

Exploring the Practice of Ideological and Political Education in Undergraduate Professional Courses Against the Background of Promoting Education Through Competitions

Taking "New Media Advertising Design" as an Example

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ABSTRACT

In the context of promoting education through competitions, this study takes the course of "New Media Advertising Design" as an example to explore the "three integrations" of ideological and political education in professional courses, namely emphasizing the integration of theoretical teaching content and methods, integration of subject competition practice, and integration of teaching evaluation. Starting from the goal of guiding the value of ideological and political education in new media advertising, the three-dimensional relationship of "state/society — new media — individual" is integrated into the entire curriculum process, with a focus on addressing issues such as students' lack of interest in professional theoretical learning and practical creation, insufficient guidance of values, and a lack of practical value and social significance in creative works.

Keywords: Curriculum ideology and politics, Teaching practice, Promoting education through competitions.

1. INTRODUCTION

Understanding and grasping the connotation, characteristics, and difficulties of ideological and political education in the new era curriculum, and actively seeking countermeasures, is of great significance for fully exerting the ideological and political education function of various courses, promoting the parallel development of ideological and political education and curriculum, cultivating socialist builders and successors with comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor, and realizing the Chinese Dream of the rejuvenation of the Chinese nation. At present, research on integrating promoting education through competitions into the reform of ideological and political education in the curriculum will become normalized, and more practical achievements and corresponding curriculum

designs, models, paths, and strategies will emerge. At the level of teacher teaching, it is necessary to constantly deepen the process of promoting teaching innovation through ideological and political themed competitions, and enhance the way to better integrate the content of ideological and political themed competitions throughout the course teaching, assessment methods, paths, and evaluation mechanisms combining visual communication design courses in the new media communication environment. At the level of student learning, it is also necessary to inspire students to interpret patriotism and traditional culture with new creative thinking and distinctive design styles, showcase the professional competence and mainstream values of students in the new era, and use art and wisdom, responsibility and accountability to convey positive energy to society.

2. THE NECESSITY OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO UNDERGRADUATE PROFESSIONAL COURSES

Under the influence of multiculturalism in the current world, the teaching of professional courses in Chinese colleges and universities can't only rely on imparting professional knowledge, but it also needs to integrate moral education from the ideological and political level. The curriculum ideological and political teaching model is to integrate ideological and political education throughout the entire process of curriculum teaching, through innovation in curriculum design, teaching content, teaching methods, etc., so that students can receive ideological and political education while learning professional knowledge, and improve their ideological and political qualities and comprehensive qualities. The ideological and political leaders of professional courses adhere to student-centered, output-oriented, and continuous improvement, constantly enhancing students' learning experience and effectiveness, and resolutely preventing "labeling" and "two skins".[1] This teaching model is particularly important in the current social context, as with the development of the Chinese economy, changes in the social environment, and the complexity of the international situation, students' ideological and political qualities have become an important factor affecting their growth and development. The ideological and political teaching model of professional courses is a very beneficial teaching mode, which can help students better understand and master professional knowledge, and also improve their ideological and political quality, enabling them to better adapt to the development and changes of society.

3. THE STRATEGY OF INTEGRATING PROMOTING EDUCATION THROUGH COMPETITIONS INTO CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION

"Subject competitions have become an important indicator for evaluating the comprehensive educational capabilities of schools, and are receiving increasing attention." [2] Early professional teaching generally focused on exercises, research, flipped classroom, and

