

# Research on the Path of Cultivating College Students' Labor Quality from the Perspective of New Quality Productive Forces

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**Abstract:** *As a concrete manifestation of advanced productive forces, new quality productive forces are the innovation and practice of the Marxist productive forces theory in China, and the fundamental result of breakthroughs in cross integration for scientific and technological innovation [1]. Simply put, new quality productive forces involve the issue of innovation driven development and technology lead future. The cultivation of labor quality of college students is in a three-dimensional and dynamic environment. The cultivation of labor quality of college students is a three-dimensional, comprehensive, and dynamic process that requires continuous discovery of problems and search for ideas. With the profound changes in the labor environment, labor objects, labor processes, and labor relations, new fields, forms, and modalities of labor are constantly emerging. The transformation of labor content and methods has put forward new tasks and requirements for college students' labor quality. As a pioneering group in science and technology, ideology and theory, as well as a potential group in the labor market, college students are high-quality talents that the country focuses on cultivating. Paying attention to and improving labor quality is of great significance for college students to their overall quality, enhance their competitive advantage, cultivate a sense of social responsibility, and even achieve comprehensive development.*

**Keywords:** New Quality Productive Forces, Labor Quality, Marx's Concept of Labor.

## 1. Preface

In March 2024, General Secretary Xi Jinping pointed out that we must firmly grasp the primary task of high-quality development, develop new quality productive forces according to local conditions, deepen the reform of the scientific and technological system, the education system, and the personnel management system [2]. He emphasized that we must increase innovation efforts, cultivate and strengthen emerging industries, advance the layout and construction of future industries, and improve the modern industrial system [3]. New quality productive forces play a leading role in innovation, break away from traditional economic growth models and development paths of productive forces, feature high technology, high efficiency, and high quality, and are in line with the new development concept. New quality productive forces are born from revolutionary technological breakthroughs, innovative allocation of production factors, and deep industrial transformation and upgrading. They take the leaps of laborers, labor means, labor objects, and their optimized combinations as the basic connotation, and take the significant improvement of total factor productivity as the core symbol. New quality productive forces are characterized by innovation, with the key point lying in quality, and the essence lying in advanced productive forces.

In the National Education Conference in September 2018, General Secretary Xi Jinping proposed the work goal of "cultivating socialist builders and successors with comprehensive development of morality, intelligence, physique, aesthetics, and labor skills. In July 2020, in order to thoroughly implement the important discourse of General Secretary Xi Jinping on education and implement the Opinions of the Central Committee of the Communist Party of China (CPC) and the State Council on Comprehensively Strengthening Labor Education in Primary, Secondary, and Tertiary Schools in the New Era, the Ministry of Education issued the Guiding Outline for Labor Education in Primary,

Secondary, and Tertiary Schools (Trial), which provides guidance on the nature and basic concepts, goals and content, educational approaches and key tasks, evaluation, planning and implementation, condition guarantee, and professional support of labor education. The Opinions propose that "schools should continuously improve labor education methods and organizational forms to enhance educational effectiveness", which indicates that labor education in the new era needs a new model different from the past ones. However, there are still problems with the single educational subject and form of labor education in universities at present. The purpose of labor education is to enhance students' labor quality, and both the "Opinions" and the "Outline" require that labor quality be included in the comprehensive quality evaluation system for students. Labor quality encompasses multidimensional characteristics such as knowledge, skills, attitudes, and values, surpassing traditional knowledge and skill levels and emphasizing students' application and innovation abilities in real workplace.

## 2. Characteristics of College Students in the New Era

At present, college students are dominated by the post-00s, who are relatively richer in material resources, grow up with the Internet, have more open horizons, more extensive interests, more diverse and compatible ideas, attach importance to improving their own quality, and enhance their personal comprehensive ability. However, there are also some problems that cannot be ignored. For example, most students have the problems of "not wanting to work", "not cherishing the fruits of labor", and "not knowing how to work", demonstrating weak subjective labor consciousness. The problems faced by the post-00s students not only seriously affect their physical and mental health development, but also hinder the progress and effectiveness of various student work such as labor education and cultivation of students' labor

quality in universities.

