

## *Original Paper*

# Analysis of Strategies for Integrating Curriculum-Based Political and Virtuous Awareness Teaching into Pharmaceutical Ethics Education in Medicine Colleges and Universities

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### ***Abstract***

*Integrating curriculum-based political and virtuous awareness teaching of medicine colleges and universities into the education of pharmaceutical ethics is of great practical significance for the construction of the ideology and morality of pharmaceutical students, the construction of curriculum-based political and virtuous awareness of medicine colleges and universities, as well as the construction of socialist modernization in China. Therefore, this paper takes the three main types of courses in medicine colleges and universities that carry out pharmaceutical ethics education as the object of study, and integrates the teaching of curriculum-based political and virtuous awareness into the moral education course, labor education course, and intellectual education course, in the hope of providing a new strategy analysis for the construction of curriculum-based political and virtuous awareness in medicine colleges and universities.*

### ***Keywords***

*medicine colleges and universities, curriculum-based political and virtuous awareness teaching, pharmaceutical ethics, strategy analysis*

## **1. Introduction**

With the proposal of the concept of “curriculum-based political and virtuous awareness” and the promulgation of relevant policy documents, this emerging concept has developed into a hot topic in the current stage of domestic academic research, many scholars have carried out a series of scholarly research on the construction of all kinds of disciplinary curriculum-based political and virtuous awareness.

However, throughout the relevant literature, the academic research on the integration of

curriculum-based political and virtuous awareness teaching into pharmaceutical ethics education is relatively limited, only Xiong Meng (2023) scholar carried out a study on the application of blended teaching in the pharmacy major “Pharmaceutical Ethics” under the background of curriculum-based political and virtuous awareness, but her research mainly focuses on exploring the application of blended teaching in the course of “Pharmaceutical Ethics”, and doesn't carry out in-depth integration research. In addition, scholars such as Lei Hongyan (2023), Zhang Jie (2022), and Wang Qihao (2022) have made useful explorations on the curriculum-based political and virtuous awareness teaching of “Medical Ethics”, but these scholars have only taken the course of “Medical Ethics” as the research object, and their research perspectives are rather microscopic. Specifically, medical ethics compared to pharmaceutical ethics education, the former focuses on the classroom teaching of medical ethics education, while the latter takes pharmaceutical ethics education as the main line. There are certain differences between the two in the supply of ideological and political content, value concepts, and the characteristics of professional personnel training.

Therefore, this paper adopts a macroscopic research perspective to systematically integrate the teaching of curriculum-based political and virtuous awareness into pharmaceutical ethics education, aiming to provide a new way to promote the construction of curriculum-based political and virtuous awareness in pharmaceutical ethics education in medicine colleges and universities.

## **2. The Practical Significance of Integrating Curriculum-based Political and Virtuous Awareness Teaching into Pharmaceutical Ethics Education in Medicine Colleges and Universities**

### *2.1 Helps Pharmaceutical Students form a Correct Ideological and Moral Structure*

At present, along with the squeeze of instrumental rationality on value rationality, the side effects brought by the market economy gradually appear, coupled with the limitations of individual cognition of pharmaceutical students, resulting in some new situations and new characteristics in the ideological and moral structure of pharmaceutical students in the context of the post-epidemic situation. To guide pharmaceutical students to form a correct ideological and moral structure, medical colleges and universities must promote the teaching reform of pharmaceutical ethics education, and actively integrate curriculum-based political and virtuous awareness teaching into pharmaceutical ethics education in the new era.

