

Original Paper

Research on Ideological and Political Path Innovation and Application Practice of English Major Courses in Chinese Universities

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Abstract

In view of the current situation that the ideological and political effects of Chinese college courses are not very satisfactory and the anti-China waves in the West are constantly trying to provoke the color revolution, this study carried out an education experiment on the achievements of China's reform and opening up for one semester among 232 college students of ZW University in China. The experiment found that nearly 90% of the 117 students in the experimental group who participated in the activity of "picture/video translation comparison+C2C international communication" accepted and affirmed the education model, and have significantly improved their patriotic consciousness, life belief, career ideal, plans for the postgraduate entrance examination, and enthusiasm for learning, and has greatly improved their English application ability, spread Chinese stories, and made friends with foreign netizens. However, 115 students in the control group who did not participate in the activity to maintain their original learning and living conditions had no significant changes in the above test indicators. At the same time, the final exam scores of the three English major courses in the experimental group were 16.69% higher than those in the control group.

Keywords

Chinese universities, English majors, Achievements of reform and opening up, Educational Experiment

1. Introduction

At present, the world is facing a serious and complex century of changes in the epidemic situation, and the struggle for ideological leadership is becoming increasingly fierce. The great achievements of China's reform and opening up and the prevention and control of the COVID-19 epidemic demonstrate the superiority of socialism. China's world GDP ranking in 2010 has become the second largest economy after the United States. It has developed rapidly in the past 10 years, and by 2021 it will have exceeded the total GDP of the 27 EU countries. It is estimated that in five years, it will surpass the United States to become the world's largest economy (Fu, 2022). Some state regimes fear China's all-round rise, constantly distort facts to provoke trade wars and incite anti-China waves, manipulate Hong Kong riots and Taiwan independence, discredit China through the Russian-Ukrainian conflict, buy "mentors, idols, big V", fabricate cultural drugs by means of online video clips, implement "termite tactics" against Chinese teenagers, and attempt to incite color revolution. The US has demonized China with unprecedented strength and absurd content. A large amount of fragmented anti-communist and anti-Chinese information on the Internet confuses the public, and young people will be poisoned by western spiritual opium if they are a little careless (Zhang, 2021). Although China has developed into the world's second-largest economy through reform and opening up, and China's achievements in socialist construction, such as smart manufacturing, infrastructure, high-speed rail, education, and people's livelihood, have already caught up with and surpassed those of western developed countries, all of this has been shielded by the imperialist regime, and China's foreign propaganda media have also been resisted and restricted by western capitalist regimes. Foreign people often do not see or believe it, so many western people still believe that China has been in the early stage of reform and opening up in the 1980s, and the international communication of China's national image needs to be improved (Xing, 2021).

College students are the backbone to achieve the great rejuvenation of the Chinese nation. The only way to cultivate socialist successors is to carry out ideological and political courses in major courses in colleges and universities, to form a synergistic effect by combining various courses with ideological and political theory courses, and to achieve the ideological and political task of "cultivating morality and cultivating people" while completing the teaching objectives of professional courses (Li, 2021). However, a series of surveys on more than 10,000 college students in many domestic colleges and universities show that at present, college students lack interest in the ideological and political model and traditional Chinese cultural content of conventional textbook teaching courses. The current teaching materials and curriculum content mainly introduce the humanistic culture of British and American countries, ignoring the great achievements made in the construction of socialism with Chinese characteristics. The educational effect is not ideal, and many students lack confidence in the "four self-confidences". They lack learning motivation and the lofty ideal of realizing the great rejuvenation of the Chinese nation. They don't like the industry elites and anti-epidemic heroes. They like the capitalist happiness concept of video games, online chatting, worshipping foreign countries,

pursuing personal enjoyment first, and even online loans with high consumption. Although some students are willing to tell about China in English, their oral and written expressions are still insufficient, and their correct understanding of the cultural differences between China and the West and their confidence in national culture need to be further improved (Zhao, 2022; Li, 2021).

In this context, the research group proposes to introduce the great achievements of China's reform and opening up over the past 40 years into the classroom in the teaching of English major courses in colleges and universities through the "picture/video translation comparison+C2C international communication" model, and make a comparison of global economic development, so that students can realize the great achievements of China's socialist construction and the miracle of global economic development while learning English major courses, firmly strengthen the four self-confidence, namely, the confidence in the socialist road with Chinese characteristics, the confidence in theory, the confidence in the system, and the confidence in culture, improve the pride of being a Chinese and their own socialist core values, enhance the motivation for learning, combine their professional ideals with national development, and become the practitioners of the Chinese Dream and the pioneers of realizing the Chinese Dream of the great rejuvenation of the Chinese nation, and by using the advantages of foreign languages, try to spread the Chinese concept of building a community with a shared future for mankind, China's achievements in reform and opening up, and Chinese stories to the people of the world through the C2C self-media communication model. Students can tell Chinese stories in foreign languages, spread Chinese voices, show the world a true, three-dimensional, and comprehensive China, and make positive contributions to improving China's international image and promoting the construction of a community with a shared future for mankind.