### 3. New Requirements for Cultivating College Students' Labor Quality from the Perspective of New Quality Productive Forces

From the perspective of new quality productive forces, universities need to abandon the traditional assimilation cultivation concept and integrate the alienation concept into their work of cultivating labor quality. They should fully combine the current labor education concept, take labor education as the starting point, and promote the integration of moral, intellectual, physical, aesthetic, and labor education that is, to cultivate morality through labor, enhance intelligence through labor, strengthen physique through labor, cultivate aesthetics through labor, and innovate through labor. Universities should enrich the platform for cultivating students' labor quality, ensure the effectiveness of labor quality cultivation work, and focus on adopting innovative cultivation methods to ensure the effectiveness of cultivation.

From the perspective of new quality productive forces, the multi-faceted requirements and differentiated cultivation goals for college students' labor quality require comprehensive participation from both inside and outside the campus. It is necessary to pay attention to the combination of qualitative and quantitative methods in the cultivation process, adhere to the cultivation process, and closely integrate all participants in each step.

From the perspective of new quality productive forces, the teacher-student relationship in the cultivation of labor quality has changed from the face-to-face communication model in the past. However, with the abundance of media tools and the increase of simulation labor platforms, the practical experience in the cultivation process of labor quality has been weakened.

### 4. Cultivation Path of College Students' Labor Quality from the Perspective of New Quality Productive Forces

From the perspective of new quality productive forces, the path for cultivating labor quality is a multidimensional path. The current improvement of labor quality has higher requirements for the labor mentality, labor skills, and other labor quality factors of students. In this context, a three-dimensional collaborative education model combining "online + offline" and "on campus + off campus" has been formed, and a "ten entries and five integrations" labor education + practice system has been constructed. They take labor education as the starting point, focus on "improving labor quality and forming the labor concept of the most glorious and happy labor", and take the concepts of "educating the five disciplines simultaneously" and "all-personnel education, whole education, whole-process education, and all-round education" as the work guidance ideas, combined with the various arrangements of campus labor education.

#### 4.1 Build An "Online + Offline" Labor Education

#### Learning Platform, and Help Students to Establish the Marx's Concept of Labor, and Cultivate A Scientific Labor Concept

Network platforms commonly used by college students are fully utilized to, establish dedicated WeChat official accounts, Yiban labor communities, etc., build an online labor education learning platform, push online labor education related content, unblock the communication channels among students, teachers, and universities, and serve the healthy growth of students. The collective preparation for the instruction for the instruction of "Labor Education for College Students" is well conducted to fully utilize the educational role in the classroom. A series of lectures such as "Colorful Labor", "Lecture", "Labor Spirit Publicity", and "Power of Example" are set up. Model workers, professional professors, well-known entrepreneur's alumni, etc. inside and outside the campus are invited as lecturers to, explain the craftsman spirit, and model workers spirit, and strengthen the spiritual guidance of students' Marxist labor outlook. In addition, counselors combine students' professional characteristics with the current situation to focus on cultivating students to promote the spirit of labor and inherit the spirit of hard work, love for the motherland, and selfless dedication.

#### 4.2 Build the "Ten Entries and Five Integrations" Labor Education + Practice System, and Cultivate and Improve Students' Labor Quality

Labor education is taken as the starting point to, promote the integration of the "five disciplines", that is, to cultivate morality through labor, enhance intelligence through labor, strengthen physique through labor, and cultivate aesthetics through labor. Based on local conditions, internal and external resources are fully utilized, to carry out the "ten entries and five integrations" series activities and jointly build the "labor education + practice" system (see Figure 1). The labor education for college students is carried out inside and outside the classroom, in the community, on farms, in enterprises, in activities, in daily life, etc. We should continue to promote the construction of labor education practice bases, encourage students to actively participate in community governance, volunteer services, and related labor practices, cultivate correct labor values while improving the labor skills, in this way, we can create a campus atmosphere that advocates labor and respects labor, thereby cultivating students' patriotism and social responsibility.

