The Integration of Professional Ethics of Modern Etiquette Students under the Background of Big Data

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Abstract. China is known as the "land of etiquette". The children of the Chinese nation pay attention to etiquette and regard etiquette as an excellent traditional virtue. There are many excellent etiquette models in ancient times. In the current background of diversified development, all kinds of bad ideological trends erode college students, which is not conducive to the development of a harmonious society. College students stepping into the workplace, etiquette training is an important part of employing units to judge their professional qualities. In the current development background of the times, we need to pay more attention to the value of modern etiquette education and quality education of college students in order to improve the professional quality of college students. Therefore, this article starts to study the integration of professional etiquette in modern etiquette under the background of big data. This article combines comparative analysis, experimental methods and questionnaires, and understands the modernity of big data in the context of comparative data and questionnaires. The status of research on professional literacy of university students in etiquette education includes positive aspects and negative aspects. Among them, the positive aspect has a high recognition of etiquette status, accounting for about 65%, the willingness to learn etiquette is about 52%, and the importance of personal instrumentation About 72%, while the negative part includes: lack of etiquette knowledge accounted for 56%, etiquette emotional indifference 31%, etiquette value utility 42%, 67% disconnected etiquette behavior and cognition and public etiquette irregularities accounted for 53%, By analyzing these phenomena and then sorting out the importance of modern etiquette education for college students 'professional literacy and the effective integration strategy of modern etiquette education and college student 's professional literacy education, finally, an experimental comparison is made according to the strategies studied in this paper, and the experimental strategies are verified by comparative experiments Effectiveness, this article is based on the education of modern etiquette in the context of big data Fusion research student professionalism is of great reference value for the Cultivation of the College Students' talents.
Keywords: Background of Big Data, Modern Etiquette, Professional Qualities of College Students, Etiquette Education

1. Introduction

In the context of economic globalization, human resources are becoming more and more important, and the professional qualities of companies that respond to candidates are becoming higher and higher. In today's society, professional literacy is an important indicator for enterprises to evaluate workers.

Etiquette literacy is an external manifestation of personal quality and moral achievements. Etiquette literacy of employees reflects the corporate culture and spiritual perspective. Therefore, under the background of big data, it is of great significance to the study of the integration of professional literacy of modern etiquette students.

This article first explains the background of big data, analyzes the relevance of big data and college education, and understands the current status of the professional literacy research of modern etiquette education under the background of big data through comparative analysis and questionnaire survey. On the positive and negative aspects of professional literacy, the importance of modern etiquette education for college students 'professional literacy and the effective integration strategy of modern etiquette education and college students' professional literacy education are analyzed according to the current situation. Through experiment comparison, we can get the feasibility of the effective integration strategy of modern etiquette education and vocational quality education of college students.

2. Proposed Method

2.1. Big Data and College Education

The arrival of the era of big data provides good opportunities for the modernization of education and teaching in colleges and universities in China, and it also poses arduous challenges. In order to effectively promote the improvement of the quality and efficiency of education and teaching in colleges and universities, and to contribute to the national and social talent cultivation, we must build a new education and teaching system based on the background of big data to promote the ultimate realization of the reform goals [1].

In the context of big data technology, colleges and universities should fully understand the value and connotation of the new teaching model, make full use of big data platforms and computer Internet technology, etc. to summarize the existing teaching resources of colleges and universities, and use such resources as education and teaching reform The basics.

2.2. The Importance of Modern Etiquette Education to College Students' Professional Ccomplishment

(1) Cultivate the noble qualities of college students and establish the correct three views

The main purpose of the etiquette education work is to cultivate the noble qualities of college students, help the growing students to establish the correct values, world outlook, and outlook on life, so that the college students can gain stronger competitiveness and shape a high moral level after
entering the society. With all aspects of high-tech talent\textsuperscript{[2]},

(2) Modern etiquette shows the personal accomplishment of college students

Etiquette is the code of conduct that needs to be observed in the process of interpersonal communication, and it is an important way to show personal cultivation, ethics and the art of communication. From the perspective of interpersonal communication, etiquette is an important guarantee for building relationships between people and an objective premise for establishing a good public image. All walks of life have special etiquette requirements.

(3) Etiquette enhances college students' workplace awareness

With the continuous development of China's economy and the continuous improvement of people's living standards, the public's attention to and emphasis on personal image is increasing day by day, which puts higher demands on college students' workplace positions, that is, strengthening and attaching importance to the shaping of their professional image. Nowadays, cleanliness is the most basic dress code for people in the workplace, and more professional image building needs to match the image of the people in the public's mind to reflect the professionalism and professionalism of employees.

(4) Appropriate manners are a good basis for college students to communicate in the workplace

Silent manners are sometimes richer and more real in content than voiced language expressions. Manners play a communication role in people 's interactions, and are assisted by voiced language. For example, acquaintances nod and smile when meeting each other, and warm applause after watching the performance can convey emotions more than voiced language\textsuperscript{[3]}.

