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Research on the Integration of Business English Writing Golden Course Construction and Ideological and Political Education

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Abstract: Business English writing is a core course for business English majors. How to integrate the ideological and political elements into the golden course of business English writing, and try to construct a set of teaching modes that integrate the ideological and political elements into the business writing course, so as to form a systematic ideological and political knowledge system that combines knowledge transfer, ability training and value guidance. This is a problem faced by business English teachers in the new era. It is a subject with both theoretical value and practical significance. Based on this, this paper puts forward some solutions for the integration of business English writing golden course construction and requirement of ideological and political education.

Keywords: Business English Writing, Golden Course, Ideological and Political Education

1. Research Background

The ideological and political education requires talent cultivation to shift from knowledge imparting, ability training and quality improvement to a higher goal, namely, character building (or value guidance), and firmly establish the goal of “three complete education”^[1]. In the context of Ideological and political education, general courses,

public courses and professional courses in domestic colleges and universities are actively exploring the educational elements contained in the courses, realizing the organic unity of ideological and political education and knowledge exploration, morality and talent cultivation, thus forming a pattern of collaborative education of various courses. Business English writing is the core course of business English curriculum



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system in Colleges and universities. It is an important index to evaluate students' comprehensive ability of using English language. It is also an indispensable part of business English Teaching in colleges and universities. But in practice, especially from the scores of CET-4 and CET-6 examinations in recent years, the score of writing is relatively low. At the same time, the teaching of business English writing in China is also facing many challenges: on the one hand, teachers' teaching tasks are too heavy to provide timely evaluation and revision opinions for all students in time; On the other hand, the students' vocabulary is small, and they lack interest in writing and the ability to write independently. The development of Internet information technology provides a new path for business English writing teaching. The construction of golden courses is a high point on the road of teaching and educating people in colleges and universities. The purpose is to better cultivate excellent talents and enable students to learn knowledge more efficiently. In the construction of the golden course of business English writing, ideological and political elements can be appropriately added to the golden course construction. How to integrate the golden course construction of business English writing with the ideological and political course is the problem to be discussed in this paper. Under the background of ideological and political education reform, how to deeply explore and integrate the ideological and political elements contained in business English writing course, give full play to its moral education function, and integrate the curriculum ideological and political knowledge system of knowledge transfer, ability training and value guidance is a subject with both theoretical value and teaching practice significance.

2. Construction of Business English Writing Golden Course

Creating excellent foreign language courses, especially the "golden course" has become the goal that colleges and universities strive to achieve. Chen Baosheng, Minister of education, gave the following statement about the "golden course": "we should improve the academic challenge of college students, reasonably increase the difficulty of the course, expand the depth of the course, expand the optional nature of the course, stimulate students' learning motivation and

professional interest, and truly transform the" water course "into a" golden course "with depth, difficulty and challenge." [2]. Colleges and universities should pay attention to the high-level and innovation in the construction of gold courses, and pay attention to the breadth and depth of knowledge transfer. College teachers should not only preach, teach and solve doubts, but also cultivate students' ability to think independently in all aspects, guide students to solve practical problems with the knowledge they have learned, and at the same time, stimulate students' creativity and create a new classroom model. As far as business English writing is concerned, teachers should not only carefully prepare lessons for teaching, but also improve teaching means and methods, teach well, and give excellent lessons with high level and gradient. At present, informatization, digitalization and intelligence have become the new trend of education reform in the new era. The Internet era has put forward new challenges and opportunities for higher education. The traditional teaching methods and teaching mode have been difficult to keep pace with the times, and can not meet the needs of contemporary college students. Deepening college classroom teaching mode has become a new form of education. Relying on information technology, improving the efficiency and effect of education and talent output has become a topic of discussion in colleges and universities. The online writing evaluation system provides a strong support for teachers' teaching, so that teachers can effectively integrate writing teaching with online evaluation, truly present information technology in the classroom, and improve teaching quality and efficiency. Traditional writing teaching often has problems such as insufficient class hours, heavy workload of teachers and untimely feedback to students. Teachers can make full use of the new evaluation system and its comprehensive evaluation function to effectively solve various problems in traditional writing teaching, and provide timely evaluation of students' actual ability and level, so as to truly realize the formative evaluation classroom teaching system with teachers as the leading role, students as the main body and online evaluation as the auxiliary. The online system realizes the personalized service of students' tailored assessment, and provides timely and effective feedback on students' writing tasks. It can confirm the problems existed in students'

English writing through qualitative and quantitative research. At the same time, it can also provide teachers and students with writing feedback and suggestions through diagnostic tests, intelligent exercises and other functions, and provide targeted exercises and learning resources, so as to inject new vitality into the writing classroom.

