

# A Practical Study on Integrating Ideological-Political Elements into Higher Vocational College English Textbooks

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**Abstract:** Higher vocational education needs to put ideology and politics through the talent training system, give full play to the educational role of each course, and improve the quality of talent training in colleges and universities. This paper discusses the problems existing in higher vocational English textbooks, and gives suggestions on how to integrate ideological-political elements into higher vocational English textbooks based on the compilation of Exhibition and Convention English textbook.

**Keywords:** Ideological-Political Elements; Higher Vocational English Textbooks; Textbook Compilation; ESP

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## Introduction

Ideological-political education in colleges can speed up the implementation of China's high-quality talent training plan and improve the quantity and quality of China's comprehensive talents. As a carrier, textbooks play an important role in higher vocational education. How to perfectly integrate ideological-political elements into English textbooks, how to implement the fundamental task of building morality and cultivating talents in the teaching practice, and how to cultivate students with national feelings, global vision and professional skills are the top priorities in the compilation of teaching materials in higher vocational colleges at this stage. This paper discusses the practice of integrating ideological-political elements into higher vocational English textbooks, so as to provide reference for improving the quality of higher vocational English textbooks.

## 1. The connotation of integrating ideological-political elements into higher vocational education

The ideological-political construction of higher vocational education requires that ideological-political elements be integrated into all aspects of higher vocational education. It refers to the transformation of students' professional knowledge and skills into students' internal morality and quality on the basis of teaching professional course knowledge in the process of theoretical teaching, course arrangement, course contents and after-school practice <sup>[1]</sup>.

## 2. Problems existing in higher vocational English textbooks at present

First of all, the content of higher vocational English textbooks at this stage does not meet the basic needs of students, and is weak in practicality and professionalism, which cannot provide substantive help for students to enter the society for employment, thus fails to arouse students' interest in English learning;

Secondly, the current higher vocational English textbooks are inconsistent with the demand of enterprises for talents, lack of career oriented teaching content, and cannot meet the enterprises' requirements for the comprehensive ability of talents;

Finally, when selecting topics and compiling content, authors and editors pay more attention to the contents suitability and difficulty, neglecting the explicit or implicit integration of ideological and political elements.

### **3. A practical study on integrating ideological-political elements into higher vocational English textbooks**

#### **3.1 How to compile higher vocational English textbook ----taken Exhibition and Convention English textbook as an example**

Exhibition and Convention English course focuses on cultivating practical senior professionals who are proficient in English and master the basic exhibition and convention knowledge and skills. After graduation, students can engage in the MICE planning and promotion, interpreting and translation, coordination and reception services, etc. Following the professional training objectives, it is necessary to formulate English textbooks for this direction. According to the current development of MICE industry, the contents of teaching materials must be consistent with the MICE requirements of the times.

When compiling textbooks, exhibitions and conventions need to be prepared in chapters. Each chapter can be arranged according to the actual exhibition process, which can be divided into pre exhibition preparation, exhibition reception, exhibition development and post exhibition cooperation.

Combine the daily theoretical knowledge with the actual English practice, omit the cumbersome module links, simplify the module, and directly integrate the Exhibition and Convention English learning into a series of MICE activities, so that students can gradually master the MICE contents and the sequence and process of various items in MICE through the textbooks. The contents of each chapter module should have both English knowledge and professional knowledge of exhibition posts [2]. Some oral communication can be set up in extracurricular exercises, which are interspersed with words and phrases that are popular and frequently appear in MICE, so as to strengthen the connection between English learning and life and make English a tool in work.

#### **3.2 How to integrate ideological-political elements into higher vocational English textbook**

The ideological and political education in higher vocational colleges requires teaching materials integrate ideological-political elements in all aspects. Thus authors and editors need to select suitable and abundant ideological-political elements for their textbooks.

MICE is a fast-developing industry which is strongly impacted by policies and trends. Exhibition and Convention English textbook should keep pace with China's policies and international environment. Current news, new policies, international market trends are suggested to be involved in Exhibition and Convention English course, so that students can have a better understanding of China and the world. For example, in the chapter of Booth Construction, international common practices of low-carbon and environmentally-friendly booths are involved in the chapter.

Exhibition and Convention English course is oriented for higher vocational college students who are prepared to work in MICE industry. Besides language knowledge and professional skills, professional quality and ethic training is important in higher vocational teaching materials. Students need to be equipped with professional qualities and ethics, such as responsibility, team work, communication ability, commitment, etc.

As an ESP textbook, the contents and language are carefully chosen for students' language learning. Ideological-political elements like Chinese classical poetry and traditional culture can be embedded in text, aiming to carry forward the excellent traditional Chinese culture and tell good Chinese stories.

For example, add the classical sinology module to English teaching materials of higher vocational education. To arouse patriotism in Chinese studies, classical sinology helps to infect the students of higher vocational colleges in the new era, make them have strong patriotic feelings, increase their love for family and patriotic thoughts, and cultivate a new generation of talents with noble national integrity.

What's more, higher vocational education textbooks lay more emphasis on practical training, so they offer more project guidance and assessments not only for students but also for teachers, which facilitate students' learning and practicing, and

teachers' teaching. For example, in the chapter of Booth Sales, students are required to conduct a project of booth sales. They need to make simulated phone calls to different customers, based on the reading, listening and speaking materials they have learnt before. Instructions about the project include the task description and assessment. Following the instructions, students are able to carry out the project with teammates, practice communication skills and put what they have learnt into practice.

### **3.3 Higher vocational English textbooks shall be compiled by enterprise experts and ESP teachers**

Enterprise experts can provide their work experience, related rules and regulation, and guarantee the correct procedure of the project. Front-line ESP teachers have a better understanding of the school's professional characteristics and students' professional development, as direct teachers, they have a better understanding of the school's disciplinary characteristics, professional characteristics and students' English level. They compile ESP textbooks, which can better meet the students' learning and future work needs. First of all, when compiling textbooks, it is necessary to conduct systematic research on school majors to clarify the attributes and types of textbooks.

For example, for the major of mechanical processing, it is necessary to increase the module setting of various parts, machinery and equipment, drawing planning, etc. in the compilation of teaching materials, so as to make them more in line with the learning of mechanical English.

Then it is the selection of ESP teaching materials. ESP teaching is not specialized English teaching, but a language teaching based on professional basic knowledge. It mainly provides basic learning, so that students can preliminarily understand the academic quality and genre knowledge required in various disciplines in their major. Therefore, the compilation of teaching materials needs to meet the common knowledge of all majors and the contents of common interest of students of all majors, as well as the basic knowledge related to the major, so that students can be familiar with common professional terms and vocabulary, and understand the basic knowledge of the major.

The structure and contents of textbooks are closely related to the teaching and learning objectives of textbooks. The objectives require that the contents of textbooks "reflect the consistency of teaching materials, the comprehensibility of knowledge, and the scientificity of contents". We should also expand network-based ESP teaching to integrate classroom teaching and online teaching.

## **4. Summary**

In the rapidly changing world, it is an important task of the times to strengthen the construction of international communication capacity. The mission of higher vocational colleges is to carry out moral education and cultivate people. The contents of higher vocational English textbooks should not be divorced from reality, which has the characteristics of practical, professional, post-oriented and so on.

Integration of ideological-political elements into higher vocational English textbooks helps college students to establish a correct world outlook, outlook on life and values. It is necessary to rely on English teaching materials, pay attention to the combination of personal development with social and national development, enhance learning enthusiasm, and cultivate a new generation of talents with noble national integrity.

## **References**

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