

Research on the Education and Guidance Path of Chinese College Students' Vocational Values in the New Era

Jun Ma¹, Dapeng Sun²

Dongbei University of Finance and Economics, Dalian, China

mytwin2006@126.com

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Abstract: College Students' vocational values not only affect their job-seeking and career-choosing but also have great significance to the development of the country. Based on the analysis of the present situation of the vocational values of college students in the new era, this paper explores a full-range and all-round approach to education and guidance to help college students establish correct and scientific vocational values.

1. Introduction

“The strength of the country is due to people, and the success of talent comes from the study.” At present, socialism with Chinese characteristics has entered a new era. It is about to embark on a new journey of building a modern socialist country based on a decisive victory in building a well-off society in all respects and a decisive battle against poverty. The development of the political party and the national cause urgently needs to train a large number of high-level talents with both morality and talent.

However, with the deepening of the reform of the Socialist market economy system, the economic components, interest subjects, and social organizational forms of our society are becoming more and more diversified, and various new professional groups and trades are emerging one after another. People's employment concept and vocational value tendency are becoming more and more complicated and diversified. For the young college students career ideas, career value orientation, career thinking mode, career behavior habits, and other aspects will be affected by these changes. How to make the vocational values education of college students not only conform to the general situation of economic and social development of our country but also benefit the realization of self-value of college students is a key problem in the research and practice of the vocational values education of college students in the new period.

2. Education of Vocational Values of College Students

2.1 Definition of Vocational Values

The term “vocational values” first appeared in Super's career development theory in 1957. He proposed the contents of 15 career values, which were regarded as an expression of work purpose, it is an individual's desire for approval and respect for his or her work. Schwartz argues that professional values are what people get for their work. In 1973, Rokeach put forward two kinds of methods: the tool occupational value and the ultimate occupational value, and the ultimate value and the tool value reflect and depend on each other. However, Surkis¹ divides professional values into four dimensions: internal, external, social, and prestige².

At present, the most influential theory is Inglehart's intergenerational value theory. The theory holds that with the transition from modern society to post-modern society, the values of the public have changed from materialistic values focusing on “Economic and personal security” to Post-materialism values focusing on “Self-expression and quality of life”.

Compared with the foreign researchers' in-depth study of vocational values, and has formed some related theories, the theoretical circles of our country started the study of vocational values late. Typically, some people, represented by Ling Wenshuan, think that vocational values are the embodiment of values in the process of employment. It is a kind of attitude and belief that people treat occupation, also can be said to be a kind of value orientation that people show in professional life³. However, in the opinion of Yu Hua, professional values are the standard yardstick for people to measure the quality and importance of a certain profession in society. It is an individual's understanding of his or her career and guides his or her career choices and efforts to achieve work goals⁴.

2.2 Employment Value Orientation of College Students in the New Era

In the new era, college students are open-minded and willing to try new things. At the same time, their attitudes are easily influenced by the trends of thought characterized by money worship, enjoyment, and self-interest. At present, the employment value orientation of college students has the following characteristics: The overall orientation is positive and healthy and increasingly diversified, but there is also a tendency of hedonism and utilitarianism.

(1) Outstanding utilitarianism and lack of dedication

“When choosing occupations, the main indicators we should follow are human happiness and our perfection.” Marx wrote in his book “Reflections of a Young Man on the Choice of a Profession”. However, many college students pay more attention to the maximization of personal interests and the realization of personal value when choosing careers and employment. They lack a sense of social responsibility and the spirit of dedication to the motherland. They often put salary and benefits and other material conditions in the first place in their career standards. Moreover, they tend to prefer big cities and large enterprises, especially those with high social evaluation, good working environment, and high welfare benefits, to the grassroots, to the west, to the motherland, and where people need it most. So, they lack the quality of hard-working and dedicated to the community.

(2) The Pursuit of Pleasure and Ease, the Lack of Suffering Quality

In recent years, China's sustained and rapid economic development, People's living standards continue to improve, People's ideas have undergone great changes. In life, people have gradually moved from simple food and clothing to the pursuit of quality, the unhealthy atmosphere of ease and enjoyment has gradually spread among teenagers, and further reflected in the new era of college vocational values. When choosing a job, more people prefer the position of relaxed stability, have the weekend. In the work, people gradually show fear of hardship, fear of fatigue, and avoid problems and challenges. They leave or change jobs when things don't go their way, and they go for too much

stability and comfort. More and more people are prominent hedonism and lack of hard-working excellent spiritual quality.

