



Exploration on the Reform of Professional Courses in Higher Vocational Colleges from the Perspective of "Curriculum Ideology and Politics" -- Taking "Short Video Script Creation" as an Example

Zifei Kong

¹ Guangdong Dance and Drama College

**Corresponding author. Email: 149033815@qq.com*

ABSTRACT. "Curriculum Ideology and politics" is a new teaching concept, which has multiple functions of knowledge transmission, ability training and ideological and political education. It is also an important task to cultivate students' world outlook, outlook on life and values. As an important course with strong professionalism and wide application, Short Video Script Creation also undertakes the important task of improving students' ideological and political quality. The ideological and political teaching practice of this course mainly focuses on how to innovate the learning content and optimize the classroom design. It studies how to integrate Chinese elements and highlight the ideological and political elements.

Keywords: Curriculum ideology and politics, Higher vocational colleges, Script creation, Short video.

1 introduction

The "opinions on Further Strengthening and improving the ideological and political education of college students" issued in October 2004 proposed: "give full play to the leading role of classroom teaching in the ideological and political education of college students. All courses in colleges and universities have the function of educating people, and all teachers have the responsibility of educating people; we should deeply explore the ideological and political education resources of various courses." The opinion emphasizes the importance and necessity of Integrating Ideological and political education into all kinds of curriculum teaching.[1] In December 2016, President Xi Jinping emphasized at the National Conference on Ideological and political work in colleges and universities: Since the National Conference on Ideological and political work in Colleges and universities, colleges and universities around the country have taken morality building and talent cultivation as the central link to promote the ideological and political education of college students to achieve new results.[2] It can be seen that strengthening students' Ideological and moral cultivation should not only

take ideological and political courses as the main force, but should be integrated into the whole teaching process of colleges and universities. The birth of the concept of "Curriculum Ideology and politics" also guides the new direction of higher vocational education teaching reform in China. "Curriculum ideological and political education" is a new teaching concept, hoping to break the bottleneck constraints encountered by colleges and universities in Ideological and political education, and it is also the product of cultural integration under the background of social diversity; It has multiple functions of knowledge transmission, ability training and ideological and political education, and it is also an important task to cultivate students' world outlook, outlook on life and values.[3]

As an important course with strong professionalism and wide application, short video script creation also undertakes the important task of improving students' Ideological and political quality. In recent years, with the development of mobile communication technology, the field of short video has developed rapidly. The 2020 Research Report on the development of online audio-visual in China shows that the number of online audio-visual users has exceeded 900million, including 818million short video users. Nearly 90% of Internet users use short video, which has become the second largest network application after instant messaging. The significance of short video script creation thus becomes a great responsibility. The content of communication determines the quality of communication. It is particularly important to spread the Chinese spirit with positive energy content. From the perspective of students, combining ideological and political education with professional course teaching and focusing on the construction of "curriculum ideological and political education" can not only cultivate students' moral cultivation, but also improve the ideological depth and culture of this course, so that the script creation course can not only teach students the principle knowledge, but also enable students to understand the thoughts and philosophies [3], improve students' Ideological and moral cultivation, and enhance their speculative ability, So as to form a correct outlook on life and values. From the perspective of teachers, full-time teachers of script creation courses should have the consciousness of "curriculum thinking and politics" and cultural communication, constantly deepen the reform of teaching ideas, teaching techniques and teaching contents, and educate college students to correctly understand Chinese characteristics and have an international vision, comprehensively understand contemporary China and look at the external world. Focusing on the construction of "curriculum ideological and political education" not only helps to improve teachers' dual abilities of teaching knowledge and ideological and political education, but also points out the direction for teachers' future scientific research; It will improve the way of collective lesson preparation in the teaching and research section. At the same time, integrating the ideological and political materials excavated and developed in the project can form a series of Ideological and political textbooks and promote the reform of education and teaching.

To sum up, the reform of "Curriculum Ideology and politics" in short video script creation is consistent with the theme of the development of the times, and has great theoretical and practical value for the improvement of teachers' scientific research,

teaching and research ability in Higher Vocational Colleges and the improvement of students' comprehensive quality.

