

# Research on the ideological and political construction of automobile e-commerce course from the perspective of new media

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**Abstract:** the ideological and political course of automotive e-commerce from the perspective of new media contains ideological and political goals, and adds humanities and Social Sciences content and new media teaching, which is a teaching system with rich connotation. In relevant teaching activities, we should highlight the educational value of automotive e-commerce course and the impact of new media on the development of students' professional ability, and promote the comprehensive development of students' professional quality through multiple ways. Based on this, this paper first analyzes the necessity of carrying out the ideological and political construction of automotive e-commerce course from the perspective of new media, and then shares some practical strategies with the author's practical experience, in order to make suggestions for the cultivation of technical talents.

**Key words:** new media; Automotive e-commerce; Curriculum ideological and political construction

As one of the four basic living needs of clothing, food, housing and transportation, the importance of "transportation" to people's life is self-evident. At present, with the rapid development of the automotive industry, people's daily travel mode has gradually changed, and the talent gap in related fields has increased. In the process of automotive E-commerce Teaching in Higher Vocational Colleges according to job requirements, we should pay attention to the high unity of knowledge and skills teaching and course Ideological and political construction, and continuously output high-quality talents with both ability and political integrity for social development and the improvement of people's living standards.

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## 1. The necessity of Ideological and political construction of automotive e-commerce course from the perspective of new media

### 1.1 Indeed: the ideological and political needs of technical talents in the new media era

After entering the rapidly changing information society, higher vocational students' choice of learning tools and learning channels has been broadened, and the emergence of various social forums and we media has promoted the formation of "fragmented learning" mode. In this case, higher vocational students' knowledge and knowledge expansion ability are rapidly improved, and teachers' teaching methods of automotive e-commerce tend to be diversified, laying an important foundation for the cultivation of high-level technical talents. At the same time, the complicated knowledge input also leads to more complex influence on students' thoughts, which brings more challenges to ideological and political education. The traditional automobile e-commerce course lacks the correct value guidance and less penetration of Ideological and political elements. Based on the perspective of new media, accelerating the ideological and political construction of automotive e-commerce course and relying on the subject teaching process to help students "fasten the first button in life" are the ideological and political needs of contemporary technical talents. There is no doubt that the ideological and political construction of automobile e-commerce course is important to the ideological and political education in higher vocational colleges, and it is one of the key means and ways for colleges to do a good job in students' Ideological and political education. The ideological and political construction of automobile e-commerce course makes teachers pay more attention to the value guidance of the course, and makes it more difficult for students to get lost in the process of "fragmented learning". Through the construction of the coupling education mechanism of automobile e-commerce course and ideological and political education, it helps to strengthen the professional identity and learning initiative of higher vocational students, which is an important way to meet the ideological and political needs of contemporary technical talents.

### 1.2 Should be: the value of Ideological and political education in automotive e-commerce course

With the concern of Ideological and political education in higher vocational education reform, the goal of automotive e-commerce course has gradually changed from knowledge teaching to "the combination of knowledge teaching and value guidance". This means that teachers need to change the concept of teaching and educating people, integrate the correct world outlook, outlook on life, values and professional knowledge, and give students intangible value guidance in the process of knowledge input. On the whole, the automotive e-commerce course can be divided into two forms: implicit curriculum and explicit curriculum. The explicit curriculum mainly includes theoretical curriculum and practical curriculum. The implicit curriculum refers to the ideological and Political Curriculum existing in the implementation process of the explicit curriculum in different ideological and political forms. They are both powerful promoters of Ideological and political education in the course of automotive e-commerce, and they are in the same direction and promote each other. The course Ideological and political education is closely related to the socialist core values. The latter can promote the development of the former. The former is the main channel to realize the socialist core values and the necessary way to develop students' core literacy. Specifically, in teaching practice, core literacy is the baton of Ideological and political education in automotive e-commerce course, which plays an important guiding role. Ideological and political education in the course is an important support for cultivating core literacy, so the two are complementary. The value of course Ideological and political education determines the inevitability of Ideological and political education of automotive e-commerce course in higher vocational colleges. It is the general trend and natural requirement of automotive E-Commerce teaching reform to speed up the ideological and political education of the course in the context of the new media era.

