Research on Ideological and Political Education in College Students' Career Planning

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Abstract—With the development of higher education and the promotion of market economy, college students are facing increasing pressure in life and employment. Various problems are becoming increasingly prominent. There are new issues and environment in ideological and political education. At present, ideological and political education has been carried out through many ways in the career planning of college students, and some results have been achieved. Especially in the background of increasingly severe employment situation, the ideological and political education and employment of college students have become the focus of social attention. How to strengthen the vocational ability of college students under the background of new situation and how to better guide college students' career planning in a scientific and reasonable way and make the organic integration of career planning education and ideological and political education have become the top priority of current ideological and political education. This paper starts from the analysis of the importance of ideological and political education in college students' career planning to study the issues of the lack of targeted teaching content, the lack of communication in teaching process, unclear guidance concept and unprofessional teachers' team faced by ideological and political education in college students' career planning. It should put the idea first to promote the organic integration of college students' career planning and ideological and political education. It should enhance the effectiveness to innovate the content and method of ideological and political education in the career planning of college students. It should work together to coordinate the development of ideological and political education in college students' career planning. It should pay attention to the participation of all staff to promote the sound development of ideological and political education in the career planning of college students. By doing so, it can provide theoretical support for the research of ideological and political education of the communist youth league in the career planning of college students.

Keywords—communist youth league, career planning, ideological and political education

I. INTRODUCTION

Institutions of high learning should start from the actual development of college students and strengthen the importance of career planning, so that career planning runs through all aspects of college students' life and lay a good foundation for their future employment. At the same time, under the influence of severe employment pressure, college students are prone to deviation and misunderstanding on ideology in the process of change. It is based on such background that the study of this paper aims to achieve two goals. Firstly, through the research, we can objectively and fairly examine and face up to the shortcomings and problems existing in the current career planning and development and ideological and political education of college students, and trace back to the source and apply the appropriate medicine to the case, so as to provide some ideas and references for solving the problems in reality. Secondly, by better linking career planning and ideological and political education of college students, we can truly find the compatibility between the two and lay an important foundation for the improvement of college students' employability, thus providing some reference for their long-term development[1].

II. PROBLEMS AND CAUSES OF IDEOLOGICAL AND POLITICAL EDUCATION IN CAREER PLANNING OF COLLEGE STUDENTS

A. The problems of ideological and political education in college students' career planning

In the 1990s, the concept of college students' career planning began to be introduced into China. The research on it in China's theoretical circle has increasingly deepened and gradually changes from theoretical exploration to practical operation. So far, institutions of high learning pay more and more attention to the career planning of college students, especially in promoting the combination with ideological and political education which has achieved great progress, which plays a very important role in the future career development of college students. However, due to the influence of many factors, there are still some problems and difficulties in the ideological and political education in the career planning of college students, which to some extent affect the long-term healthy development of college students.

1) Unclear guiding concept

To implement the organic integration of ideological and political education with career planning is to impart higher levels of methodology and world outlook to college students through career planning education in order to help them analyze problems in an objective and accurate manner in the future social development and have a clear understanding on future employment environment, thus planning their future employment direction in a reasonable and effective way. If the ideological and political education does not help students establish the correct guiding concept of career planning education and it still puts educators at the center of the teaching process and ignores the subject status of college students, then it is difficult to mobilize their enthusiasm and initiative to...
receive knowledge. At present, many college students lack the systematic concept and understanding on career planning, so it is hard to make a realistic career planning, which cannot meet the needs of today's college students in time, nor prompt them to conduct an objective analysis on themselves. In addition, many colleges and universities currently only offer career planning courses in the first year of college, rather than integrating them with the whole learning process of college students.

2) Lack of targeted teaching contents
As a special form and component of ideological and political education, the career planning has similarities in the content and object of education with it. However, in the actual teaching process, colleges and universities often neglect the effective interaction between ideological and political education and career planning, and there is also a lack of guidance and education contents of ideological and political education in career teaching contents.

3) Lack of professional teaching team
With the rapid development of market economy and the development of diversified social value, especially with the advent of the Internet age, the values of college students have been seriously impacted, which requires higher and higher requirements on the teaching team of colleges and universities. However, the lack of professionalism of the teaching team still exists to some extent. First of all, institutions of high learning lack overall planning on the teaching team. Many colleges do not pay enough attention to career planning and lack professional teachers. It's not enough to rely on counselors. Tediou work makes it difficult for them to pay more attention to the ideological education of college students. Most of them are engaged in student-related management work, such as students' registration, archives, party and league, etc. They have insufficient understanding on career planning and lack relevant experience[2]. Secondly, the team for ideological and political education in college students' career planning is not perfect. Some colleges and universities do not pay enough attention to the building of team for ideological and political education in career planning and do not have a certain plan for it. The imperfect team and measures are mainly reflected in the insufficient number of ideological and political education staff, unreasonable allocation of personnel and undiversified knowledge structure, which makes it difficult to adapt to the development of the new situation. Thirdly, the overall quality of ideological and political education team is not high. At present, the quality of ideological and political education personnel engaged in college students' career planning is not high, which is mainly reflected in the inaccurate grasp of the national employment policy, poor professional skills and insufficient experience of career planning, thus seriously affecting the promotion of career planning[3].

