

Practice and Research on Ideology and Politics in Higher Vocational English Curriculum from the Perspective of Enterprise Culture-- Taking “New Course of Civil Aviation College English” as an example

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Abstract: Under the background of building a socialist modern power in an all-round way, the development of civil aviation has entered a new era. Higher foreign language education should do a good job in “three steps”. From the guiding ideology and background of practice and research, the mining and integration methods of ideological and political elements, this paper explores the teaching material as the carrier, the classroom as the position, the civil aviation cultural spirit as the entry point, based on the teaching concept of “Daoism in teaching, morality in teaching, education in fun”, and adopts the means of “thematic embedded, finishing point, element combination”. To carry out curriculum ideological and political practice and research, achieve moral cultivation, and transport qualified talents for civil aviation.

Key words: Enterprise culture; Civil aviation spirit; Vocational English; Curriculum thought and politics; three approaches and three forms

I. The guiding ideology and background of practice and research

Each course should “keep a good canal and plant a good field of responsibility”, so that all kinds of courses and ideological and political theory courses go in the same direction, forming a synergistic effect.

The Plan for Improving the Quality and Training of Vocational Education (2020-2023) takes the implementation of the fundamental task of cultivating morality and cultivating people and the construction of a new pattern of “three-in-one education” of vocational education as the key task of modern vocational education, integrates the core socialist values into the whole process of talent training, and trains high-quality vocational and skilled talents.

At present, China has started a new journey to build a modern socialist country in an all-round way and march towards the second centenary goal. Higher foreign language education should earnestly grasp the “three steps” work and combine the needs of the country with personnel training. The development of civil aviation has entered a new era, facing new challenges and opportunities. Civil aviation personnel training is closely related to civil aviation professionalism. As far as civil aviation colleges and universities are concerned, the number of students, the number of graduates, and the professional Settings have achieved unprecedented development. In the new era and new development environment, civil aviation vocational education should stand on the basis of moral casting soul, service development as the purpose, to promote employment as the orientation of the height, so that the spirit of civil aviation, civil aviation culture into textbooks, into the classroom, into the mind, so that future civil aviation personnel in the professional basic knowledge and skills, while consolidating the ideological foundation of love for civil aviation.

The proposal of curriculum ideology and politics has brought opportunities and theoretical support for the injection of enterprise culture and enterprise spirit into the whole process of English teaching, and promoted a new round of higher vocational English teaching reform, that is, through higher vocational English teaching, students can master the corresponding language knowledge, improve language ability and vocational practice language skills, and guide students to establish professional ethics and professional spirit.

II. The implementation of curriculum ideological and political teaching practice under the observation of enterprise culture

1. Analyze the characteristics of teaching materials and explore the ideological and political elements

As one of the core elements of the curriculum system, the textbook is very important to the implementation of the curriculum ideology and politics. “New Course of Civil Aviation College English” is a public basic course, covering all the majors in the second year of higher vocational colleges, such as: air crew, civil aviation security, civil aviation transportation, aircraft manufacturing and so on. The textbook is based on the actual teaching situation, and follows the principle of “practicability first, enough for degree” for higher vocational students. It is based on ability and guided by career development. The content of the course starts from the entry requirements, working environment and job posts of civil aviation practitioners, and the language materials cover the status quo of occupational workplace, working procedures, emergency handling, civil aviation safety, civil aviation regulations, effective communication and service strategies.

2. Pay attention to corporate culture and integrate curriculum ideology and politics

Corporate culture refers to the corporate values, employee spirit and code of conduct formed in the process of enterprise development. As a training base for high-tech talents, it's necessary for colleges to integrate corporate culture into classroom teaching, take advanced corporate culture as the carrier, cultivate students' professional skills, improve students' moral quality and professional spirit, so that students can better adapt to the needs of future careers.

China's civil aviation is an important strategic industry for China's economic and social development. In the long-term development

process, the fine style has been passed on from generation to generation, escorting the national economic development and construction, and forming an enterprise culture and contemporary civil aviation spirit with profound cultural heritage. The construction of smart civil aviation in the 14th Five-Year Plan is an important guarantee for China's civil aviation power after a new round of industrial reform, and also puts forward new requirements for personnel training. The teachers of our university shoulder the heavy responsibility of cultivating "quasi-civil aviation personnel" with political quality of loyalty, rigorous and scientific professionalism, united and cooperative work style, and professional ethics of dedication and dedication. They should always be guided by civil aviation culture and spirit in education and teaching, and integrate the promotion of corporate culture and the practice of civil aviation spirit into curriculum practice insubly.