(5) Good etiquette cultivation promotes the improvement of college students' basic professional qualities

The principles and norms of etiquette restrain and guide people's behavior. If both parties are in contact with each other in accordance with the etiquette guidelines, not only can they effectively avoid misunderstandings and conflicts, but also help to establish and strengthen mutual respect and friendly cooperation between people. For college students, etiquette education is improved in training practice. College students' basic professional qualities.

2.3. The Effective Integration Strategy of Modern Etiquette Education and College Students' Professional Quality Education

Analysis of the difficulty of finding employment for college students in recent years has always been a hot spot of social concern. Apart from external factors, for college students themselves, in order to graduate well for employment and career, in addition to learning professional knowledge, good professional qualities are an essential stepping stone. Admittedly, vocational literacy education belongs to quality education, but colleges and universities aiming at cultivating high-quality technical and technical application talents, while cultivating students' practical ability, focus on vocational literacy education, and the effect is remarkable.

(1) Modern etiquette and moral education
The main contents of moral education include behavior standard education, patriotism education, traditional virtue education and rule of law education. These contents are inseparable from the actual life of college students, so it is necessary to strengthen the comprehensive quality education for college students. In the quality education activities of college students, all kinds of bad thoughts enter the lives of college students. Teachers can integrate traditional virtues and excellent moral models into classroom teaching activities to show college students the close connection between traditional virtues and people's lives, promote traditional virtues, and promote China. Inheritance and development of traditional virtues. So that every student can inherit the virtues of honesty, trustworthiness, devotion and dedication, integrate excellent traditional virtues into the life of college students, and play the value of moral education [4].

(2) Modern etiquette and cultural education

Etiquette can be described as a culture, and culture exists in the vertical inheritance and horizontal development. China's modern etiquette is based on the inheritance of excellent traditional etiquette, absorbs the essence of Western etiquette, and meets the objective requirements of the development of the current era. Development can have an important impact.

(3) Optimize etiquette practice through situation simulation

In modern etiquette education and teaching activities, theoretical knowledge is very important, but if only etiquette education is organized by theory, there is no guarantee that students can truly internalize modern etiquette norms into their own quality structure, and it cannot guarantee that students are in a specific Optimize your ceremonial behavior in context. In this regard, teachers can actively create etiquette situations, guide students to actively conduct etiquette simulation, so that students form good etiquette behavior in practice [5].

(4) Create a harmonious learning atmosphere and let students feel humanistic feelings

A good growth learning environment can cultivate high-quality talents. Universities need to create a positive learning environment, create a harmonious learning atmosphere, and set up a positive etiquette learning environment to allow students to consciously fall in love with learning, happy humanities, and enjoy humanities. Cultivation, college students spend most of their time on campus, therefore, the impact of the campus environment is huge [6].

3. Experiments

(1) Comparative analysis method: By comparing the positive and negative aspects of college student etiquette status, it analyzes the lack of etiquette and its root causes, so as to provide effective methods for solving problems.

(2) Experimental method: implement reform measures on the etiquette course of two classes in a university. The original basis of the two classes is not statistically significant. The experiment lasts for one semester. The semester ends and four items of the etiquette course are personal etiquette, social etiquette, family etiquette, campus Etiquette, job search etiquette carry out the inspection.

(3) Questionnaire survey method: In order to understand the etiquette status of college students
more intuitively, 1000 questionnaires were distributed to 1,000 teachers and students of a university, and 975 were recovered, with an efficiency of 97.5%. The status of professional literacy.

4. Discussion

4.1. Research Status of Professional Literacy of Modern Etiquette Students under the Background of Big Data

In this paper, through a questionnaire survey, a questionnaire survey was conducted on 1,000 teachers and students of a university. The content of the questionnaire is mainly to understand the current status of professional literacy of modern etiquette students under the background of big data.

Table 1. The Status Quo of Research on the Professional Ethics of Modern Etiquette Education Under the Background of Big Data

| Advantages and disadvantages                                                                 | Factor                                | Proportion |
|---------------------------------------------------------------------------------------------|---------------------------------------|------------|
| The positive part of College Students' professional etiquette cultivation                      | High recognition of etiquette status  | 65%        |
|                                                                                             | Strong willingness to learn etiquette | 52%        |
|                                                                                             | High emphasis on personal appearance  | 72%        |
| The reasons for the lack of professional etiquette cultivation of College Students           | Lack of etiquette knowledge           | 56%        |
|                                                                                             | Decorum and indifference              | 31%        |
|                                                                                             | Etiquette values utility              | 42%        |
|                                                                                             | Decorum behavior and cognition        | 67%        |
|                                                                                             | Improper public etiquette             | 53%        |

It can be seen from table 1 that under the background of big data, the current status of the research on the professional literacy of college students in modern etiquette education includes positive aspects and negative aspects. 52%, personal instruments account for about 72%, and the negative part includes: lack of etiquette knowledge 56%, etiquette emotional indifference 31%, etiquette value utility 42%, etiquette behavior and cognitive disconnect 67% % And public etiquette irregularities account for 53%.

