

# Analysis on ways to strengthen the employment of college graduates in the new era

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**Abstract:** Labor is an important part of China's colleges and universities, which is of great significance for promoting the all-round development of students, building a talent-based society, and realizing China's great rejuvenation. However, at present, labor education in China's colleges and universities is facing problems such as weak labor atmosphere, insufficient modernity of school labor education, and neglect of family labor education. At present, the cultivation of the labor quality of college students must start from the three aspects of society, school and family, and take the initiative to meet the development of the new situation according to the situation in the new period.

**Key words:** New century; University student; vocational education

## 1. The importance of labor reform for college graduates in the new era

### 1.1 Strengthening the training of the labor quality of college graduates is of great significance to building an innovative society

Marx's labor values require us to further understand the role of scientific and technological workers in social production and value innovation. It can be seen that talent is an important force to promote the progress of human civilization. In the new century, the development of science and technology has received increasing attention, and the requirements for qualified personnel have been continuously raised. Li Keqiang pointed out in his 2019 annual work report: "Let more young people complete their lives through their own expertise, and let the elites of 360 industries gather into a bright star." "College graduates are the main body of college graduates, and increasing their employment training can not only enable them to obtain a skill in school, but also provide a steady stream of outstanding talents for schools; it better reflects the outstanding advantages of our country of "combining ability and integrity, selecting talents, integrating world elites, and cultivating more outstanding talents".

### 1.2 Strengthening the labor quality of college graduates in the new era is an important part of the Chinese dream

In the new era, we are moving from a production power to a powerful country, at a historical turning point of "two hundred years". In fact, in order to achieve the goal of "two hundred years", we must rely on laborers and truly achieve "practical work and prosperity", relying on actual labor, relying on continuous innovation, relying on innovation, and relying on innovation. As the morning sun, they are the future of the motherland and the hope of the nation, and are the pillars of China's dream. It can be seen from this point that the cultivation of "craftsman spirit" such as labor, lean pursuit, dedication and focus on innovation of college students should be further strengthened, so that the quality of workers who are meticulous, tenacious and pursuing excellence of college students become the key to the new era. This has cultivated a large

number of new forces for the development of our country and added strength to the great dream of China's rejuvenation.

## 2. Discussion on the employment of contemporary college graduates

### 2.1 The weakening of the concept of labor in society

With the development of society, the phenomenon of increasingly weakening of labor fashion also occurs from time to time, making it more difficult for colleges and universities to strengthen labor education in colleges and universities in the new era. In fact, due to the weak labor atmosphere of society, the labor education dilemma of college students is caused by two factors: one is due to the weak labor atmosphere of society, and the other is due to students' pursuit of money. Some college students are driven by money and are simply chasing money. They focus on the material aspects of production, while ignoring the greater spiritual prosperity they can bring. Celebrities in the entertainment industry not only earn well, but also do beautifully, but the general staff has low income, hard work, and the effort is not commensurate with what they get, which makes their work philosophy deviated. Now, the social trend of "heavy brains and light industry" is becoming popular in colleges and universities. In the eyes of most college students, labor has status, is lowly, dirty, and very hard, and they look down on workers and workers, and feel that labor is more worthy of respect and acceptance than manual labor. These various undesirable phenomena in society have blurred their understanding of labor and made their employment work more difficult.

### 2.2 The teaching of labor classes in primary and secondary schools is not up-to-date with the times

At present, although China's society has entered a period of rapid economic development, the current model of university labor reform still cannot meet the requirements of social development, and it cannot meet the requirements of current social development, so the current vocational education is still a very important topic. Therefore, in the practice of labor education in colleges and universities, there is a lack of fresh content, and it is difficult to resonate with post-"95" and post-"00" students. The root cause

lies in: First, the school pays too much attention to knowledge and students' testing, does not create rich extracurricular practice opportunities for students' extracurricular practical activities, forces them to concentrate on learning professional theories, does not pay attention to the cultivation of practical hands-on ability, and has rich theoretical knowledge but lacks practical labor ability. Second, some of the actual work in school, including cleaning classrooms, cleaning offices, and picking up rags, is mostly superficial work that does not make their work better reflected. Due to the lack of characteristics of the current vocational education, most students do not devote themselves to the work and have a preliminary understanding of it. At present, the lack of labor and employment of college students in China has the characteristics of the times, and how to effectively overcome this problem has become a major difficulty in the employment of college students.

