Research on the Teaching Reform of Business Copywriting Course in the New Era

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Abstract: *The business copywriting course takes contemporary college students as the teaching object, aiming to make students familiar with business etiquette, master business negotiation skills and improve business copywriting ability. In the teaching of business copywriting course, integrating ideological and character elements into the classroom is a new exploration of traditional teaching methods under modern education and teaching theory. This article will mainly start with the integration of curriculum into ideological character design, and improve the implementation guarantee of ideological and political education in the business copywriting curriculum.*

Keywords: *business copywriting; ideological character; teaching methods*

1. Introduction

At present, there are not many achievements in the research of business copywriting courses, which are mainly reflected in the teaching content and teaching reform cases. One is to talk about the course content and form from the teaching practice experience. The second is to conduct objective research and in-depth analysis of classroom effects as a case of teaching reform. The integration of ideology and morality with specific courses will inevitably lead to major changes in teaching ideas and behaviors. At present, academic research on curriculum ideology and politics has achieved initial results, but it also highlights some problems. In general, it includes three aspects: theoretical research is greater than practical research; the results are in the theoretical stage; less practical results. The depth of research on the combination of ideological character and specific courses is not enough. Most of the results talk about the integration of curriculum and ideological character from a macro perspective and rarely discuss effective methods in specific courses.

2. The necessity of the integration of ideological and moral education and business copywriting course

2.1. It is the macro education requirement of "cultivating people with virtue"

At many important national conferences, our country has emphasized that "cultivating people with virtue" is the fundamental task and goal of education. It emphasizes that education should take "cultivating people with virtue" as the core and integrate the ideological character into the specific teaching process. There is a sentence in the "Teacher Says": "Teacher, so preach and teach karma and solve the confusion." It clearly states that the main role of the teacher is to use words to transmit knowledge and reason and to teach skills and abilities with actions. As the general helmsman of teaching, the teacher controls the direction of the giant ship of education.[1]In the ocean of knowledge, teachers take the classroom as the main position and "cultivate people with virtue" as the goal. Teachers should make every effort to adhere to innovative education methods, integrate various educational resources, and refine the important task of "cultivating people with virtue" into specific curriculum practice. Business copywriting courses are no exception either. Students should realize the importance of education from a point of view. The business copywriting course is mainly aimed at contemporary college students, so that they are familiar with business etiquette, master business meeting skills, and improve their business copywriting ability. Business transactions are naturally closely related to money and interests. The worldview and values of college students are still in the stage of formation. Therefore, the integration of ideological character learning in business copywriting courses is not only in response to the call of the national education concept, but also the macro education requirement of "cultivating people with virtue". At the same time, it is also an effective way to help college students

shape a correct sense of worldview and values.

2.2. It is a necessary way to cultivate talents with all-around development.

Schools are fertile ground for cultivating talents. From ancient times to the present, countless educators and successful people are emphasizing that reading should carry forward a bright and upright character in order to make people reach the perfect realm. Although there are some differences between the present university and the ancient university, the social function and value of the school have never changed. To cultivate all-around development of talents, we need a good campus environment. A school is an organization in which educators systematically carry out educational activities for the educated.[2]Therefore, the school must take the country's demand for talents as the direction, respond to the national educational philosophy, and combine the school to formulate a teaching plan and update the teaching content and methods in a timely manner. Ideologically, the school leads students to establish correct values. In teaching, teachers should formulate and improve talent training strategies in combination with specific subjects. Under the circumstance that the country urgently needs vocational and technical talents, the business copywriting course is "service-oriented, employment-oriented", and adopts the "simulation teaching" method, so that the course has changed from a single classroom to two-way teaching.

