

# Exploration on ideological and political teaching of audio-visual speaking course of Business English in the new era

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**Abstract:** Curriculum thought and politics is an important channel for colleges and universities to implement the fundamental task of moral education, is to promote the effective integration of ideological and political teaching and subject teaching, which can effectively implement the concept of collaborative education. Under the guidance of the ideological and political ideas of the curriculum, business English teachers should comprehensively analyze the ideological and political connotations of the curriculum, dig deep into the ideological and political elements contained in the audio-visual curriculum, establish curriculum construction objectives based on the content of business English teaching, explore effective teaching methods, promote the effective integration of theoretical teaching and practical training, and promote students to develop various abilities while consolidating the knowledge foundation. Based on this, this paper analyzes the ideological and political teaching of Business English audio-visual speaking course in the new era, in order to provide references for educators.

**Key words:** New era; Business English; Audio-visual speaking; Course thinking and politics; teaching

**Introduction:** In recent years, the state emphasizes the importance of ideological and political education, pays attention to the effective integration of ideological and political education into professional subject teaching, reflects the pertinence and affinity of ideological and political education, and gives play to the ideological and political function of subject teaching. Business English is an activity that focuses on business activities to carry out language teaching in the workplace, taking into account both professionalism and language. With the development of economic globalization and the frequent international trade cooperation, the market has strengthened the demand for business English talents, and it is particularly important for practitioners to have good ideas and professional qualities. In this regard, colleges and universities should adapt to market changes and promote teaching reform, correctly recognize the value of ideological and political education to the development of students' comprehensive quality, guide students to establish correct ideas and concepts, and encourage students to use English in their work to spread the voice of China and promote the promotion of Chinese culture.

## I. The important value of ideological and political teaching of Audio-visual Speaking course of Business English in the new era

### 1. It is conducive to the development of students' ideological quality

At present, our country is in a critical period of transition and development, and the cooperation and communication between countries are becoming increasingly frequent. Our country has established trade exchanges and cooperative interactions with many countries. In this process, the market urgently needs business English professionals with solid professional skills and high professional ethics. Compared with the demand for talents in the past, more attention is paid to the professionalism and moral quality of talents. As the cradle of talent training, colleges and universities should not only cultivate students' professional skills in business English, but also guide them to establish correct ideas and have good ideological and moral qualities and cultural qualities. Curriculum ideology and politics is an important channel to implement the task of ideological and political education. Through the implementation of curriculum ideology and politics, teachers can improve students' ideological cognition, infiltrate traditional culture and excellent moral quality into the teaching, make students realize the superiority of China's socialist system and the great achievements of China's economic development, and promote students to establish correct ideological concepts. So that students can apply their professional knowledge to spread Chinese culture and explain Chinese stories.

### 2. It is conducive to the cultivation of compound international talents

With the deepening of the Belt and Road Initiative, the market has an increasingly urgent need for international talents. Those who participate in the promotion of globalization should not only have solid professional skills, but also be familiar with national policies and guidelines and national conditions, have an international perspective, and be able to explain China's stories in foreign languages. At present, the market is facing the realistic dilemma of the shortage of compound talents in international organizations. The curriculum ideological and political teaching can improve the comprehensive quality of business students, so that students can adapt to market changes and keep up with the development of The Times. In the new era environment, the international economy is becoming more complex, focusing on the current situation of domestic development, the sustainable development of socialist education needs to achieve the fundamental task of moral education and cultivate all-round development of the new era. The educational goals of Business English major are connected with the fundamental tasks of moral education. On the basis of a clear explanation of the basic connotation and discipline theory of Business English major, it emphasizes the cultivation of international and interdisciplinary talents to help students develop in an all-round way. The ideological and political curriculum emphasizes the implementation of ideological and conceptual teaching, and focuses on cultivating students' noble moral conduct, international vision and social responsibility in teaching. While consolidating students' professional foundation, it can promote the fundamental task of establishing moral and cultivating talents, and cultivate students into excellent international talents.

