

Research and Exploration of New Media Labor Education in Colleges and Universities under the Background of New Media

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Abstract: From the beginning of China's development, labor education has been an important means to promote students' all-round development. At present, college students are the generation who grew up in the tide of new curriculum reform. In their primary, middle and high school stages, labor education is weakened, no matter at the social level, school level or family level. Although labor education has a long history of development, under the influence of the concept of modern social development, colleges and universities pay less attention to labor education, and students' labor consciousness and labor concept are weak. In order to improve this problem and give full play to the positive role of labor education in students' development, colleges and universities need to explore new educational concepts, teaching methods and educational technologies. In addition, we can actively innovate the way of college students' labor education close to real life to stimulate students' enthusiasm for labor education. We can actively carry out labor theme day activities and set corresponding incentive measures for the annual "May 1" Labor Day. To carry forward the labor spirit of new media, colleges and universities should be aware of the new historical significance, educational objectives and practical principles of labor education, optimize the effects of labor education from various angles, and promote the remarkable improvement of students' labor consciousness.

1. Introduction

Labor, as the foundation on which people rely for survival, is the most direct factor for humanity to break free from barbarism and create history. Labor has always driven the wheels of social progress forward, nourishing the spiritual perfection and comprehensive development of humanity. Labor education should be integrated into the ideological and political education work of college students [1]. Not only should we attach importance to theoretical understanding in the classroom, but it should also be reflected in the daily learning and work of college students, so that they can gain a more genuine emotional understanding from labor practice, identify with labor concepts psychologically and consciously, receive labor education, and love labor life. People obtain practical experience through labor and obtain economic benefits from it. From the beginning of China's development, labor education has been an important means to promote the comprehensive development of students. The current college students are the generation who grew up in the wave of new curriculum reform. In their primary, middle, and high school stages, labor education is weakened, whether at the social, school, or family level [2-3]. The same educational activities will exhibit different characteristics and actual needs in different times. When carrying out labor education, universities should base themselves on the background of new media, guide students to advocate and respect labor, guide practice with correct labor concepts, and engage in honest and creative labor in the future. One of the important purposes of labor education in the context of new media is to build an education system with comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor, and to cultivate socialist builders and successors with all-round growth. Although labor education has a long history of development, under the influence of modern social development concepts, the importance of labor education in universities continues to decrease, and students' labor awareness and concept are weak. In order to improve this issue and leverage the positive role of labor education in student development, universities need to explore new educational concepts, teaching methods, and educational technologies, promote the spirit of

new media labor, and clarify the historical significance, educational objectives, and practical principles of labor education [4]. They should optimize the effectiveness of labor education from multiple perspectives and promote a significant increase in students' labor awareness.

2. The misunderstanding of the lack of labor education in higher education

2.1. College students don't need other forms of labor

Of course, learning itself is also a kind of labor, but this kind of labor is a learning process. It is not a creative process, so college students are actually in a state of knowledge and personality preparation [5-6]. In labor teaching in colleges and universities, influenced by the traditional concept of exam-oriented education, teachers focus on the transmission of professional knowledge and the cultivation of special abilities. In the fierce employment competition, most of the suggestions provided by teachers for students' employment choices are enterprises that meet the professional development direction, and students should have a job of mental labor [7]. College students can't achieve self-improvement without labor education. When measuring a person's comprehensive quality, labor is a very important form, which can reflect people's labor relations and labor consciousness, so it has been brought into the education system. The individuality and dispersion of college students' learning are not conducive to the formation of cooperative spirit, and the understanding of other class members is not conducive to the formation of discrimination against workers and peasants. The imitation of learning labor is not conducive to cultivating college students' sense of subjectivity and creative spirit [8].

2.2 Modern education does not need to be combined with productive labor

Since the middle of this century, the new technological revolution has brought about a new industrial revolution, resulting in an increase in the use of mental labor. However, the current education system in our country places too much emphasis on the cultivation of students' professional abilities. The labor education carried out mostly focuses on volunteers, public welfare activities, and internship activities, with a single form of development and a lack of integration with labor concepts. The comprehensive development of human beings not only includes their abilities and knowledge, but also the labor relations, consciousness, and practical content reflected in labor. Therefore, labor education is an inevitable need for college students to achieve the goal of comprehensive development. This puts forward two requirements for modern education, one is to require producers to have a deeper understanding of modern science, and the other is to require education to be closely linked to production departments. Understand the needs of modern production for science and technology, combine teaching, scientific research, and production, and promote the continuous development of productivity [9].

2.2. The focus of labor education is in primary and secondary schools

Labor education is an important part of the whole school education. It is natural for primary and secondary schools to include labor education in the teaching plan, but the actual situation is that parents and society. Even some government departments regard the enrollment rate as a standard to measure the quality of a school. However, due to the lack of investment in the construction of media platform and the great difficulties in supervision and management, most colleges and universities have not developed the path of media education, which makes it difficult to improve labor education in a short time [10]. The implementation of college students' labor education is the proper meaning of socialism. It can be clearly seen from the educational policy of the New Media Party that Marxism will become the guiding theory for the long-term development of education. Misguided by bad information or values, some students can't correctly understand labor, don't understand the important significance of labor to human society, and fail to cultivate the spirit of hard work. If these students don't make up and strengthen this lesson when they go to colleges and universities, then those who will serve the society in the future will be people who have not received strict education, and their labor quality and labor quality are not reliable. Therefore, primary and secondary schools invariably regard the pursuit of enrollment rate as their way out.

