

Innovation of College Employment Guidance and Service Path under the Background of New Media

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Abstract: To, the introduction of new media technology form, can point to the college students employment guidance and service field effectively develop the target audience coverage, rich content material composition system, get rid of the limitation of time factors and spatial factors, innovation adjustment work practice methods. The article will focus on the innovation of employment guidance and service path of college students under the background of new media.

1. Introduction

The implementation effect of employment guidance in colleges and higher learning is directly related to the quality of China's economic and social construction and development and the implementation effect of talent development strategy, and is also closely related to the basic economic interests of people from all walks of life in urban and rural areas. The employment and resettlement work pointing to the college students in colleges and universities is the basic livelihood work link concerning the living happiness level of the people from all walks of life. It is getting close attention from the people from all walks of life in urban and rural areas^[1]. Supporting and boosting the high-quality and stable operation and development of employment guidance and service for college students of colleges and universities is a key means to support and promote the smooth realization of their employment goals, which highlights the remarkable and distinct rational consciousness and practice consciousness of the relevant staff of colleges and universities^[2]. Comprehensive and accurate grasp the basic situation of new media technology form in the process of evolution, clear cognitive quality and efficient promote college students employment guidance work and service work of strategic significance, firmly grasp the background of the new media era to create new development opportunities, booster college students in the process of employment to achieve efficient goals, full goals and precision, support colleges and universities continue to cultivate output to meet the basic needs of high quality talents, play a profound and cannot be ignored^[3]. In view of the background, to new media technology form as background support conditions, continue to deepen development to college students employment guidance and service field of reform and innovation process, we will ensure that college students successful employment as the basic goal, covering through college students employment guidance and service work complete process, support college students employment guidance and service work, realize the full combination between new media technology form, and continue to obtain quality effect^[4].

2. Major changes in the employment guidance and service work of college students under the background of new media

2.1 Expand the coverage of audiences

The continuous development of new media technology form and promote application, pointing to social construction and development process and people's basic lifestyle profound influence, it is becoming people from all walks of life in our country to obtain information, spread information, and participate in the process of the specific social affairs related information collection process more convenient, participate in the process of behavior expression of the basic space more open, the coverage of social mobilization object can be significantly expanded in a short period of time^[5].

Under the background of the application of new media technology, with its attribute of full participation, the coverage of the audience of employment guidance and service in the process of information dissemination^[6].

In the traditional stage of development, The employment guidance and service links for college students in colleges and universities, Mainly by the form of classroom teaching, special knowledge lecture form, the campus theme activity form, As well as the paper media publicity forms to promote the development of, And its implementation subject is usually limited to the staff of employment guidance and service functional departments, Or for specific staff groups, such as class counselors, Due to the orientation of students in colleges and universities, the attention degree and participation degree of the employment guidance and service work of college students are both at a relatively low level, Indirect, it leads to a relatively limited audience coverage^[7].

Compared with the above situation, new media technology, as a new carrier in the process of employment guidance and service for college students in universities, can show significant advantages based on the level of information acquisition, resource integration, level, and content sharing. Under the condition of continuous use of new media technology, can effectively enrich and broaden the college students employment guidance and service audience coverage, support related work process to extensive and fully the degree of concern, ensure that college students in employment guidance and service work at the same time as the recipient, role, disseminator role, support the construction of college students employment guidance and service work new mode^[8].

2.2 Enrich and enrich the specific use of the content and material resources

In the process of sustainable development and application of new media technology, with the characteristics of massive quantity in the dissemination of information, the content and material resources available for the development of employment guidance and service work in college students of universities are effectively enriched and enriched.

In the traditional stage of development, Content and material resources used in the process of employment guidance and service for college students in colleges and universities, Mainly from the channels of textbooks, books and newspapers, Moreover, since the relevant personnel involved in the employment guidance and service work of college students are in the level of working time and working energy, And the level of personal knowledge structure has significant limitations, Objectively, it is impossible to complete the comprehensive mining and integration goal of the relevant content and material resources in the field of employment guidance and service for college students, Then, in the specific introduction of the presented content and material resources, Presents a significant and distinct scattered problem and one-sided problem.

And under the condition of continuous use of new media technology in colleges and universities, college students employment guidance and service work in the process of the actual introduction of content material resources will present a more distinct systematic characteristics, but also support

more quantity, have good quality content material resources, gradually into institutions of higher learning, gradually selected for classroom teaching material, and gradually with more number of college students contact each other.

Based on the new media technology form, guide and support college students employment guidance and service, the field of historical development process, based on the macro perspective and holistic perspective to grasp the college students employment guidance and service work, booster college students employment guidance and service work based on content level, elements, sexual level, structural level, and functional level of key change, continuously improve college students employment guidance and service work based on content arrangement quality level.

