

Research on Adult Public English Teaching Based on New Media Information Technology With Curriculum Ideological and Political Characteristics

CEN Hongxia^{[a],*}

^[a]Professor, Zhejiang Open University, China.
*Corresponding author.

Supported by the Ideological and Political Education research course, Zhejiang Open University, 2021 Research Results (Project Number: SZKT-21Y01); Project of The Public English Professional Teaching Team (ZYJXTD202002); Humanities and Social Science of Universities in Zhejiang Province in 2015-2016, “Research on the Internet Based Adult English Learning Model and Implementation Mechanism” (Project Number: 2016QN038).

Received 8 May 2021; accepted 19 July 2021
Published online 26 September 2021

Abstract

With the deepening of education informatization, the education and teaching process of open education has undergone great changes. The educational means based on new media information technology are adopted by the traditional classroom teaching, which makes the original single teaching model expanded and extended. Adult English, as one of the basic courses of adult education, under the support of network technology, is unified online and offline, which plays an important role in promoting teachers' teaching level and improving students' learning process. As a basic language course, the teaching requirements of Adult English not only emphasize the need for students to broaden their knowledge through language learning, but also should be more humanistic, so that students can cultivate critical thinking and establish cultural confidence in the process of learning. And this happens to coincide with the goal of integrating “curriculum ideology and politics” into English teaching. “Khalid GCNT adult English teaching should be the fundamental task, with the help of online and offline interactive platform, make full use of new media information technology, break the traditional boundaries of time and space of English classroom learning, will be full of contemporary and affinity of the ideological and political philosophy into language teaching, exert a subtle influence on to ultimately meet the needs of students grow

up and hope for a new generation of young people in society.

Key words: Adult Public English; New Media; Ideological Characteristics; Political Education; English Learning Model

Cen, H. X. (2021). Research on Adult Public English Teaching Based on New Media Information Technology With Curriculum Ideological and Political Characteristics. *Higher Education of Social Science*, 21(1), 1-5. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/11917> DOI: <http://dx.doi.org/10.3968/11917>

1. RESEARCH SIGNIFICANCE

Craftsman's Spirit belongs to the category of professional spirit. It is the persistent pursuit of work and a kind of professional value orientation and behavior performance of practitioners. It is closely linked to their outlook on life and values, and its core is the attitude to the profession and the pursuit of quality. College Adult Public English is an important part of college English curriculum. It is not only a basic language course, but also a quality-oriented education course to broaden knowledge and understand the world culture, as well as a course to spread Chinese culture. Therefore, it is of great significance to integrate the craftsman spirit into the ideological and political reform practice of adult Public English courses. In adult public English teaching, teachers should integrate the concept of “curriculum ideological and political” education and improve and perfect the teaching method, which is conducive to cultivating students' comprehensive moral quality and practicing socialist core values. This research conforms to the new requirements of the development of The Times, based on the perspective of craftsman spirit cultivation, seeks for the deep and multi-angle combination of ideological and political education

and humanistic care, reveals the contradictions and laws of ideological and political work process in colleges and universities with a broader vision, and provides scientific basis for improving the effectiveness of curriculum ideological and political reform. Exploring spirit will be integrated into the adult education online public English courses teaching reform and practice of mixed path, for adult public English course education innovation, rich ideological education system, improve the quality of higher education, to cultivate builders and successors to the cause of socialism with Chinese characteristics and realizing the great rejuvenation of the Chinese nation the Chinese dream, has important and far-reaching significance.

2. THE BASIC CONNOTATION OF COURSE IDEOLOGY AND POLITICS

Some scholars define the connotation of curriculum ideology and politics from the concept discrimination of curriculum ideology and politics and think that curriculum ideology and politics have the same curriculum goal, namely the dissemination of socialist mainstream ideology, but there are obvious differences in the teaching methods of the two courses. The academic circle mainly studies the basic connotation, main characteristics and functional value of curriculum ideology and politics. Curriculum ideology and politics are often infiltrated in the teaching process of specialized courses in a relatively hidden form, and students are influenced by values in a subtle way (Tan, 2018; Yang, 2018). The theory of “great Ideological and political education system” holds that the “great ideological and political education system” is an important way to guide ideological value through the whole process of education and teaching and implement the curriculum ideological and political teaching mode in every link (Deng, 2016; Wu, 2018). At present, the academic circle mainly grasps the characteristics of curriculum ideological and political thinking in three dimensions, integrity, concealing and interaction (Qiu, 2017; Chen, 2017; Tan, 2018). Exploring the educational function of curriculum ideological and political education, the author holds that the value of curriculum ideological and political education is to require every teacher to establish the concept of educating the whole staff, comprehensively and in the whole process, and fully explore the moral education elements of each course to play the role of ideological and political education and educational function (Shi, 2018). Some scholars believe that “curriculum ideological and political work” points to a new concept of ideological and political work, that is, “curriculum carries ideological and political work” and “ideological and political work resides in curriculum” (Qiu, 2017).

