Exploring Innovative Paths for Ideological and Political Education Construction in Foreign Language Courses of Application-Oriented Universities through Digital Empowerment

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Abstract: This paper aims to analyze how to innovatively utilize digital means to facilitate the integration of foreign language courses with ideological and political education in application-oriented undergraduate universities. By employing intelligent methods to analyze learning situations and precisely depict teaching characteristics, as well as relying on digital platforms, smart tools, and online resources, a close integration of ideological and political education with foreign language teaching is achieved. Practical evidence shows that a series of innovative approaches have not only effectively improved students' language skills but also significantly enhanced their ideological and political literacy, broadened their international horizons, and strengthened their cultural confidence. Therefore, digital empowerment is regarded as an efficient pathway to advance the ideological and political education construction in foreign language courses, which is of great significance for cultivating high-quality talents with international competitiveness.

Keywords: Digitization; Application-oriented undergraduate universities; Foreign language courses; Ideological and political education construction

As information technology improves by leaps and bounds, the education sector is undergoing an inevitable digital transformation. For application-oriented undergraduate universities, foreign language courses play a vital role in nurturing talents with international competitiveness, necessitating urgent reforms in teaching modes and content. Curriculum-based ideological and political education, as a core concept in higher education in the new era, aims to lead students towards establishing correct worldviews, outlooks on life, and values by deeply integrating ideological and political education into subject teaching. This endeavor strives to cultivate well-rounded socialist builders and successors who excel in all aspects of morality, intelligence, physique, aesthetics, and labor. Integrating curriculum-based ideological and political elements into foreign language courses not only reinforces students' cultural confidence but also enhances their understanding and respect for global diversity, laying a solid foundation for their future participation in international competition and cooperation.

1. Innovative Value of Digital Empowerment in Ideological and Political Education Construction in Foreign Language Courses in Application-Oriented Undergraduate Universities

(1) Analyze learning conditions intelligently to construct profiles of precise teaching

Traditional foreign language teaching methods often emphasize language skill training while lacking precision and practical effectiveness in integrating ideological and political education. By leveraging digital technology, we can achieve intelligent assessment of students' learning progress, thereby creating precise teaching profiles. Digital empowerment not only assists teachers in gaining a comprehensive understanding of students' learning status and ideological changes but also provides a solid data foundation for implementing personalized teaching strategies. Relying on big data analysis, teachers can accurately identify students' learning difficulties and personal interests, skillfully integrating ideological and political content into the foreign language teaching process. This approach enables students to not only enhance their language proficiency but also strengthen their cultural confidence and patriotic sentiments.

(2) Achieving integrated construction to effectively expand teaching time and space

Leveraging digital platforms enables the profound integration of ideology and politics into foreign language teaching, thereby constructing a unified teaching framework. This framework encompasses not only traditional classroom instruction but also extends to extracurricular self-study and practical activities, effectively broadening the temporal and spatial dimensions of teaching. Students can access learning resources through digital platforms anytime, anywhere, participate in online discussions and interactions, thereby deepening their understanding and internalization of the ideological and political content embedded in courses. Simultaneously, digital platforms facilitate instant communication and feedback between teachers and students, enhancing the interactivity and practical effectiveness of teaching. By adopting an integrated construction strategy, a comprehensive and multi-dimensional ideological and political education model for courses can be established, providing solid support for the ideological and political construction of foreign language courses in application-oriented undergraduate universities. The ultimate goal is to cultivate more high-quality talents with both an international perspective and a profound sense of patriotism and national identity.

2. Digital Empowerment for Innovative Paths in the Ideological and Political Construction of Foreign Language Courses in Application-Oriented Undergraduate Universities

(1) Integrating digital platforms into ideological and political education: a new ecosystem for foreign language courses

The "China Education Modernization 2035" blueprint has explicitly placed "accelerating the informatization transformation of the education sector" on the agenda. Digital platforms, with their unique advantages, have opened up new avenues for the seamless integration of foreign language teaching and ideological and political education. These platforms not only broaden the boundaries of teaching resources and enable teaching exchanges beyond time and space constraints, but also leverage big data technology to accurately capture students' learning needs and ideological shifts, laying the foundation for implementing customized teaching strategies. Against this backdrop, constructing a new ecosystem for foreign language-ideological and political education grounded in digital platforms contributes to both enhancing students' language skills and subtly shaping their socialist core values, achieving the dual goals of knowledge transmission and value orientation.