2 Literature review

Tang Xixi (2021)[4] in the "Ideological and political teaching design of curriculum based on the protection concept of" intangible cultural heritage "- Taking" script creation and mirror design "as an example", this paper studies how to integrate this concept into the ideological and political teaching design method of "script creation and mirror design" curriculum. Li you (2020)[5] in "exploration on the implementation of the teaching reform of" Curriculum Ideology and politics "in Higher Vocational Colleges -- Taking the" film and television editing and directing "course of Changzhou Institute of information technology as an example," film and television editing and directing "course of digital media art design major of Changzhou Institute of information technology" is taken as an example to illustrate the effective exploration and positive results achieved in the teaching reform of integrating the ideological and political content of the course and the teaching of professional courses. Sun Mengmeng (2021)[6] in the "Ideological and political teaching reform of the curriculum of media major in local undergraduate colleges and Universities - Taking the basic curriculum of film and television directors as an example", taking the basic curriculum of film and television directors as the starting point, and focusing on the organic integration of Ideological and political education and professional education, Explore the ideas, principles and ways of Ideological and political construction in the curriculum, and integrate the ideal and belief education and the concept of value education into the talent training system in the process of strengthening professional knowledge and practical skills training, so as to realize the specialization and visualization of Ideological and political elements, and complete the fundamental task of moral education. Wang Lihua (2021)[7] in "ideological politics of" animation script creation "course: from external requirements to internal generation", it is mentioned that the emotional identity, value identity and cultural identity of animation script not only imperceptibly affect the spiritual world of the audience, Moreover, it is closely related to the national cultural soft power. Therefore, it is the sacred mission of the times to implement curriculum ideology and politics in the course of "animation script creation", implement and refine "how to cultivate people" in the course, guide students to feel the charm of excellent animation works, tell Chinese stories and spread Chinese voice in the form of animation, and maintain strong national spiritual power and national cultural soft power in the exchange and integration of world culture.

The above research results show that Chinese teaching researchers are interested in "curriculum thinking and politics" of script creation, but in terms of quantity, there are few cases. Therefore, based on the existing research, this paper tries to try the new direction and new path of "curriculum ideological and political" reform from the aspects of "curriculum ideological and political" resource development, teaching design, etc., in order to realize the seamless connection between script creation curriculum

teaching and ideological and political education, and to explore the practicality and popularization of its research results in other courses.

3 Analysis of the current situation of short video script creation course

The course "short video script creation" is a professional basic course. Through the study of the basic theoretical knowledge of short video screenwriting, we can understand the general laws and rules of the art of script creation, and preliminarily master the skills of choosing themes, organizing conflicts, arranging plots, shaping characters, as well as the ability to analyze, comment and create dramas and film and television works. Through course learning, it is of great significance to cultivate students' writing ability, film and television script creation ability and film and television adaptation ability to cultivate students' creativity, imagination and professional post ability. Therefore, the short video script creation course is one of the courses in this major that should strengthen the ideological and political education. However, the current situation of Ideological and political teaching of short video script creation is reflected as follows: (1) Foreign culture has eroded some college students and brought difficulties to their ideological and political education. If professional teachers in Colleges and universities do not design special research links in the teaching process, it is difficult to find and carry out ideological and political education for these students. (2) When choosing case analysis, teachers often only pay attention to explaining the technical points, rather than explaining the ideological connotation, humanistic spirit, cultural depth and other cultural elements of excellent film and television works. (3) There are fewer ideological and political links in specially designed courses, and more theoretical education is taught orally, because students cannot obtain ideological and political understanding related to this course through more empirical and interactive teaching activities.

4 Practice of Ideological and political reform in the course of short video script creation

4.1 Reform objectives

Fistly, through the combination of cultural projects and script creation courses, we can enhance the cultural, rich and interesting content of the course. Cultural items run through the whole course. The cultural knowledge involved is broader and richer than the one-sided teaching of Chinese traditional culture, which will greatly enhance the culture, richness and interest of the course content.

Secondly, we should establish a systematic teaching system that is progressive and linked at all levels to enhance students' cultural self-confidence. Systematic teaching is to organically combine culture with script creation courses, not only taking traditional culture as a general object of knowledge, but also as an object of research and

design. Around cultural projects, research, element extraction, plot design, theme expression, etc. are carried out, and each stage is linked and promoted layer by layer.

Thirdly, take students as the main body of cultural creativity, enhance students' awareness of cultural autonomy, and stimulate students' cultural creativity. Cultural project is a carrier of humanistic emotion. In the script creation course, students should not conflict with or even be interested in the topic selection of the teacher. When setting the scope of topic selection, students should be given more choice space, so that they can choose the topic they want to do within the framework of the teacher. Let students know what they have done and the value and significance behind it. Especially in recent years, Chinese cultural innovation has gradually risen, and the combination of culture and creativity has attracted more and more attention and love of young people. The trend of cultural innovation has triggered young people's attention and love for Chinese traditional culture.

