



# Research on the Practical Paths of Ideological and Political Education of College English in the Era of New Media

Shunling Wang<sup>(✉)</sup>

School of Foreign Languages, University of Jinan, Ji'nan, Shandong, China  
sfl\_wangsl@ujn.edu.cn

**Abstract.** Colleges and universities in China are presently carrying out in-depth ideological and political teaching and research in various disciplines, and college English teaching is no exception. In the age of new media, the ideological and political teaching of college English has encountered unprecedented opportunities and challenges. It is necessary to conduct in-depth research on the present ideological and political education of college English curriculum in order to promote its further development. Based on the current situation of ideological and political teaching of English in the new media era, this paper analyzes the practical paths of ideological and political education of college English from the following aspects: improving college English teachers' awareness of ideological and political teaching, enhancing college English teachers' new media technical skills, exploring ideological and political elements of College English, enriching the construction of curriculum resources and extending the ideological and political effect of classroom teaching.

**Keywords:** New Media · College English · Ideological and political education

## 1 Introduction

In September 2019, the Ministry of Education clearly proposed that ideological and political education should run through the whole process of higher education, take ideological and political education as the key link to the fundamental task of morality and talent cultivation, give full play to the ideological and political education resources in various courses, adhere to the unity of knowledge transfer and value guidance, explicit education and implicit education as well [1]. In May 2020, the Ministry of Education further clarified the specific objectives and emphasis of curriculum ideological and political teaching, requiring that curriculum ideological and political teaching be integrated into the whole process of classroom teaching of colleges and universities [2]. At present, the ideological and political education in colleges and universities in China has entered

---

Fund: Industry-University-Research Collaborative Education Project from Higher Education Department of the Ministry of Education: "Research on Ideological and Political Education of College English in the Era of New Media" (No.: 202102642006).

© The Author(s) 2023

A. Volodin and I. Roumbal (Eds.): ICECIDT 2022, ASEHR 677, pp. 545–552, 2023.

[https://doi.org/10.2991/978-2-494069-02-2\\_60](https://doi.org/10.2991/978-2-494069-02-2_60)

the systematic stage of development, in which, the ideological and political teaching of college English based on the characteristics of the course itself, plays an important role in the fundamental task of morality and talent cultivation in colleges and universities. The ideological and political teaching of college English comprehensively combines the learning of foreign language knowledge with the cultivation of students' cultural self-confidence, patriotism and the education of socialist core values. English teaching and ideological and political education are closely integrated and interact together to promote ideological and political education through English teaching and help improve college English teaching with ideological and political education.

With the rapid development of internet technology in the 21st century, the world has entered the era of new media. President Xi Jinping emphasized that it's necessary and important to apply new media to combine the traditional advantages of ideological and political education with information technologies in order to make our teaching task highly effective [3]. Under the background of the new media, new media is in great need of higher education, which has brought opportunities and challenges to the ideological and political teaching of college English. It is necessary to conduct more in-depth researches on the present ideological and political teaching of college English. This paper intends to analyze the practical paths of ideological and political education of college English in the context of new media, and specifically discuss how to effectively carry out morality and talent cultivation in the whole process of college English teaching in the era of new media, so as to correctly guide students to learn English with the help of new media and help them to establish a correct outlook on life and value.

## **2 The Present Situation of Ideological and Political Education in College English**

With the rapid development of the internet, the learning environment of college English in the 21st century is no longer limited to the traditional classroom, and college English learning has entered the era of English new media, which means that the new media is widely used in the process of English learning, mainly including various English learning apps, Wechat, QQ, English news websites, MOOC and other English learning platforms [4]. It can be seen that new media has become one of the important ways for Chinese English learners to learn English. The use of various technical means of new media has brought many conveniences to today's college English teaching. For example, new media has broken the restrictions of class duration and location, and whenever and wherever teachers and students can communicate. The application of new media technology not only enables students to obtain learning resources according to individual needs, which facilitates students' independent learning, but also provides an access for teachers to enrich teaching resources with ideological and political elements, making the teaching more vivid and attractive.

