

# Exploration on the Career Education Path of Foreign Language Colleges and Universities in the New Era Under the Concept of "Three-all Education"

Na Qu<sup>1</sup>

<sup>1</sup> *Beijing International Studies University, Beijing, China*

<sup>1</sup> *Corresponding author. Email: quna@bisu.edu.cn*

## ABSTRACT

In the new era, foreign language talents bear the important mission of telling the story of China well, spreading the voice of China well, and showcasing the real, three-dimensional, and comprehensive China. The new era and new mission have put forward new requirements for foreign language talents, and the rapidly changing employment environment in the current era of artificial intelligence has also posed new challenges to the employment of foreign language talents. This requires foreign language universities to respect the laws of foreign language talent cultivation and the characteristics of student growth and development, and to provide comprehensive and all-round career education for college students throughout the entire process, in order to cultivate foreign language talents needed by the Party and the country. On May 27, 2024, the Political Bureau of the Central Committee of the Communist Party of China held its 14th meeting on promoting high-quality and full employment, outlining the new positioning and mission of employment work in the new era and new journey. The Central Committee of the Communist Party of China attaches great importance to the employment of graduates, and General Secretary Xi Jinping has repeatedly shown concern for the employment of college students and issued instructions on the employment of college students. However, the employment of college students is a systematic project that requires multidimensional collaboration and cooperation from the government, universities, schools, families, and other parties. It requires universities to play the role of "three-all education" and integrate career planning education throughout the four years of university. The structural contradiction between the current supply and demand of employers and graduates still exists, and the "stability seeking" mentality of graduates is still serious, showing phenomena such as "slow employment" and "lazy employment". There is a certain gap between the employment expectation of foreign language graduates and the employment demand of employers, and there are still some deficiencies in foreign language graduates in spreading China's good voice and empowering Chinese enterprises to go global, which requires foreign language colleges and universities to strengthen the education of college students' career planning, and to educate all students in an all-range, all-round and all-process manner in order to satisfy the needs of the country, society and employers for foreign language talents in the new era.

**Keywords:** *Three-all education, Foreign language universities, Career Education.*

## **1. INTRODUCTION: NEW REQUIREMENTS IN THE NEW ERA FOR CAREER EDUCATION IN FOREIGN LANGUAGE COLLEGES AND UNIVERSITIES**

### ***1.1 New Requirements for Career Education in the New Era of National Foreign Language Talent Demand***

On September 25, 2021, General Secretary Xi Jinping wrote a letter to the old professors of Beijing Foreign Studies University (BFSU), pointing out that “to deepen exchanges between China and foreign countries, to enhance the friendship among peoples, to promote the building of a community of human destiny, and to tell the Chinese story well, a large number of foreign language talents are needed, and foreign language colleges have great potential. I hope you will continue to play a role in promoting BFSU to pass on the red gene, improve the level of education, and strive to cultivate more composite talents with a sense of nationalism, a global vision, and professional skills, and make a new contribution to promoting China's better approach to the world, and the world's better understanding of China.” [1] Currently, China is in a critical period of promoting the great rejuvenation of the Chinese nation with Chinese path to modernization, and there is an urgent need for composite foreign language talents to show China's image, tell China's story, spread China's good voice, and contribute to the promotion of the community of human destiny. Career education, as an important carrier of talent cultivation, is of great significance to stimulate students' endogenous motivation for learning and development, and to plan their development from the whole life cycle of career development, so as to grow up to be compound foreign language talents with firm political stance, broad international vision, excellent professional ability, and high comprehensive quality.

### ***1.2 New Requirements for Career Education in the New Era of Employment Reality for Graduates from Foreign Language Colleges and Universities***

Against the background of globalization, the role of foreign language talents in international communication, multinational enterprises, diplomacy and other fields is becoming more and

more prominent. With the development of the artificial intelligence era, the emergence of a large number of intelligent products such as ChatGPT, Sora, etc., produces a huge impact on the graduates who have mastered the language profession alone, and the employers have changed the requirements of foreign language graduates, which requires that the graduates of the foreign language colleges should master the language knowledge and the professional knowledge, as well as understand the global market development trend, and have cross-cultural communication skills. This requires graduates of foreign language colleges to master not only language knowledge but also professional knowledge, and not only to understand the development trend of the global market, but also to have cross-cultural communication skills. Facing the rapid change of the external career world, foreign language colleges and universities are required to carry out career planning education in a timely manner, so that students can not only understand themselves, but also understand the rapidly developing and changing external workplace world.