3. RESEARCH ON THE TEACHING METHOD OF INTEGRATING CRAFTSMAN SPIRIT INTO THE COURSE OF IDEOLOGICAL AND POLITICAL EDUCATION

Integrating the craftsman spirit into the teaching research of ideological and political curriculum can be said to be a hot spot in the current academic circle. The research is mainly carried out from three aspects: the basic connotation of craftsman spirit, the present situation of integrating craftsman spirit into ideological and political teaching of curriculum, and the cultivation and promotion of craftsman spirit. Craftsman spirit generally refers to that craftsmen have the spirit of pursuing perfection and are keen on elaborating products. The pursuit of products is more than the pursuit of money, which is a product-oriented value (Deng, 2014). Colleges and universities are faced with four dilemmas of cognition, system, culture and mechanism in cultivating students’ craftsman spirit into curriculum ideology and politics (Zhang, 2017). Spirit, therefore, needs to be associated with course education is put forward to promote the transition of the function of the ideological and political education, to promote the ideological and political education and spirit culture of personalized melting and build college students spirit cultivation and good atmosphere of ideological and political education fusion to cultivate the spirit of craftsman (Zhang, 2016).

4. RESEARCH ON THE REALIZATION MECHANISM OF IDEOLOGICAL AND POLITICAL TEACHING MODE IN PUBLIC ENGLISH COURSES

In terms of the guarantee mechanism, it is mainly reflected in giving play to the political core role of party committees in colleges and universities. Some scholars believe that the leadership of the Party is the guarantee of constructing the curriculum system of ideological and political education in colleges and universities. We should always adhere to the socialist direction of higher education, improve the leadership mechanism of the Party in universities and give play to the political core role of the party Committees in universities (Yang, 2018). Team building. It mainly includes the formation of ideological and political course teacher team, professional teacher team, inside and outside the school expert team, counselor team, and the construction of a five-in-one collaborative education system (Li, 2017; Tan, 2018; Yu, 2018). In terms of teaching effect and evaluation, it mainly includes evaluation subjects, evaluation scales, evaluation principles, evaluation standards and methods to evaluate and give feedback on the ideological and political

effectiveness of public English courses (Yang, 2018; Yu, 2018).

Research on spirit build curriculum ideological system, domestic and foreign scholars for craftsmen mental and political education teaching development and experience, the course of the entire study education teaching system, the craftsman nurtured by the spirit of public English courses education teaching content, organizing form different theoretical perspectives, such as exploration has achieved good results, It has laid a good academic foundation for more scientific research on this subject in the future. The main achievements are reflected in three aspects:

First, the research scope broad, involve construction integrity education into curriculum system for craftsmen, and artisans education and curriculum development, basic contents and specific organization form the basic problems of research, involving adult public English courses education work of evaluation system, safeguard mechanism, and many other aspects of the research.

Secondly, the richness of the research content not only reflects the analysis process from the shallow to the deep, from the basic characteristics to the internal mechanism of the integration of craftsman spirit into the curriculum ideological and political research, but also analyzes the practical challenges and future development trends of the adult public English curriculum in China under the historical conditions of the new era.

Thirdly, the comprehensiveness and intersections of research methods. On the basis of learning and absorbing relevant foreign theories and combining with the characteristics of socialist universities with Chinese characteristics, a group of domestic scholars have investigated the ideological and political teaching methods of some college adult public English courses from multiple perspectives, which has made certain contributions to the construction of ideological and political education system in Chinese universities.

