



A Preliminary Exploration of Curriculum Ideological and Political Teaching in the Course of Speech and Eloquence

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Abstract

With the deepening of curriculum reform in Colleges and universities, the importance of curriculum education is becoming more and more prominent. “Speech and Eloquence” course is a practical course to cultivate talents with strong expression skills and qualities needed by contemporary society. Taking the ideological and political exploration of the course of “Speech and Eloquence” as an example, this paper integrates the ideological and political elements into each teaching unit, so as to provide a useful reference for the related majors to carry out the ideological and political reform of the course.

Subject Areas

Teaching and Learning Technologies

Keywords

Curriculum Thought and Politics, Speech and Eloquence, Teaching Research, Ideological and Political Elements

1. Introduction

At the end of 2016, General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that classroom teaching should be used well, and various courses should go in the same direction as ideological and political theory courses to form a joint force. In 2020, the Ministry of Education issued the “Guidelines for the Ideological and Political Construction of Curriculum in Colleges and Universities” to further promote the ideological and political construction of the curriculum, and to clarify the significance of the coordination of the ideological and political construc-

tion of the curriculum from a strategic perspective [1]. The sudden outbreak of the COVID in 2020 makes it more important to improve the ideology and political position of college students. In this context, this article will explore how to integrate the ideological and political elements of the curriculum into the ideological and political construction of the “Speech and Eloquence” curriculum. It aims to help students learn science and culture well, establish a correct world outlook on life and values, and achieve the goal of Morality Education.

2. Course Outline

2.1. Course Introduction

“Speech and Eloquence” is a professional elective course for students majoring in marketing and e-commerce. It plays an important role in connecting students’ study and work. In the course system, it is responsible for guiding students from theoretical knowledge to practical ability. The task of transformation provides students with theoretical and practical guidance on dealing with modern social life, communication at work, job search, job application and self-promotion [2].

2.2. Course Objectives

2.2.1. Curriculum Knowledge Aims

In terms of basic professional knowledge, students should understand the important role, basic principles, and acquisition methods of speech and eloquence, master vocal language, posture language, listening ability, job-hunting eloquence, impromptu speech, negotiation eloquence, etc., which are close to students’ future jobs and daily life. Practice the basic skills and methods of verbal eloquence required, and form a good awareness and habit of verbal communication.

2.2.2. Curriculum Competency Aims

In terms of ability goals, students should dare to speak, be willing to speak and say the correct words, be able to use the correct vocal language, posture language and subject image in communicating with others, and gradually form a good habit of dealing with others.

2.2.3. Curriculum Ideological and Political Aims

In terms of course ideology and politics, let students understand the excellent traditional Chinese culture, as well as the knowledge of politics, law, economy, and natural conditions, so as to improve students’ scientific and cultural literacy; help students establish correct job-hunting concepts and marketing concepts; In-depth understanding of “the pioneering spirit of the Red Boat which witnessed the birth of the CPC”, “great spirit of combating the COVID-19 epidemic” and “the spirit of the manned space program”; ultimately help students establish correct three views and grow into a qualified person with a firm “four self-confidence”, patriotism, social responsibility and a sense of mission of the times College Students.

3. Teaching Content Arrangement and Mining of Ideological and Political Elements

“Explore the elements of ideological and political education in professional courses and demonstrate the practical significance of ideological and political education. This is the fundamental task of improving the level of ideological and political courses.” Therefore, when describing the “Speech and Eloquence” course, combined with current events and the requirements of relevant documents, the ideological and political elements in the course are deeply excavated, and ideological and political education is integrated through case analysis, video demonstrations, and students’ speeches on stage. Go to each teaching unit to achieve the goal of moisturizing and educating people silently. The teaching of this course is divided into eight teaching units. The specific teaching units and the integration of ideological and political elements are shown in **Table 1**.

3.1. Mining of Ideological and Political Elements in the Teaching Unit of Voice Training

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. Through the explanation of knowledge points such as the importance of Putonghua, language flow and tone change, the training of breathing and resonance, etc., students can feel the breadth and depth of Chinese language. This kind of unique cultural value and the cultural badge of the nation, and then show a sense of identity and responsibility for the mother tongue, and establish the self-confidence of the mother tongue.