4.2 Elements of Ideological and political education in Curriculum

Tell a touching story.

Let students explore the touching stories around them, enhance the awareness of national unity, share the touching stories they see, hear and read in the work of epidemic prevention, excavate the image elements and creative inspiration of public welfare scenes and video works in the post epidemic era, and organically combine ideological and political education with professional courses, so as to improve innovative thinking and cultivate humanistic care.

Mining public welfare elements.

Let students focus on the campus public welfare content, such as morality, environmental protection, health, hygiene, etc., explore the most interesting topics in the campus public welfare themes, create scripts and film and television works in groups, make their own contributions to the construction of campus spiritual civilization, and cultivate students' collective consciousness and professionalism.

Relying on traditional festival culture.

During Chinese traditional festivals, teachers can organize students to make short videos, explore the elements of Chinese traditional festivals, apply them to the creativity of film and television commercials, spread the culture of Chinese traditional festivals, enhance Chinese national consciousness, and strengthen national unity.

4.3 Course Ideological and political teaching practice

Innovate learning content and integrate Chinese elements.

Fully excavate and expand the ideological and political resources contained in the short video script creation course, analyze the realization path of the ideological and political value connotation of the course in film and television creation and script writing through the effective design of the teaching objectives, teaching contents,

teaching methods and carriers of the course, and organically integrate Chinese elements into the arrangement of teaching contents, such as the "the Belt and Road" initiative, the community of shared future of mankind, the Chinese dream, etc.

Optimize classroom design and highlight ideological and political elements.

From the introduction of classroom, the learning process of classroom knowledge to after-school tasks, teachers should carefully design, so that students can learn script creation knowledge, understand culture, and achieve imperceptible ideological and political education; In the process of classroom learning, we should reform and innovate teaching methods, be people-oriented and student-centered, and adopt task-based teaching method, experiential teaching method, critical discussion teaching method, situational teaching method, etc. At the same time, let students consult relevant materials by themselves, cultivate students' awareness of Chinese culture, establish cultural confidence, and learn to spread Chinese culture in film and television creation.

4.4 Teaching practice arrangement of Ideological and political part of short video script creation course

Table 1. Teaching practice arrangement of Ideological and political part of short video script creation course

Teaching chapter	Ideological and political integration point	Teaching methods
Overview of short video creation	Explain the importance of "telling Chinese stories well" in combination with red films, films with contemporary themes (such as protest themes) and other excellent films involving Chinese traditional culture	Through watching class movies and class discussions, students can have a deeper understanding of the theoretical knowledge learned in class, further carry forward the self-improvement and upward red culture, guide college students to inherit the red gene, and enhance their sense of responsibility and mission as a powerful generation.
Theme selection	Through the study of course theory, students can understand the importance of short video script theme selection, and how to make meaningful material selection in combination with the characteristics of the times and red culture.	Collect script materials and prepare them in groups before class. In class, let each student participate in the process of sharing creative ideas in an open form (such as why to choose stories such as revolutionary heroes and anti epidemic heroes as themes), and then the teacher will supplement and improve them, establish red genes, cultivate cultural self-confidence, and enhance national pride, sense of mission, and sense of responsibility.
Topic selection	After mastering the knowledge of script theme creation, students can create script	Using the method of half proposition, the "post-00s" wrote their first

