

# Exploration and Practice of Ideological and Political Education in Foreign Trade English Correspondence Course

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## Abstract

The cultivation of talents in higher education institutions is a process that combines education and talent cultivation, and the curriculum of ideological and political education is the concrete implementation of the fundamental mission of "cultivating virtue and nurturing talents" in education. This paper takes the non-ideological and political subject of Foreign Trade English Correspondence as the research object, specifically studying the ideological and political elements that can be integrated into this course, and exploring effective ways to achieve the value function of this course.

**Keywords:** Course Ideology and Politics, Foreign Trade English Correspondence, Sense of Worth.

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## 1. INTRODUCTION

### 1.1 Research Background

"Ideological and political education in the curriculum" was pointed out by General Secretary Xi Jinping in his speech at the National Conference on Ideological and Political Work in Colleges and Universities: "integrating ideological and political work throughout the entire process of education and teaching, achieving full and all-round education", and "all kinds of courses and ideological and political theory courses go in the same direction and form a synergistic effect". In December 2017, the Ministry of Education issued the "Implementation Outline for Improving the Quality of Ideological and Political Work in Colleges and Universities", which clearly stated that curriculum education occupies a core position in the "Ten Major Education Systems". In 2018, the National Education Conference was held, and the fundamental mission of education, "cultivating virtue and educating people," was once again clarified and emphasized, highlighting the vital role of ideological and political education in the field of education. Afterwards, "Course Ideology and Politics" gained attention and recognition in universities across the country, and various courses collaborated to explore and construct theories and practices.

Due to global economic trends and employment prospects. The COVID-19, which began in 2020, has been spreading all over the world. The epidemic prevention and control measures of various countries (regions) have been constantly adjusted. China's foreign

trade has been greatly impacted, which not only brings uncertainty to the future career choice of international trade students, but also puts forward new requirements for students' professional knowledge reserves. The 20th National Congress of the Communist Party of China in 2022 pointed out that a more proactive and open strategy should be implemented in the future. With the development of the Belt and Road strategy and the construction of the pilot free trade zone, China's opening up has entered a new stage, and the gap for high-quality international trade talents of complex type has also increased sharply. Trade personnel are an important direction for business English majors to find employment, and foreign trade English correspondence is a professional course that cultivates students to communicate and negotiate with customers in English in international trade. It is also an important course for cultivating composite talents who combine English and foreign trade skills.

### 1.2 Course Nature

Foreign Trade English Correspondence is a core course for Business English majors, covering the complete process of foreign trade business from exploring international markets, establishing business relationships, to inquiries, offers, counteroffers, negotiating contract terms, accepting transactions, entering into contracts, and based on this, arranging payment for goods by the buyer, shipping goods by the seller, claims, and compensation. This course not only cultivates students' understanding of the characteristics

and structure of business letters, but also familiarizes them with relevant professional terminology and common sentence patterns, thus mastering the writing methods of foreign trade English letters. At the same time, it cultivates students' familiarity with various aspects of import and export business and their ability to use English to handle related business. The key is to speak foreign languages and have a Chinese heart.

## 2. Ideological and Political Elements of Foreign Trade English Correspondence Course

The main chapter content and corresponding ideological and political elements of this course are:

### 2.1 Modern Business Letter Writing

**Main Lectures:** Format of Business Letters, 7C Principles, and Foreign Trade Etiquette.

**Ideological and Political Elements:** Standardized and professional writing of business letters, which can reflect the professional qualities of foreign-related personnel in China, cultivate students' craftsmanship spirit, pursuit of excellence, and honesty and trustworthiness. Respecting the different letter writing habits of our own culture and Western culture, changing the writing format and thinking of letters according to the client's background, improving etiquette cultivation, can showcase a good image of the enterprise and the country, and prepare for future good business cooperation.

### 2.2 Various Stages of Transaction Negotiation

**Main Lectures:** Establishing business relationships, inquiries and responses, offers and counteroffers, orders, receiving and signing contracts.

#### Ideological and Political Elements:

Due to the fact that both parties are located in different countries (regions), each country has its own level of economic development, political and legal systems, cultural background, and values. Therefore, foreign trade practitioners are required to be familiar with specific situations such as the world economy, politics, law, society, and culture; Help students establish risk prevention awareness, remain vigilant when engaging in international business activities in the future, prevent commercial fraud, and learn to protect their own interests; Cultivate students' confidence and pride in "Made in China", establish cultural confidence, and enhance students' patriotism; Transaction negotiation is a process of intertwined interests. Through multiple rounds of correspondence, students should be trained to have good psychological adjustment skills, demonstrate qualities of rationality, honesty, and enthusiasm, and establish the goal of cooperation, win-win, mutual benefit, and common development between China and other countries.

### 2.3 Execution Process after Signing the Contract

**Main Lectures:** Payment, Packaging, Shipping, Insurance, Claims and Claims, etc.

#### Ideological and Political Elements:

Cultivate students' cross-cultural literacy and risk prevention awareness, guard against fraud, develop the ability to observe, identify, think and solve problems, and cultivate students' teamwork skills; Cultivate students' sense of responsibility and qualities of attentiveness and patience; Cultivate students' qualities of punctuality, compliance, and honesty.

