

Exploration and Practice of Improving College Students' Professional Quality in the New Era

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Abstract: Today's Chinese society has entered a socialist economic society, an information-based network society, and a talent surge society. The competitive pressure in various industries is increasing. College students are successors to the socialist construction. Facing graduation and going to the society, they are engaged in professional social work. Therefore, the cultivation of college students' professional quality during their college years is important for them to adapt to the society, it is very important to meet the potential demand of society for college graduates. This article will explore how to improve college students' professional quality based on the current situation of the new era background.

Key words: new era background, college students, professional quality, promotion, exploration, practice.

1. Introduction

The improvement of college students' professional quality is not only to strengthen the arrangement of college students' professional theory courses and even practice courses, but also to improve their future career planning, employment outlook, professional ethics and other comprehensive qualities. Today, with the rapid development of information construction, with the increasing popularity of network communication, communication technology and digital media, college students' career outlook and employment outlook have undergone great changes. Their employment situation has become more diversified, their career choices have become more diversified, and they are no longer confined to the "golden rice bowl" and "iron rice bowl" of the previous generation. Although there are more employment channels and situations than before, the society also puts forward higher requirements for the professional quality of fresh graduates. Therefore, paying attention to the training of college students' professional quality is the key to the comprehensive development, healthy growth and social adaptation of college students. The university is no longer a "worry free paradise" for students, but a learning destination for students to accumulate quality and ability, So as to really play the role of higher education. In the new era, universities are no longer just teaching knowledge, but should pay attention to the improvement of students' professional quality and other comprehensive abilities.

2. The current situation of college students' professional quality training in the new era

2.1 The enthusiasm and initiative of college students to improve their professional quality are not high

At this stage, college students in China are basically composed of the post-00s. Since college, this generation has regarded itself as a complete "free man", indulging in various online games such as "eating chicken", "king glory", or various novels, soap operas, or microblogging, friends circle, etc. In short, they no longer regard learning and improving personal comprehensive ability as the first task as before. Instead, they advocate "doing what they like to do" and have a lot of time to spend. Anyway, the mountains are high and the emperor is far away, and there is no supervision from parents. College supervisors are not as meticulous as the head teachers in junior and senior high schools. In addition, contemporary college students themselves have a poor sense of self-discipline, a weak sense of responsibility and historical mission, and a poor mental endurance and pressure resistance. They

forget about positive progress, the combination of theory and practice, and are greedier for enjoyment, so that they do not strive for opportunities to improve their professional quality and personal comprehensive quality. No matter what ability is promoted, the internal cause, that is, individual initiative, is the motivation and the key to success. It is a common phenomenon in colleges and universities that contemporary college students do not have a strong sense of self demand for progress, and the purpose of improving personal professional quality is not clear.

2.2 There are few opportunities for colleges and universities to provide professional quality training for college students

Under the background of the new era, the state advocates that colleges and universities should provide students with sufficient platforms for independent entrepreneurship, independent innovation, and active participation in social practice. However, the current situation in China's colleges and universities is that they have not carried out relevant courses and innovation and entrepreneurship competitions, or only carried out relevant courses, but in fact they are just talking on paper, failing to put students' innovation and entrepreneurship ideas into practice. There are two reasons for this phenomenon: first, the teachers of innovation and entrepreneurship in universities are not professional teachers, and they "go to work" only after simple training. These teachers know only a little about the methods of improving students' professional quality, so they cannot give students suggestions to improve their professional comprehensive quality and put theory into practice; Second, colleges and universities do not pay enough attention to improving students' professional quality. The teachers assigned to entrepreneurship classes for college students are not enough, so that teachers cannot provide professional guidance for each student. In addition, the funds provided by the school for students to improve their professional quality are insufficient, resulting in that most students do not have the opportunity to participate in social entrepreneurship and professional practice, or the time of social practice is too short. Students bear almost no responsibility during the practice, which cannot play a role in improving students' professional quality.