proposition training. Competition activities are rarely directly integrated into classroom teaching, mainly due to insufficient compatibility between competition content and teaching content. Many design training courses in visual communication design require the creation of works throughout the entire process, including theme analysis, design research, audience analysis, communication environment analysis, design conception, revision, and final proposal finalization. Therefore, if the teaching teacher can delve into highly relevant ideological and political theme competitions as the entire process of course knowledge explanation, case analysis, and assessment, students will not only present visual ideological and political theme works in their learning and design creation, but also gain a deep understanding of ideological and political knowledge from the entire process of classroom knowledge learning, design research, material collection and analysis, conceptualization, and design. Taking the course "New Media Advertising Design" at an applied undergraduate university as an example, the innovative approach of this course is to introduce ideological and political content competitions from the perspective of new media to teach skill-based courses, stimulate students' learning interest and enthusiasm for theoretical application and practical creation, and guide them towards participating in competitions and winning awards to enhance their sense of achievement and fulfillment. Teachers can organize teaching according to the OBE teaching philosophy, "OBE is outcome oriented education" [3]. Teachers can pre-release preview tasks in Rain Classroom before class. The classroom revolves around teaching knowledge points, adopts case-based teaching method and speculative teaching, reasonably embeds typical cases of ideological and political themed new media advertisements, guides students to participate in classroom discussions, and strengthens relevant ideological and political elements.

3.1 Integrating Teaching Content into Ideological and Political Competitions

In terms of teaching content design, by utilizing materials such as images, texts, audio, videos, interactive new media that promote socialist core values, excellent traditional Chinese culture, and public welfare, it is more intuitive and convenient for students to understand ideological and political content, thereby better serving the corresponding ideological and political theme flat work operation demonstration and student learning, and deepening

students' impression of the ideological and political content. The teaching content is divided into two sections. Module 1 is the theoretical teaching part, which mainly explains the basic theory of new media advertising, creative thinking of new media advertising, writing of new media advertising copy, and creative layout of new media advertising layout. This module will incorporate specific ideological and political themed competitions into the corresponding content teaching as classroom discussions, case studies, and case interpretations. For example, when explaining the corresponding thinking modes in the creative thinking content of new media advertising, works from events such as the founding of the Communist Party of China, National Day, China's excellent traditional culture, and the spirit of outstanding social role models can be used as examples to interpret the corresponding thinking modes, which can more intuitively help students understand the characteristics of different thinking modes. Module 2 is the practical training part, mainly including new media advertising research, social media advertising design, short video advertising design, H5 advertising design and other practical training. This module aims to cultivate students' ability to conduct research, analyze and summarize through multiple channels based on theoretical knowledge, as well as relevant knowledge and skills in research analysis, overall planning, conceptual design, and deepening design of specific competition propositions. The proposition of practical training closely follows the theme of ideological and political subject competitions, allowing students to deeply understand the ideological and political theme ideas they have developed throughout the process of research and practice, and form correct values. For example, the practical training of new media advertising research requires students to collect different types of new media public service advertising works related to excellent traditional culture or patriotic red culture themes, analyze the changes in their carriers and design forms, and analyze the advantages and disadvantages of their advertising creativity. In terms of new media advertising design practice, students are required to design social media dynamic and static advertisements, short video advertisements, and H5 advertisements for dissemination on platforms such as WeChat, Weibo, short video platforms, and online video platforms based on the ideological and political public welfare propositions given by professional competitions (Chinese excellent traditional culture, festivals, solar terms, red culture, socialist core values, etc.).

3.2 Integrating Ideological and Political Concepts into the Teaching Methods of Professional Courses

Traditional professional course teaching mainly focuses on imparting professional knowledge, and teachers will choose corresponding teaching methods based on specific teaching objectives, content, and teaching situations. However, these teaching methods often serve professional teaching and lack the ideological and political education significance guided by values. Therefore, the innovative application of the teaching method of "professional courses + ideological and political concepts" is an effective strategy for ideological and political education that is highly compatible with professional course teaching. This teaching method should "not only fully meet the needs of imparting professional content, but also fully consider the needs of providing ideological and political teaching content".[4] Professional courses can appropriately integrate ideological and political teaching concepts, but not directly replace professional course teaching methods with ideological and political concepts. Teachers cannot rigidly apply ideological and political concepts, and should flexibly use different teaching methods to cleverly integrate professional theoretical knowledge and ideological and political concepts, constructing a natural relationship between professional ideological and political knowledge. For example, in the selection of teaching methods for new media advertising, it is necessary to consider the combination of the characteristics of new media advertising and ideological and political concepts. Under the concept of ideological and political education, different theoretical and practical courses can be taught through the use of heuristic teaching, brainstorming, game interaction, and other methods. When explaining the knowledge of writing new media advertising copy, heuristic teaching methods can be used first to combine new media ideological and political works, such as the main melody advertising copy works published on new media platforms such as People's Daily and Xinhua News Agency, with the types, principles, and methods of new media copy, guiding students to understand both professional knowledge and the ideological and political concepts in the current national main melody propaganda. Following the explanation of creative methods for new media copywriting, teachers can conduct a brainstorming game for the creation of ideological and political themed competition copywriting. The student teams brainstorm the ideological and political themed