3. Establish a teaching team and unify the ideological and political concepts of the curriculum

In the past two years, the Foreign Language Teaching and Research Department of our university has set up a curriculum ideological and political teaching team, with the goal of building logic for teaching and educating people, obtaining more subject vision and material support, mutual learning of methods, cooperation and resource sharing.

The members of the teaching team have their own strengths, strong politics and excellent professional ability. Through years of teaching practice, they have unified their ideas, studied their teaching materials and improved their methods. Understand the course of ideological and political teaching and research, sharpen the course of ideological and political teaching and research tools. Make course ideological and political education teaching like spring weathering rain, moistening things silently.

First of all, we are the curriculum ideological and political designers. We prepare lessons in the way of teaching, refine ideological and political elements and professional elements, and express their opinions on what to integrate, how to integrate, when to integrate, and how much to integrate, and repeatedly consider, so that ideological and political elements can achieve the effect of "salt dissolved in water" through the main position of classroom teaching, so that students can obtain professional knowledge at the same time, generate emotional resonance and concept recognition, so as to stimulate students' internal motivation for learning;

Secondly, we are the excavators of the ideological and political elements of the course. In the mining of the ideological and political elements of the course, based on the ideological and political elements of the course to serve the cultivation of talents, one is to look for political identity, national feelings, cultural literacy, constitutional rule of law, consciousness, moral cultivation, craftsman spirit and other ideological and political genes; the other is to start from the perspective of contemporary civil aviation enterprise culture and enterprise spirit, by tracking the development of graduates in the industry. Listen to the deeds reports of industry experts and heroic model workers, meet the needs of students' growth, re-examine the content of the textbook, deeply explore the ideological and political elements related to the industry, and focus on the cultivation of students' professional spirit and vocational skills. Third, we participate in all kinds of ideological and political training courses, learn from experience, and actively apply for curriculum ideological and political demonstration courses, lecture competitions, teaching competitions, etc.

Finally, we are the evaluator of the course ideology and politics. In the course of ideological and political practice, we have been trying to improve the evaluation mechanism, multi-level two-way, multi-channel comprehensive investigation, as reasonable and standardized as possible. For example, teachers and students make two-way evaluation on the integration of ideological and political content in the classroom to form feedback; In the annual campus foreign language culture festival, the ideological and political elements and corporate culture are integrated into each competition, from the competition to evaluate the ability and quality of students to solve workplace problems with professional knowledge, as well as the teamwork spirit in the process of the competition. In the evaluation process, we will keep close contact with counselors, employment office teachers and enterprise personnel, pay attention to the performance of students during the internship, such as the identification of corporate culture, compliance with the rules and regulations of the job, proficiency of professional knowledge in the classroom, teamwork, etc., and conduct follow-up and questionnaire survey, so as to truly achieve the goal of "walking in the same direction and cooperatively educating people" from ideology and politics to curriculum, from teaching to management. And reconstruct the evaluation system at the end of the school year, increase the ideological and political modules in the curriculum, and expand the proportion of formative evaluation.

4. Innovate the way of integration and implement curriculum ideology and politics

As early as 2014, universities in Shanghai took the lead in exploring the reform of curriculum ideological and political teaching in the country, and successively opened more than 300 "China Series" courses as general courses, achieving good results and forming a phenomenon of curriculum ideological and political teaching. In 2020, Shanghai Higher Vocational Colleges' Cultural Literacy Education Teaching Steering Committee launched the "three approaches and three forms" model of curriculum ideological and political teaching to all colleges and universities (combining Tao in teaching, virtue in teaching, teaching through entertaining; Finishing touch, thematic embedded, element combination). Our school takes "Civil Aviation" as the theme, takes the "three approaches and three forms" as the action guide, and actively explores and builds the curriculum ideological and political "lesson in lesson". We take "New Course of Civil Aviation College English" textbook as the carrier, adding ideological and political goals and professional qualities to the original knowledge goals and ability goals, and applying teaching strategies such as flipped classroom teaching, task-based teaching method and communicative teaching method in the specific implementation path. By integrating situational, visualized, story-oriented, gamified, humorized, heuristic, interactive, discussion, inquiry, case (five forms) and other forms into the classroom teaching, we have better avoided the phenomenon of "surface formalization" and "hard integration", and achieved the effect of imperceptible and silent education.