2.3 Comprehensively and thoroughly break through the temporal restrictions and spatial restrictions

Under the support conditions of the new media technology form, The spatial conditions used in the process of educational activities are widely extended to the field of virtual technology, without the shackles of objective reality factors, Then it effectively breaks through the limiting factors based on the temporal dimension and the spatial dimension, Various types of mobile terminal technology equipment, And the network information technology environment available for convenient use anytime and anywhere, Support education and teaching staff in colleges of higher learning, And college students in colleges and universities to maintain a smooth and orderly relationship at any time, And support the construction has formed the same network characteristics, flat characteristics, And the virtualization characteristics of the education and teaching activity space.

In the process of practical application of new media technology, with the real-time characteristics of information communication technology, it can effectively break through the time and spatial limitation factors in the process of employment guidance and service for college students in traditional colleges and universities.

In other words, In the context of the new media technology environment, Colleges of higher learning to provide employment guidance and services for college students, It is no longer necessary to consider specific time factor constraints and space factor constraints, Relevant participants, Can use new media information terminal technology equipment read anytime and anywhere understand college students employment guidance and service information, involved in the network platform of college students employment guidance and service process, release and college students employment guidance and service process related to all kinds of information, To improve the overall implementation effect of employment guidance and service for college students in colleges and universities.

2.4 Innovate and optimize the basic methods of work practice

Under the background of new media era, a variety of electronic computer terminals, smart phone devices, and other mobile network terminal equipment popularization, can support to ensure that students in the process of live classroom teaching activities show the number of interactive behavior, but also can transform classroom teaching activities between the teachers and students implement the interactive communication process, arouse the enthusiasm of the educators subject to carry out teaching activities, and the enthusiasm of the subject to participate in learning activity process.

In the process of sustainable development and application of new media technology, it can effectively adjust the vivid characteristics of data information dissemination and innovate the practical way of employment guidance and service.

The rapid and sustainable development of new media technology form, pointing to college students employment guidance and service work to create graphic carrier form, audio carrier form

and video carrier forms various and lively content resources, elements carrier form, and in the process of presenting content to the subject can assign, the object object can assign, to daily social behavior propulsion process can assign, to daily cultural communication activities process can assign. In the process of rapid sustained high quality development of weibo platform, WeChat platform, and trill platform new media such as social platform, for college students employment guidance and service process, create a platform technology advantage, and on the basis of continuous adjustment to strengthen college students employment guidance and service in the field of overall attraction.

3. Optimization Strategy of Employment Guidance and Service for College Students under the Background of New Media

first, In order to get the best effect of employment guidance and service of college students under the background of new media, By means of providing recruitment in the open market, And the use of on-the-job staff business supervision and training work means, Establish and form a team of employment guidance and service staff for college students with good professional ability and excellent comprehensive quality, To guide all the employment guidance and service staff of college students in colleges and universities, Attach importance to the introduction and combined application of new media technology forms, To ensure that the complete promotion process of employment guidance and service for college students in colleges and universities is fully standardized and effective, To ensure the specific employment guidance and service work process for college students in colleges and universities, Successfully obtain high quality and good comprehensive efficiency.

Second, in order to obtain the best effect of employment guidance and service for college students in colleges and universities under the background of new media, the work ideas should be set appropriately. The concept of development is a guiding condition for supporting all development actions. It can play the overall role, fundamental role, management direction role and long-term role of management, and fully demonstrate the basic thinking, basic direction, and basic focus of development. Under the practical background of the continuous application of new media technology, the employment guidance and service work of college students in colleges and universities is showing complex and diverse new changes, but also obtaining a large number of and extremely critical development opportunities. Promote college students employment guidance and service work, should actively beyond the traditional work interface limitations, and then to set up the new media thinking concept, construct a new media technology platform, develop access to new media data information resources, and then use new media technology form support booster college students employment guidance and service work in the basic development idea level presents the prospective characteristics, era characteristics, and scientific characteristics, by the new thinking, support booster college students employment guidance and service in the field of innovative historical development process.

Third, in order to obtain the best effect of employment guidance and service for college students under the background of new media, we should do a good job in the combination of new media information technology platform, enhance the interaction between staff and college students in colleges and universities, and ensure the best work practice effect.

4. Conclusion

A comprehensive review of the existing research results can show that the sustainable development and promotion of new media technology can exert a profound influence on the basic way and efficiency acquisition state of people from all walks of life in China to participate in media

information dissemination activities, and constitute a transformative influence force on the basic production and life practice mode. The introduction and application of new media technology forms in the process of employment guidance and service for college students in colleges and universities can improve the basic work process and ensure the acquisition of high-quality work efficiency.

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