## **2. THE REALISTIC DILEMMA OF CAREER EDUCATION IN FOREIGN LANGUAGE COLLEGES AND UNIVERSITIES**

### ***2.1 Insufficient Emphasis on Career Education***

Career education is a complex and systematic project that requires students to explore their inner selves while fully understanding the external professional environment. This is a dynamic, developmental, and uncertain process that requires counselors, career teachers, and other professionals to lead students towards deeper understanding through course construction, professional internships, themed class meetings, group counseling, career counseling, and other forms. However, in practical work, some colleges and universities have not yet formed effective top-level designs for career education, and the relevant supporting systems are not perfect. There is a lack of effective incentive systems for teachers who actively participate in career education, resulting in career education only becoming the work of employment guidance departments.

## **2.2 Unformed Synergy of Career Education**

Career planning and has a strong professionalism and education, for the relevant personnel qualifications also have certain requirements, must undergo relevant training, after certification to go on duty. The current career planning teacher faculty is weak, career planning teachers in terms of the shortage of teachers, most of the current career planning course teachers by the counselor concurrently, showing more part-time, less full-time, structural irrationality, professionalism is not strong and other phenomena.

## **2.3 Poor Effect of Career Education**

Foreign language colleges and universities students' employment mentality to seek stability is significant, more and more foreign language colleges and universities graduates want to engage in more stable jobs, such as teachers, civil servants, etc., and are not willing to go to the enterprise, think the risk of enterprise is greater, thus resulting in a certain degree of "slow employment" "slow employment The phenomenon of "slow employment" and "delayed employment". [2] This requires students to further change the concept of employment, solving the problems of "no one to do the job" and "someone doesn't have a job" from the root.

## **3. EXPLORATION ON THE PRACTICAL PATH OF IMPLEMENTING CAREER EDUCATION IN FOREIGN LANGUAGE COLLEGES AND UNIVERSITIES IN THE NEW ERA UNDER THE CONCEPT OF "THREE-ALL EDUCATION"**

### **3.1 Building a New Pattern of Career Education for All Staff**

Firstly, it is necessary to fully utilize the teaching staff on campus and establish a comprehensive educational framework for all staff to carry out career education. Under the guidance of the concept of educating all students, career education for college students is not only the responsibility of full-time teachers or counselors in career planning, but also the responsibility of school leaders, secondary college deans, secretaries, class teachers, and professional teachers in

educating students. Taking Beijing International Studies University as an example, school leaders have created a new type of teacher-student relationship, relying on the "Heart to Heart Agreement" project to conduct face-to-face exchanges with students; Each secondary college shall formulate a career education work plan, and some colleges shall implement a mentorship system for undergraduate students, providing each new student with a mentor who not only provides guidance on the academic performance of the foreign language major, but also provides growth and development guidance on the development plan of interdisciplinary talents in foreign language and major.

Secondly, it is also necessary to fully tap into alumni resources and leverage the role of role models to lead and demonstrate. There is a natural emotional connection between college students and alumni, who have similar cultural foundations and are prone to spiritual resonance and similar career development experiences. The growth experience of alumni has an important impact on the planning and development of students on campus. In the 2024 career education series activities, Guangdong University of Foreign Studies has held a sharing session for outstanding graduates' growth stories, invited outstanding graduates (fresh graduates, young alumni, outstanding alumni) to share their growth stories, job seeking experiences, etc. with college students, to help them establish correct employment and career concepts, find the right positioning, and scientifically and rationally design university academic and future career development plans.

### **3.2 Creating a New Model of All-process Education**

The first is to fully grasp the characteristics of students in foreign language colleges and universities and the laws of their growth and development, and carry out career education with different contents at different stages. In the first year, professional awareness, adaptability education, and vocational enlightenment education are carried out. In the second year, professional direction exploration and career exploration are carried out. In the third year, career goals are established and career actions are carried out around career goals. In the fourth year, career decision-making and goal management are carried out. For example, in some language majors where there are significant differences from Chinese, students may face

difficulties in their professional learning. Taking Arabic as an example, some students may feel confused about their future due to learning difficulties in their second semester of college. This requires students to fully explore their career aspirations and find the driving force for learning and career development.

The second is to guide students to make career decisions and career development during critical periods based on the characteristics of talent cultivation in foreign language universities. For example, some foreign language majors have had more opportunities for communication, and different parents have different opinions on their students studying abroad, especially when there are certain unstable factors in the language target country; Some countries, due to wars and other reasons, suddenly suspend their studies of the language and culture of their target countries when they were full of expectations. For example, students studying Hebrew will not be able to go there due to the current state of war in Israel, which has led to a huge psychological gap for some students; Some students are unwilling to go abroad for overseas work during employment, which further reduces their job opportunities and leads to negative attitudes such as anxiety. Therefore, career education in foreign language colleges should not only run through the entire process of growth from freshman to senior year, but also pay attention to students' learning and growth characteristics, make career planning and guidance in advance, and face the ever-changing learning and career development environment with an open mind.