2.3. It is an effective guarantee to shape the correct values.

In the new media era, a variety of social software makes multi-terminal thought speech frequently. Small videos on the web are everywhere. College students are curious and active in their thinking, and young and enthusiastic in behavior. Their outlook on life, world outlook and values are still in an unstable stage of development. The implicit identity of values is an unconscious trace of an individual's value through value cognition, value evaluation, value selection and other activities.[3]This kind of value orientation is the result of the unconscious influence of others and the environment. Introduce core mainstream values into the curriculum and integrate them with specific disciplines to shape students' values in a subtle way. The business copywriting course is an effective platform for college students to understand the workplace and master skills. The teaching content involves professional ethics, vocational skills, interpersonal communication, and so on. The proper selection of ideological and character elements combined with teaching content is helpful to improve students' learning abilities. At the same time, it can convey a correct and healthy career development concept to students, and help college students to shape a correct world outlook, outlook on life and values.

3. The design of ideological character elements of the business copywriting course

Teaching materials, teaching plans and teaching reflection are both self-contained and complimentary. Before the teaching activities, teachers should carefully study the teaching materials, prepare lessons and write teaching plans. After the teaching activities, the teacher should summarize the teaching reflection according to the teaching situation. Textbooks provide the basis of teaching knowledge for teaching plans and teaching reflection. The teaching plan makes up for the deficiency of expanding knowledge points and ideological character in the textbook. Teaching reflection also makes up for the shortcomings of teaching plan design. All three are indispensable parts of teaching activities. In these three links, teachers should dig deep into the connotation of ideological character and integrate ideological character elements.

3.1. Looking for ideological and moral elements in textbooks

A textbook is basic material for learning. The business copywriting textbook is the "Twelfth Five-Year" national planning textbook for vocational education. The design of textbook content is closely related to the actual business activities in the workplace, which is based on the professional requirements of business activities for the business personnel.[4] Business activities are closely related to the actual, which acquires the writing of a variety of copywriting theories and the designing of teaching projects in accordance with the specific needs, in order to achieve the purpose of learning. The compilation of teaching materials takes "business story", "enterprise copywriting theory and case" "enterprise management project" and "project practice" as the basic ideas to provide students with a comprehensive "business activity practice learning environment". The selection of "Business Story" is mainly based on inspirational education. For example, in the basics of business copywriting,

we chose "Deng Zhonghan - Love China Core in this Life". He integrated his career and dreams into the research of multimedia chip core technology in the motherland, making the company the first enterprise in China to be listed on NASDAQ and has the complete self-owned core technology and intellectual property rights. In the chapter on the business copy, we chose the story of McDonald's founder Ray Crocker. He views McDonald's business model from the perspective of real estate thinking. This enlightens students not to look at problems with a single eye in business activities, and changing their way of thinking is the beginning of innovation. In addition to the introduction of celebrity stories, the choice of different copywriting cases also has its own characteristics. Display multiple contract documents in the same situation, so that students can truly feel the interaction of cooperation and the relevance of the document, and cultivate students' legal awareness and rule awareness.

3.2. Incorporate ideological and moral elements into lesson plans

In the process of making teaching plans, teachers should integrate the ideological and moral elements of the course with the teaching of business copywriting. The integration of ideological and moral elements and business copywriting teaching is reflected in two aspects. First, integrate relevant ideological and moral elements into the theory of business copywriting. For example, by writing a contract, students develop values of honesty and integrity. At the same time, it can also enhance students' awareness of anti-contract fraud. Secondly, the theoretical concept of business copywriting is introduced in the relevant ideological and moral elements. For example, the writing theory of job application is derived from the elements that job seekers should have in the job application process. These two points must be closely integrated into teaching activities. In the teaching of job application documents, teachers should guide students to establish correct professional concepts, stay away from lying-down doctrine, and become contemporary youth with goals. In the study of advertising copywriting, combined with the current situation of the development of the information society and various advertising concepts in live delivery, teachers should educate students to be down-to-earth, not blindly follow the trend, and rationally view the current situation of Internet multimedia live delivery. Teachers encourage students to arm their minds with knowledge and create the future with diligence. In the teaching of contract copy, teachers are supposed to guide students to be honest and law-abiding through the concept of contract and have the spirit of the contract. Teachers constantly excavate the ideological and moral elements contained in the course of business copywriting, and introduce excellent cases and sound values into the classroom. This will not only make the classroom rich and vivid, but also enable students to receive good spiritual education unconsciously. Finally, students will achieve a good teaching effect of both theoretical knowledge and ideological and moral cultivation.

