

# Practice of “Curriculum Ideology and Politics” in Industry-Specific Universities

Gang Chen\*, Na Xu

Guangzhou Huashang College, School Communist Youth League Zengcheng, Guangzhou 511300, Guangdong Province, China

\*Corresponding author: Gang Chen, jbfuvxk@163.com

---

**Abstract:** College education combined with “curriculum ideology and politics” has become the main trend of education development. This article briefly introduces the related concepts of “curriculum ideology and politics,” analyzes the necessity of “curriculum ideology and politics” in industry-specific colleges and universities, as well as explores the practice of “curriculum ideology and politics” in these colleges and universities.

**Keywords:** Online education; Industry-specific universities; Curriculum ideology and politics; Practical path

---

**Publication date:** August 2021; **Online publication:** August 30, 2021

## 1. Introduction

The general secretary, Xi Jinping attended the National Conference on Ideological and Political Work in Colleges and Universities where he emphasized the ethics-centered and people-oriented philosophies. Committed to the realization of ideological and political work in the whole process of education, the entire curriculum covers ideological and political education, creating a new situation for the development of higher education. Administrative-characteristic colleges and universities continue to integrate ideological and political projects throughout the entire process of education as the central link in cultivating socialist successors in the new era and realizing the organic combination of moral education and universities’ ideology. However, there are still differences in views and opinions on the ideological and political relationship between characteristic colleges and courses in addition to many theoretical and practical misunderstandings. It is necessary to accurately grasp the relationship between the two. Through the ideological and political process, there is a need to separate the specific meaning of “curriculum ideology and politics” from the education focus and to recognize the differences between the two which is conducive to the joint commitment of industry-specific universities’ ideological and political construction. Li Jing<sup>[1]</sup> used Jingdezhen Ceramics Institute as an example, actively responded to the needs and policies of the country in carrying out ideological and political construction of courses in a timely manner according to the situation of industry-specific universities, as well as discussed the direction of its follow-up construction. Li Li pointed out that with the extensive implementation of curriculum ideological and political education, professional teachers showed a lack of ideological and political literacy and education skills<sup>[2]</sup>. The two-way cooperation between professional political teachers and other professional teachers has gradually become an important factor in promoting the ideological and political development of the curriculum. In order to realize a sustainable, healthy, and effectively guaranteeing the development of ideological and political education, it is necessary to conduct a feedback process in terms of the courses, textbooks, and teaching methods. Wang Yan combined the process of colleges and universities and “curriculum ideology” to integrate teaching ideas and humanistic education concepts into teaching which is an important part of

the current college curriculum reform <sup>[3]</sup>. Recognizing the theoretical misunderstandings and finding out the similarities as well as differences between the two will help strengthen the value-driven function of the ideological and political theory in addition to jointly achieving the goal of establishing and cultivating moral education.

## **2. Relevant concepts of “curriculum ideology and politics”**

In recent years, “curriculum ideology” has become an important aspect of the curriculum structure and reform of colleges and universities. “Curriculum ideology and politics” incorporates the elements of ideology and politics into all courses so that these courses can be oriented to college groups and promote the development of college students and their education. In order to smoothly carry out various related tasks of “curriculum ideology and politics,” it is first necessary to clarify the meaning of it. Literally, “curriculum ideology and politics” can be divided into two parts which are “curriculum ideology” and “ideology and politics.” “Course” refers to general basic courses. Among all the courses and general education courses provided by universities, including knowledge courses, “ideology and politics” refers to ideological and political education, so “curriculum ideology and politics” refers to digging out the content of ideological and political education in all courses and making full use of the educational ability in various courses. In the past, many teachers only paid attention to the teaching of professional knowledge, and often ignored the values that guide students. With the reform of the educational model and concept, new requirements have been put forward for all teachers, the overall design of “curriculum ideology and politics” reform has been carried out, the system support has been strengthened, and the correct management concepts have been established. “Ideological politics” is the ideological politics in the curriculum under the guidance of Marxism. It means to fully explore the elements of education and make full use of these ideological and political education elements to enhance students’ values and eventually, complete the educational concept skillfully with the goal of establishing college morality, emphasizing the strategic significance of comprehensively promoting political construction, giving full play to the political role, and promoting the continuous improvement of industry-specific colleges.