In light of this, universities can leverage platforms such as MOOCs (Massive Open Online Courses) and Chaoxing Yare to pool top-tier foreign language educational resources from both home and abroad, cleverly incorporating ideological and political elements like the essence of Chinese traditional culture, global perspectives, and

responsibility cultivation. The platforms employ microservice architecture designs to ensure timely updates of course content and precise delivery of personalized services.Taking the course "English for Cross-Cultural Communication" as an example, teachers can share micro-lecture videos focusing on cultural comparisons among countries along the "Belt and Road" Initiative through the platform, inspiring students to not only master linguistic knowledge but also gain a deeper understanding of value differences in a multicultural context, thereby enhancing their cultural self-confidence and international understanding. Additionally, the platform features a "Daily Political Quotes" section, utilizing AI algorithms to push relevant ideological and political materials tailored to students' learning progress and personal interests. For instance, English proverbs conveying positive values such as honesty and diligence are used to continuously nourish students with positive thoughts in their daily lives.The integration of digital technology has further refined foreign language courses, strengthening students' language proficiency while significantly elevating their ideological and political awareness, realizing a win-win scenario between foreign language teaching and ideological and political education.

(2) Smart tools foster interaction, jointly elevating ideological and political education and foreign language learning

As the concept of smart education gradually takes hold, the adoption of smart tools in education has become increasingly prevalent. This trend offers a fresh opportunity for the integrated innovation of foreign language courses and ideological and political education in application-oriented undergraduate universities. As highlighted in the "Basic Requirements for Teaching Ideological and Political Theory Courses in Colleges and Universities in the New Era," "teaching methods should be innovated, and modern information technology should be fully utilized." Smart tools, with their intelligent and interactive features, inject robust momentum into the deep integration of foreign language teaching and ideological and political education. They not only enrich teaching methodologies but also facilitate dynamic interactions among students, making the learning process more engaging and effective, thereby significantly enhancing the overall educational outcomes.

In the teaching practice of "Business English," teachers utilize the intelligent push mechanism of platforms such as Chaoxing Learning System and Rain Classroom to tailor and deliver ideological and political reading materials based on students' learning performance and grades. These materials include English documents related to corporate social responsibility and professional ethics, which not only enrich students' professional vocabulary but also strengthen their professional ethics and social responsibility. To enhance classroom interactivity, teachers employ the platform's instant messaging tools to organize "Online Ideological and Political Discussions" centered on topics like "Professional Ethics from a Global Perspective," guiding students to engage in group discussions and exchange ideas. This instant interaction model not only ignites students' enthusiasm for learning but also deepens their understanding and internalization of ideological and political content.Moreover, the learning data analysis function of the platform provides invaluable teaching feedback to teachers, enabling them to flexibly adjust their teaching strategies and ensure the effective integration of ideological and political education with foreign language teaching. Even more innovatively, the university leverages smart tools to hold a "Micro-Course Creation Competition on Ideological and Political Themes," encouraging students to integrate their foreign language learning and create micro-videos centered on traditional Chinese culture and socialist core values. These videos are then showcased and evaluated on the platform. This series of activities not only hones students' language proficiency and practical skills but also significantly boosts their ideological and political awareness and innovative capabilities.

(3) Online resources enrich content, strengthening both ideological and political education and foreign language learning

In the digital age, internet educational resources shine like bright stars, presenting unprecedented opportunities for the ideological and political construction of foreign language courses in application-oriented undergraduate universities. By effectively integrating these online resources, we can not only expand the teaching content of

foreign language courses but also skillfully integrate ideological and political education, thereby achieving dual enhancements in language skills and ideological and political literacy.

Taking the "College English" course as an example, teachers introduce video lectures on "International Communication of Chinese Culture," enabling students to gain insights into the global dissemination trajectory and influence of Chinese culture while learning English, thereby fostering their cultural self-confidence. Additionally, the college leverages online interactive platforms such as Zhihu and Douban Groups to lead students in heated discussions on topics such as cross-cultural communication and global ethics. The ideological exchanges on these platforms not only hone students' English communication skills but also inspire them to deeply reflect on how to uphold the roots of Chinese culture and actively disseminate positive energy in the context of globalization. To further enhance the effectiveness of ideological and political education, the college regularly organizes online knowledge competitions themed around "Foreign Language + Ideological and Political Education." This entertaining competition format enables students to consolidate their knowledge and enhance their ideological and political literacy in a relaxed and enjoyable atmosphere.

3. Conclusion

Driven by the robust momentum of digitization, foreign language courses in application-oriented undergraduate universities are encountering unprecedented opportunities for innovation in ideological and political construction. Leveraging the intelligent analysis of learning status and the construction of precise teaching profiles, we have achieved a profound integration of ideological and political education into foreign language instruction. This initiative not only strengthens students' language skills but also subtly shapes their socialist core values. The flexible utilization of digital platforms, intelligent teaching tools, and abundant online resources injects new vitality into the ideological and political construction of foreign language courses, expanding the temporal and spatial dimensions of teaching while significantly enhancing its interactivity and practical effects.This series of innovative teaching practices not only facilitates dual progress in students' knowledge and skills but also lays a solid foundation for them to gain a firm footing in international competition and cooperation in the future.

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