Considerations on Transitional Development of Higher Vocational Education in China—Strengthening Opinion Atmosphere Construction

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Abstract. Transformation of higher vocational education in China requires a good opinion atmosphere. Being effected by traditional occupation concept and media environment, higher vocational education in China faces many difficulties in terms of opinion atmosphere. The public considers that higher vocational education is the same as college education. Starting from the unique role of opinion atmosphere in higher vocational education, we need to instruct the public to form correct higher vocational education value and to understand and support the development of higher vocational education, help them to exploit ideas, and seek for the vocational education atmosphere and education view. Finally, we can achieve the objective of formulating a good opinion atmosphere and facilitating the development of higher vocational education.

1. Introduction

After high-speed development in large scales, higher vocational education enters into the connotative development phase. With the social development and industrial upgrading, the sharp conflict between the demands on skilled talents and excess of college students are increasing. Therefore, transition of higher vocational education becomes increasingly urgent. The problem is that the social environment of public opinions for higher vocational education has not been changed. This affects the participation of publics in higher vocational education and optimization of national education resources. Optimizing the social environment of public opinions for higher vocational education by multiple channels is an inevitable choice for improving the attraction of higher vocational education and implementing the transition of higher vocational education.

2. Social Opinion Required by the Transition of Higher Vocational Education

Social opinion refers to the views and opinion of most public in certain periods. With the modern information dissemination and circulation mechanisms, the social opinion can feature large scale, momentum, and strength in a short period of time and lead the public to take a serious of unusual behavior, posing great effects on relative organizations and normal social life. Although the social opinion is not mandatory, the large opinion influence brought by it affects the development of higher vocational education. Therefore, it is a key objective to determine how to form the social opinion is benefit for the development of higher vocational education in the future.

The Eighth National Congress of the Communist Party of China proposed speeding up development of higher vocational education and promoting higher-quality employment, which endows higher vocational education with new connotation of the times. Promoting the transition of higher vocational education is a strategic adjustment of the educational structure. Limited by various conditions, higher vocational education cannot be accomplished in an action. In this case, the participation of the whole society ad correct opinion of vocational education is required. On the national conference on vocational education hold on 23th June, 2014, Xi Jinping, the General Secretary of the Communist Party of China, emphasized that vocational education is an important component of the national education system and human resource development, and it is an essential way for the youth to be talented. He also advocates establishing the right concept of the talent and creating good social environment to support and help the development of vocational education. On 10th May, 2015, the first Vocational Education Week was started in Beijng. Li Keqiang, the Premier State Council, pointed out that the setup of vocational education week aims to promote
labor glory, valuable skills, and great creation, thereby formulating a good atmosphere for developing ability-based skills.

2.1 Opinion atmosphere construction is a significant condition for changing traditional vocational views.

The traditional culture and vocational views are great difficulties in developing higher vocational education in China. Being affected by the idea that "he who excels in study can follow an official career", the orientation of valuing knowledge more than proficiency exists in our society. Under the long-time development of elite education, the view of despising labor and practice exists at the time, which severely affects social psychology and propagates that vocational education will not develop in scale. Through opinion atmosphere construction, widely promote the capability is the opinion of vocational education adaptive to personal interests and hobbies, construct new social custom advocating science and skills, and guide the public to proactively choose vocational education. As a result, the public can accept vocational education without discrimination and the opinion atmosphere that skilled person can make a living in society.

2.2 Opinion atmosphere construction is an important external condition for eliminating the prejudice of the public against higher vocational education.

Opinion atmosphere construction changes public's perception of higher vocational education and accurately positions higher vocational education. As the educational reform enters the strategic adjustment stage, the breakthrough of higher vocational educational reform is to establish a modern education system. At the new stage, the wide gap between "relative over plus of the graduates" and "serious lack of skilled workers" cannot be bridged in a short period of time. Some people think that colleges will be relegated to junior or vocational colleges, which indicates that opinions on higher vocational education stills is somehow the same as those on junior colleges. Through the higher vocational education, the public can accurately position the higher vocational education, have a correct understanding on the important role in the national education system and talent cultivation, and especially envisages the great contributions of higher vocational education on promoting educational popularization and making their live with dignity.

Opinion atmosphere construction makes the public have a correct understanding on the important role of higher vocational education in the national education system. In the past, higher vocational education is a supplement of the national education system. With the construction of modern higher vocational education systems in China, the position of higher vocational education in the national education system becomes more and more important. Through opinion atmosphere construction, the public gradually understand that the positions of higher education and higher vocational education are the same in curriculum, teaching methods, and evaluation and the higher vocational education becomes an important component of the modern higher vocational education systems in China. Along with the improved higher vocational hierarchy, a complete degree system in different levels, including bachelor and master degrees, is established in higher vocational education. Therefore, a complete vocational education system incorporated with junior, bachelor, and master vocational education is gradually formed.

2.3 Opinion atmosphere construction is important way for the public to understand the development trend of higher vocational education all over the world.