C2C international communication is to use the C2C e-commerce concept to carry out self-media communication on foreign social platforms, so as to break through the blockade of imperialism, pass on the great achievements of China's reform and opening up and the development concept of win-win cooperation to the western people. A single spark can start a prairie fire and effectively promote the positive energy transmission of China's national image, at the same time, it promotes the establishment of the four self-confidence of college students and the promotion of foreign language ability.

Most of the courses in colleges and universities are professional basic courses and professional courses. According to the "Generation Z" characteristics of college students who are keen on sharing short videos on the Internet, we should innovate the path of ideological and political integration of multimedia courses in these courses to achieve the goal of ideological and political education of socialist courses, which is directly related to who is training people for? Who should be trained? How to cultivate people?

Through literature search, it is found that there is no similar innovative research on the ideological and political path of the curriculum in China. The image/video translation comparison+international communication multimedia curriculum ideological and political integration model conforms to Meyer's multimedia learning cognitive theory (Pan, 2020), which can fully mobilize students' enthusiasm for

English learning and their sense of achievement in spreading Chinese stories in English, and achieve better professional learning and ideological and political education effects of the curriculum.

2. Experimental Design

In order to verify the educational effect of the ideological and political model of this course, our research group plans to carry out an educational experiment for six months in a semester, and draw research conclusions by analyzing and comparing the survey and test data before and after the experiment.

2.1 Experimental Research Questions

(1) What changes have taken place in the patriotic consciousness, outlook on life and values, career ideals, plans for postgraduate entrance examination, learning attitude, academic achievements and English promotion of the experimental subjects before and after the ideological and political experiment of the model course?

(2) How do the students in the experimental group recognize the ideological and political model of the course? What are the main factors affecting this educational model?

2.2 Experimental Scheme

In China ZW University, 232 English majors from 8 classes of freshmen with no significant difference in enrollment scores were selected, 117 students from 4 classes were randomly selected as the experimental group, and 115 students from 4 classes were selected as the control group. The experiment on ideological and political education of the “Achievements of China’s Reform and Opening up” course was carried out. The experimental period was 6 months (one semester and two months of summer vacation).

The teachers of the research group set up a WeChat group of the experimental group, uploaded a certain amount of self-compiled electronic courseware “China’s 45 Years of Reform and Opening up Achievements” every week, encouraged a group of 3-5 students in the experimental group to actively participate in the self-media promotion activities using the “picture/video translation comparison+C2C international communication” mode, and on average, each person translated and tweeted 1-2 great achievements of China’s reform and opening up every week, and carried out online sharing and discussion. The students in the control group maintained their original learning and living conditions and did not carry out educational activities of this model.

2.3 Materials for Ideological and Political Integration

The ideological and political integration materials of the course are the electronic courseware of 45 years’ achievements of China’s reform and opening up compiled by the research group, which is divided into 12 units, including preface, economic development, governance, urban and rural structure, social livelihood, education development, scientific and technological development, national health, social security, new rural construction, foreign aid to build the Belt and Road, and people-oriented fight against COVID-19, The main contents are as follows:

In 1978, China's per capita GDP was only 384 US dollars, ranking the seventh lowest among more than 200 countries in the world; In 2021, China's per capita GDP will reach US \$12,551, an increase of 32 times, exceeding the world's per capita GDP level. China will become a middle-income country in the world. Since the reform and opening up in 1978, China's socialist construction and economic development have changed rapidly. The proportion of GDP in the world economy has grown from less than 2% in 1978 to more than 18% in 2021, ranking the second in the world and becoming a truly global economic power. It is estimated that in 3-5 years, GDP will surpass the United States and become the world's first economy. In 1978, China's tall buildings did not exceed 200 meters. Today, 8 of the 10 tallest buildings in the world are in China. In 1978, there was no private enterprise in China. All of them were state-owned enterprises and were insignificant among the world's top 500 enterprises; Today, among the world's top 500 enterprises, the number of Chinese enterprises has reached 115, of which more than 25 are private enterprises. Today, the number of middle class in China has increased from 0 to 230 million, which is more than the population of all developed countries except the United States. In addition, at present, 70% of the world's luxury goods are consumed by young Chinese, and the average age of these consumers is 39 years old. China's railway operating mileage has reached 15,000 kilometers, including 40,000 kilometers of high-speed railway, accounting for more than 70% of the world's high-speed railway operating mileage, ranking first in the world. Since the reform and opening up, more than 700 million people have escaped from extreme poverty; China's main grain crops, such as rice, wheat and corn, are completely self-sufficient, and the output of meat, eggs, vegetables, fruits and fish ranks first in the world. The endowment insurance covers more than 1 billion people, the number of people covered by basic medical insurance reaches 1364.24 million, and the coverage is more than 95%, basically achieving universal medical insurance. The average life expectancy exceeds 76.7 years, and the urbanization rate has reached 58%. Higher education has trained 130 million high-quality professionals, and vocational schools have trained more than 200 million technical and skilled personnel. So far, we have provided various kinds of assistance to more than 160 developing countries, demonstrating the glorious demeanor of Red China in its role as a major country in a community with a shared future for mankind. The national epidemic prevention policy of putting people's lives first and dynamic zeroing has set a banner for the global fight against COVID-19, making China's economic development stand out in the context of COVID-19's three years of heavy losses to the global economy. China's economy has continued to recover steadily, and its contribution to world economic growth has ranked first in the world for 15 consecutive years (Xiong & Wang, 2022). These miracles of global economic development that have occurred and are occurring have confirmed that socialism with Chinese characteristics is the right path for the Chinese people to choose for their own development.