(1) The positive part of college students' professional etiquette training

1) High recognition of etiquette status

From ancient times to the present, from ancient etiquette to modern etiquette, the connotation and
form of etiquette have undergone profound changes, but its role in promoting the development of the entire society has not changed, and it still has an important position in today's society. Judging from the questionnaire, most of them very much recognize the important status of etiquette in today's society, but they have not attracted enough attention and have not been practiced in terms of action. It highlights the urgency of strengthening college students' etiquette cultivation.

2) Strong willingness to learn etiquette

For individuals, etiquette is a concentrated manifestation of external image and internal quality, which is both respect for others and their own requirements. Through data analysis, we can clearly find that due to the high degree of recognition of etiquette, most students have a strong demand for etiquette learning. To learn etiquette first, to cultivate etiquette should be the first lesson in our lives, and it should be a course that we need to keep learning.

3) The importance of personal instruments is high

Personal appearance reflects his mental state and aesthetic taste, which is one of the important basis for judging the level of his etiquette moral cultivation. Through the analysis of the results of the questionnaire, whether it is for the purpose of personal communication or career choice, more and more college students begin to pay attention to personal appearance, which also provides a good start for the cultivation of college students etiquette. The personal appearance not only reflects its aesthetic level, but also shows the values and outlook on life of college students. At present, college students' attention to personal appearance is on the one hand conducive to the improvement of their aesthetic cultivation, on the other hand, it implies their strong desire to actively pursue a better life.

(2) Reasons for lack of professional etiquette training of college students

1) Lack of etiquette knowledge

Theory is the basis of practice, and mastering rich knowledge of etiquette is a powerful guarantee for college students to improve their etiquette and moral standards. However, today's college students mainly learn and master the professional knowledge instilled in the exam-oriented education system, but their knowledge of etiquette is slightly insufficient. For most college students, the lack of etiquette knowledge is undoubtedly the defect of education.

2) Indifferent etiquette

Etiquette emotions are emotions produced when people understand, experience, and evaluate the objects of communication according to the needs of social interaction, using certain etiquette standards. Only by integrating etiquette emotions and exerting their bonds can we truly transform etiquette knowledge into etiquette behavior.

3) Utility of etiquette values

After the reform and opening up, due to the frequent economic and trade exchanges, it naturally led to the integration of world cultures. The swarming of foreign ideas not only caused a great impact on China's traditional culture, but also caused a great erosion of traditional values. Under the socialist market economy, utilitarianism, money worship and hedonism are prevalent, which has brought severe
tests and negative effects to college students who are in the formation of values. Most students use etiquette as a tool, and they only hope to achieve their goals through professional etiquette cultivation: job hunting or attracting the opposite sex, showing strong utilitarianism.

4) Discipline behavior and cognitive disconnect

There is a disconnection between the etiquette behavior and cognition of contemporary college students. Etiquette cognition has not played a good role in guiding etiquette behavior. In terms of cognitive level, many etiquette norms and etiquette requirements college students have already clearly recognized, but when implementing specific behaviors, they often fail to follow well-known cognitive norms or requirements.

5) Public etiquette is not standardized

Through the analysis of the survey results, it is found that the current phenomenon of college students' etiquette anomie in public places is more serious, and even the most basic etiquette requirements are difficult to meet. The lack of public etiquette literacy not only reflects the fatigue of the supervision of students' daily behaviors in universities, but also reflects the low demand of some contemporary college students for their own public etiquette behaviors. Nowadays, with the increasingly perfect university training mechanism, the professional knowledge and professional skills of college students have been improved. At the same time, we should guide college students to learn to behave and do things, to improve the etiquette and moral quality of college students, so as to better promote the comprehensive development of college students themselves.

4.2. Under the Background of Big Data, Modern Etiquette Education College Students Vocational Quality Curriculum Reform Experiment

In order to verify the feasibility of the effective integration strategy of college students' professional literacy education in the context of big data, this paper implements reform measures on the etiquette courses of two classes in a university. The original basis of the two classes is not statistically significant. The four items of the etiquette course are personal etiquette, social etiquette, family etiquette, campus etiquette, and job-seeking etiquette. The statistical results are shown in figure 1.
As can be seen from Figure 1, after the experiment is over, the results of the two class evaluations are significantly different. The experimental group has improved in all aspects. In the personal etiquette, the experimental group has increased by 42% compared with the control group, and the social etiquette has increased by 30%. Increased by 23% in campus etiquette and 46% in job search etiquette, especially in job etiquette. This shows the feasibility of an effective integration strategy for college students ’professional literacy education based on big data.

5. Conclusion

Etiquette is the foundation of college students ’professional qualities. A person who is gentle, decent, and well-dressed will give people a high-spirited mental outlook and a sense of self-confidence. They are essential skills for college students to enter the workplace. In this paper, by studying the effective integration strategy of college students ’professional literacy education under the background of big data, it will help contemporary college students to improve their personal ethics, so as to abide by professional ethics, enhance interpersonal communication, and good personal etiquette, which shows the personal charm in the workplace To enhance the ability of workplace personnel to live in the world, but also add style to the enterprise.

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