

# Research on the Space and Path of the Integration of Short Video of Official Media into Curriculum Ideological and Political Teaching Based on the Curriculum Ideological and Political Teaching Reform of "International Trade Geography" of Shandong Technology and Business University

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## ABSTRACT

The short videos produced by the official media are high-quality materials for the curriculum ideology and politics, which can not only enrich the charm and literary grace of classroom teaching language, enhance the guidance and rendering of young students' classroom emotions, but also facilitate the access to the "last mile" of the main propaganda position among young students. In the teaching practice of curriculum ideology and politics, teachers should not use too long videos. When selecting short video materials of official media, teachers should not only consider the content of the materials to meet the teaching needs, but also not ignore the students' learning experience and teaching rules.

**Keywords:** Official media, Short videos, Curriculum ideological and political teaching, Classroom teaching reform.

## 1. INTRODUCTION

Driven by technological change, mobile Internet media has become popular in recent years, among which video is subdivided, and short videos are more popular in business and public opinion. While the academia is discussing the shortcomings of "pan-entertainment" and "shallow thinking" of short videos [1] [2], the official media platforms have "bent down" to seize the short video battlefield and hold high the theme banner. On the one hand, a large number of in-depth short video works reflecting major themes have been produced. On the other hand, they have settled in major commercial video platforms to carry out cross-border cooperation and promote media integration. The application of short videos in news reports has become more and more common [3]. And then, a transformation from the traditional strict, solemn

and serious style of "hard core news" to the popular and user-friendly style of news has formed, which is popular with the public. A large number of popular short videos [4] with over 10 million short-term hits and hundreds of millions of continuous views have emerged. The short videos produced by the official media are high-quality curriculum for the curriculum ideological and political teaching, containing rich theme content. How to better introduce the short video of official media into the curriculum ideological and political classroom and improve the teaching quality and effect is a very meaningful topic.

## **2. CONSIDERATION OF THE VIDEO LENGTH OF OFFICIAL MEDIA SUITABLE FOR THE CURRICULUM IDEOLOGICAL AND POLITICAL TEACHING**

Short video is a concept corresponding to the traditional video with long broadcast time, such as movies, TV dramas and variety shows. At present, there is no final conclusion on "the length of short videos" in the academic circle, and the industry has not given a special time length regulation, but this issue has not affected the vigorous development of short video in any way. Viewing the current market development, the definition of the short video duration is mainly decided by commercial video platforms, and is used as a "weapon of competition" to play games in turn, which is an important reason for the broad definition of short video duration. The WeChat platform has adjusted the upper limit of small video duration for many times, including 6 seconds, 12 seconds and 30 seconds, and the current upper limit is about 1 minute. The duration set by the Kwai platform includes 12 seconds, 57 seconds, etc. Tiktok provides 15 seconds, 59 seconds, 2 minutes, 5 minutes and other duration for the short videos. Weibo sets 15 seconds for the short video. Unlike the above commercial video platforms, which strictly control the duration of short videos, short videos of official media are also intended to portray the characteristics of "being short and pithy", but they do not deliberately sacrifice content output to shorten the duration. Short videos of official media are generally within 5 minutes, especially within 1 minute.

The time to play the short videos interspersed in the curriculum ideological and political teaching cannot follow the mainstream commercial standards of the short video market. The reason is as follows. Firstly, ordinary short videos provide fragmented entertainment content [5]. Popular short videos of less than 10 seconds or 20-30 seconds are too fragmented to explain professional concepts or professional backgrounds clearly. However, short videos of curriculum ideology and politics are required to cover specific teaching content. Secondly, ordinary short videos focus on meeting people's needs for social sharing and time passing, while the curriculum ideological and political short videos focus on meeting teaching needs, which must be embedded in the teaching logic and consistent with the teaching purpose [6]. Thirdly, the upper limit of the duration of ordinary short videos is determined by the profit model of

operators, while the upper limit of the duration of curriculum ideological and political short videos is determined by the distribution of teaching hours within 45 minutes [7]. Considering the introduction of short videos in the curriculum ideological and political teaching, it is suggested to exclude short videos of entertainment, recreation and social contact, and the duration should not exceed 5 minutes.

