

Research on the Blended Teaching Mode of “Wisdom Education + Ideological and Political Education Integrated throughout Curriculum “ in Business English in Colleges and Universities

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Abstract: Cultivating morality is the foundation of education and the core task in the process of talent cultivation in Colleges and universities. In order to implement moral education, it is necessary to strengthen the ideological and political education of all courses in Colleges and universities. Under the background of “Internet + education”, the deep integration of information technology and education and teaching is the general trend. Therefore, the organic integration of smart education and ideological and political education has become the current trend of the development of education in Colleges and universities. The online and offline hybrid education mode is the main way to realize smart education and ideological and political education, which is conducive to the cultivation of smart talents with “political and Ideological Education, professional quality training, and professional technical skills improvement”.

Key words: wisdom education; ideological and political education; blended teaching

1 Introduction

Smart education is to study how to apply AI technology innovation to education and form a new educational concept and mode, which has important value and significance for the implementation of the fundamental task of promoting education modernization and morality. Business English Majors in Colleges and universities, which cultivate interdisciplinary, professional and international business application-oriented talents, should be based on the background of the times and the actual needs of talents in the talent training, and constantly explore the path of “curriculum ideological and political” in the talent training practice of business English majors with the help of intelligent teaching mode, so as to cultivate noble moral talents with correct three outlooks for the society, Cultivate international, compound and professional senior talents with patriotism for the country.

2 The feasibility and necessity of the deep integration of wisdom education and ideological and political education integrated throughout curriculum

2.1 Transformation trend of Smart Education

With the rapid development of science and technology and information technology, intelligent technology penetrates all aspects of human work, study and life, and also promotes the transformation and development of traditional education to a new generation of intelligent education paradigm enabled by information technology, making teaching decision-making digital, interactive communication instant, and learning resources intelligent, It has become an inevitable trend for smart education to lead the innovative development of educational informatization. Smart education is not a simple integration of technology and traditional education, but a closer integration of people, machines, and things by making full use of “Internet +” and big data technologies to build smart classrooms, smart campuses, and smart environments. Such an ecological smart system will help promote the co construction and sharing of knowledge resources, Broaden the renewal and reform of knowledge education system. These changes are effective means to improve the teaching quality of colleges and universities, cultivate high-quality innovative talents for the country, and achieve the goal of cultivating morality and talents in Colleges and universities.

2.2 The reform of Ideological and political education in Colleges and universities is imperative

It is an important part of the Communist Party of China’s educational thought to integrate the concept of moral education into the ideological and political education in Colleges and universities, which is an important mission entrusted to the ideological and political work in Colleges and universities in the new era. After the reform and opening up, the ideological and political education in Colleges and universities has made outstanding achievements. However, at present, the main ideological and political education is concentrated in the ideological and political theory courses in Colleges and universities, while other professional courses only focus on the cultivation of professional knowledge and skills, and do not play the role of “educating people”. In order to achieve the goals of “Morality Cultivation” and “three complete education”, we should speed up the reform of college education and teaching from “Ideological and Political Courses” to “curriculum ideological and political education”, pay attention to the excavation of Ideological and political education resources of all courses, and build a full course Ideological and political education system and humanistic environment with innovative carriers and forms, so as to effectively realize the goal and purpose of “teaching and educating people”.

2.3 Deep integration of smart education and ideological and political education integrated throughout curriculum

Contemporary college students' access to knowledge, experience and information is no longer limited to books and teachers' teaching. The Internet and technology provide students with a more convenient and fast way to understand the world, acquire knowledge and exchange ideas in the we media era. Various ideologies, social trends of thought and the spread of western culture on social platforms are impacting on the current immature young people with three outlooks, Without timely and correct education and guidance, it is easy to cause them to follow blindly, make wrong judgments, feel confused, and behave anomie. However, the traditional "face-to-face" guidance can not meet the challenges of the era of artificial intelligence and we media to ideological and political education. Therefore, it is necessary to use intelligent education modes and means to keep the ideological and political education course open after class, The ideological and political education is integrated into the online and offline teaching activities of various courses through the intelligent education mode, and the ideological and political education is expanded in the students' lives through the teaching content, so that the ideological and political education has a long-term and far-reaching impact.