5. Enumerating several curriculum ideological and political teaching reform exploration programs:

(1) Plan your career unit:

Ability Objectives: Understand and strive career-related vocabulary such as transition, adapt, strive; Improve your reading skills and

summarize the main ideas of the passage. Be able to express in English the knowledge and skills reserve and psychological adaptation that should be made during the transition from college students to jobs.

Ideological and political elements: Understand the importance of adapting to work for future career development, and stimulate students' awareness of improving professional quality; Reflect on the differences between themselves and occupational requirements, and make pre-employment preparation and career planning at the early stage of entry.

Implementation methods: "Combination of elements" + SWOT (analysis of strengths and weaknesses), the career needs and personal professional quality integrated analysis, objective measurement of oneself, rational analysis of future development opportunities and challenges, clear direction of efforts. Create "tomorrow's me" with "today's me".

(2) Flight delay and cancellation Unit:

Ability objectives: Vocabulary related to flight delays and cancellations; Be able to describe the causes and solutions of flight delays and cancellations in English.

Ideological and political elements: Practice the spirit of civil aviation, and obtain solutions to crises and difficulties with professional professional ethics; To cultivate the core cultural awareness of sustainable, safe and sincere service in civil aviation.

Implementation methods: Thematic embedded + focuses on teaching, describes the special service method of "Xiang Yin" working Group of Pudong Airport, encourages future prospective civil aviation personnel to serve with their heart and practice, and carries forward the spirit of contemporary civil aviation and model workers.

(3) New Technology in aircraft Unit:

Capability objectives: Mastering vocabulary related to aircraft and new technologies; And quickly grasp the main idea and structure of an article by scanning.

Ideological and political elements: Enhance the scientific and technological confidence of China's intelligent manufacturing, and cultivate patriotic feelings; Spur themselves to learn the spirit of artisans in a big country and serve the motherland.

Implementation method: Special embedded, taking the successful test flight of the domestic large aircraft C919 in Shanghai in 2017 as an example; Take the chief fitter of COMAC who participated in the manufacture of C919 as an example.

(4) Air rage unit:

Competency Objectives: Mastering vocabulary related to air rage; Read about the causes and solutions of air rage.

Ideological and political elements: A deep understanding of the importance of preventing and controlling air rage and air noise in flight and ensuring flight safety; To understand and master the basic principles for safe handling of aircraft.

Implementation methods: Thematic embedded + blending law into teaching. Embedded in a video, the topic triggers students to think and propose solutions. Five categories of acts that endanger civil aviation safety according to the Montreal Convention are discussed.

(5) Departure and Arrival Procedure unit:

Competency Objectives: Master the relevant vocabulary of passengers' departure and arrival procedures; Restate passenger departure and arrival procedures in English by scanning, and be able to communicate with passengers.

Ideological and political elements: Understand the true meaning of professional spirit in professional activities, cultivate the professional sentiment of service first, understand the characteristics and laws of the service industry, know how to improve work efficiency and enhance professional quality.

Implementation methods: Finishing touch, thematic embedded. To previous outstanding graduates as an example, learn Pudong Airport launched the "three heart" work method, "heart to heart", "Xiang Yin" work method and other characteristics of the job method.

III. Conclusion

The ideological and political teaching reform of English courses in higher vocational colleges, such as the developing civil aviation industry in China, has a long way to go. The Foreign Language Teaching and Research Department of the School of Public Foundation of Shanghai Civil Aviation College undertakes the foreign language teaching of all classes in the school. It is the responsibility of every teacher to transport qualified talents for the development of civil aviation. Teaching is more important than teaching. The course ideology and politics provides us with a new model for teaching and educating people. The textbook "New Course of Civil Aviation College English" provides us with a carrier for implementing the course ideology and politics. In the process of integration, we base on English language knowledge, combine the characteristics of learning situation and the needs of future positions, pay attention to implementation methods, and form a three-dimensional model of common development of language knowledge, language ability, professional quality and professional spirit.

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