## **3. Necessity of “curriculum ideology and politics” in industry-specific colleges and universities**

### **3.1. An inevitable requirement for the establishment of industry-specific colleges and universities**

The general secretary, Xi Jinping pointed out that it is necessary to ensure the correct direction of college construction, pay attention to the leadership of ideological and political work, and ensure that colleges and universities are always in a position that is conducive to cultivate socialist-cause builders. There is a need to fundamentally define the nature of socialism and the characteristics of universities’ establishment. Industry-specific colleges and universities should aim to provide professional talents for the construction of socialism. Therefore, colleges and universities with industry characteristics must follow the principles and firmly grasp the development direction of socialism. In order to ensure the operating direction of industry-specific colleges and universities, they must first clarify their educational goals. Colleges and universities should strive to train students toward good ideological and political as well as socialist ethics. “Curriculum ideology and politics” is an important part of the ideological and political work in colleges and universities. All teachers must correctly use Marxist viewpoints and methods in teaching to realize the organic combination of knowledge transfer and value guidance in the courses of industry-specific colleges.

### **3.2. Complying with the ideological trend of “Buddhist morality fosters people”**

For all college teachers today, the important responsibilities of teaching are determined by the actual situation of the students. College students entering the information age can obtain complex information

through multiple channels in a short period of time. In view of that, students who are vulnerable to environmental influences may confuse their own values. As a new force to realize the dream of China's great revival, the value orientation of students is very important. In the stage of value shaping, correct values can guide students to make correct choices and improve their ideological and political qualities in order to establish the right values and their ways of thinking. "Curriculum ideology and politics" is an important way to realize value orientation. It fully reveals the ideological and political factors in professional courses, integrates ideological and political education into the entire curriculum, and guides students to establish correct world views and values.

### **3.3. Realizing the basic requirements of comprehensive education**

The basic requirements of comprehensive education emphasized in the National Conference on Ideological and Political Work in Colleges and Universities are cultivating moral-centered talents and integrating ideological and political work. In the process of education, it is necessary to realize the whole process while having education for all and strive to create a new situation in the development of China's higher education. By implementing the educational concept in all processes, advocating the combination of characteristic education and implicit education, as well as establishing a cooperative education mechanism, only then can the education work be ensured throughout the development. "Curriculum ideology and politics" requires all faculty and staffs including ideological and political education teachers, professional teachers, general education teachers, etc. to educate all courses and make full use of multimedia classrooms to further strengthen the ideological and political education in colleges and universities. Industry-specific colleges attach great importance to "curriculum ideology," strengthening top-level design, formulating training plans and curriculum standards, performing key responsibilities, as well as providing policy support for "curriculum ideology" so that students do not only master professional knowledge and skills, but they would also have good ideas and morality which would ultimately improve the education standards in colleges and universities to a greater extent.

## **4. Exploring the practice of "curriculum ideology and politics" in industry-specific colleges and universities**

### **4.1. Strengthening the curriculum structure and reform as well as revising talent-training plans**

With the rapid development of the society and economy, industry-specific colleges are facing various changes in the social environment where ideology is as an important trade for talents. Emphasizing application, operation, and practice, as well as adjusting talent-training plans according to the characteristics of students and the changes in the industry are important aspects in the courses of industry-specific colleges [4]. In order to ensure that "curriculum ideology and politics" can be implemented in the teaching reform of financial management majors in colleges and universities, professional talent-training plans should be gradually revised, and these curriculum concepts should be standardized in these talent-training plans.

### **4.2. Enhancing the awareness of moral education among college teachers and promoting the process of "curriculum ideology and politics"**

Educating people is the foundation of teachers and teaching. The professional characteristics of a teacher include the teacher's ideological and political standards, ideological character, and so on. The speech and behaviors of teachers in universities have subtle influences on students. Young students are at a critical stage of life where they are still shaping their outlook of the world, life, and values. Teachers are a mirror of students' moral development. Excellent teachers should be role models for students' daily behaviors. Ideological and political teachers should also cooperate with counselors and parents to educate and care for

students from multiple angles in realizing cooperative education.