### 1.3 Necessity: Ideological and political construction demands of automotive e-commerce course in Higher Vocational Colleges

First of all, higher vocational education is committed to cultivating technical talents for socialist modernization, requiring students to achieve comprehensive development in morality, intelligence, physique, beauty and labor. As an important channel for cultivating Technical Automotive talents, the course of automotive e-commerce involves the operating conditions and environment of automotive e-commerce, online payment system, logistics and supply chain management, customer relationship management, project operation practice and other aspects, and integrates professionalism, humanistic quality, physical and mental quality, and political quality, It is of great significance to improve the application ability of students' automotive e-commerce skills. The training goal of automobile e-commerce talents is the realistic basis for carrying out the ideological and political construction of the course, which provides directional guidance. The ideological and political construction of the course is an important support for realizing the value of morality and talent cultivation of automobile e-commerce course, and provides a practical carrier for it. Under the background of the rapid development of new media technology and the diversification of the development path of the automotive e-commerce market, the development of the industry puts forward higher and more requirements for the ideological and political quality of technical talents. Teachers should be deeply aware that higher vocational students are an important reserve of technical talents in the field of automotive e-commerce in the future, and they play an indispensable role in the future development of the industry. Secondly, the content of automotive e-commerce course in Higher Vocational Colleges contains rich ideological and political elements. Teachers should fully explore them, integrate the ideological and political education into the whole process of students' professional ability development, guide them to establish the correct political orientation and form the spirit of honest management, which can reduce the phenomenon of violation of laws and disciplines to a greater extent. In fact, most of the current automotive e-commerce teachers lack systematic ideological and political knowledge and cutting-edge ideological and political education methods, so the means to carry out the course Ideological and political construction is relatively rigid, and the teaching implementation effect is poor. Therefore, it is imperative to deepen the reform of automotive e-commerce course in Higher Vocational Colleges by using the ideological and political construction of the course and accelerate the process of Ideological and political construction of the course.

## 2. Ideological and political construction strategy of automotive e-commerce course from the perspective of new media

### 2.1 Guiding ideology of Ideological and political construction of automotive e-commerce course from the perspective of new media

#### 1. follow the line of cultural education and infiltrate “curriculum ideological and political”

From the perspective of new media, teachers should follow the line of cultural education, strengthen the infiltration of “curriculum ideological and political” in the teaching of automotive e-commerce, improve the role of professional ethics education of the curriculum, and promote the comprehensive integration of subject teaching and ideological and political education, so as to build classroom teaching into an important position of Ideological and political education, and provide references for the development of the industry. The improvement of people’s living standards cultivates compound talents with excellent professional skills and ideological and moral cultivation.

#### 2. closely follow the essence of higher vocational education and infiltrate “Curriculum Ideology and politics”

In the process of promoting the ideological and political construction of automobile e-commerce course in the context of the new media era, we should closely adhere to the essence of higher vocational education to carry out the infiltration of “curriculum ideological and political education”, promote the organic integration of Ideological and political education and knowledge teaching process, and make the course better serve the cultivation of technical talents. In the specific teaching practice, teachers should sort out and subdivide the ideological and political content of automotive e-commerce course, and integrate it into the development process of students’ professional ability through a reasonable way of separation, so as to enrich students’ humanistic culture accumulation and improve their ideological realm.

#### 3. promote the infiltration of “curriculum ideological and political education” with diversified teaching modes

When promoting the ideological and political construction of automobile e-commerce course, we should diversify the teaching mode, and promote the infiltration of “Course Ideological and political” through more rich content and intuitive new media teaching mode. For example, teachers can combine new media teaching resources, technologies and platforms to apply them to theme cultural activities, special lectures and classroom teaching, and infiltrate the “curriculum ideological and political” into the first and second classroom, so that students can master the content of automotive e-commerce in a richer learning experience, and explore specific ways to use it to guide their study, life and even future work.