3. The Innovative Path of Labor Education in Universities under New Media

3.1. Add educational content that is close to students' lives

Colleges and universities can add social practice activities such as "going to the countryside" for college students in the content system of labor education, providing them with real photos, videos, materials, as well as written research reports and practical experiences. They can use new media technology to integrate these contents into an online teaching resource library, categorize and sort out examples around students, and retain the section of life oriented teaching content, Provide reference basis for labor educators to carry out life oriented educational activities. The most essential content of the labor education and training system is concentrated in the core layer, including labor values, emotional attitudes, moral character, habits, knowledge and skills, etc. These aspects bear the heavy responsibility of showcasing the basic labor quality of workers in the new era, and are the five key construction goals in the labor education and training system for college students. For a long time, the focus of attention on labor education from all walks of life has mainly been on the primary and secondary stages, with less attention paid to labor education for college students. However, as semi professionals who are about to transition to society, college students are the most direct force entering the labor market. At present, the research on labor education for college students is in its infancy and has not yet formed a systematic labor theory course and a highly promoted labor practice course. There are mainly several problems, as shown in Figure 1.

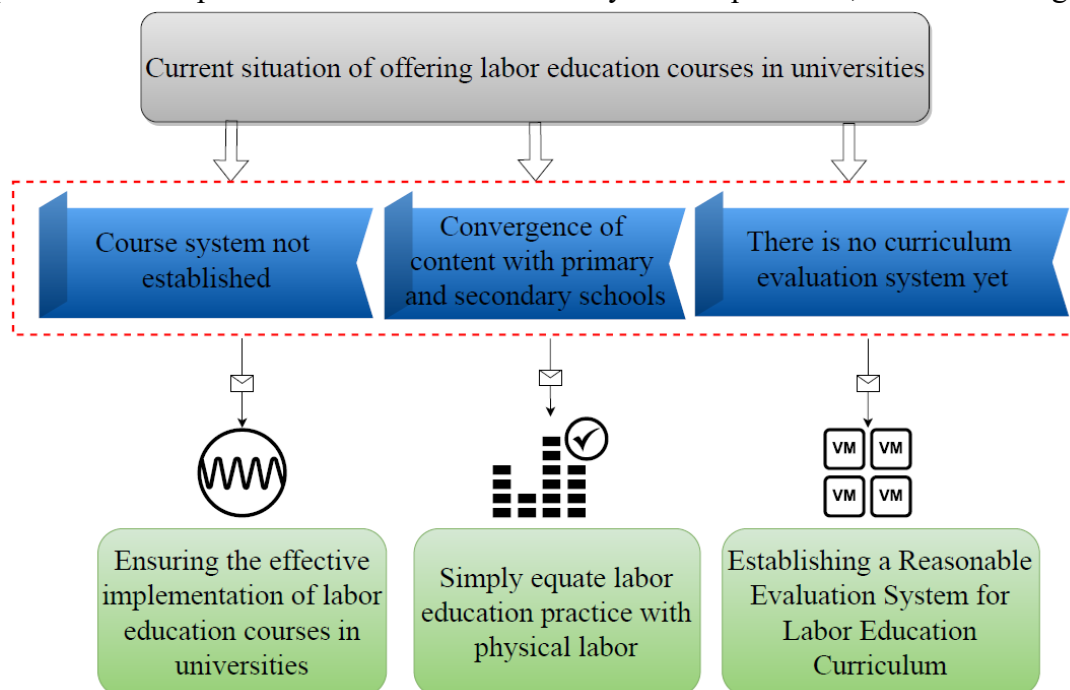


Figure 1 Current situation of offering labor education courses in universities

In view of the current situation of labor education courses in colleges and universities, it is necessary to clarify the goal of values, cultivate students to establish a correct concept of labor, strengthen their emotion of "advocating labor" and moral character of "honest labor", and make them realize the important role of labor in their own growth and social progress, so as to recognize labor and respect labor and workers. In addition, we can actively innovate the way of college students' labor education close to real life to stimulate students' enthusiasm for labor education. We can actively carry out labor theme day activities and set corresponding incentive measures for the annual "May 1" Labor Day.