It's obvious that ideological and political teaching in college English has changed a lot after the large-scale implementation of ideological and political teaching in colleges and universities in China, yet it has not completely divorced from the traditional teaching objectives, and there are still some problems. From the perspective of teachers, a considerable number of college English teachers are used to the teaching model of

explicit education with language teaching as the focus because of the long-term influence of the traditional teaching objectives, and often ignore the implicit education that guides and shapes the socialism value for students. It's common that language knowledge teaching is overemphasized and ideological and political education is neglected to some degree in traditional teaching, resulting in insufficient ideological and political elements in college English courses. At the same time, most teachers' ability to use new media to carry out teaching is relatively weak. Therefore, the teaching methods are more traditional and simple, the ideological and political elements of traditional teaching materials are not fully developed, and the construction of ideological and political resources of English courses needs to be strengthened greatly. These highlight the lack of awareness and ability of college English teachers to carry out ideological and political teaching, especially with the help of new media. Moreover, class duration of college English in many colleges and universities are constantly on the decrease. The current model of college English teaching cannot meet the requirements of students for foreign language learning in the new media era. Therefore, it is necessary and urgent to apply new media technology to the ideological and political teaching of college English. From the perspective of students, today's college students have grown up as netizens with the background of network technology and smart phones. It's very normal for them to use new media to carry out daily English learning. However, quite a number of students' ability of self-learning and self-discipline is discouraging, therefore, it's urgent to help them to distinguish the true and useful online study resources from the fake information. Teachers need to direct students to improve their information literacy, self-learning ability and ability of value shaping in the process of correct online learning. To summarize, it can be seen that college English teaching in the context of new media must take advantage of the convenience and opportunity of new media to build an ideological and political classroom of college English courses that meets the requirements of the times and achieve morality and talent cultivation.

### **3 The Practical Path of Ideological and Political Education of College English Curriculum in the Era of New Media**

In the current college English teaching in China, the ideological and political English classroom, the main platform for interaction between teachers and students, can make English curriculum more profound and extensive with the mutual integration of ideological and political elements and English study. New media provides a broad space and opportunities to the in-depth and systematic development of ideological and political education in college English courses. Therefore, the new media needs to be tentatively integrated into all aspects of college English teaching, closely combine the teaching of English knowledge, the cultivation of language ability and the shaping of value together in order to help students establish correct cultural concepts and value orientations with the following practical paths.

### **3.1 Improving College English Teachers' Awareness of Ideological and Political Teaching**

In essence, ideological and political education is a kind of teaching concept, which emphasizes the integration of curriculum teaching with ideological and political elements, cultivates students' socialist core values, and stimulates students' confidence in their own culture. However, as the main teaching force of ideological and political education in college English curriculum, some college English teachers' awareness of ideological and political education is relatively weak, and their teaching ability needs to be strengthened. Therefore, it is necessary to carry out appropriate theoretical training for foreign language teachers, such as political theory literacy and historical and cultural literacy, and make teachers fully aware that the teaching goal of college English should be both explicit and implicit, that is, language teaching and ideological and political teaching respectively, instead of simply teaching language knowledge and cultivating language skills. It is more important for teachers to conduct value guidance in the whole teaching process, especially in the new media era, to promote college English teaching to return to the essence of education, and help teachers to be in the leading position of ideological and political education in college English courses in the new media era.

