

# Research on the Method of Curriculum Ideological and Political Education under the Combination of Online and Offline Teaching-- Take the Course “Fundamentals of Photography and Videography” as an Example

Chen Chen

North Minzu University, Yinchuan, Ningxia 750021, China

---

**Abstract:** With the rapid development of information technology and the continuous innovation of education mode, online and offline hybrid teaching has become an important trend in the current education field. This teaching mode combines the interaction of traditional classroom teaching and the convenience of online teaching, providing students with more flexible and diversified learning methods. Under this background, ideological and political education in curriculum is an important part of higher education. Its implementation methods and effects are also facing new challenges and opportunities. Therefore, this paper studies the method of ideological and political education under the combination of online and offline teaching, focusing on the basic course of photography and videography.

**Keywords:** Online and offline; Mixed teaching; Curriculum ideology and politics

---

## Fund Project:

Research Project on Education and Teaching Reform of Northern University for Nationalities Project Name: Education construction under the “competition + project” mode of “Fundamentals of Photography and Videography” course under the main line of the consciousness of the Chinese nation community

Introduction: As a practical course, the fundamentals of photography and videography not only require students to master basic photography and videography skills, but also pay attention to cultivating students' aesthetic taste, innovative consciousness and social responsibility. Under the blended teaching mode, how to effectively integrate the ideological and political education in the course and make it complement the cultivation of professional skills has become a topic worthy of in-depth study.

## 1. The significance of applying ideological and political education in the basic course of photography and videography

### 1.1 Improve students' comprehensive literacy

The significance of integrating ideological and political education into the basic course of photography and videography lies in the cultivation of students' moral sentiment, social responsibility and cultural confidence through the study and practice of professional skills, so as to comprehensively improve students' comprehensive quality. This educational mode not only focuses on students' mastery of photography and videography technology, but also focuses on the improvement of students' comprehensive quality. More emphasis is placed on expressing and disseminating positive values and cultural concepts through these technical means<sup>[1]</sup>. While learning how to capture and present beauty, students are also learning how to convey positive energy through images to enhance national pride and patriotic feelings. Ideological and political education in the curriculum can also help students establish a correct world outlook and outlook on life, cultivate their innovative spirit and practical ability, so that they can not only become technical experts in their future careers, but also become technical experts. More able to become a citizen with high moral sentiments and social

responsibility.

## **1.2 Enrich the forms of professional education**

Ideological and political education in the course is not limited to traditional knowledge transfer and skill training, but extends to the cultivation of students' values, moral sentiments and cultural self-confidence. By integrating ideological and political elements into practical activities of photography and videography, such as shooting photography that reflects the positive energy of society, students can not only learn how to use cameras and video cameras, but also learn how to use video cameras. They can also learn how to convey positive social messages and cultural values through these mediums. This form of education encourages students to think about how to use images to promote social progress and cultural prosperity in the process of creation, so as to enhance students' social responsibility and cultural identity while learning professional skills.

## **2. Advantages of mixed online and offline teaching**

### **2.1 Improve learning efficiency**

Online and offline hybrid teaching combines the flexibility of online teaching with the direct interaction of offline teaching, enabling students to arrange learning activities according to their own learning pace and time arrangement, so as to make better use of time resources. Online platforms usually provide rich learning resources, such as video lectures, electronic books, online tests and simulation experiments, which can be accessed at any time. It is convenient for students to review and consolidate knowledge points and reduce the situation that they cannot participate in learning due to time constraints. Face-to-face communication and practical operation in offline classes also provide direct guidance and feedback for students, which helps students quickly understand and master complex concepts and improve learning efficiency.

### **2.2 Promoting deep learning**

The advantage of the hybrid teaching mode is that it can effectively promote deep learning. On the online platform, students can have access to a large number of learning materials, including video lectures, interactive teaching software, online discussion boards, etc. These resources can not only help students preview before class and review after class, but also stimulate students' in-depth thinking and exploration of the learning content. At the same time, the interaction and discussion in the offline classroom provide students with the opportunity to combine theoretical knowledge with practical situations, and teachers can guide students in critical thinking and problem solving, thus promoting students' in-depth understanding and application of knowledge.

## **3. The method of ideological and political education in the curriculum under the combination of online and offline teaching**

### **3.1 Mixed teaching design of online and offline**

The mixed online and offline teaching mode provides an effective teaching design method for curriculum ideological and political education. Under this mode, curriculum ideological and political education can be implemented through both online and offline dimensions, so as to ensure that students can receive the influence of socialist core values and ideological and political education while learning professional knowledge.