### **4.3. Exploiting local ideological, political, and cultural resources to promote the development of industry-specific college education**

Textbooks are systematic introduction to teaching contents and they provide outlines for various teaching methods. They are important means to improve the quality of teaching in colleges and universities, as well as effective tools to improve the quality of talent-training. The composition of textbooks is an important part of education reform. Regional higher education is an integral part of China's higher education. Compared with major research universities, it has cultivated high-level application-oriented talents in the teaching theme positioning and teaching content to meet the needs of production and market development. Therefore, the creation of characteristic disciplines and courses that have rich geographical advantages and which focus on regional development has become an important way for higher education with industry characteristics to maintain competitive advantages. When constructing textbooks, in addition to selecting various types of planning textbooks recommended by the Ministry of Education, universities should also create and select textbooks that reflect and meet the characteristics of industry-specific universities to enhance the effective level of the educational needs of industry-specific colleges and universities in helping with their construction. The ideological and political composition of the curriculum requires that the ideological and political education is incorporated into the curriculum system in addition to exploring the educational resources of certain courses in a comprehensive manner <sup>[5]</sup>. For this reason, one should make full use of the cultural and curriculum ideology and politics structure as well as resources, in addition to the teaching materials while creating new learning materials based on local and curriculum characteristics, as well as promoting the development and innovation of local colleges and universities.

### **4.4. Establishing a scientific “curriculum ideology and politics” education evaluation system**

At present, the “curriculum ideology and politics” evaluation system of industry-specific colleges is still in its infancy. The implementation of “curriculum ideology and politics” in the curriculum affects the evaluation of its teaching depth. In terms of the in-depth rationality of “curriculum ideology and politics,” there is a need to establish an effective evaluation system. Industry-specific colleges must conduct a comprehensive evaluation in terms of educational objectives, courses, teaching methods, ideological guidance, and the development of students' physical, mental, and personality aspects. There is a need to fully grasp and evaluate the reflected political factors and at the same time, more emphasis should be on evaluating the impact of “curriculum ideology” on students' knowledge acquisition as well as their physical and mental structures. Industry-specific colleges and universities should place moral education as the head to lead all work, consider party building as the basic guarantee, and use “curriculum ideology and politics” as the main action in going all out and continue to develop. All disciplines and majors of industry-specific colleges are promoting the establishment of “curriculum ideology and politics” in an all-rounded way. “Curriculum ideology and politics” has gradually attracted the attention of teachers. It is still necessary to explore the application of “curriculum ideology and politics” and the results of its evaluation system.

## **5. Conclusion**

“Curriculum ideology and politics” incorporates the elements of ideology and politics into all courses other than ideology and politics, so that the courses can be oriented to college groups and promote the development of college students and their education. Administrative characteristic colleges and universities should continue to integrate ideological and political projects throughout the entire process of education as the central link in cultivating socialist successors in the new era and realizing the organic combination of

moral education and universities' ideology. Therefore, by introducing the related concepts of "curriculum ideology and politics," the necessity of "curriculum ideology and politics" in industry-specific colleges and universities are analyzed and the practical paths to promote the development of industry-specific colleges and universities are explored.

### **Disclosure statement**

The authors declare that there is no conflict of interest.

### **References**

- [1] Wang Y, Li J, Jiang H, 2021, Practice and Research on "Course Ideology" in Industry-Specific Colleges and Universities – Taking Jingdezhen Ceramic University as an Example. *Modern Business Industry*, 42(10): 154-5.
- [2] Li L, Xiang Y, Ding Q, 2020, Ideological and Political Backfeeding Courses: The Realization Path of the In-Depth Development of Ideological and Political Courses in My Country's Colleges and Universities. *Journal of Dali University*, 5(11): 75-80.
- [3] Wang Y, 2020, Analysis of the Relationship between College Ideological and Political Courses and "Curriculum Ideological and Political." *Journal of Ningbo Institute of Education*, 22(04): 38-41.
- [4] Hu J, 2020, The Three Major Relationships in the Practical Teaching of Ideological and Political Theory Courses in Colleges and Universities from the Perspective of Curriculum Ideology and Politics. *Journal of Jinhua Vocational and Technical College*, 20(02): 49-53.
- [5] Xie H, Ouyang J, Xi L, 2019, Research on the Coupling Relationship between Young University Teachers and "Curriculum Ideological and Political" in the New Era. *High Education Journal*, (15): 9-12, 15.