2.3 The social support policy for the improvement of college students' professional quality is not perfect

Although the state and society have offered policy based encouragement and support for improving the professional quality of college students, due to the vast territory of China and limited educational resources, the policy encouragement and economic support for colleges and universities cannot be absolutely fair, which will inevitably lead to bias in educational resources. At the same time, some policies cannot be implemented effectively, and there is a lack of relevant supervision mechanism. The failure to report the specific situation to the superior management department in a timely manner led to the long-term absence of some colleges and universities in the responsibility of improving students' professional quality. Secondly, some supporting policies for improving students' professional quality are not perfect. Some students' approval procedures for entrepreneurial projects or review procedures for participating in social practices are too cumbersome or demanding, which to a large extent will also dampen students' enthusiasm for improving their comprehensive ability, and even make a large part of students' desire to improve their professional quality unrealized. What's more, even if the relevant approval procedures are passed, the fund guarantee provided for students is insufficient, which is lower than the budget of the project, which will also make the entrepreneurial project of students unable to proceed smoothly. The lack of green channels provided by society for college students' entrepreneurship and social practice, and insufficient policy incentives, all of which hinder the improvement of college students' professional quality.

3. The Influence of the New Era Background on the Professional Quality Training of College Students

In the new era of highly developed network information construction, improving students' professional quality is a double-edged sword, and its benefits are shown in the following aspects:

3.1 The new era background provides an efficient platform for college students to improve their professional quality

The background of the new era is mainly the rapid dissemination and sharing of information. College students can easily and efficiently obtain all kinds of information, and pick out the information that they are interested in and of value. Mastering first-hand information resources means that students have more opportunities to participate in entrepreneurship, innovation and social practice, which is conducive to improving their professional quality. The correct use of WeChat official account, microblog, QQ group and other information service platforms, on the one hand, helps students to exercise their ability to correctly screen information, obtain excellent civilized achievements, and achieve relative fairness of educational resources; on the other hand, information access is more direct and convenient, and students can obtain the latest theoretical views, which gets rid of the shortcomings of information lag and theoretical obsolescence in traditional books. It is conducive to improving the practicability and scientificity of students' vocational education, and the highly popular information platform provides more opportunities and channels for students to participate in social practice.

3.2 New era background has innovated the way for college students to improve their professional quality

With the development of information technology, students can learn professional courses of interest through online courses, MOOC, online classes and other online channels, and these online courses are generally taught by professional authoritative teachers. Their teaching methods are more scientific and the teaching content is more innovative, which changes the boring vocational education in the past, and introduces more cases of entrepreneurship and social practice. It is beneficial to broaden the thinking and vision of college students to improve their professional quality, and increase their interest and enthusiasm in vocational education. At the same time, both online lectures and classroom lectures are multimedia lectures, so students can more directly and clearly obtain all kinds of picture information, video and other materials, making vocational education more vivid and profound, so that their professional quality can be further improved.

Its disadvantages are shown in the following aspects:

(1) Under the background of new media, all kinds of information are mixed, which is easy to hinder the improvement of college students' professional quality

At present, all kinds of information on the Internet are readily available. In addition to some valuable information, there are also various unhealthy information mixed among them. However, the network supervision mechanism is not perfect, and some extreme, pornographic violence and other negative information cannot be filtered, so it cannot provide a relatively "clean" network environment for college students. College students' outlook on life and values are not yet mature, coupled with lack of social experience, There is a lack of judgment and self-control in the identification of information, and the resistance to bad information is poor. It is inevitable to be influenced by bad information, and even be seduced by some illegal websites. What's more frightening is that when college students are "brainwashed" by bad information and speech, they will inevitably form wrong outlook on life and values, lack correct professional ethics and moral bottom line, bring difficulties to vocational education in colleges and universities, and hinder the improvement of college students' professional quality.

(2) Information is too convenient to improve professional quality

The information is too convenient, which makes the common phenomenon for college students to ask "Du Niang" questions. As time passes, their ability to think independently and explore with hands degrades, which is not conducive to the improvement of professional quality. The network information from QQ, WeChat and Weibo is more colorful than the traditional teaching content, and the form is more intuitive and attractive, which makes the students lose their attention in class and become a complete mobile phone bow head. The two ears only listen to things outside the window, and the craftsman who focuses on learning is far less intelligent than the previous generation, which is a valuable spiritual quality indispensable in professional quality. This is very rare in the post-90s generation. Speculation, blindly taking shortcuts, and less and less "housekeeping skills" are the obstacles for contemporary college students to walk out of the campus and into the social gap, as well as to improve their professional quality.

