

Exploration and Practice of Ideological and Political Teaching Construction of “Modern Manners”

-- Taking the Implementation of the “Five-One” Etiquette Cultivation Project as an Example

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Abstract: Ideological and political education integrates value leadership into knowledge transfer and ability cultivation, and helps students establish correct worldview, life view and values. The course objective of Modern Etiquette is highly compatible with the ultimate purpose of the course ideology and politics, and the course content itself has the function of “educating people in three aspects”. The construction of the ideology of Modern Etiquette emphasizes on practice, and the “five-one” etiquette cultivation project encourages students to actively practice the requirements of “beauty of etiquette” outside the classroom, which is one of the important practical ways to build the ideology of “Modern manners”.

Keywords: Modern manners; Curriculum politics; “Five-one” etiquette cultivation project

In May 2020, the Ministry of Education issued the Guidelines for the Construction of Higher Education Curriculum Ideology and Politics (hereinafter referred to as the “Outline”), pointing out that ideological and political education should be carried out throughout the talent cultivation system, comprehensively promoting the construction of higher education curriculum Ideology and Politics and giving full play to the nurturing role of each course^[1]. Etiquette is a commonly recognized behavioral norms agreed upon and accepted by people in social interaction activities, in order to respect each other, in terms of grooming, instrumentation, etiquette, rituals, speech and mannerisms, etc.^[2]; modern manners is consistent with socialist core values in terms of their spiritual kernel. Therefore, it is of strong practical significance and exemplary effect to integrate the construction of course politics into the whole process of etiquette teaching.

In the course ideological and political construction of “Modern Manners”, it is very important to find the integration of professional teaching and ideological and political content, in addition, how to implement the construction of course ideological and political into students' daily learning and life is related to the real effect of the course ideological and political construction of “Modern Manners”. Based on this, this paper takes the author's first semester of Modern Etiquette in 2023-2024 as an example to explore the exploration and practice process of the construction of the ideology and politics of “Modern Manners”.

1. The general idea of the construction of the ideology and politics of "modern manners"

“Modern Manners” is a professional basic course in Hubei Business College. It insists on the combination of teaching knowledge of modern etiquette and leading values, and strengthens the ideological and political objectives of the course on the basis of knowledge and ability objectives, following the principle of “manners - culture - quality”. The overall design program is shown below:



Figure 1 Overall design program for the course "Modern Manners" on Ideology and Politics

2. Teaching Content Setting Based on the Ideological and Political Construction

"Modern Manners" comprehensively explores the elements of ideology and politics from the aspects of Chinese traditional culture, socialist core values, business literacy, international standards, and so on. Ideological and political elements are organically integrated into the teaching process of the course by using teaching methods and means such as case-based teaching method, situational rehearsal, practical exercises, flipped classroom, etc., which are shown in the following table:

Table 1 Teaching Content of Modern Manners Based on Curriculum Ideology and Politics

Teaching Philosophy	Teaching Goal	Teaching Content	teaching Activity	Historical allusions, quotations and aphorisms	Ideological and Political Integration	Effectiveness of Teaching
OBE Educational Philosophy	Creative awareness	Overview of Manners	theoretical teaching+discussing	Zengzi Avoids the Mat	Pride and identity of Chinese ceremonial culture	Teaching Resource Building
		Personal manners	theoretical teaching+practical exercise	Confucius and Mencius Quotes	The significance of personal image for the dissemination of national image	
	Practical ability	Manners for life	theoretical teaching+Scenario simulation	Kong Rong gave away bigger pears	The importance of self-discipline in life for personal success	Good feedback from students
Communication manners		theoretical teaching+Scenario simulation	Chinese idiom story: lively exchange of words between opposing viewers	Practicing Socialist Core Values		
student-centered	High level capability	Social manners	theoretical teaching+practical exercise	Idiom:goose feather sent from afar	Embodying truth, goodness and beauty	Teaching Achievement Award
		Workplace manners	theoretical teaching+Scenario simulation	Case:Gathering and Distance in the Workplace	Workplace quality, responsibility	
promote morality and nurture people	Emotional value	Business manners	theoretical teaching+Scenario simulation	quotations and aphorisms about punctual, faithful and punctilious	Business literacy	Popularize and Apply
		Foreign-related manners	theoretical teaching+Presentation	Case:China-US diplomatic relations	Emphasizing the taboos of international protocol and demonstrating the demeanour of a great nation	