3 The blended teaching mode of "wisdom education + ideological and political education integrated throughout curriculum" in Business English in Colleges and Universities

The online and offline hybrid teaching mode is an effective way for the reform of practical wisdom education in Colleges and universities. With the help of the Internet and intelligent technology, the offline "face-to-face" teaching and online "screen-to-screen" teaching are combined. Teachers and students can timely obtain teaching data, interactive communication, resource sharing, personalized learning and guidance, evaluation and feedback, To a great extent, it has stimulated students' enthusiasm for autonomous learning and participating in classroom learning activities. Based on the results oriented theory, this study takes a basic business English Course "comprehensive business English" and a professional course "international marketing" as the research object, and takes online teaching platform, online course resources, smart classroom, local classroom as the teaching conditions, Build an online and offline hybrid teaching mode of business English in Colleges and universities with the deep integration of "smart education + Course Ideological and political education".

3.1 Formulate teaching objectives in line with the learning situation, taking into account knowledge, ability and quality

The "Internet +" era has given students the possibility of acquiring knowledge and information through multiple channels, but it also affects the development of students' ideology. Therefore, the "student-centered" education concept requires college teachers to understand students' own characteristics, ideas, psychological status, existing knowledge and ability, and formulate teaching practice goals that are consistent with their psychology and physiology, Focus on students' weaknesses in knowledge, ability and literacy. Taking the comprehensive business English course as an example, through the investigation and analysis of the students of business English major of grade 21 who participated in the research, the students' sense of competition is strong, but their psychological endurance is weak; The value orientation is relatively self-centered, and the sense of social responsibility is weak; Extensive knowledge, but weak critical thinking ability; Strong moral concept, but weak practical ability; Strong expression ability, but weak teamwork ability; The awareness of cultural differences is strong, but the sense of cultural identity is weak. The topics of interest for female students are clothing, body management, food and beauty products; The topics of interest for male students are animation, sports, games and electronic products. According to the analysis of the learning situation and the questionnaire survey on the theme related knowledge of students in each unit, the corresponding knowledge objectives are formulated. The ability objectives mainly focus on students' soft abilities such as psychological endurance, critical thinking ability and team cooperation ability. The objectives of Ideological and political education mainly focus on the sense of social responsibility, feelings of family and country, cultural confidence, developing schools and strengthening the country.

3.2 Create an online smart learning environment

Smart education is a highly information-based smart innovation education based on the "Internet + education" background. It is a teaching mode that reasonably and effectively uses the Internet and intelligent technology to realize students' continuous intelligent learning. Teachers can design richer online teaching situations and tasks, fully tap students' learning potential and mobilize students' enthusiasm for autonomous learning after class, and gradually cultivate students' wisdom and creativity. However, the realization of the goal of smart education is not to simply pile up multiple educational technologies, but to choose appropriate educational technologies and means according to the teaching objectives and various task objectives, and make them effectively integrated to assist offline teaching. The intelligent technologies mainly selected in this study include: Chaoxing Fanya teaching platform, University of China MOOC network, Tencent conference, QQ group, daily English listening app, Himalaya app, xiaohongshu app, and China Daily online version. Through these technical platforms, teachers can arrange pre class guiding tasks, which can not only cultivate students' autonomous learning ability, but also provide teachers with learning information, namely, psychology, physiology, knowledge, ability and literacy, so as to set teaching goals.

The pre class tasks of both basic language courses and professional courses include language, culture, knowledge and literacy. Task forms include designated tasks and autonomous tasks. Designated tasks are learning tasks designed by teachers to enable students to complete and submit on time according to the requirements. Autonomous tasks are tasks that students independently do relevant investigations according to the background materials of the course topics and their own knowledge blind spots. Teachers do not make specific requirements. According to the advanced learning steps of designated tasks, the following aspects are included: Business English vocabulary learning and testing, background knowledge and discussion, listening practice and oral expression, and group investigation and research.