## **3. ANALYSIS ON THE REASONS WHY THE TRANSFORMATION OF SHORT VIDEOS OF OFFICIAL MEDIA IS WELCOMED BY COLLEGE STUDENTS**

It is the traditional advantage of mainstream official media to deeply cultivate high-quality content and focus on major themes. However, the disadvantage is that the audiences often pay less attention, the videos lack popularity, and its influence and communication power have also been reduced [8]. Once upon a time, in the minds of young students in colleges and universities, the images of traditional official media inevitably seem to be rigid. Students feel that they have a strong sense of distance from these mainstream official media, and they rarely pay attention to their works [9]. After the General Secretary's investigation of central media such as People's Daily, Xinhua News Agency, CCTV, etc., mainstream official media has made a lot of in-depth research and practical work on media integration and communication effect, and produced batches of short and fast communication content with mass flow, achieving a new balance between mainstream position and audience reputation. 2018 is generally regarded as the first year of short video transformation of official media [10]. In 2018, the People's Daily, Xinhua News Agency and other central media entered the two domestic short video platforms of Tiktok and Kwai. The CCTV video platform launched in November 2019 also covers short video forms. The excellent short video reports that have emerged from the official media in recent years, such as "Holding Mother's Hand" (People's Daily), "The Brightness" (Guangming Daily), "Xi Jinping" (Guangming Daily), and "Answer Sheet" (Xinhua News Agency and CCTV), have reaped tens of millions of views and hundreds of millions of views across the Internet [11].

The short video transformation of "leaning down to the earth" of the official media is particularly in line with the psychological

characteristics of young college students, and its popularity has increased significantly. The reasons are analyzed as follows. First, the reporting scenes are more interactive. Traditional news reports of official media often focus on important meetings [12]. The hosts sit solemnly in front of the host to broadcast the important meeting to the teleprompter, which is very unattractive for young students. In recent years, in the short videos of official media, more situational broadcasting methods are adopted for reporting important domestic conferences and events, in which the host shuttles in real space to restore news scenes from multiple cameras and angles, which is conducive to enhancing young students' perception and empathy for national major political events and social news, and bringing a deeper viewing experience [13]. Second, the reporting language is down to earth. The mainstream official media have rethought and rebalanced the concepts of "user thinking" and "mainstream positioning" [14]. And the language style of the short video has been significantly adjusted, which is very popular with young students, especially the title writing closely follows the discourse preference of young students. For example, the video "This must be liked. It's awesome! The Armed Police Force's Head Goose-step!" is clearly youthful in style, but at the same time it has a strong melodic tone, and its language is straightforward and enthusiastic. By the end of 2019, the report had received a whopping 3.558 million likes on the TikTok platform [15]. And if it did not specifically remind, viewers would not necessarily be able to react to the fact that it was from the People's Daily. Third, the contents of the report focus more on youth issues. In recent years, in addition to government affairs and conference reports, more and more works on society, people's livelihood, economy, culture, history, military and other themes have appeared in short videos of official media, which are closer to the interests, concerns and interests of young people in universities and colleges [16]. China Youth Daily has launched a short video, "Are the 90s getting old? There's always one of stories shocking your heart", which has accumulated 2.08 million plays on the newspaper's official account and has sparked strong thoughts among young students in colleges and universities [17]. Students from the economic school of Shandong Technology and Business University have also held a debate on this theme.

#### **4. EXPLORING THE INTEGRATION SPACE OF SHORT VIDEOS OF OFFICIAL MEDIA AND CURRICULUM IDEOLOGICAL AND POLITICAL TEACHING**

Short videos of official media are one of the diversified teaching methods and means, and many university teachers have already used them as a supplement to teaching materials in the classroom. Those who hold a cautious critical point of view accuse that it is a kind of lazy behavior for teachers to play videos in the classroom [18]. They don't speak by themselves and let "videos" take the place of their own. There are also criticisms that this is a move to cater to students. According to the above views, researchers must be cautious and seriously consider how to expand the role of short videos, especially the short videos of official media in the curriculum ideological and political teaching. The researchers believe that the short video of official media has a unique role and has a space for integration with the curriculum ideological and political teaching.

##### ***4.1 Enriching the Charm and Literacy of Classroom Teaching Language***

A good classroom teaching language should have three characteristics: knowledge, aesthetics and emotion [19]. For a long time, improving the charm of classroom teaching language and enhancing the literary grace of teaching language are the inherent requirements for the language ability of college teachers. However, in practice, this requirement gradually becomes recessive [20]. According to the analysis on the recruitment of college teachers and their careers after entry, the language ability of college teachers is characterized by knowledge, while aesthetic and emotional features are not as prominent as the former. For example, in the recruitment of college teachers, the academic achievements of candidates are "hard constraints" and the threshold is high, while the language expression ability is "soft constraints" [21]. The focus is on the fluency of language, the logic of explanation, the standardization and academic use of language, and the threshold for the literary grace of language expression is very low. After becoming a college teacher, in the daily teaching inspection and teaching assessment of colleges and universities, there are few institutional arrangements for improving teachers' language aesthetic ability and few assessment items for

teachers' oral expression. Starting from the hypothesis of "economic man", colleges and universities have the characteristics of "soft constraint" and "low threshold" on the aesthetics of teachers' teaching language, and it is "rational" and "cost-effective" for teachers to invest less time and energy in this aspect [22]. Charming teaching language is a scarce resource in college teaching. The oral expression of the lecture classroom teaching should be both approachable and understandable, but the output of words with originality and aesthetic color is a behavior worth appreciating and encouraging. College teachers and media reporters are two different professional groups, and there are differences in language output style and professional training intensity. Some well-made short videos of official media can be used when the ideological and political class needs to be lyrical, and colorful. They can play a role in adding beauty to the college classroom and complement teachers' daily classroom teaching in language style.