3. The Practice of Ideological and Political Teaching in "Modern Manners" --Based on the Implementation of the "Five-One" Etiquette Cultivation Project

3.1 Introduction to the "Five-One" Etiquette Cultivation Project

The "Five-One" etiquette cultivation project refers to the systematic cultivation of students' etiquette in their daily life and study. The "Five-One" refers to five aspects of etiquette requirements, including civilized manners, civilized dormitory, learning goals, professional skills and helping classmates^[3].

3.2 Organization and implementation of the "Five-One" Etiquette Cultivation Project

During the first semester of "Modern Manners" in 2023-2024, the author implemented and developed the "Five-One" etiquette formation project in a flipped classroom. In the first class, the authors assigned the task to the students, asking them to choose one of the "Five-One" etiquette cultivation project in a study group of 4-6 students and spend eight weeks practicing it, during which the groups had to record in detail the implementation process of their own etiquette cultivation project and keep relevant information, such as photographs and data. Starting from the ninth week, each group will report the process and results of their etiquette cultivation in the classroom, and the self-evaluation, mutual evaluation and teacher's evaluation will be scored together to form the score of the flipped classroom of each group.

3.3 Results of the implementation of the "Five-One" Etiquette Cultivation Project

In terms of the students' specific practices, the themes they chose focused on four areas: "Showing a civilized manner", "Creating a civilized dormitory", "Defining a learning goal", "Mastering a professional skill".

3.3.1 Showing a civilized manner

This is a theme chosen by students, which emphasizes the shaping of one's own image, including the way one dresses in daily life, the way one stands, walks, sits and other manners of interaction. This theme is closely related to the students' personal lives, and the students who chose this theme took advantage of the eight weeks of the etiquette training program to conduct training on personal grooming, and made a before-and-after comparison after the eight weeks of training, so the effect of the cultivation of this theme can be seen intuitively.

3.3.2 Creating a civilized dormitory

The dormitory is the students' home in school, and the creation of a civilized dormitory is an important part of the etiquette formation project. In the author's class, there were a few groups that chose this theme. Each group took into account the actual situation of their own dormitory and made adjustments to the dormitory environment and the relationship between roommates in accordance with the requirements of a "civilized dormitory".

From the students' practice, most of them can understand the meaning of "civilized dormitory" and follow the requirements to build a civilized dormitory, such as making daily duty arrangements, maintaining dormitory hygiene; treating people in a civilized way, abiding by the etiquette of public places; and creating a good dormitory atmosphere of mutual help.

3.3.3 Defining a learning goal

Rich humanistic knowledge is an important content of cultural cultivation, and the beauty of cultivation is the inner and foundation of the beauty of etiquette, therefore, for the contemporary college students, to clarify a learning goal and improve their own cultural cultivation is an important content of etiquette cultivation.

For example, a group of students set the learning goal of "passing CET-4 and CET-6", made a strict study plan, and seriously implemented it, and achieved certain milestones. The students' positive learning attitudes and upward spirit can be felt in their own expressions of experience.

3.3.4 Mastering a professional skill

Strong professional skills are an equally important part of cultural formation. Students combine their majors with other group members to develop a study plan and use the eight weeks of Liturgical Engineering Formation to learn the professional skills they are interested in.

For example, a group presented that they have learned the relevant PS techniques in conjunction with their major--e-commerce, and showed their results. The implementation of this project helps to increase the students' deep understanding of their majors and industry knowledge, which not only helps to enhance their professional knowledge and self-confidence, but also is of great significance for their future employment.

4. Concluding

Manners education emphasizes practice. The "Five-One" etiquette cultivation project is close to students' campus life, helps students learn to respect others and themselves, develop good study habits, and cultivate the professional ethics of love and dedication, which is of great significance to the implementation of etiquette education.

References

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Funded by: Hubei Business College 2023 School-level ideological and political demonstration Course "Modern Manners"; Hubei Business College teaching research project "Research on the Innovation of Hospitality Talents Training Model for Hospitality Management Professionals in the Context of Supply and Demand Nurturing" (Project No. 202213)