

Analysis of Integration Strategies for Ideological and Political Education in College English Classrooms under the Background of Big Data Era

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Abstract: With the rapid development of global science and technology and the deepening of economic globalization, Internet information technology has shortened the “physical distance” and psychological distance between people. People who are thousands of miles apart now live in an environment where diverse ideas exist, and this global integration of ideological consciousness has brought unprecedented impact on the ideological concepts and lifestyles of college students. In the information age, the influx of various ideas has had a strong impact on the thinking of college students. Therefore, in this trend of globalization, it has become particularly important to raise attention to the political and ideological awareness of college students. As one of the compulsory courses in higher educational institutions, college English is not only an important way to cultivate students’ comprehensive qualities, but also an important way to enhance their political and cultural literacy. Therefore, it is particularly necessary to integrate ideological and political education into college English courses.

Keywords: big data era, college English classroom, ideological and political education, integration strategy

Introduction

Big data technology has brought new opportunities and challenges to English teaching in colleges and universities. Ideological and political education is an effective way to cultivate the values, morality, and awareness of social responsibility of college students, and is an important part of moral education in higher educational institutions. How to integrate ideological and political education into English teaching is currently a focus of attention in the education sector. The application of big data technology provides teachers with a wealth of resources and data analysis tools for teaching, which can better meet students’ learning demand and improve the effectiveness of ideological and political theory teaching. Exploring the application of big data technology for ideological and political education with the big data technology as the core can enhance the effectiveness of ideological and political education in colleges and universities and increase students’ interest in learning.

1. The necessity of integrating ideological and political education into college English classrooms

In the era of big data, English education in colleges and universities is no longer simply about cultivating students’ language skills, but rather a comprehensive platform for development. Therefore, the practical significance of conducting ideological and political education in English teaching is obviously important. Firstly, in the context of globalization, English, as a global language, has rich cultural connotations. Through learning English, students can come into contact with various cultures and values. At the same time, through the ideological and political education, students can understand

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and respect multiculturalism while strengthening their cultural confidence and fostering correct views on the world, life and values. Only in this way can students maintain their cultural stance and beliefs in the complicated society. Secondly, ideological and political education in higher educational institutions is of great significance for cultivating students' awareness of "social responsibility" and "citizenship". By exploring international hot topics and social issues can cultivate students' concern for national affairs and social development, as well as their awareness of social responsibility and citizenship. Moreover, when discussing international environmental issues, teachers can remind students of China's role in the global environmental protection movement, while also cultivating their patriotism and sense of social responsibility. The ideological and political education in colleges and universities can also help students cultivate the self-learning ability of college students. In English teaching, it is often necessary to compare and analyze students' values and behavior patterns in order to improve their learning ability, thus enhancing their learning enthusiasm and initiative. At the same time, the rapid development of big data technology has laid a solid foundation for the in-depth implementation of ideological and political education in college English courses. By analyzing learning materials, teachers can better understand students' learning habits and ideological and political needs, and adjust teaching content and methods accordingly to achieve personalized teaching.

2. The problems of integrating ideological and political education into college English classrooms

2.1 Inaccurate big data information on ideological and political education

Firstly, although big data platform can provide a large amount of data, its accuracy and specificity are constrained in terms of data sources, collection methods, and processing techniques, making the data difficult for teachers to accurately grasp the ideological and political needs and psychological characteristics of each student. Secondly, the impact of big data on English learning is mainly reflected in vocabulary mastery, learning progress, and other aspects, lacking in-depth research on students' thinking, value views, and other aspects. In this way, ideological and political education cannot be closely linked to students' actual ideological situation. In addition, there are problems with the design and implementation of ideological and political education content in higher educational institutions, such as insufficient integration with big data technology and disconnection between teachers and actual teaching, making it difficult to accurately integrate into English teaching.