As an important component of higher education, higher vocational education has widely been paid attention all over the world. Through opinion propaganda, the public can understand the development trend of higher vocational education. For example, higher vocational education becomes an important part of life-long education and is not limited by time and space. Promoting the society sustainable development and effectively integrating higher vocational education and sustainable development can deepen the understanding of the public on the sustainable development of higher vocational education. The improved level of higher vocational education enhances its position and changes the prejudice of the public on higher vocational education. Through the propaganda of the new development trend of higher vocational education and successful foreign experience in foreign countries, the public can better understand the new feature and trend of higher vocational education.
2.4 Opinion atmosphere construction is an integral requirement on enhancing the construction of harmonious culture and connotative development of higher vocational education.

Harmonious culture is the current situation of the culture. Harmonious culture of higher vocational education indicates harmonious coexistence and mutual learning between vocational colleges. It shows values and the mainstream of social consciousness for higher vocational education externally. It also shows integration of thoughts and ideas with cohesion and guiding functions internally. Through opinion atmosphere construction, spiritual civilization for vocational colleges can be cultivated. With the help of social environment, the development of vocational colleges can be guided and academic atmosphere of respecting knowledge and talents can be created. Opinion atmosphere construction helps to construct harmonious college development concept, enhance the recognition of vocational education from social main streams, boost morale of students from vocational colleges, and integrate wisdom for developing vocational colleges, thereby forming core competitiveness of sustainable development for vocational colleges.

3. Opinion Difficulties in Developing Higher Vocational Education

After higher vocational education in China enters the new stage, it changes from the extensive form in pursuit of the quantity and scale to connotative development in pursuit of quantity. However, social opinions on the imbalanced development of vocational colleges has not been improved. Opinion difficulties in developing higher vocational education reflect the identity crisis of the public on higher vocational education, which would certainly affects policy formulation and execution.

3.1 Cultural inertia formed by traditional occupation concept and knowledge concept is the mainstream of social consciousness.

From the perspective of external environment for vocational education, frontline workers have less income and lower social status. Therefore, there is a big difference between the vocational education and aspiration of seeking for a good job with stable income, and some rights for people with skill certificates are guaranteed. The public has prejudice on being a worker and selectively avoids operability works, that is, they prefer academic education. In the personnel system in China, academic threshold prevails and the requirement on academic becomes higher and higher. In this case, a personnel system emphasizing academic background instead of capability is formed. Being influenced by "A good scholar will make an official", the public regards the academic as the necessary condition for employment and social mobility.

Influenced by traditional vocational views, vocational education is not widely recognized by the public. Although the view that vocational education is an important component of the national education system is clearly defined in laws and theoretical perspectives, the public mostly thinks that higher vocational education is inferior education and is a supplement of general education which aims at cultivating junior students based on the influence of "inborn shortness" and disadvantageous status of higher vocational education [3]. The view that students who fail the college entrance examination are forced to choose higher vocational education is the mainstream point, severely impacting the positivity for the public to participate in the higher vocational education. After higher vocational education is defined as college education, higher vocational education colleges which have been upgraded to colleges have to obey the management mode for ordinary higher education colleges, such as the appraisal of bachelor's degree and evaluation of teaching quality, to cultivate academic talents. As a result, the traditional view of "A good scholar will make an official" is enhanced.

3.2 Social media has negative effects on higher vocational education.

The media gradually becomes a public channel for connecting the politics and society to provide policy information for the public and explanatory opinion support for vocational education policies. The expectation and requirements of the public on higher vocational education need to be guided by the media. Modern media (such as TV, newspaper, and network) intensively reports on higher vocational education in specific time to form the focus.
Under the background of social transformation and interest differentiation, the mass media becomes diversified and media opinion gradually becomes a game between interested parties. In most media propaganda, the role of higher vocational education is to perform the education after senior high schools. In most cases, higher vocational education colleges receive students with lower leaning abilities. As a result, higher vocational education becomes a place for gathering so called failures and vocational colleges become the colleges for poor students. Reports on those students who fail the college entrance examination can registrar and study in higher vocational education colleges are strengthened the view. With the prejudice on higher vocational education, some accidental events, such as students from vocational colleges playing Mahjong and insulting his teacher also strengthen the negative image of vocational college.

3.3 Insufficient attraction of higher vocational education influences social opinions.

Insufficient attraction of higher vocational education is a big issue perplexing its development. Insufficient attraction features in the selection of higher vocational education by students and shows that the public is not enthusiastic in receiving higher vocational education. The enrollment rate of higher vocational education accounts 50% of vocational education in 2013 in China. However, the rapid development of higher vocational education in China profits from the general strategy for popularization of higher education. In the system design, higher vocational education is not fully taken the market environment into consideration and cannot meet the market demands, which further intensifies the public to reject higher vocational education. Some news report that college graduates participate in higher vocational education and increase the employment. This reflects the key for improving the attraction of higher vocational education on one hand and opinion atmosphere faced by higher vocational education is not optimistic on the other hand.