copywriting and play a game of classroom copywriting succession, allowing students to experience and master the creative methods of new media advertising copywriting through the fun of teamwork and interactive games in classroom brainstorming. At the same time, they also unconsciously learned the corresponding knowledge in the ideological and political themed competition.

3.3 Constructing Ideological and Political Education in the Course Assessment and Evaluation System

In the setting of course assessment topics, both process assessment and final assessment appropriately use ideological and political themes as topics (if there is an ideological and political design competition, the competition can be directly used as a topic), so that students can unconsciously integrate correct ideological and political thinking into all aspects of proposition interpretation, data collection and analysis, appreciation of related theme works, creative thinking, design production, etc., thereby enhancing students' correct worldview and values. After class, teachers can answer questions and guide students in creating works online and offline at any time. In terms of evaluation, it is necessary to "reform the existing evaluation methods for students' learning outcomes, shifting from emphasizing the accuracy and storage of knowledge and information retrieval to evaluating sustainable learning and problem-solving abilities".[5] Not only does it assess the quality of creative works, but it also integrates moral education into the entire assessment and evaluation system. Learning attitude, conduct, teamwork, craftsmanship spirit, etc. can be included in the assessment system as appropriate.

From the overall teaching results of the course, students have a good grasp of professional theoretical knowledge and have achieved certain results in ideological and political cognition. Students actively engage in classroom interactions and participate in competitions, with excellent quality of their works. They are able to grasp the correct direction of ideological and political themes well, and their new media advertising works are diverse in form. From the feedback from students, it can be seen that they are able to learn cutting-edge new media advertising knowledge and skills from the course, deeply experience the sense of achievement brought by teamwork and awards, and also have a deep understanding of patriotism and

traditional culture. In recent years, student teams have collaborated to complete more than 80 new media advertising works for ideological and political competitions such as the 100th anniversary of the founding of the Communist Party of China, the fight against the epidemic, the rejuvenation of the country, and traditional cultural traditions and innovation, and have won more than 50 national, provincial, and municipal awards. Some of the students' works have been published in the online magazine "China Youth Online" sponsored by the Central Committee of the Communist Youth League and the China Youth Daily, and have also been promoted on official platforms such as Weibo by the competition organizing committee.

4. CONCLUSION

The course of "New Media Advertising Design" uses competition to promote the teaching of ideological and political education in both cognitive and behavioral dimensions, deeply explore the connotation of using competition to promote the teaching of ideological and political education, and summarize the practical rules of visual communication design ideological and political education courses. In the process of course practice, it is necessary to always focus on the educational positioning of talent cultivation in application-oriented undergraduate colleges, and the characteristics of creativity, applicability, and cutting-edge communication in the visual communication major. It is also necessary to explore the ideological and political connotations in course teaching and choose suitable professional competitions. Emphasis should be placed on imparting knowledge and skills, as well as cultivating values, paying attention to the healthy development of students' personalities, and breaking down moral education into the curriculum. The ideological and political competition elements applied in the teaching process mainly include Chinese traditional culture, red culture, rural revitalization, social welfare, etc. In the process of professional creation, students can gain a deep understanding of China's excellent traditional culture and the core of the red spirit, while expanding the innovative application of traditional culture and red culture in new media graphic, video, and interactive design, inspiring students' cultural innovation and confidence. In the future, with the deepening development of artificial intelligence, visual communication design courses need to consider how to keep pace with the times and

integrate advanced technology into ideological and political education to serve teaching.

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