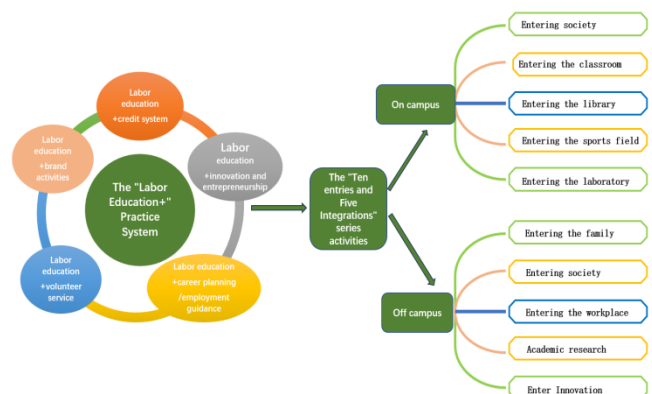


Figure 1: "Ten entries and five integrations" labor education + practice system

#### 4.2.1 "Labor education + practice" System

The "labor education + practice" system includes "labor education + credit system", "labor education + brand activities", "labor education + volunteer service", "labor education + innovation and entrepreneurship", "labor education + career planning/employment guidance", etc. which strengthen students' sense of social responsibility, cultivate students' labor spirit, craftsmanship spirit, innovation spirit, and subtly enhance students' labor quality.

"Labor education + credit system": Follow the requirements of the campus's labor education practice curriculum, fully integrate second classroom educational resources, build a credit taking platform for students, integrate resources, and construct a menu for labor education credit taking.

"Labor education + brand activities": Plan and organize "one college, one brand" and "college students' ideological and political education characteristic activity projects" related to labor themes, implement brand characteristic activities, expand activity coverage, and enhance students' labor skills.

"Labor education + volunteer service": Based on local conditions, fully utilize resources in the place where the campus is located, go deep into public places such as communities, streets, and parks, establish campus-department cooperation with local Communist Youth League committees, fire rescue teams, and red education bases, enrich labor education practice bases inside and outside the campus, follow the concept of "learning through service, serving through learning" combine with the professional characteristics of students, strengthen students' service training in rural revitalization, community service, respect the old and take good care of children, and cultivate college students' spirit of dedication.

"Labor education + innovation and entrepreneurship": Strengthen innovation and entrepreneurship education for college students, enhance college students' enthusiasm for innovative labor through innovation and entrepreneurship education courses, and relevant competitions, encourage and mobilize students of all grades to actively participate in the national college students' "Challenge Cup", "Internet plus" and other innovation and entrepreneurship competitions, and organize award-winning teams and successful entrepreneurs to share their experience and set a good example.

"Labor education + career planning/employment guidance": Actively apply for the Ministry of Education's supply and demand matching employment and education project to provide students with more opportunities to enter enterprises; and form a joint force with the teaching and research department, contact relevant enterprises, and organize and mobilize students to visit internships or on-the-job internships; organize extracurricular vocational labor practices, and guide students to clarify their goals and paths of effort through extracurricular practices, so as to achieve vocational ability construction in practice, cultivate positive labor spirit, employment spirit, and entrepreneurship spirit, develop good labor habits, cultivate necessary professional development ability, improve labor skills, and lay a good foundation for achieving high-quality employment.

#### 4.2.2 "Ten entries and Five Integrations" Series Activities

The on-campus series include the following activities. "Entering society": cultivate morality through labor, promote labor through morality, and develop good moral character. "Entering the classroom": enhance intelligence through labor, promote labor through intelligence, and learn to achieve good grades. "Entering the library": cultivate aesthetics through labor, promote labor through aesthetics, and develop a good aesthetic sense. "Entering the sports field": strengthen physique through labor, promote labor through physique, and develop a good physique. "Entering the laboratory": innovate through labor, promote labor through innovation, and conduct innovative practices.

The off-campus series include the following activities. "Entering the family": participate in daily household chores practice. "Entering society": participate in social service labor practice, and participate in community activities and various volunteer service activities. "Entering the workplace": experience workplace production practice, and participate in professional labor. "Entering academic research": participate in academic research labor practice, and participate in research activities. "Entering innovation": participate in innovation labor practice, and actively participate in innovation labor.

## 5. Summary

Through the construction of the online + offline "ten entries and five integrations" labor education + practice system, we have clarified the impact and challenges of new quality productive forces on the cultivation of labor quality of college students. Therefore, for college students, they should establish the Marx's concept of labor and form a scientific labor concept to adapt to the requirements of comprehensive quality and ability of college students under the background of new quality productive forces. The cultivation includes the aspects of continuously learning new labor knowledge, mastering new labor skills, participating in labor practice, and strengthening comprehensive abilities. The impact of new quality productive forces on the cultivation of college students' labor quality is profound, requiring joint efforts from college students, universities, and society, so as to adapt to the changing development trends of the social environment and explore new paths for cultivating college students' labor quality.

## Fund Project

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