

Research on the Guidance and Work of Innovative University Employment and Entrepreneurship in the New Media Environment

Gao Depeng

Panjin Vocational and Technical College, Panjin, Liaoning, 124000, China

Keywords: New media, Colleges and universities, Entrepreneurial employment guidance

Abstract: In the new media environment, information has skyrocketed, and the information on college employment innovation guidance work has been relatively backward, making it difficult to give reasonable guidance to college graduates. At the same time, the supply and demand between universities and enterprises are constantly changing. The traditional college employment and entrepreneurship guidance can not meet the current needs, rational use of new media technology, reform and improvement of college employment and entrepreneurship guidance is to improve the employment rate of college students. The main means. The article expounds the impact of new media on the employment and entrepreneurship guidance work of colleges and universities, lists the problems existing in the guidance and employment of colleges and universities, and finally puts forward the development direction of college employment and entrepreneurship guidance work.

1. Introduction

The popularization of new media has enabled the society to enter the new media society. There are more and more channels for college graduates to obtain employment and entrepreneurial information, especially online media channels. However, the information on the Internet is mixed. It is often difficult for students who have just graduated to judge whether the information is correct or not. The wrong information will affect the employment of college graduates and even directly affect their career planning. In the new media era, college teachers should give students the correct entrepreneurial employment guidance on employment and entrepreneurship. Teachers should apply new media equipment according to the different needs of students to develop a reasonable career plan for students.

2. The Influence of New Media on the Guidance and Employment of Colleges and Universities

In the new media environment, the amount of information has become extremely large, which has affected the employment and entrepreneurship guidance work to a certain extent, but it also brings many opportunities for the employment and entrepreneurship of college graduates. In today's huge information, rational use of new media technology allows students to know the company's information in advance and obtain information on all aspects of the company. The instructor should make an analysis in advance according to the professional ability and personal qualities of the students, and clarify whether the students meet the recruitment requirements of the enterprise. These are all the tasks that should be done in the employment and entrepreneurship guidance of colleges and universities. Innovative college employment and entrepreneurship guidance work requires teachers to keep pace with the times, improve their professional level, update their knowledge base, and obtain new information in a timely manner. Untimely update information will be eliminated by the society [1]. In this era of information explosion, college entrepreneurial employment information has also undergone a very big change. We must carefully review the information and seize the useful information. Multimedia is a new learning medium. College students should take the initiative to use all kinds of resources, students' new skills, and constantly improve their comprehensive quality and professional ability, in order to obtain certain advantages in employment. Economic globalization has brought the world's economy closer together and the global economy has developed together. At the same time of economic development, the guidance

of entrepreneurship and employment in colleges and universities is also in the process of continuous development. Talents are in constant flow, more and more transnational talents, and the employment situation is constantly changing. Due to the openness of information, the convenience of transportation, the division of regions is increasingly blurred, and talents are moving to developed regions [2]. Especially in China, the developed cities in the north, Guangzhou, and Shenzhen have gathered elites from all walks of life in China. Under this situation, the instructors need to consider more factors when they make employment and entrepreneurship guidance. At the same time, they also need to combine the current situation to provide students with reasonable planning suggestions.

3. The Main Problems in the Employment Guidance Work of Colleges and Universities

The continuous integration of new media technologies has made the employment and entrepreneurship system always in the process of continuous development and improvement. With the constant changes of the times, the guidance and work of employment and entrepreneurship in colleges and universities has been making various adjustments in order to meet the requirements of the times and provide practical and feasible employment and employment guidance for students. But in the actual work, there are still many problems.

3.1 Guidance Work is Not Sufficient

At present, the content of employment and entrepreneurship guidance work in colleges and universities in China is too monotonous. Under the new media, college employment and entrepreneurship guidance should guide the employment concept, plan and grasp the employment direction, access to employment information and welfare policies in various relevant courses, but in the actual entrepreneurial guidance work, the vast majority The colleges are not well done. And many instructors lack relevant theoretical foundations and are difficult to guide. In addition, due to the influence of traditional thinking, college teachers pay more attention to the learning situation of students in school, rather than employment and entrepreneurship. In the classroom, the content teachers about employment and entrepreneurship are all taken over and will not be explained in depth. This kind of instructional teaching does not benefit students. In colleges and universities, many students can't understand the importance of employment and entrepreneurship guidance. When it comes to the course of employment and entrepreneurship, most students will not listen carefully, and teachers will also follow the instructions when they teach. At this stage, most colleges and universities' employment and entrepreneurship courses are in the form of a simple, simple explanation of several issues, and no substantive employment and entrepreneurship teaching [3]. This trend shows that most colleges do not recognize the importance of employment and entrepreneurship guidance.