3.3. Perfecting ideological character elements in reflection

In the after-class teaching reflection, the teacher reviews the teaching content and classroom effect, and circles the effective part to provide a reference for the next teaching plan design. Teachers should understand students' acceptance of the course content. Are students interested in the teaching content? Is the teaching content easy to master? What are the students' opinions on the teaching content? Does the discussion question of classroom preparation gain students? When integrating the ideological and moral elements of the curriculum into specific teaching, are students ideologically happy to accept? Business copywriting is a course that serves students. It should focus on the main role of students, communicate with students after class, and reflect on the shortcomings in teaching. Also, it is supposed to timely feedback on the effect of ideological and political teaching, adjust the existing teaching strategies, and introduce new teaching methods.

4. Measures to optimize the business copywriting course

4.1. Enhance the awareness and quality of teachers' ideological and moral education

As a teacher of a business copywriting course, in addition to improving the awareness and ability of ideological and moral education, it is also necessary to supplement the relevant knowledge points and practical needs of the course with the times. In this way, the teacher ensures that the best plan is made for the teaching plan cases and teaching methods before class. In addition, as a college teacher, one should also recognize the necessity of ideological and moral education, and have positive and healthy values, so as to correctly guide students.[5] Third, teachers should constantly absorb new knowledge and new theories, constantly enrich the teaching database, and face up to the importance of curriculum

ideological and political education. In daily teaching, teachers should read books extensively to accumulate knowledge, participate in course training and listen to relevant reports and lectures, and pay attention to the hot spots around current affairs, and improve their ideological and character perception and expression ability by means of multimedia information channels. Finally, teachers should often communicate with students to understand their thinking modes and values. This is helpful for teachers to make effective judgments on students' values, which is the basis for teachers to integrate ideological and moral education in the classroom. Through the cognition of students' way of thinking, teachers can choose the best way of ideological and moral education. On this basis, we can also grasp their interest points in class to the greatest extent and combine the corresponding course content. The teaching effect will be better. In addition, when teaching specific courses, teachers must put the explanation of knowledge points first, and put the education of ideological and moral education in a subtle way. If ideological and moral education is too obvious, it will cause students' disgust. This will have the opposite teaching effect.

4.2. Conversion of teaching ideas and methods

When teaching the basic knowledge of ordinary courses, teachers should improve the status of ideological and political education in their courses as much as possible and enhance the educational function of humanities and social sciences. This "improvement" is not necessarily reflected in the length of time and the number of cases, but mainly in the teaching effect. Therefore, teachers should make some changes in the course teaching.

From the perspective of the curriculum construction system, teachers need to break the imprisonment of traditional ideological and moral education concepts, innovate teaching carriers and expand teaching content. Ideological and moral education ability and teaching abilities should be improved simultaneously. In the context of the new media era, teachers should also constantly explore effective teaching methods for innovative ideological and moral education.[6] For example, effective teaching methods such as "teaching and learning conversion" and "PAD class" have emerged in recent years. The "teaching and learning conversion method" takes students as the main body. The teacher arranges the teaching tasks in advance, and the students play the role of teachers to explain the course content. In the process of explanation, the teacher plays the role of listener and questioner. In the process of listening, the teacher selects guiding questions to lead students to explore the course content in depth. At the same time, teachers should also consciously integrate relevant ideological and moral elements in questioning and communication, and naturally integrate ideological and moral education into teaching.

5. Conclusion

The premise of integrating ideological and moral education into business copywriting courses is to understand the state of students' ideological development. The introduction of current events to mobilize the enthusiasm of students is the induction point of ideological and moral education. Combined with the specific teaching content, the use of a variety of teaching methods is an effective means of subtle ideological and moral education. The teaching results are the touchstone of ideological and moral education. As a teacher, only the organic integration of professional knowledge and ideological and moral education can cultivate excellent college students with both morality and ability.

Acknowledgement

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