### 3. It is conducive to the reform of curriculum teaching

Various educational guidelines issued by the state for the teaching of foreign language majors clearly point out that colleges and universities should cultivate talents who meet the needs of the development of the country's open economic system, and cultivate students' necessary knowledge and ability and comprehensive quality. In the process of construction and development of the new era, people's values have undergone great changes, and curriculum ideology and politics emphasize the connection with market changes, which can introduce the hot topics of The Times and industry development trends into teaching, so that teachers can carry out ideological and political education for students, and promote the updating and optimization of teaching activities. Under the guidance of the ideological and political ideas of the curriculum, teachers should not only highlight the effective integration of theoretical knowledge and practical experience, but also introduce excellent ideological and moral elements and professional spirit elements into teaching. Only in this way can students establish business awareness, cultivate business literacy, and promote teaching reform and innovation.

## **II. ideological and political teaching strategies of audio-visual speaking course of Business English in the new era**

### **1. Explore the ideological and political elements of business English and enrich the content of audio-visual speaking course**

Business English audio-visual speaking course belongs to the language teaching content. Teachers should focus on refining the ideological and political elements related to business English in teaching, and focus on cultivating students' political and cultural accomplishment and foreign language application ability. In the process of mining ideological and political elements, teachers should comprehensively analyze the characteristics of Business English audio-visual speaking course, deeply understand the training objectives of business English professionals, accurately grasp the formation background, development history, current situation and future development trend of business English, and extract different ideological and political elements from different stages to enrich the content of audio-visual speaking course. In this regard, teachers can mainly start from the following aspects: First, extract the content of business English characters' deeds. Excellent experts and role models in the field of business English, such as exemplary deeds and personal experiences of these figures, there are many places for students to learn, teachers can refine the ideological and political elements from them, so that students can learn their excellent quality and cultivate students' good learning habits. Second, pay attention to practical training activities. Teachers should focus on refining ideological and political elements, such as professional quality, craftsman spirit and patriotic spirit, by combining the course content and students' future job needs, and effectively integrate them with business English audio-visual speaking training to enhance students' ideological realm imperceptibly. Third, explore teaching material resources. Teachers should fully conceal the content of textbooks, find out the position that can introduce ideological and political elements or refine them, and promote the combination of teaching content with cultural self-confidence, professional ethics, social responsibility and other elements, so as to enrich the course content. Fourth, explore online resources. There are abundant ideological and political resources and content in the online platform. Teachers can lead students to find out the background knowledge related to the course content, introduce it into the teaching and share it with students, deepen the learning of ideological and political content, and promote the development of students' ability.

### **2. Create curriculum ideological and political teaching situation to improve the audio-visual teaching effect**

In the course of ideological and political teaching, teachers should improve the design of the teaching process, organize the teaching through the creation of specific teaching situations, and improve the teaching effect, which mainly includes the following links: First, the course introduction link. In the course introduction link, teachers should pay attention to the introduction of interesting content, in order to attract students' attention and stimulate students' enthusiasm for subject learning. For example, teachers introduce business language dialogue scenes with different themes, so that students can be immersed in the learning situation and maintain their attention. Contemporary college students have special interests and hobbies, so teachers should accurately grasp the characteristics of contemporary college students' interests, attract students' attention with the help of multimedia resources with distinctive characteristics of The Times, and help students establish initial memory. Second, the group inquiry link. Teachers can introduce mixed teaching mode in question inquiry, upload business English audio-visual speaking examples on the online course platform, explain the knowledge and methods of audio-visual speaking in business scenes, and help students improve their audio-visual speaking ability. In the offline class, teachers guide students to build audio-visual language resource library in a group way, establish an open group sharing mechanism, and share among each group. After the exploration, the teacher sets specific theme scenes and guides the groups to use different strategies for presentation, so as to improve the language communication effect of students and help students form a preliminary experience of business English audio-visual speaking. The third part is the practical application. Teachers assign practical training tasks for students, set different business theme scenes according to the teaching content, encourage students to carry out oral practice in a group mode, submit oral practice results on the online platform, and promote students to achieve practical training goals. In the creation of practice scenes, teachers can create traditional cultural themes and professional attitude themes to guide students to display traditional Chinese culture, encourage students to take the initiative to practice cultural values, establish a correct professional attitude, and achieve emotional education goals. In the whole teaching process, teachers should start from the two aspects of audio-visual practice and cultural value, effectively integrate ideological and political elements into teaching, tap the cultural value of audio-visual teaching of business English, and implement the ideological and political construction of the curriculum.

