

Research on the Education of Career Outlook for College Students in the New Era under the Guidance of Socialist Core Values

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Abstract: *Employment has always been a major issue for livelihood. The overall employment situation in China is still severe, especially for college students who have many confusions and misconceptions about employment choices. Career education is not fully adapted to the needs of college students and needs to be addressed through various measures. In the new era, it is even more necessary to integrate the core values of socialism into the career education of college students, so that it can meet the needs of national development, social development, and college student development. This article first points out the necessity and role of socialist core values leading the education of career choices for college students in the new era, and then emphasizes the main content of socialist core values leading the education of career choices in the new era and the need to handle four pairs of relationships well. Finally, it proposes practical measures for the education of career choices in the new era under the guidance of socialist core values.*

Keywords: The core values of Chinese socialism, College student, Career Concept Education.

1. Introduction

Under new historical conditions, the external environment and influencing factors of career education for college students are vastly different from the past. The diversification of values during the period of social transformation and the ideological characteristics of college students in the new era provide important opportunities but also pose significant challenges for career education for college students. Career education not only relates to the establishment of correct life and values for college students, but also affects the ultimate achievement of educational goals, social stability and harmonious development, and the effective and rational allocation of talent resources by the country.

2. The Necessity of Socialist Core Values Leading the Education of Career Choices for College Students in the New Era

2.1 The Profound Changes in College Students' Career Outlook

Employment is the most basic livelihood. Currently, the overall employment problem in China is still prominent, and the career choices of college students show diverse and complex characteristics. There are many confusions and misunderstandings in employment choices, and unscientific and irrational career views have emerged. Mainly manifested in the weakening of social values, more emphasis on material and personal interests, rather than pursuing ideal beliefs, overall and long-term interests, or advocating dedication. If we only consider our own low-level needs and interests, high salary, good conditions, comfort, fame and advantages are the primary standards, and discard our professional needs, ability development, and the need to achieve the greatest value in life; Having high eyes but low hands, blinded by vanity; Only starting from the present, lacking long-term thinking and vision, and so on. Some have also developed unhealthy career psychology, such as comparison, conformity, inferiority complex, arrogance, and dependence. These negative

ideological concepts and career psychology of college students pose greater difficulties and new problems to career education, posing greater challenges to career education. The new background and situation require the education of career outlook to fully exert its functions, transform students' employment concepts, promote social harmony and development. Only by constantly developing and innovating can career outlook education meet various challenges and adapt to the needs of the times.

2.2 There are Many Problems in the Education of College Students' Career Outlook

At present, vocational education neglects the diversity of individual students' needs, lacks the organic combination of dominance and diversity, and many universities mainly guide students' employment from a technical perspective, equating vocational education with vocational education, neglecting to help transform college students' vocational education. In vocational education practice, there is too much emphasis on the practicality of instrumental rationality, neglecting the guiding role of value rationality, and ignoring that the essence of vocational education is actually value education, resulting in insufficient emphasis on the true connotation of vocational education, and even deviating from the track of vocational education.

2.3 The Socialist Core Values Put Forward New Requirements for the Cultivation of Talents in Universities

How to integrate core values into career education requires clarifying the relationship between values, career values, and socialist core values. On the one hand, values determine and constrain career choices, and career choices and ideals reflect and influence values. The key to establishing a correct career choice is to establish the correct values. On the other hand, the socialist core values embody a scientific worldview and outlook on life, and guide the career choices of college students. From this, it can be seen that there is an inherent connection between the socialist core values and the career

choices of college students in the new era. Exploring the internal relationship between the socialist core values and the career choices of college students, guiding them to clearly pursue goals and find driving forces in their career choices, and enabling them to establish a scientific and rational career choice, is not only an important mission of ideological and political education in universities, but also a new requirement for talent cultivation in universities.

3. The Leading Role of Socialist Core Values in the Education of Career Choices for College Students in the New Era

3.1 The Socialist Core Values Indicate the Fundamental Direction for College Students' Career Choices

To aspire to serve the motherland and the people is a great virtue, and only those who cultivate great virtue can achieve great success. Establishing a correct career outlook must be based on and premised on establishing a correct outlook on life, values, and morality. The socialist core values reflect the outlook on life, values, and morality that China needs in the new era, carrying the spirit of our country, nation, and people in the new era, and guiding the overall direction of the value pursuit of college students in the new era.