	theme around "red theme".	revolutionary historical works in their creative career with a sincere attitude and a young perspective around the specified theme of "a touch of red in my heart", explained the "red" spirit in their eyes, and cultivated the "mission and responsibility" of Contemporary college students.
Frame construction	After mastering the script framework knowledge of the script "three act drama", students will create a script theme and write a three act drama structure with the title of "filial piety for the elderly and love for their relatives".	Data collection and preparation before class are carried out in groups. In class, each student is allowed to participate in the process of sharing creative ideas in an open form (such as "filial people and things around you", "mother in my eyes" and the divergence of some hot events, etc.), forming a series of works "everyone is a beam of light", and vigorously carrying forward the socialist core values and the noble spirit of moral models.
Detail fill	After mastering the principle knowledge of script detail description, students create a script that conveys positive energy (around keywords such as "courage", "justice") and have the opportunity to perform in class.	Data collection and preparation before class are carried out in groups. Each student is allowed to participate in the class in an open form, and a scenario script is formed in groups to highlight the noble quality of doing good deeds, transmit positive energy, reflect the characteristics of the times, meet the needs of the people, lead the cultural direction, and advocate the atmosphere of everyone doing good deeds and promoting social harmony.
Screenplay adaptation	After mastering the principle of script adaptation, students can adapt Chinese classical poetry. Chinese classical poetry embodies the thoughts and wisdom of Chinese sages and scholars of all dynasties, and contains the spiritual character of the Chinese nation. As the essence of Chinese traditional culture, ancient poetry and prose, with its irreplaceable spiritual power, plays a unique educational function while improving students' Chinese literacy, and realizes the fundamental task of "building virtue and cultivating people".	The modern film and television scripts of the ancient poetry "farewell wife" were adapted in groups. Through the in-depth excavation of the ideological and political elements contained in the ancient poetry, the students were guided to establish and adhere to the correct national outlook, national outlook and cultural outlook, so as to realize the educational function of the ancient poetry in emotional education, moral education and political education.

5 CONCLUSIONS

Contemporary college students are the pillars of the great rejuvenation of the Chinese nation and the mainstay of the construction of the motherland. As an incubator for talent training, colleges and universities should not only impart professional knowledge and skills, but also lead and cultivate them in ideology and values. As higher vocational colleges, the talents they cultivate should not only have strong practical ability and innovative ability, but also have lofty ideals, patriotism, international vision and sound personality. The classroom teaching reform of "short video script creation" around the "curriculum ideological and political" has innovated the educational and training objectives and teaching techniques, expanded the ideological and political resources contained in the "short video script creation" curriculum, actively integrated Chinese elements into the curriculum teaching, and took the organization of competitions and extracurricular practical activities as the carrier to encourage students to learn the professional knowledge of script creation and tell Chinese stories well, increase the motivation to spread Chinese culture and enhance political identity. At the same time, taking "cultural self-confidence" as the starting point, the significance and connotation of Ideological and political education in the curriculum are explored through the effective design of teaching objectives, teaching contents and teaching methods.

6 AUTHORS' CONTRIBUTIONS

Kong Zifei, female, born in February 1987, graduated from the University of Macau with a master's degree in communication and new media, associate professor, deputy director of the Department of social culture, and head of communication and planning. He has worked as a full-time teacher in Colleges and universities for ten years, devoted himself to studying the theory, practice and teaching of cultural communication and film and television production, presided over or participated in 14 scientific research and teaching reform projects, published 16 papers, 4 works, published 1 book, and applied for 1 appearance patent.

7 ACKNOWLEDGMENTS

Project funding source: Achievement of the 2022 school level research and practice of education and teaching reform project "Exploration on the reform of professional courses in Higher Vocational Colleges from the perspective of "Curriculum Ideology and politics" -- Taking "short video script creation" as an example" (GWX-2022-b040) of Guangdong Dance and Drama College.

8 REFERENCES

1. Zhu Yi, Chen Shirun. Research on the construction of Ideological and political education system in Higher Vocational English teaching [J]. Vocational Education Forum, 2017 (32): 26-30.
2. Zhang Shuo. Xi's Speech at the National Conference on Ideological and political work in Colleges and Universities [N]. People's daily, 2016-12-09(01).
3. Zhu Rui. Research on Higher Vocational English teaching from the perspective of "Curriculum Ideology and politics" [J]. Liaoning Journal of higher vocational education, 2019 (21): 58-61.
4. Tang Xixi. Curriculum ideological and political teaching design based on the concept of "intangible cultural heritage" - Taking "script creation and mirror design" as an example [J]. University, 2021 (43): 46-48.
5. Li you. Research on the teaching reform of "Curriculum Ideology and politics" in Higher Vocational Colleges -- Taking the "film and television editing and directing" course of Changzhou Institute of information technology as an example [J]. mechanical vocational education, 2020 (11): 35-38.
6. Sun Mengmeng. The ideological and political teaching reform of the curriculum of media major in local undergraduate colleges and Universities - Taking the basic curriculum of film and television directors as an example [J]. communication and copyright, 2021 (10): 113-115.
7. Wang Lihua. Ideological politics of "animation script creation" course: from external requirements to internal generation [J]. Journal of Hunan Mass Media Vocational and technical college, 2021 (21): 26-30.

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.