### ***3.3 Creating a New Situation of All-round Education***

Firstly, there is a must to fully leverage the role of career planning courses and practices. Schools need to combine the university's own situation to build their own actual career education school-based curriculum, from the teaching objectives, teaching content, teaching tools and methods to explore, such as the author in the career planning classroom and the school's alumni stationed abroad in the field to connect, so that students can see the alumni of the real expatriate work and life situation, so as to prepare for their own planning. For the career planning and employment guidance course, Beijing International Studies University invites HR to serve as judges in the classroom and conduct on-site interviews, allowing students to see real job seeking scenarios and prepare for future job hunting

in advance; the course adopts experiential teaching methods, and different teaching aids are prepared for each lesson to enable students to engage in career learning and insights through experience. In 2023, Beijing Foreign Studies University have sent more than 500 teachers and students, totaling 43 teams, to five continents overseas to carry out internship practices, broaden horizons, enhance skills, and plan for growth in the process of going global.

Secondly, there is also a must to integrate the concept of career education into all aspects of students' growth and development. It is necessary to combine career education with professional education, civic education, psychological education and academic education, to establish family-school-enterprise all-round career education, to increase the openness of career education, to stimulate the initiative of students to carry out career planning, so that the students can naturally rely on career education to extend their own goal system to the vocational development of the above. [3] Foreign language education has always been people-oriented, with human education as the logical starting point and human development as the value goal. Only by adhering to the student-centered approach can the cultivation of compound foreign language talents in universities always maintain its educational nature and radiate vitality. [4] Therefore, career education in foreign language colleges and universities should be student-centered, fully leveraging students' strengths, allowing them to plan and develop in their growth, achieve themselves in their development, and grow into foreign language talents needed by the Party and the country.

## **4. CONCLUSION**

In the important period of the great rejuvenation of the Chinese nation and the realization of socialist modernization, foreign language colleges and universities shoulder the great mission of cultivating foreign language talents in our country. Therefore, foreign language colleges and universities should, under the guidance of the "three-all education" concept, leverage the power of all staff in education, fully mobilize the faculty, alumni, and industry resources within the university, grasp the initiative of educating students throughout the entire process, and adhere to the combination of educating students throughout the entire process and at key time points, as well as strengthen the diversity of all-round education and truly

implement all-round education in practice. It is hoped that in the future, foreign language colleges and universities can explore more effective career education paths and methods under the concept of three-all education, and inject new vitality into the cultivation and comprehensive development of foreign language talents.

Universities in the New Era [J]. Journal of Sichuan Normal University (Social Sciences Edition), 2024, (05): 1-9.

## ACKNOWLEDGMENTS

This article is the phrased achievements of “Empirical Study on the Factors Influencing Professional Teachers' Career Education under the Concept of 'Three-all Education' in the General Project: Based on a Survey of Ten Universities in the Capital” (Project No. MS2023342) of a general project of Beijing Higher Education Association in 2023, Beijing International Studies University (BISU) School-level Research Special Project: “Empirical Study on the Influencing Factors of Professional Teachers' Career Education under the Concept of 'Three-all Education'” (Project No. KYZX23A034), 2023 Beijing Municipal Research Project on the Integration of Ideological and Political Education in Universities, Middle and Primary Schools "Construction of Students' Career Integration Habits from the Perspective of Ideological and Political Education" (Project No.: XXSZ2023ZC14).

## REFERENCES

- [1] Wang Dinghua, Taking on the Mission of Foreign Language Institutions in the New Era [N]. China Education Daily, 2021-09-30.
- [2] Wu Jianjia, An Empirical Study on the Employment of Undergraduates from "Double First-class" Foreign Language Institutions in the New Era — Based on the Employment Quality Report of Shanghai International Studies University and Beijing Foreign Studies University [D]. Shanghai International Studies University, 2023.
- [3] Li Xuemei, Sun Yechao, Bridging the Gap between Academic Goals and Career Goals by Compensatory Education: A Practical Exploration of Contemporary College Students' Life Problems [J]. Journal of Guizhou Normal University (Social Sciences), 2021, (01): 66-73.
- [4] Cao Xiyang, Inherent Requirements and Practical Approaches for Cultivating Interdisciplinary Foreign Language Talents in