3.2 The Socialist Core Values Provide the Overall Key for College Students to Solve Career Conflicts, Problems, and Confusion

The socialist core values promote truth, goodness, and beauty, telling us what should be resisted and vigilant, and what is worthy of recognition and praise. The socialist core values guide the concept of career choice, and in the process of career choice, all contradictions, problems, and confusions faced can be answered and resolved from a far, high, and broad perspective, ultimately making career choices that meet personal development and social needs.

3.3 The Socialist Core Values Provide Fundamental Guidance for College Students' Career Choices

Integrate the value requirements involving the country, society, and citizens. This provides fundamental guidance for college students in the new era to find the point of convergence and balance between their self-worth, self-interest, self needs, and self dreams, as well as between their self-interest and the interests of the country and society. The self-interest, self needs, and self-worth of college students in the new era can only be fundamentally realized and satisfied by striving to achieve social value, realize national and social interests, and meet national and social needs. This is also the guideline that Marx proposed in "Youth's Considerations in Choosing a Career" that young people should follow when choosing a career is "human happiness and our own perfection", which is the best state for young people to choose a career in various eras.

4. The Main Content of Career Education in the New Era Guided by Socialist Core Values

4.1 Career Education Should Cultivate Patriotism and Guide College Students to Consciously Adapt to the Needs of National and Social Construction and Development

National development and prosperity are the common value goals of college students in the new era. College students should consciously choose careers that closely link personal development with national development. To establish a correct career outlook, one must first clarify their true and long-term needs in life, and strive to find the intersection between personal needs and the needs of society and the country, just as Marx's career choice "can achieve both personal perfection and work for humanity". This junction has a lot of space. Because today, every college student who pursues their major, develops their abilities, and realizes their life value will be integrated with the needs of society and the country.

4.2 Career Education Should Cultivate a Sense of Social Responsibility and Guide College Students to Choose Careers with Social Responsibility

As individuals, they have the need to become the people needed by society, and in the new era, college students also have the desire to become beneficial members of society. College students should have a sense of right and responsibility when choosing a career. This means that when making career choices, one should not only consider their personal profession, interests, and career development prospects, but also consider whether they can take on the social responsibilities and obligations that the profession entails, in order to achieve the dual goals of personal value and social responsibility.

4.3 Career Education Should Cultivate a Sense of Professionalism, Integrity, and Friendliness, and Inspire College Students to have Lofty Aspirations for Personal and Professional Development

The core of the problem with college students' career outlook is the deviation from the socialist core values of patriotism, dedication, honesty, and friendliness, especially the national spirit and collectivism in patriotism, the pursuit of career and dedication in dedication, and the moral realm and personality enhancement in honesty and friendliness. The root cause of an incorrect career outlook is not so much the failure to prioritize the needs of the country and society, but rather the failure to prioritize the high-level needs of realizing one's own life values. College students with a sense of dedication can strive to choose careers that maximize their professional strengths and creative abilities. College students who have a sincere and friendly heart can take career choices and employment as a process to enhance their personality.

5. The Socialist Core Values Guide the Education of Career Choices in the New Era, and We Need to Handle Four Pairs of Relationships Well

5.1 Handle the Relationship between Material Value Pursuit and Spiritual Value Pursuit Well

Human beings are a unity of body and soul, with comprehensive value needs. College students should not only pursue material value, but also spiritual value when choosing careers and employment, and overcome the material utilitarianism tendency of career and employment value orientation.

5.2 Handle the Relationship between Self-worth and Social Value Well

The final conclusion drawn by Marx in his article "Considerations of Youth in Choosing a Career" is that the main indicators that youth should follow when choosing a career are human happiness and our own perfection. College students' career choices should be based on achieving the unity of self-worth and social value, and overcoming the tendency of self and personal interests as the center of career selection and employment.

5.3 Handle the Relationship between Subjective Value Pursuit and Objective Conditions Well

Balancing personal values and career goals with objective conditions of reality is crucial. When choosing a career, one must consider their own and social conditions that allow them to make choices. It is necessary to find a point of convergence between one's own conditions and social living conditions, and overcome the tendency of subjective value pursuit to deviate from the objective needs of society when choosing a career.