4) Lack of communication in teaching process
Ideological and political education, as the core and soul of college students' career planning, runs through the whole career planning. It has become an important work for institutions of high learning to emphasize the importance of ideological and political education in career planning. First of all, there is a lack of guidance for ideological and political education in career planning. In essence, ideological and political education is a subject with strong political theory, and its teaching contents involve more sublimation and summary of social life practice. If teachers do not prepare it well, it will be difficult to combine with the employment of college students. The guiding effect on college students cannot be effectively reflected, which will eventually affect their career planning[4]. Secondly, ideological and political education is rarely mentioned in the career planning. At present, many institutions of high learning focus on the promotion of employment policy and the training of job-hunting skills in the career planning education and ignore ideological and political education, which affects the long-term healthy development of college students. Currently, the teaching effect of career planning courses in most colleges and universities in China is not very ideal. In the teaching process, there is also the situation where practice is neglected and theory is emphasized. And the teaching of practice course is relatively deficient. Thirdly, the contents of ideological and political education in career planning cannot be timely updated. With the in-depth development of the market economy, a variety of money thoughts and profit-seeking thoughts begin to spread in the campus. Some college students have the deviation on personal values in order to meet their own vanity. In this case, they lack certain judgment and are easy to get into a dead end. At this time, if the updated ideological and political education cannot timely follow up, then the teaching contents will be deviated from the actual situation of college students, affecting their long-term healthy development[5].

B. Analysis of the causes of the problems in ideological and political education in college students' career planning

1) Social reason
On the one hand, the negative influence of complicated social environment. At present, Chinese society is in a new period of comprehensive transformation, with more complex social environment, more intense social contradictions and more concentrated social problems. Many unfavorable factors and influences in the social environment will affect and reduce the compatibility of college students' career planning and ideological and political education to some extent, which leads to the frequent occurrence of various problems in ideological and political education in career planning[6]. On the other hand, the negative impact of limited social platform. We must admit that, compared with western countries, China's career planning theory research and practice development started relatively late. With the development of our society, the research on the career planning theory that matches and conforms to China's national, social and academic conditions has been attached great importance to day by day, and some achievements have been achieved. And it is a breakthrough in China's society to integrate career planning with ideological and political education, but the degree of its development is still not perfect. The number and level of platforms that our society can provide for the integration of career and ideological and political education are also correspondingly limited. The scientific guidance and reasonable inclusiveness provided by social platform for college students' career planning are still weak. All of these to some extent affect the scientific planning of college students' career, leading to many contradictions and problems in the planning process[7].
2) Reasons of colleges

On the one hand, the restriction of unfavorable factors in colleges education environment. The educational environment of colleges is very important to the formation and development of college students’ career planning. For example, China's current higher education management system originates from the era of planned economy. Despite the development of China's market economy and several reforms, it is still not perfect in terms of management system and the contradiction in discipline and major structure, industrial structure and social demand still exists in institutions of high learning. Some colleges and universities still lag behind in their educational orientation, training objectives, major set-up and employment guidance system [8]. On the other hand, negative factors in building colleges' culture. The function of culture-building in colleges lies in educating students, whose influence on the growth of college students is subtle, but it is an important aspect that cannot be ignored. However, some colleges and universities do not make full use of the important influence of this channel on college students' career planning and development. They do not build the culture that reflects the development requirements of the times and markets demands and suits the development of students, nor include career planning of college students into the construction of campus culture, which weakens the construction power and influence of campus culture construction on the scientific career planning of college students. It can be said that these, to some extent, restrict the scientific and effective development of college students' career planning [9].

3) Students' reason

First of all, it is urgent to adjust the mindset of college students in career planning. Whether it is career planning or ideological and political education, the main body is college students. The cognitive level of college students to the educational contents is one of the important factors affecting the educational effect. For college students, only when they master rich theoretical knowledge can they realize the organic integration of theory and practice, highlight the overall effect of ideological and political education, and play their due role in work, life and study. Secondly, the overall quality of college students needs to be improved. Comparatively speaking, it should not only consider students' own talents, but also value their own morality in career planning. However, in a comprehensive view, their overall quality needs to be improved. In particular, some college students have low requirements on their own thoughts and moral quality, which makes some of them tend to manage their own "talents" and pay little attention to the "morality", resulting in the insufficient overall quality of college students [10]. Thirdly, their job expectations urgently need to be lowered. Through the understanding on the career planning-related cognition in some colleges and universities, we find that some college students not only have too high expectation on employment, but also do not pay attention to their own career planning. They focus too much on the regional selection in employment and career planning, which leads to the waste and shortage of talents.