5. CURRICULUM REFORM AND INNOVATION IDEAS OF UNIVERSITY ENGLISH UNDER THE IDEOLOGICAL AND POLITICAL HORIZON

5.1 Excavate the moral education elements in the teaching materials

In the current daily education of colleges and universities, cultivating people by virtue must be taught

Learning goals; curriculum ideological and political education, can be faster and better implemented

Cultivate human teaching goals by moral education, and carry out moral education more smoothly. In order to be in

Under the ideological and political background, then teachers need to be serious

Analyze and study the teaching content, excavate every ideological and political entry point, and choose

Proper teaching methods. Unit3, explaining *English for the Humanities I* Manufacturing(manufacturing), English teachers can first tell about foreign flow the advantages and disadvantages of the water line, the achievements and current situation of the public to the industrialization revolution. True reflection. Then this leads that China is currently accelerating economic development, special. We are not the craftsmen of major countries in the process of promoting and promoting the development of the real economy China's manufacturing industry has ranked second in the world. at the same time Enhance the students by playing video clips of The Great, My Country National pride, helping students to know more about the manufacturing industry, in the future Career orientation has also played a guiding role. Another example, in learning about Unit4 In the Environment(environmental protection) unit, teachers should explain the future society .Environmental trend, to guide students to establish an awareness of energy conservation and environmental protection. Import and import simultaneously Let students understand General Secretary Xi Jinping's "clear waters and green mountains are gold and silver mountains". These important contemporary ideological and political ideas and national policies and strategies, core values. View concept, under the guidance of teachers, will naturally teach English with students. Education integration together, firm students for the national development, social progress and Nu the determination to contribute to your personal strength.

5.2 Enhance Students' Cultural Confidence in Cultural Comparison

College English teachers should actively assume the responsibility of The Times and cultivate more characters

College students who meet the needs of the society should actively optimize the teaching under the background of ideological and political curriculum learning mode. College English teachers should lead the students to compare Chinese and Western culture, Enhance its cross-cultural awareness. First of all, teachers need to fully dig into the textbook, enable students can have a sense of identity with Chinese culture. English textbook .It is often about English culture, but the Chinese elements interspersed by them can arouse students' different psychology, teachers need to make full use of these content to adapt. When expanding, add the teaching materials related to Chinese culture, and enhance the students' cultural consciousness, make it master the correct values, world outlook and outlook on life.

Secondly, teachers should give full play to the role of cultural wealth .Some planned infiltration of traditional culture, lead students to compare and analyze the Chinese

and the West Fang culture. Such a classroom can not only enrich and improve the students' knowledge body department, but also can also make it feel the charm of traditional culture. For example, in the Unit6 Delivery unit of Managing English 3, the through having studied the development history of logistics and transportation to enhance students' self of their own culture letter. From mechanized transportation to artificial intelligence logistics, and then from the logistics industry refraction The rapid development of the high-speed railway industry in China has fully demonstrated our socialism. A new era characteristic of the high development of a strong civilization. As a teacher, you can accept it set a large number of pictures and videos, in order to arouse a strong shock and resonance among students.

5.3 Connecting with practical life with the help of teaching extension

In the process of reforming college English teaching, teachers should try to choose

Some practical life, interpersonal communication and other aspects of the content, and based on this

Appropriate expansion and extension of the teaching content, to ensure that the English teaching can be true

In line with the actual needs of students, close to the real life, improve its comprehensiveness.

For example, in teaching "Management English 3" about "Marketing(marketing)" introduction, the article explains the young hipsters and its influences. Guide students to pay attention to the current situation of the market industry, and people to better students .The desire and pursuit of life contains a lot of business opportunities, which can make a great difference. teacher. Teaching should be conducted in multiple aspects. First, teachers should carefully comb and explain. Text content, but also to investigate and understand the college students' view of consumption, collect related

As a result, students to truly understand the concept of marketing and marketing. two teachers need to use a variety of ways to understand students' behavior and ideological movements to. By asking questions, such as the " Do you work in your spare time? How much do you get for working? What are the main uses of your income? Why do you have to work?" Teachers can have more to their students add a comprehensive understanding and cognition. Third, teachers need to do a good job in education. on the basis of the survey results guide students to view the market and trend rationally and make clear their needs responsibilities and tasks completed to form the correct consumption concept.