3.3 Reasonably organize the classroom teaching form of combining virtual and actual teaching

Online teaching and offline teaching in the hybrid teaching mode are not isolated, but should be interrelated and integrated with each other. Online teaching content should be the preheating, continuation or supplement of offline teaching content to improve and expand. However, in the process of classroom teaching, the reasonable introduction of online learning activities will help to improve the efficiency of achieving classroom teaching goals. Based on the learning results at the front line of the class, teachers conduct classroom activities such as group report and display, group competition in class test, and cooperative exploration to test the self-cultivation of students' knowledge, ability, and quality, and explain and strengthen the key points, difficulties, and weak points of students' pre class tasks. At the same time, according to the students' performance in the classroom, the scoring function on the Chaoxing Fanya teaching platform is used to score them in time, including student scoring and teacher scoring. It is convenient, fast and intuitive for students to understand their performance, and through online anonymous evaluation, students can understand and face up to their weaknesses as the focus of learning after class. In addition, teachers also need to design teaching activities of high-level knowledge and literacy in the classroom, guide students to expand knowledge, exercise students' ability to apply knowledge, and improve students' moral literacy. In these interactive links in class, teachers observe students' quality status at any time, and give timely correction and guidance when necessary. The input of students' knowledge and quality education after class and the output of students' ability and quality in class form a closed-loop education.

3.4 Design practical tasks after class to promote ability improvement, knowledge expansion and moral internalization

Social practice tasks, tests and questionnaires are arranged through the Chaoxing Fanya teaching platform, and students' mutual evaluation and question answering activities are carried out to provide targeted guidance. In this process, students can effectively match the online and offline learning content and consolidate the knowledge learned in offline classroom. Social tasks require students to apply the knowledge learned in the course to life. The basic language course Comprehensive Business English mainly designs social investigation tasks on the cognition and identification of cultural differences between China and the west, and the professional course international marketing mainly designs case investigation and analysis. These activities can provide students with opportunities to internalize literacy, master knowledge and exercise ability.

3.5 Creating a diversified evaluation system

The motivation of students' autonomous learning comes from evaluation. Relying on self-evaluation, student student mutual evaluation, teacher-student evaluation and other methods, it reflects students' learning process from multiple dimensions and mobilizes students' internal motivation. After the unit learning, teachers should guide students to carry out in-depth reflection and summary, summarize and sort out the knowledge points learned in the classroom and value guidance, and create personal learning files as the reference for teachers' formative evaluation. Mutual evaluation among students can enable students to fully understand their comprehensive ability and literacy performance. Teachers need to observe students' learning status and learning quality at any time on the management side of Chaoxing Fanya teaching platform during students' front-line learning process and online tasks after class. For students with poor learning autonomy, use the homework reminder function to timely urge the students to complete their learning tasks on time. For excellent students who have completed online learning tasks, teachers can send them to the learning platform as a model, which can not only encourage good students, but also help students who are slow to learn or have difficulties. At the same time, in order to timely help students solve the problems encountered in the process of autonomous learning, teachers should check the assignments submitted by students at any time, and give evaluation and guidance one by one, so that students can refer to the teacher's feedback for timely correction and practice in the next online learning task, so as to improve learning efficiency. Teachers' timely help and attention can greatly improve students' enthusiasm for autonomous learning and classroom interaction.

4 Conclusion

Based on the development needs of education reform and ideological and political education in the Internet era, the hybrid teaching mode of "smart education + Ideological and political education integrated throughout curriculum" is the inevitable trend of business English talent training in Colleges and universities. The integration of online and offline teaching resources and double effect interaction, diversified and efficient evaluation system, the organic integration of knowledge and ideological and political elements, and the advanced design of

online and offline teaching activities have created a smart learning environment for students, effectively cultivate students' knowledge, ability and core quality, and implement the fundamental task of Building Morality and cultivating talents in Colleges and universities.

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