Specifically, on the one hand, the teaching mode of curriculum-based political and virtuous awareness introduced in various courses of pharmaceutical ethics education is more latent than the inherent ideological and political teaching. This teaching method can not only effectively reduce the resistance of pharmaceutical students to ideological and political education, but also form correct value guidance for medical students' psychology, thoughts, and behaviors in a subtle manner. On the other hand, the pharmaceutical ethics contained in pharmaceutical ethics education is extremely consistent with the citizens' personal value norms advocated by the core values of socialism. However, in the past, medicine colleges and universities couldn't adhere to and apply Marxist positions, viewpoints, and

methods in implementing pharmaceutical ethics education for students. For example, when teaching students about drug development, production, management, and supervision, some teachers largely ignore the analysis of the characteristics of the times and the socio-economic basis associated with the educational content itself and don't use the philosophical perspective of Marxism to grasp the essence of the internal law, which ultimately led to the teaching of the soul is difficult to touch.

The integration of curriculum-based political and virtuous awareness teaching can fully refine the elements of political thinking in pharmaceutical ethics education so that its educational content gets rid of the "suspended" state of existence and effectively shapes the ideological and moral structure of pharmaceutical students from the scientific perspective based on the Marxist world view and methodology.

## *2.2 Contributing to the Promotion of Curriculum-based Political and Virtuous Awareness in Medicine Colleges and Universities*

For a long time, there have been two major misunderstandings in the process of promoting the construction of curriculum-based political and virtuous awareness in medicine colleges and universities. On the one hand, curriculum-based political and virtuous awareness is simply blurred into classroom-based political and virtuous awareness, which confuses the meaning between them. On the other hand, with too much emphasis on the development and excavation of the ideological and political education elements of the "single course", the ideological and political education elements of the homogenization phenomenon are more serious, and there is a lack of corresponding cooperation mechanism between the courses of various disciplines (Pu & He, 2021).

The systematic incorporation of the curriculum-based political and virtuous awareness teaching system into the process of pharmaceutical ethics education will not only help to fully enhance the effect of the construction of curriculum-based political and virtuous awareness in medicine colleges and universities but also bring new inspiration and demonstration effect to the construction of curriculum-based political and virtuous awareness of the pharmaceutical professional disciplines.

Specifically, take the "Pharmaceutical Ethics" course as an example, which is the main representative of pharmaceutical ethics education. The contents of ancient Chinese pharmaceutical ethical thinking, pharmaceutical ethical and moral norms, and regulations in the field of pharmaceuticals are compatible with the contents of traditional culture education, vocational ethics education, and constitutional education required by the construction of the curriculum-based political and virtuous awareness.

Therefore, the systematic integration of curriculum-based political and virtuous awareness teaching can largely weaken the "Freedom" of the content of pharmaceutical ethics education so that it can form an educational synergy with ideological and political education.

In addition, pharmaceutical ethics education is a social practice activity for pharmaceutical students to carry out pharmaceutical ethics education, its curriculum is extremely rich in variety. According to the cultivation objectives of the curriculum, can be divided into moral education courses, labor education courses, intellectual education courses, and other courses. The systematic integration of

curriculum-based political and virtuous awareness teaching into various courses of pharmaceutical ethics education not only strengthens the collaboration between these courses but also breaks the island dilemma between ideological and political education elements in these courses, and eventually forms a systematic model of curriculum-based political and virtuous awareness construction

### *2.3 Contributing to the Construction of China's socialist Modernization*

Since 1949, China's socialist modernization has made remarkable achievements. Currently, China's economy has ranked second in the world, the fight against poverty has created a human miracle, and a moderately prosperous society has been fully established. All these achievements are inseparable from the main factor of "people", namely the builders of the cause of socialism with Chinese characteristics. However, it is worth noting that as a developing country, China has not yet achieved basic modernization, and there is a significant absolute gap in the drug supply and pharmacist ratio between the eastern and western regions. The country's level of drug innovation and research and development is still a long way from that of the upper-developed countries. In addition, there are also "black swan" and "gray rhino" incidents in the field of medicine in China, such as the illegal operation of vaccines in Shandong Province, the fine of 764 million yuan for Yangtze River Pharmaceutical Group, the kickback of 16 million yuan for the purchase of a piece of equipment by Yang Wenjun, the director of the People's Hospital of Pu'er, as well as the "fall" of the directors of the health centers of 13 townships and townships of a county in Yunnan Province. The occurrence of these events not only triggered a crisis of trust in medical personnel among the people but also exposed China's shortcomings in talent cultivation and moral education in the field of medicine (Wang & Wang, 2016).