6. CONCLUSION

From the perspective of education based on the spirit, the spirit set into the education teaching idea, the construction of ideological elements repository, build the adult public

English courses education teaching mode, the online mix model organic connection and integration method, help students to set up socialist core values, cultivate the thinking methods of dialectical materialism, The educational goal of developing a work style that combines theory with practice and emphasizes practical results. The feature and innovation of this project is a major breakthrough in constructing the ideological and political education model of adult public English course by integrating the craftsman spirit. Curriculum ideological and political education means that the knowledge system of all courses embodies ideological and political moral education elements, all teaching activities shoulder the function of moral cultivation, and all teachers shoulder the responsibility of moral cultivation. Promote adult public English courses ideological education innovation, the first thing to spirit fosters educational feelings, based on craftsmen comb through adult ideological elements "of public English courses, to be included in the teaching of important items and the important content of lectures, combining knowledge education and values education, the adult public English courses and ideological theory course synthetic counterparts, Form synergistic effect, build up the pattern of whole curriculum education. This project plans and designs the ideological and political education of adult Public English course from online and offline mixed teaching, perfectly integrates the craftsman spirit with the ideological and political education of the course, and constructs the ideological and political education model of adult public English course, which is a major innovation and breakthrough to the ideological and political reform and practice path of adult public English course.

Shortcomings of ideological and political research in Adult Public English Curriculum. First, the research on the integration of craftsman spirit into the ideological and political teaching model of curriculum is not high and deep enough. It has not been long since the model of integrating craftsman spirit into curriculum ideological and political teaching was proposed. Currently, relevant research is in its infancy, so the overall research level is not high. Secondly, there is insufficient research on the evaluation system of ideological and political teaching in adult Public English course. At present, all colleges and universities are actively carrying out the pilot exploration of curriculum ideological and political reform, and there is no relatively mature evaluation system of ideological and political education of adult public English courses. Therefore, relatively mature academic research needs to be further promoted. Third, there is insufficient research on the ideological and political aspects of adult Public English courses. There are many related researches on ideological and political courses, while the researches on curriculum ideological and political courses are just starting, especially the researches on ideological and political courses of adult Public English courses. There

are few researches on the correlation between the two courses. Fourth, the quality of research on ideological and political reform and practice path of adult Public English curriculum is not high. Most of the relevant research results are published in general journals, while the number of high-level journals is small.

REFERENCES

- Cao, H. C. (2018). Research on the teaching model of English flipped classroom in vocational colleges based on mobile learning. *Decision Exploration*, (6), 61-63.
- Cao, X. F. (2020). A study on the implementation path of "Higher vocational public English" Teaching under the curriculum ideological and political philosophy. *Science and Education Literature Collection (The next ten days)*, (7).
- Dai, H. (2020). An Analysis on the Reform Path of Ideological and Political Education in Modern Higher Vocational Courses under the Background of "Craftsman Spirit". *Economist*, (11).
- Gu, Y. M. (2007). Research on the teaching methods of ideological and political theory in colleges and universities. *Teaching and Research*, (5).
- He, H. J. (2017). Internal logic and construction strategy from "Ideological and political curriculum" to "Curriculum ideological and political" development. *Ideological and Political Education Research*, (5), 60-64.
- He, Y. M. (2020). The reform path of public English teaching in vocational colleges under the concept of "Curriculum ideology and politics". *Education and Teaching Forum*, (11).
- Ministry of Education. 2. Education informatization Action Plan [EB/OL]. [Http: //www. moe.gov.cn/srcsite/a16/s3342/201804/t20180425_334188.html](http://www.moe.gov.cn/srcsite/a16/s3342/201804/t20180425_334188.html), 2018-4-18.
- Pan, Z. H., & Zhang, F. (2021). Research on cultivation path of craftsman spirit in higher vocational colleges under the background of "Curriculum Ideology and Politics" -- A case study of Foshan polytechnic. *Education and Teaching Forum*, (2).
- Qiu, R. F. (2018). Theoretical interpretation of "Ideological and political curriculum" and "Ideological and political curriculum" in the same direction. *Ideological and Political Education*, (4).
- Wang, G. Y. (2010). Exploration on the reform and construction of "Big ideological and political" teaching in ideological and political theory course. *Ideological Education Research*, (5).
- Wang, I. (2018). Practice of public English teaching reform in vocational colleges under the background of informatization. *Science and Education Guide*, 22(7), 98-99.]
- Wang, L. (2020). Research on blended English teaching in higher vocational colleges with curriculum ideological and political characteristics. *Campus English*, (30).
- Wu, G. L. (2020). Exploration and practice of ideological and political education in higher vocational education under the craftsman spirit. *Food Research and Development*, (24).
- Xu, Y., & Bi, Y. (2020). Path analysis of ideological and political reform of college English curriculum. *Examination and Evaluation (College English Teaching and Research Edition)*, (6).
- Zhao, L. (2003). Constructing college English teaching mode with Chinese characteristics -- Investigation, reflection and exploration. *Foreign Language Teaching*, (3), 52-56.