#### ***4.2 Enhancing the Guidance and Rendering of Young Students' Classroom Emotions***

The short video of mainstream official media is an effective medium to improve teachers' ideological and political teaching performance [23]. In the limited classroom space, the traditional classroom teaching has shortcomings in practice scene display and emotional rendering. Taking the classroom teaching of International Trade Geography as an example, one of the teaching tasks is to introduce the international import expositions held in China in recent years. The expositions are major practical activities in the field of international economy and trade. If the lecturer undertakes this task, he should focus on explaining the background, scale and significance of the Expo, supplemented by showing and introducing news pictures related to the external environment and internal exhibition area of the Convention and Exhibition Center [24]. In such a classroom teaching design, media means mainly include language, text and static images. If a short video of official media produced by CCTV is selected, its plot is as follows. First, people can overlook the spectacular scene of the entire Expo from the perspective of drones, enter the specific exhibition area in the interior to introduce it from the perspective of the host, and experience as exhibitors and tourists in the later stage. Finally, the host can introduce the blessing words of foreign leaders on the success of the Expo, and the whole process is also equipped with background music

suitable for the lens. It is obvious that such a short video of official media contains more media means. Compared with static graphics and characters, dynamic graphics can transmit more information in a unit of time, with stronger visual impact [25]. The voice of the host and interviewees can give students a strong sense of scene. The addition of background music and narration can accurately guide and render the audience's emotions. To sum up, in terms of teaching tasks on related topics, the advantages of introducing high-quality short videos from official media are very obvious. If it is properly used, it is conducive to improving the learning effect of the curriculum ideology and politics.

#### ***4.3 Access to the "Last Kilometer" of the Main Propaganda Position Among Young Students***

Young college students are the key groups of political [26], ideological and cultural propaganda in the new era, the key objects of ideological and political education in colleges and universities and curriculum ideological and political education, and the future professionals in various fields and the backbone of building a socialist modern power [27]. There are a wide range of paths and chains between the short videos of official media launched on the platform and played by young students, which also means that there is a long distance between the two [28]. Many students will actively pay attention to the relevant official media on the relevant video platforms and pay attention to the latest news released by the official media [29]. However, the number of such people is still too small compared with the huge number of young students. In the era of information explosion, various video materials are essentially competing for the eyeball-locking time of viewers [30]. In fact, there are many "time" competitors in the main position of official media publicity, which are generally mass entertainment video platforms, long video websites, and even electronic games. Expanding the coverage and dissemination of the main position of the official media among young college students, using classroom teaching to broadcast short videos of relevant official media, and improving the exposure rate of excellent short videos and relevant official video platforms are important measures to promote the "last mile" of the main position of ideological and cultural education among young students, and are of positive significance to enhance the influence and radiation range of the main position and main front of the official media.

## **5. PATH AND METHOD OF INTEGRATING SHORT VIDEOS OF OFFICIAL MEDIA INTO CURRICULUM IDEOLOGICAL AND POLITICAL TEACHING**

In recent years, short videos of official media have been gradually applied in college classroom teaching. In the time domain of development, the emphasis on ideological and political education in the curriculum resonates with the same frequency in recent years, which also shows that the internal characteristics of short videos of official media can well match the development significance and construction goals of curriculum ideological and political education. In the process of using this tool, college teachers should better use short videos of official media, give greater play to the role of short videos of official media, and better improve the teaching effect of curriculum ideology and politics. This study explores how teachers can make good use of short videos of official media.

### ***5.1 Paying Attention to Daily Collection of Appropriate Short Video Materials of Official Media***

The short videos produced by the official media are of strong sense of position and control over the direction of values, which are naturally adaptable to the curriculum ideological and political classroom teaching. However, from production to being online, the functional attributes of short videos of official media are more in service of the industry's own laws and requirements, which means that short videos of official media are not specially designed and tailored for college classroom teaching and curriculum ideological and political education. Different college majors and courses need to select short videos of official media that meet their own curriculum design requirements to achieve the organic integration of the two, so as to achieve the purpose of improving the ideological and political teaching effect of the curriculum. Curriculum ideological and political teaching is an organic integration of ideological and political education and professional teaching, and professional teaching is the basic carrier. The selection of short videos of official media suitable for curriculum ideological and political teaching should include at least two steps: rough selection and intensive selection. In the rough selection stage, it is to select short videos of official media that fit a certain course. And in the intensive selection stage, it is to

select short videos of official media that fit the teaching design specific to a certain class hour. Rough selection usually occurs when teachers watch short videos and learn from official media on a daily basis, which requires both long-term high-frequency attention and quick insight. At the intensive selection stage, teachers should focus on thinking about which course content is matched with a short video, and which period of time is more appropriate for a course.