## 3. Teaching Practice of Ideological and Political Education in Foreign Trade English Correspondence Course

Finding appropriate entry points for ideological and political education and classroom teaching methods is the key to implementing ideological and political education in the teaching process of a course. The teaching practice of integrating ideological and political elements into a class includes the following steps:

### 3.1 Collecting Materials before Class

Distribute the lecture notes of the new lesson to students in advance as preview materials before class. At the same time, students are encouraged to collect various cases through various foreign trade platforms and reference materials provided by teachers. In this process, each student collects different products, comes into contact with a large amount of economic and trade materials, and is allowed to adjust the content of the letters in the textbook based on the cases found. This not only cultivates students' ability to write letters and telegrams in different foreign trade environments, but also helps to enhance the possibility of integrating ideological and political elements into teaching content.

For example, during negotiations, one should not be humble or arrogant, and should not be domineering or blindly pleasing clients or groveling. Pay attention to the balance. The teacher first released the speech videos of Chinese diplomats and envoys, such as Hua Chunying and Zhao Lijian, on the Chaoxing platform, allowing students to watch them in advance and feel the "gentle knife" of Hua Chunying and the full dominance of Zhao Lijian; It also helps students understand that every sentence expressed by diplomatic envoys not only represents their personal views, but also expresses the attitude of the country. The wisdom and love displayed by envoys are things that students should learn from, and students should be like them, guardians of the interests of the motherland. Through the introduction of these cases, students can feel the patriotism and social responsibility of these diplomatic envoys, and their inner sense of responsibility will also be stimulated, without hesitation, to uphold national dignity and interests.

### 3.2 Cases Discussion during Class

Change the traditional teaching mode of teachers cramming everything, modularize and divide according to the main content of each chapter's letter, and

allow students to integrate the collected materials into fixed sentence patterns for group presentation.

For example, in terms of how to express "politeness" in language, it is possible to analyze with students in class which expressions are easier for customers or oneself to accept. Cases can also be introduced for students to discuss, allowing students to role play and feel the differences in how different expressions affect themselves. Truly experiencing how students are more likely to be polite to others, learn humility and respect, these are essential professional qualities.

For example, in the process of signing a contract, it is necessary to establish a correct concept of the contract, which extends to the socialist core values. The contract pursues honesty, trustworthiness, fairness, and justice, and the socialist core values of "integrity, fairness, equality, and rule of law" are highly compatible. Then, students can also be guided to think: "What should we do if the other party refuses to fulfill their contractual obligations after the contract is signed?" Students should be guided to abide by the contract agreement, and in case of any changes, they should be able to handle them calmly and find ways to solve the problem; What should be done when a contract change trap occurs? "Guide students to weigh the risks and benefits, not be blinded by the benefits, and pay more attention to the risks brought by the benefits offered by the other party to ensure the smooth performance of the contract.

### 3.3 Evaluation after Class

On the one hand, it is through homework, that is, using letter writing as the main evaluation of teaching effectiveness, to check students' improvement in knowledge, quality, ability, and other aspects. On the other hand, students should continue to collect relevant materials after class and combine them with the materials discussed in class to establish a case library for each chapter, incorporating excellent materials into the teaching database of this course. While increasing the participation of students in course construction and improving their learning enthusiasm, we also deeply realize that in the difficult situation of foreign trade development, we still need to objectively view our major, have confidence in our future work in foreign trade, and contribute to the development of China's foreign trade industry.

## 4. Reflections

The integration of ideological and political education into the courses of Business English major is

crucial for cultivating students through ideological and political education, with the teacher being the key factor. Therefore, in the process of teaching practice, the author also conducted some reflections.

### 4.1 Teachers with Correct Values

The classroom is the main channel for students to receive ideological and political education, and teachers are the main disseminators. In order to fully leverage the guiding role of teachers, the first priority is to ensure that they possess good political literacy, which is a prerequisite for conducting ideological and political education. Teachers majoring in Business English should start from themselves, establish correct values, life goals, and a firm political direction. They cannot separate personal progress from the future or destiny of the country. They need to enhance the infectiousness of ideological and political education in the teaching process in order to better fulfill their mission and responsibility as teachers.

### 4.2 Teachers with Solid Professional Knowledge

Professional teachers should constantly learn, persist in learning, and keep up with the pace and speed of knowledge updates. In teaching, using textbooks as a carrier, but not relying solely on textbooks and reciting from them, cannot do a good job in teaching. Teachers can utilize today's abundant online teaching resources or English learning platforms to screen resources in advance, and then select resources that are suitable for the theme according to the teaching content for use in the classroom, integrating cultural confidence into correspondence teaching. This can not only deepen teachers' understanding of Chinese culture, but also better guide students to tell "Chinese stories" in their own way.

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