As an important position for cultivating talents in the field of medicine in China, whether medicine colleges and universities can cultivate builders and successors of socialist modernization with all-round development in morality, intelligence, physical fitness, aesthetics and labor, especially talents in the field of medicine with good professional ethical qualities and a sense of social responsibility has a direct correlation with the construction of China's socialist modernization. Therefore, integrating the teaching of curriculum-based political and virtuous awareness into the education of pharmaceutical ethics in medicine colleges and universities can make the ideological and moral structure formed by pharmaceutical students more in line with the level required by the socialist modernization construction, and they can consciously participate in the great practice of socialist modernization construction in China.

## **3. Strategies for Promoting the Integration of Curriculum-based Political and Virtuous Awareness Teaching into Pharmaceutical Ethics Education in Medicine Colleges and Universities**

### *3.1 Political and Virtuous Awareness Based on the Moral Education Curriculum is an Important Position for Pharmaceutical Students to "Nurture the Roots and Cast the Soul"*

In pharmaceutical ethics education, the course of pharmaceutical ethics is one of the most typical and direct moral education courses, which contains rich ideological and political education resources.

Therefore, it is crucial to further enhance its ideological attributes as a significant launching point for the integration of curriculum-based political and virtuous awareness teaching of pharmaceutical ethics education in medicine colleges and universities.

First of all, pharmaceutical ethics teachers should establish reasonable course objectives. When formulating the course objectives, it is necessary to adhere to the consistency of the overall goal of pharmaceutical ethics education and curriculum-based political and virtuous awareness teaching in the overall goal of educating people, which should not only highlight the curriculum characteristics of knowledge imparts and ability cultivation but also reflect the education requirements of thought guidance (Wang, 2019). For example, when teaching the second chapter of Pharmaceutical Ethics on ancient Chinese pharmaceutical ethics, teachers can place the teaching objectives of this chapter within the framework of the education objectives of excellent traditional Chinese culture, and guide the students to look at China's traditional pharmaceutical culture dialectically with the scientific perspective of Marxism. Under this model, pharmaceutical students not only subconsciously accept traditional pharmaceutical ethical thinking but also inevitably form strong professional and cultural self-confidence in their hearts.

Secondly, teachers of pharmaceutical ethics should also explore and refine the ideological and political education elements contained in the curriculum, systematically sort out the knowledge points of each chapter, and establish a database of ideological and political content (Wang, 2019). For example, in the teaching of the protection of wild Chinese herbal resources in chapter 9 of Pharmaceutical Ethics, the teacher of pharmaceutical ethics can link the protection of Chinese herbal resources with the General Secretary's ideas on "Healthy China", "Poverty Alleviation", "Rural Revitalization" and "Green China", and to refine, analyze and summarize ideological and political education elements of the relevant knowledge points.

It can be seen that the process of integrating the teaching of political and virtuous awareness based on the moral education curriculum into pharmaceutical ethics education is not rigid, but seeks a point of convergence between the two to maximize the effectiveness of the cultivation of the roots and souls of pharmaceutical students.

### *3.2 Political and Virtuous Awareness Based on the Labor Education Curriculum is an Important Platform for Pharmaceutical Students to "Unite Knowledge and Action"*

Labor education has a comprehensive educational value that integrates "morality, intelligence, morality, intelligence, physical fitness, and aesthetics", and it has distinctive attributes of curriculum-based political and virtuous awareness, which is deeply compatible with the concept of curriculum-based political and virtuous awareness in terms of its essential demands, value recognition, and practical attributes (Ji & Zhang, 2023). The integration of political and virtuous awareness based on the labor education curriculum teaching into pharmaceutical ethics education in medicine colleges and universities should not be limited to the theoretical integration of moral education curriculum, but must also be infiltrated into the lively practice of labor education courses. This will enable students to

combine theory with practice, thereby achieving an educational effect that unity of knowledge and action.

