology. From the traditional ideological and political education mode, the cultivation of students' values is mainly in the ideological and political class, and the cultivation of professional values is also from the classroom teaching, which will lead to teaching content can not meet the development of The Times, the teacher's single teaching method and other problems. In addition, because it is only in the classroom, the teaching course of vocational values is relatively short. Some students may not have a good understanding of their own vocational education plan, and the vocational education training course of the school has been finished. To sum up, the traditional ideological and political education model is not conducive to the cultivation of students' vocational education concept. Therefore, in the new media environment, it is necessary to start from the teaching of professional courses in colleges and universities, because the teaching of professional courses covers the whole learning stage of students in the school, and is the teaching link that students pay the most attention to. In the teaching of specialized courses, teachers integrate ideological and political education and cultivate students' professional values imperceptibly in combination with new media technology. In addition, many colleges and universities currently attach importance to professional courses while neglecting ideological and political education courses. Therefore, integrating ideological and political education into professional teaching to cultivate students' professional values will help students to enhance their enthusiasm for ideological and political education. In specialized courses, teachers make use of new media technology to make students gradually realize their own planning of professional values, so as to better establish correct professional values in the future development.

## 2. The cultivation and research path of college students' professional values cultivation in the new media environment

(1) Optimize the teaching mode of ideological and political courses as the main position of cultivating professional values

In the new media environment, ideological and political classroom teaching is still the main position of cultivating students' values. Colleges and universities should first actively respond to the national ideological and political education policies, respect the career development plan of engineering students, and reform and innovate the traditional ideological and political teaching classroom mode. Therefore, colleges and universities should always adhere to the core education concept of "student-centered" and reform the ideological and political classroom teaching mode from the perspective of students. For example, for students majoring in road and bridge, colleges and universities can first use the way of network questionnaire survey to explore the status quo and problems of vocational values of students and graduates in road and bridge major groups, and analyze the substantive causes of the problems. Then, guided by the existing problems and educational needs, the ideological and political classroom teaching model reform should be carried out from multiple perspectives

such as the subject, object, system, mode, content and method of the professional values of engineering college students. In the subsequent ideological and political classroom teaching, teachers can carry out reasonable and grounded vocational value cultivation according to the career planning of road and bridge major students, and help the graduating road and bridge major students to provide solutions to the problems encountered in employment after graduation.

(2) Change the teaching concept of professional courses and open up new ideas for cultivating professional values

In the opinions on ideological and political education of college students, it is clearly proposed that all colleges and universities should deeply explore the ideological and political education resources of various professional courses, integrate professional knowledge imparts with ideological and political education, so that students can improve their professional ability while independently improving their ideological and moral cultivation, and establish correct socialist values. Through the mutual infiltration of professional courses and the cultivation of professional values of engineering students, teachers can provide students with correct planning ideas of professional values and guide students to establish correct professional values from the perspective of professional knowledge. In the process of teaching professional courses under the current new media environment, the new media technology platform should be used to continuously exert a subtle influence on students' professional values, so that students will not only master professional knowledge, but also integrate correct professional values into their student life, so that it is easier for students to recognize the professional values of ideological and political education. For example, in the professional courses of road and bridge major students, teachers of professional courses have used multimedia information platform to integrate students' professional values in the teaching of professional knowledge since the freshman class. From the perspective of professional knowledge, teachers can teach students those positive and positive professional elites, and imperceptibly tell students the correct professional values through their dedication to the country's professional values. When students are about to graduate from their senior year and look for a job, they will also have a correct understanding of their own professional values and a clear understanding of their own career development in the future. Only by integrating social values into their own development can they be more conducive to their future career development and make their own contributions to the development of the country with their own meager efforts.