3. The Integration of Ideological and Political Education and Business English Writing “Golden Course” Construction

In May, 2020, the Ministry of Education issued the guidelines for ideological and political education in Colleges and universities, which proposed that comprehensively promoting the ideological and political education in Colleges and universities is a strategic measure to implement the fundamental task of cultivating morality and talents, and the effectiveness of cultivating morality and talents is the fundamental standard for testing all work in Colleges and universities^[3]. The outline points out the direction for colleges and universities to carry out ideological and political education. How to sort out the teaching content of professional courses in depth, how to mine ideological and political elements according to the characteristics of different courses and teaching contents, and how to skillfully integrate them into the course teaching, so as to achieve the educational effect of moistening things silently, which is an urgent problem to be solved in foreign language teaching in colleges and universities. In the process of building the “golden course” of business English writing, we should integrate the ideological and political content of the course into the teaching of business English writing like salt into water, so as to achieve the same direction of English writing and ideological and political work, and truly realize the synergy effect.

3.1 Setting Feasible New Teaching Objectives

Before the ideological and political reform of the course, the main teaching goal of business writing course was to deepen students’ understanding of basic theories, complete the comprehensive training of basic theories, basic methods and basic skills specified in the teaching plan, so that students could have preliminary academic writing ability, and initially realize the transformation from knowledge to ability. Under the guidance of the ideological and political

concept of the course, two teaching objectives are set: one is to give full play to the moral education function of the course by constructing a new teaching mode of business English writing, integrate the spirit of scientists, innovation, research, humanistic spirit, national feelings and socialist core values into the teaching, optimize the teaching content, and realize the organic unity of ideological and political education and knowledge exploration, morality and cultivation. The second is to integrate the students’ academic integrity, academic morality, innovation ability, cultural confidence, national responsibility, literature screening ability, craftsman spirit, research spirit, socialist core values and other ideological and political elements into the evaluation system by using the multiple evaluation mode combining qualitative evaluation, process evaluation and developmental evaluation, so as to construct the curriculum ideological and political evaluation system. The construction of business English writing golden course will first organize the ideological and political teaching team to deeply explore, refine, reveal and highlight the ideological and political education elements contained in business English writing course, edify students with mainstream value, integrate the course Ideological and political knowledge system combining knowledge, ability training and value guidance, and construct the corresponding course Ideological and political evaluation system.

3.2 Deepening Ideological and Political Concepts into the Construction of Business English Writing Golden Course

Since ancient times, ideological and political education has been one of the important means of rejuvenate nations. The national ideology, political ideology, ideals and beliefs play an important role in the prosperity and stability of the country. In 2016, president Xi Jinping put forward the concept of “infiltration of Ideological and political education” at the National University Ideological and Political work conference. He pointed out that “we should adhere to the moral education as the central link, put the ideological and political work through the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation in the development of China’s higher education.”^[4] since the

19th CPC National Congress, socialism with Chinese characteristics has entered a new era, therefore, colleges and universities have been exploring how to integrate ideological and political education into curriculum teaching. University teachers, experts and scholars have made unremitting explorations in teaching content, teaching methods, curriculum system and other aspects. In the process of constructing the golden course of business English writing, teachers should also integrate the ideological and political ideas into the course construction. First of all, teachers should have a profound ideological and political consciousness, dig deep into the elements of ideological and political education, keenly understand the content of ideological and political education and dig deep into the ideological and political resources. Second, teachers should skillfully design the ideological and political content into the construction process of the golden course while building the golden course, and actively explore the ways and methods of integrating the golden course construction and the ideological and political content. Third, ideological and political education should pay attention to quality rather than quantity. Rather than simply listing ideological and political materials and extracting knowledge points from ideological and political textbooks, it is better to slowly influence and infiltrate them in a subtle way, and truly achieve “like salt in water, moistening things silently”. Therefore, in the construction of the golden course of business English writing, we should clarify the moral education goal of this course, that is, according to the professional education requirements of the course, organically integrate the socialist core values and the education of Chinese excellent traditional culture, especially the “four self-confidence” of socialism with Chinese characteristics.