5.4 Handle the Relationship between Monistic Dominance and Pluralistic Coexistence Well

The dominance and diversity of career education are dialectically unified in a multicultural environment. To command diversity with unity and dominance. At the same time, enrich unity and dominance with diversity. Help students to fully recognize the importance of personal interests and diverse career choices while respecting core values, so as to make wise choices that are both in line with personal development and social needs when choosing a career.

5.5 Handle the Relationship between Instrumental Rationality and Value Rationality Well

In the process of education, a balance should be struck between instrumental rationality and value rationality. On the one hand, students should be educated to acquire necessary vocational knowledge and skills, improve their job selection level, and enhance their ability to adapt to society. On the other hand, values education should be the essence and core of all career education, helping students establish correct values, understand the social significance of work, and the importance of personal growth. 5. Handle the relationship between instrumental rationality and value rationality well

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6. Practical Measures for Vocational Education of College Students in the New Era under the Guidance of Socialist Core Values

6.1 Promote the Construction of Social Practice Classrooms for College Students' Career Outlook Education

Social practice classes can help college students better understand and form a healthy career outlook, enabling them to be more rational and composed when facing future employment. One is to strengthen cooperation between schools and enterprises, jointly build practical internship bases with enterprises, and give students the opportunity to personally participate in practical work. Schools can also regularly invite successful entrepreneurs to give presentations and share industry trends and career experiences. The second is to organize various practical activities. Such as career planning competitions, simulated recruitment, and interviews, students can experience the process of choosing a career through practical operations and have a more accurate positioning of their career direction. Thirdly, encourage students to participate in community activities. Enhance their sense of social responsibility by interacting with different environments and groups. The fourth is to conduct research, interviews, and learn from typical individuals. Students can be organized to conduct research on the life experiences of the older generation of heroes and models who have fought for the liberation of the people and the prosperity of the country, interview outstanding individuals who have integrated their personal development into the needs of society and the country, and delve into grassroots learning about the touching stories of ordinary workers who love their jobs, are dedicated, honest, and trustworthy.

6.2 Play the Main Platform Role of Campus Culture

With the theme of promoting national spirit, love for work, dedication to society, and unity and cooperation, actively utilizing various opportunities to carry out educational activities, creating a harmonious and upward campus cultural atmosphere, and guiding students to develop good behavior habits. Fully utilize the role of various clubs to carry out activities closely related to employment, such as knowledge sharing and skill enhancement. In addition, new media tools such as WeChat, Weibo and Tiktok can also be used to establish a campus network resource platform, attract college students with quick and personalized content, and spread socialist core values in a more vivid and interesting way through network resources, so as to guide college students to deeply understand the relationship between socialist core values and career selection, and make students' career selection view imperceptibly affected.

6.3 Integrating the Cultivation and Practice of Socialist Core Values into Curriculum and Teaching

Firstly, universities should systematically impart socialist core values to students through courses such as ideological and political education and employment guidance, so that they can form a scientific and rational career outlook. Instilling ideas is an important part of Marxist theory, which was first proposed by Marx and Engels, and later systematically expounded by Lenin. As an important principle and method of ideological and political education, guiding college students' career education with socialist core values naturally requires indoctrination. It is worth noting that indoctrination education is not the ultimate goal, but to achieve long-term effects, educators need to innovate educational and teaching methods, create a good atmosphere, and enhance educational effectiveness.

6.4 Build a Multi Subject Collaborative Education System Throughout the Entire Process

Building a comprehensive education system for college students' career outlook that involves multiple stakeholders throughout the entire process, including government agencies, employers, universities, and college students themselves. Government agencies should formulate and improve employment policies for college students, ensuring fairness and transparency of the policies. To establish a comprehensive employment information service system, provide timely and accurate employment information, and help college students understand the job market; Employers and universities should strengthen communication and cooperation to jointly do a good job in talent cultivation. To help college students understand the workplace environment and industry trends by providing internship and employment opportunities; Universities should establish a sound career guidance service system for college students, provide personalized career planning and career guidance, and help students make reasonable career choices based on social needs and their own characteristics; College students themselves need to change their career concepts and enhance their employability. To recognize that work is a platform for realizing personal value and social contribution. To maintain a lifelong learning attitude and continuously improve professional skills and comprehensive qualities. To understand one's interests, strengths, and weaknesses, clarify career positioning, and prepare for employment through internships, part-time jobs, and participation in club activities.

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