### **3.2 Strengthening Teachers' New Media Technology Training**

As mentioned above, new media technology can make up for the shortcomings of the traditional classroom and make college English teaching dynamic and diversified. However, a considerable number of teachers are not good at new media teaching. Some teachers are not willing to actively use new media for ideological and political teaching. As a result, the current ideological and political teaching is more traditional and often limited to traditional classes. Therefore, it is necessary to strengthen the practical training of new media technology for college English teachers, improve their teaching capacity with the background of new media, and actively use English new media to play its leading role in ideological and political education. The close integration of new media teaching and traditional multimedia teaching, and the combination of online and offline education are in the urgent needs of the reform of ideological and political teaching methods in college English courses. In details, in the period of pre-class, the online mode of new media can be adopted for students to preview to enrich the background knowledge and get familiar with the text content, such as videos and online courses with ideological and political value with the help of Wechat groups and QQ groups; in class, traditional multimedia teaching can be used in the process of language learning, such as the study of vocabulary and text writing. Meanwhile, the ideological and political education factors are imperceptibly integrated into the detailed study of language learning, so as to organically integrate the learning of language knowledge with morality and talent cultivation. After class, a mixed teaching mode combining online and offline can be applied to help students review text, take online test and acquire more online knowledge related to the text, which are helpful to extend the teaching effect in class and consolidate the study after class. With the advent of the new media era, more and more cases of using new media are carried out in teaching. College English teachers in the context of new media should use a variety of new media to cooperate with traditional multimedia classroom teaching

to fully implement the teaching concept of “educating the well-rounded students in the process of English study”.

### **3.3 Exploring the Ideological and Political Elements in College English Curriculum**

The famous linguist Humboldt pointed out that every language embodies a unique world view [5]. As we all know that college English is interdisciplinary, humanistic, instrumental, covering all aspects of our daily life, such as religion, history, culture and politics, etc. It can be seen that college English course is an effective carrier to carry out ideological and political education. The characteristics of college English curriculum determine that the explicit teaching task of language knowledge can be combined with the implicit teaching objectives to help students shape the socialist core values. In the new media era, teachers should tap the ideological and political elements in college English curriculum with the help of new media technology. In this way, it not only enriches the classroom teaching resources, but also realizes the multi-dimensional penetration of ideological and political education. For example, with the help of mobile phone apps, English news website etc., such as China Daily, students are guided to learn traditional culture in English and hot news in their spare time, such as English introductions about holidays and solar terms, and English reports of sport events about athletes such as Wu Dajing and Su Yiming during the Beijing Winter Olympics. It's the explicit learning goal to enlarge vocabulary and increase background knowledge through reading the English introductions of traditional culture and the English reports of the Winter Olympic Game. Meanwhile, it's the implicit teaching goal is to cultivate students' cultural self-confidence, patriotism through reading. What they have studied from the new media will be discussed or explained in class so that traditional multimedia classroom teaching and new media teaching are integrated, autonomous learning after class can be effectively connected with classroom teaching as well. In this way, students not only learn how to obtain the required English information efficiently and accurately through new media, but also cultivate their autonomous learning ability and critical thinking ability. How to excavate the ideological and political elements in college English curriculum with the help of new media technology, and how to combine the implicit education with the explicit education in English learning is the issue that must be faced and deeply solved in college English curriculum.

### **3.4 Enriching the Teaching Resources of Ideological and Political Education in College English**

The curriculum resources of college English are essential materials for college English teaching. With the rapid development of internet technology in the new media era, it is inevitable and vital to strengthen the construction of curriculum resources. At present, the curriculum resources of college English teaching are mainly based on the teaching resources closely related to textbooks, and curriculum resources beyond the textbooks are far from satisfying. College English textbooks involve a lot of British and American culture, and Chinese local culture is relatively insufficient, which is not conducive to cultivating students' cultural self-confidence and cross-cultural communication ability.

Therefore, teachers need to cooperate with each other and integrate high-quality network resources, such as collecting English resources about China's traditional culture, organizing originally fragmented knowledge points into systematic learning resources, and timely adding them to classroom teaching. At the same time, teachers need to direct students to study English knowledge from some English official accounts, English learning websites and online classes, regularly arrange students learning tasks to optimize extracurricular self-learning, and build a hybrid curriculum teaching model combining new media self-learning and classroom teaching. That's to say, the new media has built a platform for students' autonomous learning and provided plenty of learning resources for classroom teaching. It's shown clearly that abundant resources of ideological and political teaching of college English tend to stimulate students' interest in English learning, improve the effect of ideological and political teaching, and greatly mobilize students' learning initiative.

