

## Ideological and Political Education Is Effectively Applied in College Students' Career Planning Education

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[ **Abstract** ] With the common development of China' s science and technology and economic level, the social demand for high-quality, high-level talents is also growing, so that China' s high-tech talents are more and more scarce, college students' competitive pressure is also increasing year by year, it can be seen that the employment problem of college students is increasingly prominent. College career planning is very beneficial to the employment of college students, and ideological and political education can improve the comprehensive quality of college students, thus laying an ideological foundation for the employment of college students.

[ **Key words** ] ideological and political education; college students; career planning

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Conducting ideological and political education in career planning education can not only let students set up correct ideological and political concepts, but also enhance their moral consciousness, so that they can develop good behavioral habits, which are basic qualities they are supposed to have, and requisite for them to get a job successfully. However, during the actual career planning process, some teachers often do not pay attention to ideological and political education, which is not conducive to the overall education of students, thus hindering them from establishing a correct view of career choice.

### 1 Relationship between ideological and political education and career planning education

The career planning of college students is a complete career plan for the future work and even the future life development. When conducting career planning, first of all, students must have a correct analysis of their own, and a specific understanding of the surrounding environment, then carry out a comprehensive assessment according to their own interests, hobbies, and vocational tendencies, so that an effective career planning can be formulated.

Ideological and political education can help students set up a correct view of career choice and employment, while career planning can help them set career goals in line with the development of society, which in turn promotes their comprehensive ability. Ideological and political education can promote the smooth development of career planning education for college students, and career planning education also expands educational channels for college students to receive ideological and political education, both kind of education have the same goals, that is, enable college students to receive better education, so as to promote their physical and mental health development, and thus promote the harmonious development of society. From this, we can see that there is a close connection between the two, there is a certain degree of commonality and complementarity, not only do they complement each other, but also interact with each other and promote each other.

First of all, ideological and political education and career planning education have a common educational purpose. Ideological and political education is to let students learn to perceive, to do, to live together and to survive, while career planning education is to let students find suitable and well-matched jobs after the formulation

of their career planning, in addition, it ensures the development at each stage in their future development, creating favorable conditions for their future survival. At the same time, the effective use of ideological and political education in college students' career planning education is also based on the premise of the commonality between the two, so as to train qualified successors for the society. Thus it can be seen that the educational objectives of the two are the same, which is also an important manifestation of their commonality.

Secondly, ideological and political education and career planning education are complementary to each other. Career planning education enables college students to have a clear self-knowledge, and also makes them understand more about social life and social needs in the process of environment analysis. College students' perception of themselves and society lays a good foundation for ideological and political education, and the effective use of ideological and political education in college students' career planning education also reflects the important role played by ideological and political education in career planning. From these, it can be seen that the two are complementary to each other.

## **2 Significance of ideological and political education in college students' career planning education**

### **2.1 Let students set up a correct concept of employment**

Under the multicultural background of higher education, ideological and political education is very necessary, which is an important part of moral education for college students, and also an important way to improve the correct perception of college students. Correct ideological concepts lay a good foundation for college students to carry out career planning. In the process of choosing a career, it also provides students with favorable ideological protection. Therefore, the integration of ideological and political education in the career planning of college students can offer them the correct guidance on ideology, so that they can foster a correct view of career choice. With the popularization of the Internet, the use of mobile terminals has become more and more extensive. The influence of various social trends has a more serious impact on the ideology of college students, while today's employment situation is relatively severe, making some students become indolent and even escape from employment. This is unfavorable, not only to students' development, but also to the development of school and society. Therefore, college teachers should pay attention to the ideological and political education in career planning education, so as to guide students to positive and correct employment.

### **2.2 Improve students' basic moral quality**

The goal of ideological and political education in colleges is to let students set up the correct ideals and beliefs, which is an important way to improve their ideological quality and basic moral quality, and also creates conditions to further improve the overall quality of students. Ideological and political education in colleges includes vocational ethics education, which can make students maintain an optimistic mentality in the process of employment and career choice, thus actively and effectively guide them to carry out career planning, and effectively alleviate their pressure on employment.

Through the career planning education, students can know about the type of talents required by the society, so as to make correct career planning, and adapt themselves in line with the needs of talents in the process of social development, whereas the effective use of ideological and political education can make them foster a code of conduct in line with social development. Ideological and political education not only plays an important role before students' employment, but also has a certain positive impact when they enter into enterprises. It's easy to make them stand out in the job competition, thus providing help for their future development.

