

Research on The Development Path of China's Higher Vocational Education from The Perspective of New Media

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Abstract

The new media environment has provided many advantages for the development of higher vocational education, which has greatly changed the way of development of educational concepts. In order to meet the needs of contemporary socialist construction, a large number of practical talents have been cultivated. After years of exploration, some results have been achieved. However, although the openness, diversity, immediacy, interactivity and other characteristics of new media have brought new opportunities for higher vocational education, the application and penetration of new media is not enough, and needs to be changed and improved to make higher vocational education more In line with the needs of national economic and social development. This paper analyzes the role and challenges of the new media environment in the development of China's vocational education, and further analyzes the measures to use the new media environment to promote the development of higher vocational education.

Keywords

New media; Vocational education; New opportunities.

1. Introduction

The accelerated update of new media technology marks the arrival of the new media era. New media based on the network and mobile phones are more open, real-time, interactive and other characteristics, which profoundly change the way people think and act. Under the new media environment, people's ideology and living habits have been greatly impacted, which will change people's ideology and living habits, and it also brings enormous advantages and difficulties to the development of higher vocational education.

Contemporary college students grow up with the Internet. They are open-minded and self-conscious, and have a high degree of recognition and acceptance of new media. New media has also become a customary way of daily communication, study and employment for college students. Therefore, vocational educators should take steps to take advantage of the opportunities brought by new media, avoid the influence of adverse factors, and maximize the development of vocational education. However, while there are many vocational schools to know the importance of new media, and through the carrier of the new media to carry out vocational education work, but work in the new media era of vocational education has the characteristics of openness, interactivity, personalized, the traditional vocational education in such aspects as content, methods, team work, work professional education is faced with many new problems and new challenges, It affects the quality and effect of higher vocational education [1]. In addition, with the development of economy, higher vocational education is constantly innovating and reforming in the development, but vocational colleges are slightly weak in the enrollment, often appear low registration rate, the phenomenon of insufficient students, which brings obstacles to higher vocational education.

In short, with the development of new media technologies, they have exerted a great influence on the development of all fields of society, especially in the field of education, where the new

media environment has exerted a great influence on ideas and educational models. Vocational guidance in higher vocational education must also be updated, and new media is the main carrier of vocational guidance, so as to promote more effective and comprehensive vocational guidance in universities. In this way, in order to contribute their own strength to the innovative development of vocational education, this work puts forward the exploration of the path of professional vocational education in China's new media perspective, in order to update the success of traditional vocational education to contribute their own strength, increase the efficiency and the impact of vocational education.

2. The Characteristics of New Media

First, new media allows users to interact with brands. In traditional media, users are passive recipients of information, while in new media, users can become active information dissemination. For example, some question-and-answer websites on the Internet allow users to communicate with enterprises, and this kind of communication is relatively real and effective. These mobile terminals have the characteristics of text, audio-visual, audio-visual and other functions in one. And it relies mainly on new forms of software that have new ways of interacting, making users more engaged. Secondly, the speed of information transmission is fast [3]. Traditional media information from the reception to the final user acceptance, often go through a long process of collecting, editing, writing, review, release, distribution, etc., often by the time users accept the news has already become "old news", but new media rely on high-speed network, information is almost face to face transmission, transmission speed is extremely fast. With the popularity of the Internet, mobile phones and tablet computers, people can surf the Internet and browse information almost at any time through these devices. In addition, it is no longer geographically restricted [4]. For example, a plane ticket can take people to every corner of the globe [5]. Finally, new media is highly interactive. Strong interactivity is the fundamental difference between new media and traditional media. In the era before the popularization of telephone, the main interaction between people and the media was to write letters. And then there was phone interaction, text interaction and so on. In the era of new media, the interaction between information communicators and end users becomes more convenient and diversified. Table 1 shows the data on the impact of new media on students' study and life.

Table 1. Influence of new media technology on college students' learning

Learning type	Positive impact	Negative impact	No effect
knowledge	68%	22%	10%
Memory ability	55%	42%	3%
learning efficiency	60%	32%	8%
Attention	21%	68%	9%

Therefore, the development of new media has a profound impact on students' ways of communication, learning and thinking, and character building. Therefore, we need to grasp this advantage and promote the innovation of higher vocational education in China.

3. The Role and Challenges of Promoting The Development of China's Vocational Education From the Perspective of New Media

3.1. Boosting function

(1) The new media environment is conducive to enriching the content of vocational education: with the development of new media technology, it has promoted the dissemination of social information, accelerated the innovation of industrial technology, and updated the methods of vocational education in time to adapt to the progress of the times. Vocational colleges can break through the limitations of teaching space by establishing official websites of vocational education, establishing a rich vocational education information database, setting up career planning, employment information, psychological counseling and other departments, helping students to carry out targeted independent learning, and improving high-level education. Vocational education quality.