### 2.2 Ideological and political practice path of automotive e-commerce course from the perspective of new media

#### 1. cultivate service awareness relying on virtual role play

The nature of vocational education determines that the automotive e-commerce course in Higher Vocational Colleges attaches importance to the cultivation of students’ comprehensive professional quality and knowledge application ability. When promoting the ideological and political construction of the curriculum, teachers should focus on improving the applicability and practicality of the teaching content. Combined with relevant teaching practice, the author believes that virtual role-playing, computer practice, skill competition and so on are all good ways to promote the ideological and political construction of automotive e-commerce course, which can promote students to integrate skills learning and ideological and political knowledge learning. Taking “automobile e-commerce customer relationship management” as an example, teachers can choose the teaching place in the smart classroom, organize students to simulate the operation mode of automobile e-commerce call center through virtual role-playing, so that students can master subject knowledge and cultivate honest and trustworthy service consciousness in operation practice. First of all, the teacher obtains the real automobile e-commerce call center work case through the cooperative enterprise, and sets up the students’ practice content, the “work” process and the role they need to play. In this link, we should pay attention to the organic integration of Ideological and political knowledge and “practical operation” process when screening work cases and making teaching resources. Secondly, teachers should organize students to carry out classroom discussions in combination with students’ learning achievements, explore the relationship between honesty and trustworthiness and the development of automotive e-commerce enterprises and personal development, and promote students to actively adhere to honesty and trustworthiness in life and future work.

#### 2. introduce current affairs cases to create ideological and political teaching of appropriate courses

The ideological and political construction of automobile e-commerce course from the perspective of new media should not only be responsible for imparting knowledge and skills, but also pay attention to the development of the industry, so as to ensure the appropriateness of the ideological and political teaching of the course. When constructing the classroom, we should explore the ideological and political elements of the curriculum in current events cases based on the depth and breadth, and introduce them into the students’ learning process through appropriate ways. Taking the teaching of “the legal and regulatory environment of automotive e-commerce” as an example, teachers can introduce some rights protection events into teaching through micro lecture, guide students to explore effective methods to solve practical problems by using subject knowledge combined with specific events, and promote them to understand the ability and moral quality required for engaging in relevant work in the process of “using”. On the one hand, teachers should pay attention to the development of the industry, strengthen the application of network resources, select appropriate teaching materials from the information released by major industry consulting platforms and netizens, and condense the theme of classroom discussion, so as to guide students to carry out inquiry learning around specific themes. On the other hand, teachers should take the initiative to get rid of the barriers of “knowledge-based” teaching, break the shackles of the traditional teaching mode on the ideological and political construction of the course, carefully design practical learning content for students, and promote students to learn the laws and regulations of automotive e-commerce and establish legal consciousness in the process of solving practical problems. For example, teachers can organize students’ moot court in combination with

micro class resources to enable students to achieve their learning goals through the process of judgment, debate and evidence collection.

### 3. promote teachers' professional development guided by curriculum ideological and Political Education

Teachers are the main body of Ideological and political construction of automobile e-commerce course, and their professional development level directly determines the teaching and educating role of the course. Higher vocational colleges should pay attention to teachers' professional development, provide a platform for automotive e-commerce teachers to systematically study ideological and political theory and understand cutting-edge ideological and political teaching methods, promote the effective improvement of their ideological and political literacy and teaching ability, and provide teachers' guarantee for the comprehensive development of students' professional skills and ideological and moral quality. First of all, colleges and universities should combine the background of the new media era, take the ideological and political course as the guidance, encourage teachers to carry out research, and promote their personalized exploration of the new mode of Ideological and political construction of automotive e-commerce course. Secondly, colleges and universities should actively organize teacher training activities related to the ideological and political construction of courses, and encourage teachers to systematically learn the knowledge of Ideological and political education. As a teacher, we should actively participate in the research and training activities of Ideological and political topics of various courses, learn the advanced ideological and political teaching concepts of courses through different ways, understand the modern teaching mode, and gradually enrich the methods of Ideological and political construction of courses, so as to accurately grasp the nodes integrated with ideological and political elements in daily teaching, and organically integrate the teaching of automotive e-commerce knowledge and ideological and political elements. The improvement of teachers' ability of Ideological and political construction in curriculum can enhance the charm of teaching, encourage students to actively participate in classroom teaching, and more fully feel the influence and infection of personality, emotion, thought, aesthetics and other aspects.

## epilogue

To sum up, the ideological and political construction of automotive e-commerce course from the perspective of new media is in line with the requirements of industry development for technical talents and the orientation of higher vocational talent training. It is an important way to meet the ideological and political needs of contemporary technical talents, the requirements of teaching reform and the inevitable choice of discipline development. Teachers should organize virtual role-playing activities, introduce current affairs cases, and constantly improve their professional development level, so as to enrich students' learning experience, improve the effectiveness of Ideological and political teaching of automotive e-commerce course, and cultivate students into excellent technical talents with both ability and political integrity.

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