The online part can make use of the convenience of the network platform to provide a wealth of ideological and political education resources, such as online courses, video lectures, interactive discussion areas, etc. These resources can overcome the limitations of time and space, so that students can have access to the content of ideological and political education at any time. Teachers can use these online resources to guide students to conduct independent learning. They are encouraged to think and discuss issues related to core socialist values in the learning process, thereby deepening their understanding and identification with these values.

The offline part focuses on face-to-face interaction and practical operation. Teachers can organize activities such as discussion, case analysis and role play in class, so that students can experience and apply the content of ideological and political education in actual situations. Through these activities, students can not only deepen their understanding of ideological and political knowledge, but also cultivate their sense of social responsibility and practical ability. Offline teaching can also be combined with social practice activities, such as visiting patriotic education bases and participating in community services, so that students can experience socialist core values in practice and enhance their national consciousness and social responsibility <sup>[2]</sup>.

### **3.2 Online and offline teaching complement each other**

Under the mixed online-offline teaching mode, the method of curriculum ideological and political education emphasizes the complementarity of online teaching and offline teaching to achieve a more comprehensive ideological and political education effect. Online teaching provides flexible learning time and rich resources, such as online courses, video lectures, interactive forums, etc., which

can transcend the limitations of time and space. The interactive online platform allows students to raise questions and participate in discussions during the learning process, thus deepening the understanding and identification of socialist core values. The convenience of online teaching also enables students to study independently according to their own learning pace, further consolidating and expanding the knowledge of ideological and political education.

Offline teaching focuses on face-to-face interaction and practical operation. Through classroom discussion, case analysis, role playing and other activities, students can experience and apply the content of ideological and political education in actual situations. The direct interaction of offline teaching is conducive to cultivating students' social responsibility and practical ability. Students can experience the core values of socialism in practice and enhance their sense of national and social responsibility [3].

The curriculum ideological and political education provides students with a comprehensive and three-dimensional learning environment through the complementarity of online and offline teaching. The flexibility and resource richness of online teaching are combined with the direct interaction and practical operation of offline teaching, so that students can not only learn professional knowledge, but also deeply understand and practice the core socialist values. So as to cultivate both professional ability and good ideological and political quality of socialist builders and successors.

### **3.3 Carry out flipped classroom**

Flipped classroom reverses the role of lecture and homework in the traditional classroom, that is, students preview and self-study knowledge through online resources before class, and classroom time is more devoted to discussion, application, and deepening understanding. Teachers can use the online platform to release preview materials related to ideological and political education, such as video lectures, reading materials, discussion topics, etc. These materials can cover socialist core values, Chinese history, cultural traditions, laws and regulations, etc. Students can learn independently through these resources before class, and have a preliminary understanding and reflection on the theme of ideological and political education.

In class, teachers can organize group discussion, case analysis, role play and other activities to guide students to deeply discuss the content of the preview materials and share their understanding and sentiment. Students can not only consolidate and deepen their understanding of ideological and political knowledge, but also cultivate critical thinking and teamwork ability in the discussion.

Concluding remarks: In short, through the implementation of online and offline hybrid teaching, teachers can not only improve students' technical skills, but also cultivate their socialist core values and aesthetics. The innovation of this teaching mode not only enhances students' interaction, learning efficiency and deep learning, but also makes ideological and political education more vivid and close to students' actual life through flipped classroom and other methods.

## **References:**

- [1] Huang Zhuo, Shao Wei. Exploration on Ideological and Political teaching Design of Online and Offline Blended Curriculum: A case study of Composition and Application Curriculum [J]. Liaoning Vocational and Technical College of Economics (Journal of Liaoning Economic Management Executive College),2022,122(4):104-106.
- [2] Qian Lili, Ma Yunyun, Zhang Gai. Ideological and political teaching Design of Pathogenic Biology and Immunology Course adapted to Online and Offline mixed teaching: A case study of "General Theory of Virology" teaching design [J]. Health Vocational Education,202,40(13):70-72.
- [3] Li Shanshan, Aiweina, Wang Wei, et al. Research on Teaching Based on "Internet +" Online and Offline Mixed Teaching and Curriculum Ideology and Politics [J]. China New Communications, 2002,24(6):143-145.

## **About the author:**

Chen Chen, male, ethnic Han, highest degree master (degree), professional title lecturer, research direction for photography and digital art.