3.2 Guidance Work Lacks Specificity

In colleges and universities, there are often many majors involved. Their requirements for employment and entrepreneurship are also different. However, at present, the employment and entrepreneurship guidance carried out in Chinese universities is for all students and will not be based on the different professions of students. Plan differently for targeted guidance. Because the guidance work is not targeted, it does not help students' actual entrepreneurial employment. In fact, in the employment and entrepreneurship guidance work, it is necessary to combine the students' professional and their own development planning and other information to provide targeted employment guidance for students. Only in this way can we truly meet the needs of students. Different students should have different guidance so that they can truly implement the guidance of employment and entrepreneurship. Because students do not understand the social needs of the current society, they often cannot make reasonable career plans. Especially in the increasingly competitive market environment, most companies can not give students the ideal salary, which also affects the employment rate of college students to a certain extent.

3.3 Guidance Mode Single

Although the new media technology has been fully popularized, the relevant courses of entrepreneurship and employment guidance in colleges and universities still adopt the traditional form of teaching. New media technologies can diversify the way teaching is taught, and the use of relevant tools can also enhance the fun of the classroom and indirectly enhance the effectiveness of teaching. In order to allow students to more intuitively understand the current market environment and development needs, instructors can adopt a variety of teaching methods, the most important of which is the application of multimedia technology. Under the new media environment, the guidance for employment and entrepreneurship in colleges and universities should also be adjusted accordingly to keep up with the pace of development of the times and open up new forms of guidance. All walks of life in the society are in constant development, and the demand for jobs is constantly changing. Traditional thinking and teaching methods can no longer adapt to the current market environment. Only the guiding methods for optimizing the guidance of entrepreneurial employment can be started. To the effect it should have.

4. The Development Trend of Employment and Entrepreneurship Guidance in Colleges and Universities under the New Media Environment

4.1 Rich Guidance Content

The essence of the employment and entrepreneurship guidance work in colleges and universities is to enable students to timely understand the employment information in related fields. Multimedia technology provides students with such an opportunity. Under the guidance of teachers, students can use multimedia information to understand the employment and employment information of students concerned with the city. . At this stage, the guidance of employment and entrepreneurship in colleges and universities needs to adopt a flexible and changeable way, break through the shackles of the traditional teaching model, and constantly innovate the school-running model to provide students with substantial employment and entrepreneurial information. In teaching activities, instructors can use new media teaching methods to improve employment and entrepreneurship through high-tech information technology. The employment and entrepreneurship guidance work of colleges and universities should be fully integrated with new media technologies, rationally allocate students, and continuously enrich the content of teaching so that students can obtain really useful information through employment and entrepreneurship guidance, thus improving the employment rate of college graduates. status quo. The richness of employment and entrepreneurship guidance can give graduates a good guide to find suitable positions for themselves, thus promoting social development, keeping up with the high-tech of the society, integrating new media technologies into the pace of social development, and building for the society. provide help.

4.2 Enhance the Pertinence of Guidance

The employment and entrepreneurship guidance work in colleges and universities is quite complicated. There is a huge amount of information to be processed, and the integration of new media technologies makes it easy to obtain and process information. Instructors should provide employment guidance to students based on their age, life plan, and local policies. The application of new media technology can automatically collect the characteristics of students, calculate the rules, and match the recruitment information that meets their requirements and information according to the characteristics of students, to provide students with appropriate employment guidance planning. Instructors are very important in the employment and entrepreneurship guidance work in colleges and universities. They need to have a good understanding of the forms of multiple social forms and positions, and make timely adjustments to the relevant curriculum arrangements within the school. In teaching, we must pay attention to the overall quality of students and pay attention to improving students' practical ability. Improve students' hands-on ability through practice and tap the potential of students. Colleges and universities should combine the current employment situation to help students break through the bottleneck period of entrepreneurship, improve the training methods of

colleges and universities, and train the society to adapt to the current situation. According to the different professions of students, conduct targeted employment and entrepreneurship guidance.