4. Exploration and Practice of Improving College Students' Professional Quality in the New Era

4.1 Carry out ideological education for college students to improve their enthusiasm for improving their professional quality

The ideological system of college students is not mature, they are not completely clear about their social role, and they still stay in the student stage. However, contemporary college students should not only focus on their academic achievements, but also pay attention to the improvement of their comprehensive ability. Therefore, we should carry out lectures related to vocational education and ideological education, so that college students understand the pressure of talent competition in today's society. Improve their initiative to participate in vocational education. Subjectively, they no longer indulge in various online games, novels, videos, etc., but actively find and create opportunities to participate in professional related social practice activities.

4.2 Improving the Construction of Teachers in Vocational Education in Colleges and Universities

Colleges and universities play an important role in cultivating the professional quality of college students and are the guiders of vocational education. Therefore, colleges and universities should set up more public courses related to vocational education, strengthen the training of teachers related to vocational education, so as to provide more professional guidance and suggestions for students, and point out the direction for improving their comprehensive quality. In addition, if the teachers allow, small class teaching can be carried out. It can create opportunities for students to communicate with teachers about their professional ideas, avoid students from getting into trouble, and also strengthen teachers' understanding of students, so that teachers can give specific career suggestions based on students' personality characteristics, which is valuable wealth for their career choices and even their life path. At the same time, colleges and universities should not only emphasize academic achievements, but also encourage students to start their own businesses and participate in social practice. For example, they should increase the proportion of vocational education in comprehensive assessment to mobilize students' enthusiasm.

4.3 Constructing the New Media Classroom of Vocational Education for College Students

Today, when all kinds of network information are full of daily life, the appeal of traditional textbook teaching methods to students is declining. In particular, vocational education should be more active and need to be supported by a large number of career cases. Therefore, colleges and universities should actively build new media classrooms for vocational education, introduce the latest and cutting-edge professional information communication, and try to let as many students as possible into it. Of course, this class is not only limited to classes, but also can provide more career information, entrepreneurship and social practice opportunities and information for students by setting up

information platforms such as the school's professional communication public account, so as to make up for each other inside and outside the class. Secondly, we can use the Internet for online teaching. Teachers can record course videos in advance so that students can learn after class. In class, we can focus on answering students' questions to improve classroom efficiency.

4.4 Actively carry out social practice activities for college students to improve their professional quality

To carry out college students' social practice activities, first of all, we need to increase the time and meeting of professional practice, which is a necessary link to complete college education, and also to pave the way for students to go to the society to participate in work. At present, the professional practice time of college students in China is somewhat short, and some students have to prepare for postgraduate entrance examination during the practice, sharing the energy and time of practice. Therefore, the time of professional practice can be advanced, and junior students can engage in some jobs with low technical requirements, while senior students need to improve their work requirements. Secondly, we should make full use of college students' winter and summer vacations. Senior students should strive for internships with strong professional relevance. If junior students do not meet the requirements of internships, they can participate in social welfare work such as supporting agriculture and teaching. They can find their own interests and expertise in work, and improve their personal working ability and professional quality. The college student union and other associations should also actively carry out professional activities related to students' professional quality training, for example, let students play relevant social roles such as "job seekers" and "recruiters" in the form of sitcoms, simulate the actual working environment, and make students feel the need to improve their professional quality.

5. Conclusion

In the new era of increasingly fierce talent competition, the focus of the whole society is that recruitment units cannot find suitable talents and fresh graduates cannot find suitable jobs. All sectors of society should provide a more adequate platform for college students' vocational education. As the headquarters of talent training, colleges and universities should attach importance to the training of students' professional quality improvement and vocational education. Because college students are the reserve force for going to the society tomorrow and the hope for promoting the social and economic development of our country, and college students should enhance their sense of responsibility and mission. They should not waste time and waste time in college, correctly use the information network platform, actively improve their professional quality, so as to better meet the needs of the economic society for the comprehensive quality of talents, and not shoulder the heavy trust of the country and society.

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