2.4 Contents and Tools of Experimental Test

(1) Ideological and political education and international communication

The Questionnaire on Ideological and Political Situation of English Major Courses in Colleges and

Universities (7 dimensions and 28 questions) and the Interview Outline on Ideological and Political Situation of English Major Courses in Colleges and Universities (7 special topics) were prepared to investigate and understand the patriotic consciousness, four self-confidences, outlook on life and values, career ideal, postgraduate entrance plan, learning attitude, academic achievements and English promotion of experimental subjects before and after the experiment. The questionnaire passed the trial and expert modification, and the overall Cronbach's alpha coefficient was 0.84.

(2) Academic performance and school performance

The subjects were evaluated longitudinally according to their final exam scores and learning performance before and after the experiment, and also compared with the control group horizontally.

3. Experimental Results and Analysis

The pretest survey found that the average score of the students in the experimental group and the control group in the college entrance examination was about 113 points (full score of 150 points), and the English foundation was similar. The proportion of people who thought that "China's reform and opening up achievements are great, that China's system has great advantages, and that it is proud to be a Chinese" were about 50%, 50%, and 69%, respectively. The average amount of English posts per person per week was also 0. These pretest indicators had $P > 0.01$, and there was no significant difference, See Table 1 for details.

The post-test found that the number of students in the experimental group who believed that "China's reform and opening up achievements are great, that the Chinese system has greater advantages, and that being a Chinese is very proud" was 91%, 87%, and 94%, respectively, an increase of 40%, 40%, and 25%, with significant growth. In the control group, the post-test increase of the above indicators was only about 1%, with little change.

During the experimental period, the average number of English posts per person in the experimental group was about 1.3, 81 words per week. In 6 months, the total number of English posts per person was 31.2, 2,088 words, and the average number of likes was 3,4325. The experimental group students' English application ability was also greatly improved, with very significant results. However, the number of English posts of the control group was still 0 during the 6 months of the experiment. The above post-test indexes of the two groups $P = 0.000$, with a significant difference.

Table 1. Patriotic Awareness and International Communication

Test comparison items	Experimental group N=117 people	Control group N=115 people	Significance P-value
Average score of English subject in college entrance examination (score, full score 150)	113.61	112.79	.151

Number of people who believe that China's reform and opening up have made great achievements in the pre-test (person)	59 , 50.43%	56 , 49.57%	.137
Number of students who believe that China's reform and opening up have made great achievements in the post-test (person)	107 , 91.45%	57 , 50.43%	.000
Increase (person)	48 , 41.02%	1 , 0.87%	
Number of people who believe that China's system has greater advantages in the pre-test (person)	60 , 51.28%	58 , 50.43%	.011
Number of people who believe that the Chinese system has greater advantages in the post test (person)	102 , 87.18%	59 , 51.30%	.000
Number of people who think they are proud to be Chinese in the pre-test (person)	81 , 69.23%	80 , 69.57%	.163
Number of people who think they are proud to be Chinese in the pre-test (person)	110 , 94.02%	82 , 71.15%	.000
Increase (person)	29 , 24.79%	2 , 1.58%	
Pre-test average number of English posts each person per week (post/word)	0 post 0 word	0 post 0 word	.907
Post-test average number of English posts each person per week (post/word)	1.3 posts 87 words	0 post 0 word	.000
Increase (%)	8700	0	
Average number of English posts per person in 6 months (post/word)	31.2 posts 2,088 words	0 post 0 words	.000
Average number of likes for English tweets of each person in 6 months (ones)	34,325	0	.000

The pre-test found that the proportion of students in the two groups who were active in learning was about 36%, the proportion of students who had goals and career plans was about 37%, and the proportion of students who planned to take the postgraduate entrance examination was 32-33%, $P > 0.01$. There was no significant difference. In the later test, the above survey indicators of the experimental group students increased to 70%, 82%, 72%, an increase of 33-44% compared with the pre-test, with significant changes. However, in the control group, the growth of the above indicators in the post test was about 1%, with no significant change. See Table 2 for details.