### 2.3 Education that neglects family work

Domestic work is important for the development of children. However, due to the social atmosphere and the lack of training for work in schools, there is a lack of family labor education. In short, there are two main reasons for family labor reform: First, the excessive pampering of parents. Most of today's college students are "only children" after "00", and most of them live in "honeypots" and are overly cared for by parents. At home, some children can do things such as folding quilts, washing clothes, washing dishes, etc., which parents do not want their sons to do, and parents will take on all the work themselves, including their sons and daughters, which causes many people to not even have the most basic jobs, unable to survive independently in college, and unable to take care of themselves. The second is parents' attention to learning and neglect of work. Suppressed by bad social customs and the examination system, many parents focus on their children's studies and neglect their children's work. They often prioritize their children's academic performance first, and finding a good job in the future is far greater than developing enthusiasm for work. It is very difficult for children who grow up under this family concept to develop the concept of respecting and loving work.

## 3. Strengthen the employment channels of college graduates in the new era

### 3.1 From the perspective of society: advocate the values of truthfulness, goodness and beauty of labor, and strengthen students' consciousness of labor

The environment can not only influence people, but also make people change, and a good social atmosphere has the effect of "walking with the wind and moisturizing things silently" for human development. Therefore, in order to change the current social atmosphere and advocate the labor value of "truth", "goodness" and "beauty", it is of great significance to promote the healthy development of college students. First of all, we should give play to the role of the media and widely publicize the Marxist outlook on labor and the core socialist values through television, radio, newspapers and periodicals, and new media on the Internet. Publicize the advanced deeds of advanced figures of labor models to the whole society, encourage the vast number of young students to show the advanced and typical labor spirit of Zhang Fuqing,

Huang Wenxiu, Du Fuguo and other Chinese volleyball team members, so that they can develop a kind of recognition of the labor concept of "respecting labor, labor is the most glorious, labor is the most noble, labor is the greatest, labor is the most beautiful". It is necessary to enable the majority of college students to get rid of the idea of "money first", and firmly believe that through their hard work, honest work will definitely achieve their life goals, thereby changing their destiny. Second, it is necessary to strengthen the supervision of the news media, strengthen the supervision of public opinion, promptly eliminate the ideological misunderstanding of "emphasizing the brain over the body", take various measures to purify and clear the network environment, ensure the spread of positive energy in the social environment, make the concept of glorious labor and beautiful labor become the trend in the whole society, and stimulate college students to advocate the values of truth, goodness and beauty.

### 3.2 From the perspective of school-based: establish a systematic approach to school-based work and promote the work of school workers to keep pace with the times

Colleges and universities are the main living space for college graduates, and it is a major measure to strengthen the construction of college teachers by promoting the construction of college teachers to keep pace with the times through the standardization of the teaching and voluntary work mechanism of college teachers. First, there must be a systematic teaching system. In accordance with the actual situation, specific tasks and programmes are drawn up to link labour education with professional theoretical courses for college students. Under the premise of ensuring the effect of labor teaching, build a sound class attendance mechanism to ensure the effect of labor teaching, so that the Marxist concept of labor and the core values of socialism can truly be deeply rooted in the hearts of the people. Second, it is necessary to improve the volunteer system in colleges and universities and spread to students those who are willing to contribute to society. Combine practical teaching with practice, combine the specific needs of students, carry out practical teaching, and strengthen the interest of ordinary college students. The school should work with the government, enterprises and social departments to formulate a practical and effective working mechanism to ensure the smooth progress of all work, and build a volunteer service platform inside and outside the school on this basis. We must let college students go out of school, into the community, into welfare homes, into nursing homes, into rural areas, into factories, and feel the joy of dedication and the meaning of work.

### 3.3 In terms of family: we should make full use of the function of family education, pay attention to family labor education, and help students establish correct labor concepts

The earliest education in life is home. The education of parents has a profound impact on children, and the way parents approach work also has a direct impact on them. Therefore, family education has a certain impact on children's cognition of labor, and even determines its status. First of all, parents should change their connivance with their children and their "unearned gain" of their children. In daily work, encourage them to do more, positive work

can give certain rewards, let them form a positive way of working.

Second, parents should set an example with actual behavior in front of their children's eyes. In practice, parents educate and guide their children through their own efforts, actively establish the virtues of hard-working families, and let them establish the correct idea of the glory of labor from an early age. At the same time, it is necessary to correct the negative impressions produced by children in the course of work in a timely manner so that they can develop

a correct understanding of work. At present, strengthening the training of labor quality of college graduates still has important practical significance and practical significance. We must soberly see the moment of social development, actively affirm the positive role of social development on society, and more soberly grasp the problems and challenges given to us by this development trend, constantly explore a new path, and use our own practical actions to deal with this opportunity and challenge.

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