(2) The new media environment provides a new direction for vocational education: in the era of new media, teachers of higher vocational education can make use of the diversity of new media, update education methods, expand education platform, and transform from single flat to diversified [6]. Combining text, voice, video and other communication methods, create a relaxed and happy teaching atmosphere, stimulate students' interest in learning, enhance the appeal and appeal of vocational guidance, so as to effectively promote the reform of higher vocational education.

(3) The new media environment is conducive to improving employment information guidance: the new media centered on the network has the advantages of convenient operation, large amount of information, rapid dissemination and so on. This is undoubtedly conducive to smooth access to employment information and improve the efficiency of employment information guidance [7]. Specifically, including recruitment demand information, job fair information, etc., and be responsible for timely collection, review, release; At the same time, we can use QQ group, wechat and other ways to send out the employment information immediately, so that students can timely share information, and effectively avoid the interference of false employment information, reduce employment pressure.

3.2. The problem challenges

(1) Regularization of higher vocational education: In recent years, many vocational schools have realized the importance of new media and have established vocational guidance websites to carry out vocational education innovation with the help of new media. However, at present, the application of higher vocational education in the field of new media is not deep enough, and the formalization phenomenon is serious [8]. On the one hand, the lack of online service functions in vocational school education websites is not conducive to the direct communication and interaction of students' occupational confusion, and reduces the efficiency of vocational guidance. On the other hand, although many vocational schools guide employees to carry out vocational guidance innovation by establishing QQ groups, wechat groups, vocational guidance and other means, in fact, there are problems such as low utilization rate, less interaction, not prominent phenomenon of sending content, difficult to attract the attention of interested students, poor education effect and so on.

(2) The construction of employment informatization lags behind: 51job.com, 58.com, Ganji.com and other websites have become the main channels for graduates to obtain employment information and employers to release recruitment information. However, the network recruitment information, screening difficulties, and more false information, targeted is not strong. Therefore, many colleges and universities have set up employment information plates and established employment information platforms on the career guidance official websites to improve the efficiency of employment information guidance and help graduates obtain

employment information in a timely manner [9]. But in general, the current college employment information construction is relatively backward, difficult to adapt to social development and students' employment needs.

4. Ways of Higher Vocational Education From the Perspective of New Media

4.1. Implement vocational guidance methods in colleges and universities

Add new media tools on the website of higher vocational education, and use canteen media, dormitory media and playground media to carry out vocational education activities (see Table 2), so as to improve the effectiveness of online vocational education. QQ online career counseling can be increased to enhance the pertinence of career guidance through timely interaction and communication with students. At the same time, it breaks through the limitation of short space and insufficient timeliness of Weibo, regularly pushes high-quality information in the form of weekly reports on Weibo, carries out various career counseling and employment psychological counseling services, and fully meets the personalized career needs of students.

Table 2. New media that can be used to develop ideological and political education

Species	breakdown
Dining room to the media	Post
	Metope
	Picture frame
	Table
Bathroom media	Counter
	Metope
	Post
Dormitory media	Pane
Sports ground media	Post
	Fence
	Utility housing

4.2. Grasp the employment demand, innovation school philosophy.

Schools should focus on expanding other employment information channels, such as alumni information channels, student information channels, parent information channels, etc. [10]. These can directly provide detailed and reliable employment information distributed across regions and industries. Employment is the foundation of running a school. Only by mastering the needs of the job market can teaching be targeted and targeted. Schools and enterprises need to be closely integrated to achieve zero docking of students' employment positions, and improve the employment rate and success rate to reap better social effects.

4.3. Cultivate a professional team of higher vocational teachers.

In order to avoid the situation that the vocational guidance work in colleges and universities cannot be carried out effectively due to the shortage of the number of students, the vocational guidance department should formulate a scientific staffing plan, which should determine the types of posts, requirements and number of posts to be equipped according to the objectives of vocational guidance and the number of students. In addition, some teachers with long teaching experience lack of innovation in their knowledge and have not been regularly trained and

updated. Although some teachers have long teaching experience, they cannot master new equipment skills. This requires teachers to get exercise in real life, effectively combine teaching positions and content, improve students' interest, in order to achieve better teaching results.

5. Conclusions

The new media era provides a new way for the teaching of higher vocational colleges and a new method for vocational education. In order to ensure the healthy development of higher vocational education, we must constantly update the teaching idea, expand the ability of running schools and reconstruct the evaluation system. Pay attention to the impact of the development of the Internet era on higher vocational education, be good at thinking about the innovation of the development of new media, and improve the effectiveness of vocational education. Higher vocational education needs to combine the new era and new situation, make its development direction adapt to the strategic layout of national economic and social development, and then explore a good path of higher vocational education development, improve the level of vocational education development.

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