First of all, medicine colleges and universities should make full use of the resources of school-enterprise cooperation and actively co-construct the political and virtuous awareness based on the labor education curriculum with internship and practical training as the carrier. At the same time, medicine colleges and universities should employ excellent employees of enterprises as part-time internship teachers for students, so that they can form a “three-in-one” team structure with counselors and professional practical training teachers in schools (Lv & Ji, 2021). In the process of internship, the part-time practical training teachers of pharmaceutical enterprises must have rich vocational skills and possess excellent ideological character. They should be able to guide and inspire students with their charm and experience to shape the students’ correct view of vocational ethics (Xu, Xiang, & Feng, 2023).

Secondly, in addition to tapping the nurturing resources of off-campus labor education courses, medicine colleges and universities should also combine the characteristics of the institution and deeply explore the integration point of on-campus labor education course resources. For instance, during the cultivation of Chinese herbal medicine, instructors can provide students with opportunities to utilize ancient production tools to allow them to experience the challenges and hardships associated with traditional Chinese herbal medicine cultivation. This will enable students to connect with the ancestral pharmaceutical ethics and extensive history of ancient Chinese pharmaceutical thought, while also fostering their professional ethics, cultural confidence, and patriotic sentiments through integrated teachings of both ancient and modern practices.

### *3.3 Political and Virtuous Awareness Based on the Intellectual Education Curriculum is an Important Channel for Pharmaceutical Students to “Excellence in Medicine for the Benefit of the People”*

The so-called intellectual education aims to impart scientific and cultural knowledge to students and enhance their cognitive abilities (Xiang, 2021). It is important to note that in the process of the construction of the political and virtuous awareness based on the intellectual education curriculum in medicine colleges and universities, the integration of the political and virtuous awareness based on the intellectual education curriculum can’t mechanically copy the ways and methods of the political and virtuous awareness based on the labor education curriculum of pharmaceutical ethics, otherwise, it will be counterproductive. The reason is that the political and virtuous awareness based on the intellectual education curriculum places greater emphasis on enhancing knowledge and skills, with fewer ideological and political elements that need to be explored in-depth and infiltrated appropriately. For example, in the instruction of pertinent professional knowledge, educators can elucidate the latest research advancements in this field from China to students or present the most recent scholarly accomplishments of faculty members at the university or their own, aiming to maximize resonance between educators and students and establish a connection between the abstract content of textbooks and the students themselves. Under the construction of this relationship, students can not only feel the

tremendous achievements made in the field of Chinese medicine but also combine their academic research with the country's development process to achieve the unity of personal and social values. Secondly, most majors in the field of medicine belong to the category of applied science, and the cultivation of applied technical skills for pharmaceutical students is essentially carried out by professional instructors in the laboratory. Professional tutors are the main force in the implementation of intellectual education for pharmaceutical students, which requires them to timely conduct daily ideological and political guidance for pharmaceutical ethics education. For example, mentors can regularly disseminate updates on drug-related incidents, the latest advancements in pharmaceutical fields in China, and pertinent knowledge about traditional Chinese medicine culture to students. Additionally, they can consistently foster students' professional ethics and sense of duty to the current era, thereby achieving the educational effect of ideological and political guidance.

#### 4. Conclusion

Pharmaceutical ethics education plays a vital role in cultivating pharmaceutical ethics among pharmaceutical students, and its disciplinary attributes also provide a very suitable platform for the integration of curriculum-based political and virtuous awareness teaching. By systematically exploring the practical significance and promotion strategy of integrating curriculum-based political and virtuous awareness teaching into pharmaceutical ethics education, this paper not only effectively puts forward a new vision of curriculum-based political and virtuous awareness teaching in medical ethics education, but also provides a pathway for promoting the construction of curriculum-based political and virtuous awareness of medicine colleges and universities for reference.

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