2.2 Insufficient data processing capability of the teaching staff

Firstly, the professional training and educational level of English teachers in China mainly focus on English language teaching and literary research, lacking systematic training in information technology application. Therefore, in the process of applying big data, universities face difficulties in efficiently processing and analyzing relevant data. Secondly, in regular educational activities, teachers have limited time and energy, and they face heavy teaching workload, making it difficult for them to have sufficient time to learn and master those complex operations. In addition, there are still certain deficiencies in the cultivation and resource investment of big data ideological and political education in colleges and universities, lacking corresponding training programs and technical support, making the application of big data technology in teaching very difficult. Currently, big data tools and platforms used for English teaching generally lack professional and easy-to-use characteristics in teaching, which also brings certain difficulties to teachers.

3. Strategies for the integration of ideological and political education in college English classrooms in the era of big data

3.1 Improving teachers' political literacy

English teaching in colleges and universities under the background of big data technology should start with improving teachers' political literacy and better integrating them into teaching. Firstly, teachers should actively participate in systematic political theory training and regularly receive knowledge training on national policies, ideological and political theories, social hot topics, etc., thereby improving understanding of the theory of socialism with Chinese characteristics. By participating in online and offline learning methods such as "Party School", "Expert Lectures" and "Online Courses", teachers can understand the current research trends and applications. Secondly, by holding special lectures and seminars, the communication and learning between English teachers and ideological and political education talents in higher

educational institutions can be enhanced, they can share successful cases and experiences of ideological and political education. At the same time, it is necessary to closely integrate the ideas of ideological and political education with the daily English teaching. For example, analyzing the ideological connotations contained in international news and literary works can help students form correct values and awareness of social responsibility.

3.2 Conducting exploration of teaching and educating students from textbook content

In the era of big data, one of the key factors for the integration of ideological and political education in college English classrooms is to explore the potential of teaching and educating students from textbook content. As a direct teaching method, textbook content guides students step by step to ensure the progressive understanding of knowledge and achieve the effective combination of ideological and political theories with English knowledge. Firstly, textbook content is coherent, scientific and diverse, providing students with multi-dimensional educational knowledge. In the stage of higher education, students already have a strong English foundation and thinking ability, the humanistic and moral values in the textbooks should be fully utilized to stimulate students' in-depth understanding of English knowledge and culture. For example, in the teaching process, teachers can lead students reflect on issues such as moral conflicts and humanistic care contained in textbooks to promote the formation of their correct values. At the same time, college English textbooks must keep up with the times in order to adapt to the information society. During the writing process of the textbooks, research should be conducted, educational materials should be collected, a scientific knowledge framework should be constructed to ensure the orderliness and coherence of the content, and to help students feel the differences and similarities between Chinese and Western cultures, thereby enhancing their cultural confidence and international perspective.

3.3 Adopting case education method to analyze the content from multiple dimensions

In the era of big data, the adoption of case teaching in college English classrooms can effectively promote multidimensional analysis of ideological and political education. By selecting real and typical teaching cases, the case teaching method can naturally integrate ideological and political content into English teaching, enabling vivid display of ideological culture. For example, when teaching the lesson *The Gift* in English textbooks, teachers and students can make an in-depth analysis of the complex emotions of the mother child relationship, thereby revealing social and moral issues. The article describes the scene of an elderly mother carefully preparing to wait for her children on her birthday, even though the children only sent checks and greeting cards. This story reflects the alienation between modern elderly and children, as well as the lack of ideological and political education in practice. In teaching practice, teachers should seize this opportunity and analyze the story from different perspectives. By exploring the psychology of mothers and the behaviors of their children, students are made aware of the importance and shortcomings of traditional culture in contemporary society.

4. Conclusion

In the context of big data, college English teaching must start with precise data analysis to enhance teachers' political quality. At the same time, effective case teaching methods should be adopted in combination with the actual situation of English courses, so that students can have a better understanding of cultural and social issues, and also enhance their sense of social responsibility, laying a solid foundation for high-quality talents in the new era.

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