### **3.5 Extending the Ideological and Political Effect of Classroom Teaching with the Help of New Media Technology**

Usually, traditional classroom teaching is defined as the first classroom teaching, while the second classroom teaching is closely related to the first classroom teaching and conducted beyond the first classroom. It is necessary to extend the traditional first classroom teaching to the extracurricular second classroom teaching since the current situation of college English teaching shows that the traditional classroom teaching model can not meet the learning needs of students, nor can it effectively carry out ideological and political teaching of college English courses [6]. College English teaching in the new media era needs to activate and give full play to the second classroom teaching with the help of new media to extend the teaching effect of the first classroom teaching. For example, assign relevant tasks to students on traditional festivals, solar terms and folk customs in English so as to improve students' cultural concepts; guide students to read English newspapers, English translations of classic literary works and watch English documentaries about China's development history with the help of English learning websites after class, or carry out speech contests and other activities related to ideological and political theme, so as to enhance students' participation, form cultural self-confidence, strengthen political beliefs and correct values, striving to achieve ideological and political education successfully. In short, in the process of ideological and political teaching of college English courses in the era of new media, teachers should break through the limitations of the original class duration and location, extend the learning effect of the first classroom teaching to the second classroom teaching, and constantly improve the teaching methods and approaches of ideological and political construction of the courses, so that students can establish a correct outlook on life and values in the process of learning language.

## **4 Conclusion**

The ideological and political teaching of college English course is a systematic project, which runs through the whole process of college English teaching. How to effectively integrate ideological and political elements into the ideological and political teaching

of college English has become a hot topic in the field of language teaching. Under the background of the new media era, new media is widely used in the ideological and political teaching of college English courses. The integration of the ideological and political teaching of college English course with new media technology is not only the result of the development of the times, but also the inevitable choice for the development of college English education. College English teachers should conform to the development trend of the new media era, give full play to the implicit ideological and political education of college English through vivid and novel teaching, and constantly explore the practical paths of ideological and political teaching of college English courses, so as to make college English teaching and ideological and political education develop simultaneously. The ideological and political education of college English has a long way to go. This paper is expected to encourage more researches on ideological and political teaching of college English courses in the context of new media.

**Authors' Contributions.** This paper is independently completed by Shunling Wang.

## References

1. Ministry of Education of the People's Republic of China. 2019. *Opinions of the Ministry of Education on Deepening Undergraduate Education and Teaching Reform and Comprehensively Improving Talent Training Quality [EB/OL]*, 29 September 2019. [http://www.moe.gov.cn/srcsite/A08/s7056/201910/t20191011\\_402759.html](http://www.moe.gov.cn/srcsite/A08/s7056/201910/t20191011_402759.html).
2. Ministry of Education of the People's Republic of China. 2020. *Guidelines of Ideological and Political Curriculum Construction of Colleges and Universities [EB/OL]*, 28 May 2020. [http://www.gov.cn/zhengce/zhengceku/2020-06/06/content\\_5517606.htm](http://www.gov.cn/zhengce/zhengceku/2020-06/06/content_5517606.htm).
3. Li, Tian, E'nuo Zhao, Chao Huang and Yue Wu. 2022. *Ideological and Political Education, a Major Event in the Mind of General Secretary Xi Jinping*. People's Daily (1).
4. Lin, Luan, Yan Dong, Chunping Zheng. 2020. The connotation and structure of college students' English new media literacy—With the analysis of its impact on English language self-efficacy. *Modern Distance Education Research*, 32(2): 104.
5. von Humboldt, Wilhelm. 1997. *On the Difference of Human Language Structure and Its Influence on the Development of Human Spirit*. Translated by Yao Xiaoping. Beijing: The Commercial Press.
6. Liu, Wangxiu. 2021. Path innovation of foreign language talent training in the context of new liberal arts – from the perspective of the second classroom in colleges and universities. In *The Foreign Language Curriculum Development and Ideology in Higher Education in the New Era*, ed. Jia Aiwu, et al., 15–22. Hangzhou: Zhejiang Gongshang University Press.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