III. COUNTERMEASURES TO STRENGTHEN IDEOLOGICAL AND POLITICAL EDUCATION IN CAREER PLANNING OF COLLEGE STUDENTS

A. It should put the idea first to promote the organic integration of college students' career planning and ideological and political education.

Ideological and political education in colleges and universities is closely related to college students' career planning. Realizing the interconnection between these two can not only improve the overall quality of college students, but also cultivate their social adaptability. Little emphasis on ideological and political education in their career planning results in the lack of interaction between ideological and political education and career planning. In order to change this situation, we must adhere to and set up scientific ideas and realize the compatibility between ideological and political education and career planning of college students. That is, we should adhere to "people-oriented" scientific concept, strengthen the integration and coexistence of college students' career planning and ideological and political education and rely on each other. Institutions of high learning should change the traditional idea, make clear the relation between college students' career planning and employment guidance, change the traditional concept in which "employment guidance is equivalent to career planning", integrate the career development and students from their personal actual and future development, let them better adapt to society through self-evaluation, self-planning and self-awareness, cultivate them with good professional ethics and quality and form a good interpersonal relationship, thus ushering into the society and realizing their own life planning.

B. It should enhance the effectiveness to innovate the content and method of ideological and political education in the career planning of college students.

As the core and soul of college students' career planning, ideological and political education runs through the whole career planning. Therefore, it is particularly important to strengthen the role of ideological and political education in career planning.

On the one hand, it should enrich the content system and make the contents scientific. With the development of times and situation, the environment, forms and objects of ideological and political education of college students are also developing. Therefore, ideological and political education must be combined with the characteristics of the times and the different characteristics of college students to update the educational contents and inject fresh blood into education. It is necessary to inherit the traditional education content, select the essence and discard the dregs, and serve the career planning of college students. At the same time, it is necessary to closely combine the development of the times, endow the contents with life, real and sense of the time and improve the pertinence and effectiveness of ideological and political education in accordance with the new requirements of the development of the times and society by starting with the career planning of college students. On the other hand, it should innovate methods and realize diversified methods. It should actively carry out
lectures from famous teachers to stimulate students' interest in learning, constantly make them participate in community activities to accumulate practical experience and let them really improve their ability in practice, thus making them better understand their career goals. Then, it should guide students to understand the contents of career planning in time. We should make full use of campus radio and campus radio to let students better understand the integration of career planning and ideological and political education, provide them with better employment policies and information and improve their professional ability and level, thus achieving the healthy development of students. Last, with the aid of the Internet, it should highlight the effectiveness of the Internet in ideological and political education.

C. It should work together to coordinate the development of ideological and political education in college students’ career planning.

The education of college students is a systematic and complex project, which mainly includes three aspects: teaching and educating, management and service. Correspondingly, the ideological and political education should be strengthened from these three aspects in the career planning of college students.

First, it should improve the teaching and educating system. Career planning runs through the whole process of ideological and political education. Thus, the career curriculum system and ideological and political curriculum system should be further improved to achieve the orderly integration of the two. Second, it should improve the entrepreneurial management system, take into account the requirements of quality cultivation of ideological and political education and professional quality of career planning, reasonably allocate the number of teachers for career planning, and strengthen the management of ideological and political education in the career planning and enhance the ideological and political quality of those who teach the course of career planning. Third, it should improve the service and education system. Institutions of high learning are important place to serve students. In order to achieve the comprehensive and healthy development of college students, it is necessary to strengthen the innovative service system of colleges.

D. It should pay attention to the participation of all staff to promote the sound development of ideological and political education in the career planning of college students.

To strengthen the role of ideological and political education in college students’ career planning education, we must pay more attention to ideological and political education. It should form the “trinity” system with the government, school and family as the core led by government and in the charge of colleges and fully reflect the effectiveness of ideological and political education, thus jointly promoting the full employment of college students and achieving the long-term healthy development of college students.

IV. CONCLUSION

As the core and soul of college students’ career planning, ideological and political education runs through the whole career planning and it is particularly vital to strengthen the important role of ideological and political education in career planning. In institutions of high learning, the targeted ideological and political education on students’ career planning can not only improve the their employment ability and the level and solve the problem of their employment, but also can strengthen their contribution to the social development and better reflect the importance of colleges and universities in cultivating college students, thus achieving the integration of personal, social, school and family development. With the popularization of higher education, college students are facing more and more unprecedented pressure from employment. It is far from enough to conduct employment guidance for graduate if only from the perspective of career planning, which is difficult to play a direct guiding role. It should combine ideological and political education with career planning which highlights the soul function of ideological and political education and take the "people-oriented" concept as the link between career planning and ideological and political education of college students and apply it. Additionally, it should analyze the inner relationship between career planning and ideological and political education to further realize the breadth and depth of ideological and political education in colleges and universities, based on which it can find out the dilemma faced by the ideological and political education in career planning, thus proposing constructive suggestions to provide theoretical support for the research of ideological and political education in career planning of college students.

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