The reason for this change is that the experimental group conducted a "picture/video translation

comparison+C2C international communication” for the electronic courseware “China’s 45 years of reform and opening up achievements”. Through mobile discussion and sharing, the experimental group was shocked and imperceptibly inspired by the wonders of world development created by China’s reform and opening up. Many students’ patriotic consciousness, outlook on life and values were improved, their learning attitude changed positively, and their career ideals were gradually clear. In order to realize the ideal, the number of people who plan to enter the postgraduate school increases. Many students in the experimental group translated these pictures/short videos of China’s development achievements into English and shared them with foreign netizens through self-media. They were praised by a large number of foreign netizens. For the first time, many foreign netizens knew that China’s development speed was so fast, that 5G, high-speed rail and mobile payment were so popular, and that urban construction was completely comparable to and better than that of developed countries. They all hope to have the opportunity to travel to China and feel China closely.

These activities also effectively stimulated the students in the experimental group to enhance their patriotism and sense of pride in being a Chinese. 72% of the students turned to be proactive in their learning attitude and prepared for the postgraduate entrance examination to achieve a better career ideal. The average score of the final examination of the three English major courses reached 257 points (out of 300 points), 37 points higher than that of the control group, i.e., 16.69%. See Table 2 for details.

On the contrary, for the control group students who did not participate in the activity to maintain their original life learning status, the above post-test indicators only increased by about 1%, with no significant change. Their learning initiative is still not high, and they still lack clear learning goals and career planning.

Table 2. Pretest and Post-Test of Learning Attitude, Career Planning and Professional Course Performance

Test comparison items	Experimental	Control	Significance P-value
	group N=117 Students	group N=115Students	
Number of proactive learners in pretest learning (people)	43 , 36.75%	42 , 36.52%	.162 .000
Number of active posttest learners (person)	83 , 70.09%	44 , 38.26%	.000
Increase (%)	40 , 33.34%	2 , 1.74%	
Number of people with goals and career plans in the pre-test (person)	44 , 37.61%	43 , 37.39%	.171
Number of people with goals and career plans in the post test (person)	96 , 82.05%	45 , 39.13%	.000
Increase (%)	52 , 44.44%	2 , 1.74%	.000

Number of pre-test plan graduates (person)	39, 33.33%	37, 32.17%	.074
Posttest Plan Postgraduate Entrance Examination Number (person)	84, 71.79%	38, 33.04%	.000
Increase (%)	45, 38.46%	1, 0.87%	.000
Average score of final exam for 3 English major courses (full score: 300 points)	257.30	220.49	.000

In the group interview, we learned that nearly 90% of the students in the experimental group had a positive attitude towards the ideological and political model of the course. They believed that they should carefully study and translate the Electronic Courseware of the Achievements of China's Reform and Opening up. The inspirational pictures/videos of China's reform and opening up showed the Chinese spirit and the miracle created by China's economic development, making themselves aware of the national rural poverty alleviation battle, China's education, infrastructure, high-speed rail, 5G, intelligent manufacturing. The miracle of the rapid development of new energy has improved my pride in being a Chinese, and also encouraged me to study hard and master more knowledge and skills. Graduation can contribute to the realization of the nation's second century goal. However, in the group interview with the control group, no similar feelings were found among the students, and their mental outlook and learning attitude did not change significantly from the pre-test.

The Electronic Courseware of China's Reform and Opening up Achievements and the model of "Picture/Video Translation Comparison+C2C International Communication", which are shown in pictures/videos, are the main factors affecting the education and communication effect of this model.

4. Conclusion

Through questionnaires and interviews before and after the experiment, it was found that the students in the experimental group who carried out the activity of "China's reform and opening up achievements picture/video translation comparison+C2C international communication" had significantly improved their patriotism, life beliefs, career ideals, postgraduate entrance plans, learning enthusiasm and English promotion, and spread China's reform and opening up achievements to the world, making many foreign netizens. However, students in the control group who did not participate in the activity to maintain their original learning and living conditions had no significant changes in the above test indicators. Meanwhile, the total score of the final examination of the three English major courses in the experimental group was 16.69% higher than that in the control group. It can be seen that the ideological and political model of this course has a very positive role in improving students' patriotism, ideals and beliefs, academic performance and spreading Chinese stories, which is a useful innovation and exploration of the ideological and political path of the course.

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