### **3. Facility group cooperative teaching to stimulate students' enthusiasm for learning**

In the teaching of business English courses, teachers should pay attention to the design of teaching methods, stimulate students' enthusiasm for learning by organizing group cooperative learning, effectively cultivate students' group cooperation ability, and help

students adapt to the group workplace environment. For example, in the teaching design of the course “Foreign correspondence and telecommunications”, teachers can first create a teaching situation for students in the leading-in link, show actual cases in the situation, guide students to elaborate their personal views, encourage students to express their views around the case content, create a space and platform for students to express freely, and exercise students’ critical thinking ability and logical thinking ability. On this basis, guide students to retell the content with the keywords of correspondence and telecommunications, guide students to explore the basic formats of foreign correspondence and telecommunications, and promote students’ absorption and mastery of course knowledge through the application of “Keywords”. In this process, teachers should explain the cultural background of western countries and traditional Chinese culture in combination with the dialogue content of business cooperation in the correspondence, so as to enhance students’ cultural confidence and humanistic accomplishment, so that students can conduct business communication in different contexts. In addition, teachers can also set communication topics, guide students to conduct project exploration in a group way, and let students go through the stages of “project task -- information inquiry -- project promotion -- project results” to accumulate business English knowledge and deepen their understanding of the connotation of business English.

#### 4. Enrich students’ professional practice activities and awaken students’ awareness of social responsibility

Business English is highly practical, so teachers should focus on highlighting the status of practical teaching and enrich professional practical teaching. The practical teaching of this major includes practical training, practice and practice. Teachers should pay attention to integrating ideological and political elements into practical activities, and carry out the fundamental task of cultivating virtues and talents throughout the whole process of practical training. For example, organize students to participate in business negotiation practice activities, cross-cultural communication activities and other simulated practical training, so that students can personally participate in business activities, feel the business scene atmosphere, and promote the good development of students. For example, students are organized to participate in business skills competition, international expo, investment promotion and other real activities, so that students can apply the knowledge to solve practical problems, mobilize the enthusiasm of students to participate in business activities, cultivate students’ international career and cross-cultural communication ability, and develop students’ various abilities. Teachers can introduce ideological and political elements into practice, such as guiding students to participate in groups and cultivating students’ sense of teamwork; Guide students to actively study national policies, and cultivate students’ ability to analyze and solve problems; Connect business English practice with real life, theoretical teaching and practical training, cultivate students’ sense of social responsibility, and awaken students’ passion for pursuing their dreams.

## Epilogue

To sum up, curriculum ideological and political education is an important method for colleges and universities to improve the effectiveness of ideological and political education and promote the integration of ideological and political education into subject teaching. In the course of business English teaching, teachers should start from the ideological and political theory of the course, combine the characteristics of the course to effectively integrate the ideological and political elements into the audio-visual course of business English, and give full play to the main channel of business English education. In this process, teachers should strengthen the continuous exploration of curriculum reform, excavate the hidden ideological and political elements in teaching, and constantly revise the teaching content and teaching activities, so as to realize the fundamental task and purpose of cultivating morality and talents in business English and promote the all-round development of students.

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