(3) Self-centered, lack of Collective Consciousness

With the impact and influence of international multi-culture, more and more college students begin to pursue and realize themselves, which is beneficial to the development of college students. However, when the self-consciousness is excessive, it easily leads to self-centered individualism, and disregard for the collective consciousness. In the new era, college students attach importance to their personal preferences and wishes, and as an important factor in their career choice, they also advocate freedom and democracy. They hope to be able to exert themselves fully in their work and like to express their ideas. They do not want others to interfere too much or by others to manage. At the same time, people prefer to work on their own, one-way forward, and do not like the team multi-person cooperation or be constrained. When choosing a job, it is easy to neglect the realization of social value by paying too much attention to self-interest and neglecting other people's or collective interests. It is detrimental to the overall development and progress of society⁵.

(4) Follow the trend and lack clear direction

Many students tend to follow the surrounding environment and follow the trend in their growth process. After entering the university, their minds are still not mature, and they have not exercised the ability to plan and walk their own lives. About to step out of the campus, when they are faced with countless roads leading to different directions in life, they are always confused and blindly obeyed when choosing employment. As a result, they face a variety of career choices and missed the opportunity, or follow the choice of classmates and friends, never consider whether it is suitable for their life path.

3. The Guiding Path of Vocational Values Education for College Students in the New Era

3.1 Give Full Play to the Educational Advantages of the Family

Family education is the initial education that people receive, and it has an important impact on the development of a person's life. Therefore, parents should first continue to learn, update their ideas, improve their ideological level, do not be prejudiced against any occupation. In daily life to become a model for children to learn, imperceptibly guide children to develop good moral character, to correctly guide children to form positive professional values. Besides, parents should also keep close contact with schools, achieve home-school linkage, form home-school cooperation, cooperate with schools to help their children do a good job in vocational cognitive education at the university level, and encourage their children to make use of their spare time and actively engage in social practice during the summer and winter holidays, etc., understand the society, experience the different occupation and the work, guide the child to know self, the reasonable localization, the cognition society, and the occupation, forms the individual positively, the reasonable occupation tendency.

3.2 Give Full Play to the Educational Function of Universities

The university period is a person from the campus into the social preparation stage, it is also the key stage of the formation of professional values. This period will guide college students to establish correct and scientific career values and integrate them into the entire university education process. In the stage of entrance education, freshmen should set up the course of career planning as early as

possible, which can guide the college students to set up professional values by the requirements of socialist core values. Also, colleges and universities should actively create a patriotic and ambitious campus cultural atmosphere, and regularly carry out campus cultural activities, and devote themselves to cultivating students' lofty ideals and lofty academic pursuits, strong professional interest and a correct world view, outlook on life, values.

3.3 Give Full Play to the Role of New Media in Guiding Public Opinion

People are not only affected by the natural environment, but also by the social environment. As Vissarion Belinsky said, nature created man, but society developed and formed man. Under the new era, the new media information dissemination speed is faster, and the dissemination scope is broader. People have access to a lot of information every day. Therefore, we should give full play to the role of new media in spreading positive social energy and scientific values. The new media should strengthen the propaganda of examples and deeds, excavate the advanced needs of all walks of life, and set up professional examples, to inspire every individual in society and gradually make them become the mainstream social values, to form a positive social atmosphere in the whole society⁶.

4. Conclusion

China's higher education plays an important role in cultivating innovative talents, improving innovation capabilities, serving economic and social development, and promoting the modernization of the national governance system and governance capabilities. Especially in the new era, the Sino-US trade war has spread to the fields of finance, technology, education, and culture. Investigating the reasons, the lack of independent innovation caused by the shortage of high-level talents is the main factor that restricts restricting our country's international competitiveness in various fields. In this context, the new era has given college students new requirements and a new mission, their professional values not only affect the development of personal prospects but also related to the overall progress of the country. Therefore, college students should be guided to set up correctly and scientific professional values, reflect on the current problems, and actively explore the education and guidance path of the "Society-family-college" Trinity. Train a group of high-quality talents with firm beliefs and national feelings for the country and society.

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