3.3 Integrating Ideological and Political Elements into the Construction of Business English Writing Golden Course

We should deeply explore the ideological and political content contained in reading and writing textbooks, carefully design the integration point of ideological and political education and the construction of business English writing golden course, and organically integrate the ideological and political education into the construction of college English golden course by using

information carrier, visiting experience, classroom discussion, assessment methods, and the use of textbooks. As for the construction of the golden course of business English writing, first of all, we should start from the composition topic, design, think and select the ideological and political writing proposition suitable for this unit. This is actually a challenge for teachers, because not all the composition topics can be integrated into the course of ideological and political education, which requires college teachers to deeply explore the appropriate ideological and political elements and carefully design the teaching according to the teaching content of each unit, and guide students to collect and organize the ideological and political materials themselves, so as to deepen the ideological and political consciousness. Students can make full use of various online resources and intelligent evaluation systems to analyze and solve problems from multiple perspectives before, during and after writing. Taking the biography unit as an example, this unit mainly enables students to master the writing style, writing techniques and writing skills of non autobiographical biographies. Then, among the writing characters in this unit, the teacher can guide students to collect relevant materials about domestic celebrities, such as Ma Yun, Ma Huateng and other outstanding entrepreneurs, Zhong Nanshan, Chen Wei and other experts and scholars who have made outstanding contributions to the motherland, or ordinary people who “touched China”. Through topic and material sharing, students can share their writing process and writing achievements with others, so as to understand the examples of Chinese celebrities in different fields, so as to integrate ideological and political content into classroom teaching and enhance students’ pride and self-confidence. Finally, the ideological and political education is integrated into the classroom through peer evaluation and teacher evaluation. First of all, teachers should publish the methods and rules of peer evaluation in advance. It should be noted that these methods and rules should be simple, practical and easy to implement, and different methods should be used for different problems. At the same time, students who evaluate each other should also be considered to maximize the effect of peer evaluation. This paper makes an all-round analysis of the article from the aspects of its conception, structure, viewpoint, vocabulary use, writing methods, and

theme. In the mutual evaluation activities with other students, students carefully summarize and absorb the advantages of others, and find their own shortcomings in writing. Finally, the process of teacher evaluation should also be permeated with curriculum ideological and political education. Teachers can summarize the common problems of writing structure, vocabulary and grammar in each group, classify and sort out these problems, give intensive lectures in class, check and make up for deficiencies, and avoid making similar mistakes in the future writing process. Of course, in the process of teacher evaluation, the most important thing is to pay attention to the ideology and values embodied in students' articles. Taking the above biography as an example, a considerable number of students worship film stars, film and television artists and internet celebrities as idols. In this case, teachers cannot directly deny their idols. On the contrary, they should correctly guide students' value orientation. For example, they should guide students to think about who "knew that there were tigers in the mountains but still chose to defeat the tigers" and rushed to the front line when the COVID19 epidemic broke out. Many students would say Zhong Nanshan, Chen Wei and so on, so as to guide students to think further. They are the "most beautiful rebels" who are not afraid of difficulties and dangers and ready to go at any time. It is their selfless dedication, giving up their homes and serving everyone, so that students can experience their great spirit of selfless dedication and feelings of home and country. I believe students will be deeply touched by those people who can be called authentic celebrities, In particular, students will have a deeper understanding the idols they worship, so that they can establish a correct outlook on life and values, have a more sense of social responsibility, and establish a more solid ideological consciousness.

Conclusion

By sending questionnaires to students, we investigated and understood the integration degree, teaching effect and existing problems of relevant ideological and political elements with the course. Through interviews with some students, we learned their views on the

teaching of the course and listened to their opinions. There are still many deficiencies in the teaching of business English writing based on the requirements of ideological and political education. It is necessary to improve and think in the future practice teaching process, strengthen the communication with other colleges and universities, and learn from the ideological and political teaching mode and experience of other schools. In a word, the emergence of various intelligent evaluation systems has brought unprecedented vitality and vigor to the construction of the golden course of business English writing in colleges and universities. The development of ideological and political education in the course and the integration of ideological and political elements have also added icing on the cake to the construction of the golden course of business English writing. The "golden course" of business English writing with ideological and political elements will become a new direction of curriculum construction in colleges and universities in the future.

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