When explaining, introduce examples with ideological and political elements. The introduction of “Qiao Biluo live broadcast error event”¹ reminds students that a good voice can certainly increase their personal charm, but in a virtual

Table 1. Integration of ideological and political elements in the course “Speech and Eloquence”.

Teaching Unit	Ideological and political elements
Voice Training	Native Language Confidence, Anti-fraud Awareness
Reading Training	Cultural self-confidence, Patriotic Education
Listening Skills Training	Integrity, Friendship
Posture Language Training	Self Examination Concept
Speech Eloquence	Great Spirit of Combating the COVID-19 Epidemic
Marketing Eloquence	Innovative Spirit, Marketing Ethics, Correct Marketing Concept
Job-hunting Eloquence	Dedication, Professional Ethics
Negotiation Eloquence	The Spirit of the Silk Road, Awareness of Cooperation and Team Spirit

¹“Your Highness Qiao Biluo” was originally the anchor of the apex division of Betta, which broadcast the apex Heroes Live. The main content of the live broadcast is games and singing. She has a sweet voice and likes to interact with the audience. She always covers her face with a cartoon expression package during the live broadcast. She also often publishes her photos on social platforms and Betta bars to strengthen her image as a “selfie anchor”. However, when the live broadcast accident happened, she revealed her true appearance, which was very different from her image, so the deceived fans sent her to hot search, and her popularity has plummeted since then.

network environment, it is necessary to improve their awareness of self-protection, and remind students to download and install the National Anti-Fraud Center APP.

3.2. Mining of Ideological and Political Elements in the Teaching Unit of Reading Training

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. Through the study of internal language, pause, accent, tone, rhythm and other reading skills in reading manuscripts, students can understand that emotions are the life of literary works. When explaining the knowledge point of “the appropriate use of emotion in reading aloud”, he pointed out that excessive and excessive emotion will make the presentation of the work appear artificial, and so is the interaction between people. Only by finding a suitable degree can a relationship be made develop positively.

When explaining, introduce examples with ideological and political elements. During the introduction of the class, I asked a few students to read “Homesickness” aloud. When making comments, I incorporated patriotic nostalgia into it, and gave patriotic education to the students. When explaining “Reading Rhythm-Concentrated Type”, I used the first generation of TV work in my country Take the “Back Shadow” read aloud by Mr. Chen Duo as an example, let students feel the care from their parents in ordinary events, and arouse students’ gratitude and gratitude to their parents; The clips of “A Bite of China” are used as demonstration cases, so that students can feel the respect for food, the love of life and the rapid development of China’s social economy while feeling the reading skills, so that students can know the cultural heritage behind this, and then Strengthen cultural self-confidence.

3.3. Mining of Ideological and Political Elements in the Teaching Unit of Listening Skills Training

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When explaining the knowledge points of “ineffective listening”, “3F listening method”, and “listening principles and techniques”, it is explained that the principles of “Integrity” and “Friendship” must be adhered to in the process of interpersonal communication, and false listening and false communication will definitely affect a relationship. The normal development of socialism, and analyze the logical basis and importance of “Integrity” and “Friendship” as the core values of socialism [3].

When explaining, introduce examples with ideological and political elements. When explaining the relevant knowledge points of “the role of listening ability” and “listening skills”, China Southern Airlines is introduced to solve the problem of customer complaints through the correct use of listening skills. Remind students that if they encounter contradictions and conflicts in daily life, if they correctly use the skills of listening, they can also turn fighting into friendship.

3.4. Mining of Ideological and Political Elements in the Teaching Unit of Posture Language Training

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When explaining the knowledge points of “walking posture, walking posture, sitting posture, and clothing language” in posture language, the concept of self-examination is incorporated. A personal image that conforms to etiquette is respect for oneself and others, which is not only positive for interpersonal communication. It also plays an important role in the improvement of the entire social civilization. This time, let the students review whether there was any wrong situational language in the past interpersonal communication or when speaking in public, so as to improve the students’ self-reflection ability.

When explaining, introduce examples with ideological and political elements. When explaining the knowledge points of “eye language, smile language and handshake language”, the video of General Secretary Xi Jinping shaking hands with leaders of other countries and shaking hands with grassroots people is played. When explaining the aesthetic function of posture language, Premier Zhou Enlai’s speech is played. The video makes students feel a strong sense of national pride.