### ***5.2 Iterative Adjustment of Teaching Design for Corresponding Class Hours***

Teaching design is a specific arrangement for the implementation of each class. From the perspective of practice, no matter how diverse the teaching methods and means are, what cannot be adjusted is the given teaching duration of each class. While "adding", it is necessary to "subtract" appropriately, especially thinking about how to smoothly connect different methods. For example, it is necessary to pay some issues. Some teaching activities in the original teaching design can be replaced after using a short video of an official media. After the replacement; changes have taken place in the students' classroom gains and responses; and it is necessary to "strike while the iron is hot" to organize students to exchange feedback, etc. All these problems require teachers to have a pre-judgment before class. After a round of practice, teachers need to reflect on the teaching after getting the real classroom feedback from students, optimize and adjust the pre-judgment teaching design given previously, and complete the iterative upgrading of the teaching design of a certain course or even the whole course. In the iterative adjustment process of teaching design, it is not to let the short videos of official media take the place of their own classes. And the adjustment goal of teaching design is to make the short video of official media embedded in teaching more smooth in the whole teaching activity, maximize the advantages of script editing, dynamic images, background music and other elements of the short videos of official media. Then, it can better serve the classroom teaching of politics. Also, it will increase students' memory of classroom teaching content, highlight ideological and political teaching, and improve the effect of curriculum ideological and political teaching. As a result, the aforementioned criticism on whether playing short videos in the classroom is a kind of lazy behavior will be broken.

### **5.3 Improving the Sense of the Times of Teachers' Own Language in Classroom Teaching**

Introducing short videos of official media into classroom teaching is a form of diversified teaching. The main forces of the whole classroom teaching are still the teachers themselves. In addition to just a few minutes of video playing, teachers need to use their own language and questions to support the time domain and field of the classroom. The teaching interaction between teachers and students in the real classroom space mainly depends on teachers' own language and words. If teachers do not attach great importance to the cultivation of language in their career, their language style will be easily anchored in the inherent level of the past growth years, so that their language will be covered with a strong "sense of time". This will not have a great impact on teaching. If teachers can stand on the position of "post-00s" students, they can use the expression with the characteristics of the current era rather than anchoring the sense of time to improve the ability of teaching language script writing, which is helpful to narrow the psychological distance with young students and help students better digest and understand the teaching content. When teachers apply language to teaching activities, it is bound to be helpful for teaching to peel off the "sense of the times" and enhance the "sense of the times". It is advisable to add the ability to improve and control language and characters to the task list of quality improvement and lifelong learning in teachers' career. In addition, it is suggested to watch short videos of official media on a daily basis, pay attention to the words, bullet screen and interactive messages with strong characteristics of the times used in the text, and focus on the word selection and script editing form when refining and outputting ideas. This cumulative activity will eventually subtly affect teachers' ability to express words in classroom teaching. Teachers may learn video clips and other popular information science technologies to make more convenient short videos of courses.

## **6. CONCLUSION**

Young college students are socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. Everyone has the opportunity to become a propagandist of China's image and culture in the new era, and an experienced, narrator and writer of China's roads and stories. On the one hand, teachers

show suitable short videos of official media in the classroom, which is conducive to increasing the exposure rate of official media, enhancing the cultural and educational power of short video materials of official media, accessing to the "last mile" of the main propaganda ideological and cultural position among young students, and expanding the coverage of Xi Jinping's socialist thoughts with Chinese characteristics in the new era. On the other hand, it is an innovative form of curriculum ideological and political education reform to play short videos of official media that meet the requirements of the teaching plan. With the help of short videos of official media, the charm and literary grace of classroom teaching language can be better enriched, the guidance and rendering of young students' classroom emotions can be enhanced, and the teaching performance of curriculum ideological and political education can be improved. Ultimately, it will serve to better promote the transformation of young students from the object of higher education to the subject of social, economic and cultural construction. In the process of adapting to this innovative change, college teachers should strengthen the accumulation of daily learning and teaching materials, pay attention to the interdisciplinary and multi-dimensional observation and thinking of their professional practice activities, and exercise and improve their ability to express, output emotions and teaching design.

## **AUTHORS' CONTRIBUTION**

Huiqian Yu was in overall charge of writing the article, and Jing Zhang contributed to revising and polishing.

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