(3) From the practical curriculum, to build the correct system of professional values

One of the most important ways for engineering students to apply their professional knowledge to real work is practice. Practice also plays an important role in cultivating the professional values of engineering students. Marxist philosophy emphasizes "the first nature of practice". Therefore, under the background of "curriculum ideology and politics", colleges and universities should strengthen the teaching of engineering practice courses, which is also one of the effective ways to train students to set up correct professional values. Colleges and universities can actively carry out the teaching of relevant social practice courses, so that students can better understand the development of the professional market and their own practical problems in the practice of social work, so as to constantly improve their relevant professional skills and cultivate good professional values and excellent character. Therefore, starting from professional practice courses, students can understand the actual market needs of their own major in the university stage, so that they can imperceptibly understand what direction the future professional values should develop. For example, students majoring in road and bridge can innovate social practice courses in advance in the internship stage of the junior year, combining with the characteristics of road and bridge major. Teachers can cultivate students' professional practice by combining network information resources in teaching, so as to improve the professional pertinence of professional values. Teachers can also lead students to carry out social public welfare undertakings, help students to carry out the transition from professional theory to practice, so that students can carry out work practice in combination with their road and bridge major. In the process of this work, first of all, students can better apply the road and bridge professional knowledge to practical work; Secondly, the nature of public welfare undertakings led by teachers can make students have a deeper understanding of their own professional values, and clearly understand that their work is not only to complete their own work, but also to add their own mere strength to the future of the country's road and bridge, so as to deepen the identity of socialist core values and establish correct professional values.

(4) Enrich the campus cultural environment, build a favorable atmosphere for value cultivation

Environment is very important to influence and shape a person's values. Bandner's observational learning theory holds that people can learn a lot of behaviors by observing the behaviors of role models in the environment. According to his interaction theory, human behavior is mainly acquired, but he does not believe that behavior is completely shaped by the environment, and is determined by the interaction of environment, behavior and human variables. Therefore, campus learning environment and cultural atmosphere have an important impact on the cultivation of college students' professional values. Through the construction of a rich campus cultural environment, the ideological and political classroom education knowledge can be imperceptively transformed into the campus cultural environment in which students are living, so that students can be unconsciously guided to establish what is the right vocational values, so as to improve the teaching effect of vocational education concept. For example, colleges and universities can organize student exchange meetings for road and bridge majors, so that students who have graduated and have correct vocational values can come to campus to exchange ideas with newly enrolled students. Through how the graduated students set up the correct vocational values on campus, and then find their ideal job as a starting point, to drive the students to understand the importance of setting up the correct vocational education concept for the future personal growth. Or the Internet information platform, QQ, wechat, etc., to establish the career development group of road students. In the group, the ideological and political education teachers in colleges and universities are the leaders of the group, and the students of road and bridge major who are about to graduate will be drawn into the group. Then, they will communicate with the students who have graduated from time to time to share their personal experiences in the group, so as to communicate with the students who are confused about their career development

planning in the graduation season. So that the students who are about to graduate can set up the correct professional values in the relaxed and pleasant communication. In the process of communication, it is also a process for students to realize their own shortcomings in a favorable environment of professional values and to clarify their own development plan of professional values. In addition, the student-student communication environment reduces the estrangement and enables students to better understand the beneficial impact of correct professional values on themselves, so that it is easier to establish the values needed for social development. At the same time, it is also better to position the individual and the society, and the individual and the country, and actively train students to realize a better combination of social values and personal values. Actively promote the future career development to cultivate people who make contributions to the country and the society.

### 3. Conclusion

To sum up, to cultivate college students' professional values through new media technology, colleges and universities should innovate the traditional ideological and political classroom teaching mode, promote the innovation of classroom ideological and political education, integrate ideological and political education into the teaching of professional courses, and subtly cultivate students' correct professional values. And optimize the ideological and political classroom teaching mode, change the teaching concept of the course, as the main position to cultivate professional values; Starting from social practice courses, to construct students' correct system of professional values; There are four effective ways to enrich the campus environment and create a good campus atmosphere of professional values. Combined with the current Internet information platform, we can build online group chat which is conducive to the development of correct professional values, so as to set up correct professional values for college students, so that they can make contributions to the country and help the society in the future construction of the country. The outstanding talents who unify social values and personal values.

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