3.5. Mining of Ideological and Political Elements in the Teaching Unit of Speech Eloquence

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When describing the knowledge point of “the development process of speech”, tell students that the development of speech has gone through the budding period, the tortuous development period and the prosperous period, and points out that the development of things is not all smooth sailing, more or less before reaching the prosperous period. There will be setbacks and pains, but don’t worry, after the baptism of hardships, you will be able to reach the other side of the light.

Ideological and political topics are introduced in the speech practice session. Combined with the hotspots of current affairs, add speech topics related to the epidemic, such as “Salute to the anti-epidemic heroes”, “I participated in the anti-epidemic”, and guide students to shoulder social responsibilities. The great anti-epidemic spirit of life first, the whole country united, the sacrifice of life and death, the respect for science, and the common destiny created by the fearless spirit.

3.6. Mining of Ideological and Political Elements in the Teaching Unit of Marketing Eloquence

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When explaining the “Basic Requirements for Marketing Eloquence”, it is important to point out that in marketing activities, the use of marketing language must conform to the modern marketing concept, “one-shot transaction” and “one-time transaction” can only obtain short-term profits and

are easy to generate Crisis of Confidence. When explaining the “accuracy and appropriateness of marketing language”, it is pointed out that the use of marketing language should be realistic, not exaggerated praise, let alone false propaganda for profit, and guide students to establish marketing ethics.

When explaining, introduce examples with ideological and political elements. By citing new marketing models such as live streaming, it is pointed out that changes in the marketing environment have also had an impact on the business model. Marketers must continue to learn new knowledge and new skills to deal with these changes and guide students to establish a spirit of innovation.

3.7. Mining of Ideological and Political Elements in the Teaching Unit of Job-Hunting Eloquence

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When explaining “preparation before job interviews”, remind students to establish a correct concept of career selection, have a clear understanding and positioning of themselves, choose suitable positions, and then realize their own value; when teaching skills, guide students to establish good professional ethics and professional quality, to be dedicated to their jobs, and to contribute their own strength to the society. In the simulated job interview, students will play the role of HR and candidates, and in the simulation process, they will deeply understand the role of job-seeking eloquence and the ideological and political elements contained in it.

3.8. Mining of Ideological and Political Elements in the Teaching Unit of Negotiation Eloquence

When explaining theoretical knowledge, it is necessary to integrate ideological and political elements. When explaining “Negotiation Eloquence Skills”, he pointed out that in the process of negotiation, mutual benefit and win-win is the ideal state of negotiation, and took this opportunity to introduce the Silk Road Spirit to inspire students to the peaceful cooperation and openness displayed by the Silk Road Spirit.

4. Teaching Methods

In addition to traditional classroom teaching, this course should also play an active role in the second classroom, and exercise students’ speech and eloquence ability from multiple perspectives.

1) Joint school speech and eloquence clubs to carry out relevant competitions to promote learning through competitions, so that students have an opportunity to demonstrate what they have learned in the classroom in real life. For example, holding speech or recitation competitions hosted by “fighting the epidemic”, “social civilization”, “green Winter Olympics”, etc., integrating “socialist core values”, “voluntary spirit”, “Olympic spirit”, etc., to guide students to pay attention to The inner connection between personal ideals and social ideals, sharing the same breath and destiny with the motherland.

2) Use the self-media platform to let students make full use of the self-media to display their speech results. We-media can disseminate students' personal speech results from school to society, so students will also receive comments from the social level, which can improve students' processing and understanding of information to a certain extent. Therefore, in teaching, we must give full play to the leading role of the self-media value and guide college students to establish correct "three views".

5. Conclusion

As the base of talent training and quality education, colleges and universities have a heavy responsibility in terms of knowledge transmission and ideological education. It is an important task for colleges and universities to cultivate professional talents with correct value standards and ideology. The "Speech and Eloquence" course contains rich ideological and political elements. In the teaching process, the ideological and political elements are integrated into the teaching units, strengthen the ideological and political construction of the course, and comprehensively improve the level of the course's ideological and political construction, which can achieve ideological and political education and the effect of collaborative education. In the future, empirical research can be used to improve the learning effect of students after integrating ideological and political elements into the course.

Conflicts of Interest

The authors declare no conflicts of interest.

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