### **2.3 Improve students' self-perception**

For college students, the development of the Internet is a double-edged sword. With the widespread use of

smart mobile terminals, college students are more and more likely to get to some negative network information, such as campus loans, which will not only cause overspending, but also produce comparison, and it's not conducive to the physical and mental development of students. Adding ideological and political education into the career planning education can make students foster correct and rational self-perception, and promote their employment. Only when students have correct self-perception can they carry out reasonable career planning and actively participate in career planning teaching activities. At the same time, correct self-perception can also enable them to start from their own situation, so as to formulate career planning in line with their own development, which in turn promotes the realization of their self-value. In addition, adding the elements of ideological and political education in career planning education can improve students' ability to resist setbacks, and even after continuous employment failure, they can keep their original intention and start over.

### **3 Application mode of ideological and political education in college students' career planning education**

Ideological and political education for college students is conducive to their development of career planning. Therefore, college teachers should pay attention to the effective combination of the two, so as to promote the students to formulate a rational career planning according to their own situation.

#### **3.1 Strengthen the guidance role of ideological and political education on students' career planning**

With the continuous development of China's economy, people's quality of life is gradually improving. Education has become the focus of people's attention, which has contributed to the continuous improvement of China's overall education level as well as people's overall quality to a certain extent. In quality-oriented education, ideological and political education is the key, which is related to the formation of students' outlook on life and values, and also an important way for moral education. Therefore, ideological and political education for college students is crucial. Schools must strengthen the guidance role of ideological and political education on students' career planning, so as to fundamentally solve the problem of rational career planning, and the problem of students' career choice and employment. Based on this, teachers should take effective measures to drive students to formulate reasonable and effective career planning.

First of all, teachers can let students determine their own career goals during their ideological and political education, which is conducive to the establishment of correct outlook on life. Secondly, in the subsequent education process, teachers can encourage students to explore their interested industries, or let them find a matching career with their own specialties. Finally, teachers can launch specialized career planning education for students' future development. When carrying out teaching activities about career planning, teachers should encourage students to do self-analysis. To find satisfying jobs, students should formulate the career planning based on themselves, as well as the development of future society. In addition, teachers should continue to increase students' practice opportunities. For example, teachers can organize mock interviews, under the context of situational simulation, students can gain more experience in interview, while alleviating themselves from the pressure on interview. At the same time, teachers can also let students pay more attention to hot-spot issues on politics, which also helps students to make the right career choice to a certain extent.

#### **3.2 Utilize diversified teaching methods to enrich the content of education**

In current college education, classroom teaching still dominates, which is important for students to receive career planning education. Therefore, teachers should continue to change teaching methods to improve the interest of classroom teaching, which can greatly enhance students' enthusiasm for career planning teaching activities, and is conducive to the conduct of teaching activities. Diversified teaching methods can also improve students'

efficiency, and is also favorable to their career planning. The current teaching carrier is relatively diversified, such as computers, cell phones, etc.. Besides, nowadays, the network is developed, and various teaching resources are available online, which can greatly enrich the form of learning.

For example, teachers can share some career introduction, or social and political events which are relatively popular, with students via mobile terminals; they can also create chat group for career planning guidance via online platform, so that students can get timely answers to their problems, which in turn improves the teaching efficiency. At the same time, when conducting teaching activities, teachers should combine theory and practice. For example, existing teaching resources can be used to carry out employment activities, so that students can pay more attention to the formulation of career planning, as well as ideological and political education. In addition, for schools, they can continue to strengthen school-enterprise cooperation, which enables students to visit enterprises and know about the actual working environment and mode, thus promoting the continuous improvement of students' career planning. Through school-enterprise cooperation, enterprises can attract more technical talents, and students can have more employment opportunities, further realizing the purpose of students' practice.

### **3.3 Enhance students' participation via environment improvement**

Campus environment is very important for students to receive education, and a better environment can improve students' enthusiasm for teaching activities to a certain extent. Therefore, in career planning education, teachers should take effective measures to create a relaxing and pleasant learning environment for students. Based on this, teachers should continue to strengthen ideological and political education, so as to improve students' ideological and political awareness, and make them realize the importance of career planning.

Meanwhile, school departments should strengthen communication to achieve effective cooperation, which not only facilitates students' learning, but also provides help for their life. In addition, from the perspective of teachers themselves, they should continue to improve their professional level, and constantly strengthen the ideological and political training, as well as career planning training, so as to improve teaching quality and attract students to actively participate in teaching activities, which in turn promotes teaching activities.

## **4 Conclusion**

To summarize, ideological and political education has an important significance in college students' career planning education. Teachers should effectively combine the two to make students foster a correct outlook on career choice and employment, and solve their employment problem. In addition, teachers need to constantly improve the teaching methods and teaching environment based on themselves and external environment, so that all students can participate in career planning education.

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