3.2. Collaborative cultivation of students' labor thinking and skills

Under the new media, promoting innovation in labor education in universities can be achieved by actively introducing the "family school joint" education model, cultivating students' labor ideas and skills with their parents, and jointly promoting students' growth and success. Labor ideological

education requires a series of educational activities to stimulate students' labor emotions and cultivate labor ethics; Skill cultivation is a targeted exercise of labor ethics; Practical training requires students to develop correct labor concepts and habits in specific labor practices, which is also an important condition for implementing the first two tasks. Universities can lead students to learn labor science knowledge by setting up characteristic courses on labor theory; Alternatively, based on the psychological and receptive characteristics of students at different stages, online high-quality labor education general elective courses can be introduced. At the same time, in order to ensure that students willingly cooperate, a reasonable labor reward and punishment system can be established, which explicitly stipulates how many times a week students should engage in labor activities at home, and how long they should last. Rewards should be given based on the child's personality, preferences, and other factors to ensure the effectiveness of family labor education.

3.3. Design diversified labor practice education activities

Under the background of the rapid development of new media, digital labor is gradually increasing. Although this way is based on "symbols" and "information", the main body of labor is still people in real life, and the practical essence of labor still exists. Any educational activity needs theoretical support. For example, the course construction of "Introduction to Labor Science" is an inevitable choice for the implementation of labor education, and the specific course construction can be carried out in colleges and universities according to the actual situation. Teachers of specialized courses should form the consciousness of mutual penetration of "work-education+specialty", find the breakthrough point between them while imparting professional knowledge, and let students understand the connotation of labor education imperceptibly. The development of labor education in new media colleges and universities should make use of student associations to carry out rich and diverse practical activities. In order to ensure the comprehensiveness and objectivity of the evaluation standard of labor education, as shown in Figure 2, the construction of the evaluation system of labor education in colleges and universities should do the following: First, build a trinity evaluation mechanism of "school, society and students", incorporate labor literacy into the evaluation system, and further optimize the credit system of labor practice.

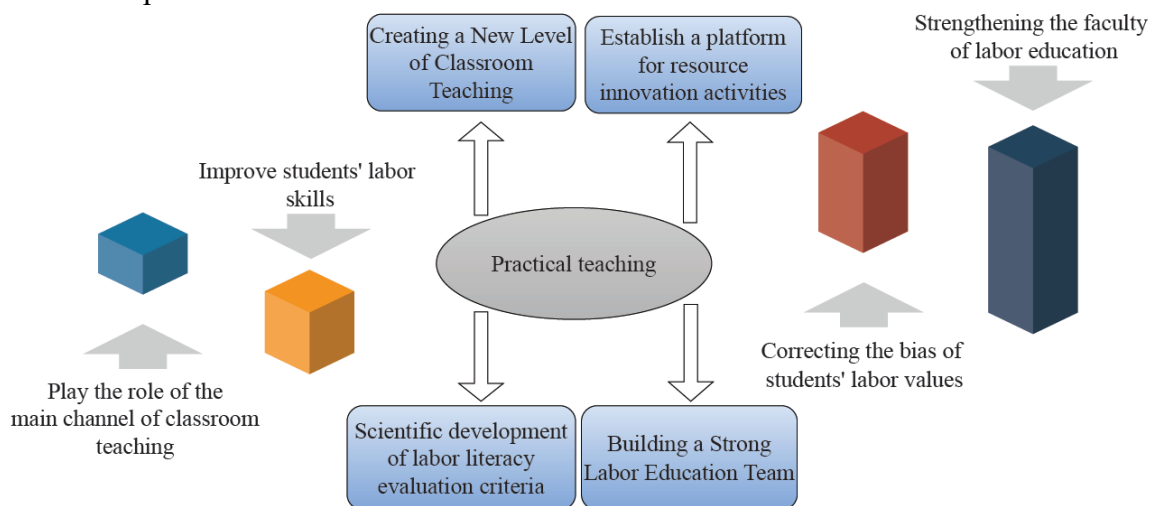


Figure 2 Evaluation System of Labor Education in Universities under New Media

Utilizing new media to promote the organic integration of digital labor and real labor, further highlighting the essence and value of labor practice. Guide college students to balance the activity relationship between reality and virtual space, and strengthen their interpersonal communication in real life. Combining labor with campus culture, innovation and entrepreneurship education, ideological and political education, and career planning. Integrating labor education into all aspects of higher education can effectively improve educational effectiveness.

4. Conclusions

As an important part of "Five Education" education, labor education has its special mission. In the construction of new media education system, it is necessary to play the role of labor education with China characteristics and create an important talent pool for China. In order to improve the quality of labor education in colleges and universities under the background of new media, we should firmly grasp the optimization and design of labor education courses. Colleges and universities should not only clarify the value pursuit and educational goal of labor education, but also guide contemporary college students to love labor and form good labor habits and quality; We should also keep pace with the times, innovate the concept of labor education with the times, and constantly improve the educational goals. Adjust college students' labor concept and improve their labor ability in labor courses, on-campus labor, off-campus practice and innovative labor. Attract students with various forms of labor activities, so that students can volatilize sweat in their labor and gain a sense of accomplishment. The quality of labor education can be improved by setting up theoretical courses of labor education, integrating this educational content into other courses in colleges and universities, and creating diversified labor education courses. Colleges and universities should actively explore suitable teaching methods of labor education, build a labor education framework with their own characteristics, build a labor practice system with various forms, high student participation and strong experience, form a scalable model, and promote the quality of labor education in colleges and universities.

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