4.3 Enhance the Strength of Teachers

At present, most colleges and universities have few specialized employment and entrepreneurship instructors, often by other professional teachers, so teachers often do not have professional theoretical knowledge. In order to guide the work of innovative employment and entrepreneurship, colleges and universities must actively introduce professional teachers, both theoretical knowledge and work experience are very rich. Colleges and universities can employ management in the enterprise to guide students to strengthen the construction of teachers in universities. In the new media era, enterprises are increasingly demanding candidates, and their capabilities are gradually required. Schools can also be continuously strengthened and improved through the creation of teachers. In the teacher's teaching, the instructor should communicate with the students frequently, understand their needs, and effectively plan the road for employment and entrepreneurship for the students. At the same time, teachers should encourage students to communicate with teachers on a regular basis and seek help from teachers in case of employment problems. When teachers give guidance to students, they should understand the actual needs of students according to the actual situation of the students, and carry out targeted work in a targeted manner. In the process of communication, teachers can communicate with students through network technology, and solve practical problems for students under the premise of correct guiding work principles. Through the construction of teachers, teachers can become the leader of the student employment path and the guide of life planning. Teachers should not only understand the overall quality of students, but also the talent needs of the current market. Only by building a truly faculty team that can be considered for students can we truly do a good job in guiding employment and entrepreneurship.

4.4 Using New Media Technologies

In the new media era, universities must make rational use of new media technologies. First of all, colleges and universities should carry out resource construction, constantly improve the employment and entrepreneurship resources of colleges and universities, and rationally use big data to analyze the past work of students, and strive to provide students with better services. In the current society, big data analysis is widely used in all walks of life. It is no exception in the guidance of employment and entrepreneurship. It mainly uses network databases and uses parallel work methods to process information at the same time, so its efficiency is very high. Efficient analytical capabilities make it widely used in a variety of industries. In recent years, the speed of science and technology is developing very fast, the technology of the database is also improving, and its comprehensive ability is also improving. The technicians should study how to use the new media technology to automatically extract data and automatically eliminate the useless information, which has practical use. Information is retained. With the help of new media technologies, employment and entrepreneurial information has become clearer, and the intrinsic connections can be found in massive data, and the data is transformed to help employment and entrepreneurship. Not only teachers must master new media technologies, but also update their information reserves in a timely manner. Students must also have certain new media use capabilities. They should use new media technologies to understand enterprises before employment, and then communicate with teachers to obtain more direct and useful information. Information. It can be said that the new media technology is a sword for innovative employment and entrepreneurship guidance work, which can better help students to find jobs and start businesses.

4.5 Creating a Guiding Work System

The use rate of mobile phones among students is close to 100%. In recent years, the media technology of mobile phones has also made great progress. More and more companies are starting to post job postings on the web, and even special apps are available for inquiries about employment information. The construction of the information platform provides convenience for efficient

employment and entrepreneurship guidance. Teachers can post information on the platform to Weibo and WeChat so that students can obtain information in a timely manner. In order to further utilize multimedia, instructors can create a special WeChat group. Teachers can publish the information about entrepreneurial employment in the WeChat group, and also communicate with students anytime and anywhere to enhance the employment rate of students. In order to carry out the employment and entrepreneurship guidance work smoothly, teachers can introduce the information of online recruitment into the campus recruitment, provide students with a diversified employment path, and also provide students with more choices. By helping to create a college employment and entrepreneurship system through media technology, it can improve the efficiency of teachers, provide employment guidance for more students, and help students to correctly plan their careers.

5. Conclusion

New media technology is the product of the times, proof of the continuous development and progress of science and technology, and it conforms to the trend of the times. College employment and entrepreneurship guidance work should also advance with the times, combine guidance work with new media technologies, and provide students with scientific planning and employment advice. In the new media environment, there are still many problems in the employment and entrepreneurship guidance work of colleges and universities. It is necessary to start from many aspects and solve problems reasonably so that the guidance and employment of colleges and universities is no longer ineffective, but can truly provide employment for students. Guide, help them establish the awareness of employment and entrepreneurship, and correctly carry out life planning.

References

- [1] Chen Tingting. (2019). Discussion on the Guidance Work of Employment and Entrepreneurship in Innovative Colleges and Universities under the New Media Environment. *International Public Relations*, no. 09, pp. 18-19.
- [2] Wang Wei. (2019). Thinking and exploration of the employment guidance of innovative colleges and universities based on the new media environment. *Caizhi*, no. 24, pp. 190-191.
- [3] Luo Lan. (2018). Discussion on the Innovation of Employment Guidance Work in Colleges and Universities under the New Media Environment. *Curriculum Education Research*, no. 40, pp. 23-24.