4.1 Establish correct talent view and fully respect skilled talents.

Building up an atmosphere with positive public opinion makes the public to accept and choose vocational education, thereby changing the educational concept of the public. With a correct talent view, the public can change their evaluation criteria for talents and give up the homogenized mode for cultivating talents in colleges. Guiding differentiated education and cultivating diversified talents is good for helping more young people enter vocational education. Powerful measures also can be taken to improve the economic and social status of skilled talents.

Since 2001, the Central Committee of the Communist Party of China and the State Council invited a total number of 600 specialists and high-skilled talents to take a vacation in Beidaihe in 10 batches, including Xu Zhenchao (bridge crane worker) in 2004 and Ju Xiaolin (new knowledge worker) in 2012. This implies that the progress of the society requires talents of different levels and the society should pay attention to and respect these talents. Therefore, more applied talents should be cultivated. Our society is a society providing opportunities for all the people to fulfill their dreams and is establishing the consensus of respecting, cherishing, and cultivating applied talents. Government departments at all levels should take good use of economic means to guide social opinions. They should meet the demands of skilled talents from the personnel system, salary, and social security system. For example, establish a reasonable salary system and system for rewards and penalties to embody a proper percentage of basic labor elements (such labour skills and labour intensity) in the salary system. Sound the minimum salary according to different industries and type of works. Sound social security system to resolve the actual difficulties if skilled talents are insufficient. Encourage enterprises to establish incentive schemes for skilled talents with outstanding contributions.

4.2 Increase the focus on vocational education through opinion propaganda.

Through observation and analysis of the binary higher vocational education in German, it is learned that the higher vocational education in German cannot exist without it traditional culture and are relevant with attention of German on vocational education. In the vocational education system in German, vocational education gets involved in majority person's benefits, especially
development prospects of German. Therefore, prosperous opinion atmosphere is formulated in German based on its product competition consciousness.

Intensify the mass psychology that if no vocational education is used as the backup, competitiveness of the national manufacturing industry cannot be improved by higher education, and fully understand the importance of vocational training for cultivating and improving manipulative ability through opinion propaganda. Take variety of measures to meet the demands of the public on vocational training and widely promoting the objective for training all the people, to gradually establish a personalized and specialized vocational education system with equal opportunities. Set up institutions for promoting and improving higher vocational education and specialized consulting agencies for parents and students so that the public may pay more attention on higher vocational education.

4.3 Strengthen opinion atmosphere construction and promote vocational education culture respecting all the labors.

The binary education mode in German is one of the most mature vocational education modes all over the world. This mode reflects that citizen in German respect labor and laborers and has a practical attitude on the technique and life, which has a deep influence on higher vocational education and promotes the formulation of the value for respecting and developing vocational education.

Serving as a part of the college framework, higher vocational education features a base kernel of college culture and occupational culture. Vocational culture represents the manner and image of higher vocational education and is the concept and value of higher vocational education gradually formed during its development. It also reflects the experience of reforming and development, changes of time, breakthrough from the system, and persistence on higher vocational education. Higher vocational education emphasizes the comprehensiveness of education, which not only highlights adaption on a job but also cultivation of professional ethics, justice and equity, the way to treat people, work style, and moral sentiments.

Explore cultural atmosphere for higher vocational education suitable to China's conditions. Highly prize and promote professional moral models to establish the typical image of higher vocational education. Hold vocational skill competitions and build a bond between enterprises and high-skill talents. Set up education and talent views that vocational education belongs to national education and skilled talents are important components of the national talent system.

In the field of social opinion, energetically promote the culture of higher vocational education especially that of first-rate vocational colleges from the theory on school management, functional localization, and talent cultivation. Rebuild overall images of vocational colleges and strengthen the force for developing higher vocational education. Build brands for vocational education and set up brand concepts to guide social opinion to form correct values. Report on soft culture atmosphere in the fields of culture, sports, and art, and cultivate recognition the culture of higher vocational education. Change the view of emphasizing academic background to the concept that everybody may become a talent to enhance the position of skilled talents in social and economic fields. In addition, construct the atmosphere and culture of learning, digging into, and innovating skills [4].

4.4 Strengthen position construction and take full advantage of media.

Take full advantage of Medias, such as newspapers and networks. Promote performance and models and treat the connotative development of vocational education as the main line. Energetically promote typical and successful cases during connotative development of vocational education in the whole society, especially typical figures and stories in the teaching and management, and histories of higher vocational education colleges. Therefore, the public can have a better understanding of higher vocational education development and their achievements, thereby enhancing the glamour of vocational education.
5. Conclusion

Construct an opinion atmosphere by various means so that the public can accept and choose higher vocational education. We need to change the concept of the public on education and enhance the degree of public’s concern on vocational education. Through promoting vocational education culture which respects all human labor, we can develop vocational education culture conforming to China’s national conditions. After forming good social atmosphere for flourishing vocational education, we can instruct the public to form correct higher vocational education value and facilitate the healthy development of higher vocational education.

6. References