

Study on the integration of ideological and political education and entrepreneurship education for English majors

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Abstract: The integration of ideological and political education and entrepreneurship education is an inevitable choice for the development of innovation and entrepreneurship education in English majors, which can ensure the correctness of entrepreneurship education, improve the pattern of innovation and entrepreneurship education in colleges and universities, cultivate entrepreneurial talents with national sentiment, and promote the construction of entrepreneurial economic system. At present, in the process of promoting ideological and political education of entrepreneurship and innovation, English majors are faced with the dilemma of educational concept, teaching content, teaching team, public opinion atmosphere and other aspects. So it is suggested to improve by strengthening the management mechanism and public opinion publicity, integrating teachers' team, enriching teaching content and other ways.

In secretary Xi Jinping's reply to the third China "Internet +" college students' innovation and entrepreneurship competition Young Red Dream Building Journey college students, he deeply encouraged young students to take root in China to understand the national conditions and conditions of the people, increase their wisdom and talents in innovation and entrepreneurship, and contribute their youthful strength to the great rejuvenation of the Chinese nation with the achievements of innovation and entrepreneurship. On August 14, 2019, general office of the CPC central committee and general office of the state council issued Several Opinions of Deepening the Reform of the New age School Ideological and Political Theory Course Innovation, and requires universities to fully implement the party's education policy, solve the fundamental problem of whom to train, how to train and for whom to train. There is an essential unity between innovation and entrepreneurship education and ideological and political education in colleges and universities, both of which focus on the pursuit of all-round human development, the cultivation of noble ideals and beliefs, and the dedication to social progress and national construction. The organic combination of college students' innovation and entrepreneurship education and ideological and political education has become an important topic in front of colleges and universities.

1. The significance of promoting the integration of ideological and political education and entrepreneurship education for English majors

1.1 Correct the cognition of entrepreneurship education and clarify the education and teaching ideas

Over the years, college English majors have made great efforts in promoting innovation and entrepreneurship education, and has made remarkable achievements. However, in view of the fact that college students' innovation and entrepreneurship education results from the easing of employment pressure, most colleges and universities have immature educational concept and utilitarian value orientation in the process of promoting innovation and entrepreneurship education. Many colleges and universities tend to take the results of entrepreneurship competitions, the number of innovative projects and the scale of entrepreneurial enterprises as the core standards to measure the quality of innovation and entrepreneurship education. This seriously distorts the purpose of entrepreneurship education for college students and leads to the narrowness of innovation and

entrepreneurship education. Ideological and political education for students is a key course to fulfill the fundamental task of cultivating morality and cultivating people. It plays an irreplaceable important role in the process of training young people to take on the great responsibility of national rejuvenation and socialist builders and successors with all-round development of morality, intelligence, physique, aesthetics and labor. The integration of ideological and political education and innovation and entrepreneurship education can further correct the cognition of entrepreneurship education, expand the pattern of entrepreneurship education, build the spiritual support for innovation and entrepreneurship education, and ensure the development direction of entrepreneurship education.

1.2 Standardize the entrepreneurship education model and improve the quality of entrepreneurship education

Current innovation entrepreneurship education mode of college English major is the “entrepreneurial foundation”, “innovative thinking” and so on curriculum as the foundation, with the help of entrepreneurship competition, innovation and entrepreneurship roadshow platform, link “government-school - enterprise” of various education resources “online-offline, campus-off-campus, professional business” trinity teaching. In the past period of time, this educational model has made some achievements in the innovation and entrepreneurship education of English majors, but with the improvement of the standard of entrepreneurship education, the limitations of the educational effect have gradually emerged. The ideological and political education of college students plays a role of political guidance and value guidance in the curriculum system of colleges and universities, and has high standards in educational objectives, teaching contents, textbook system, faculty and teaching methods. The combination of ideological and political education and entrepreneurship education can further standardize the model of college students’ innovation and entrepreneurship education, correct the goal of entrepreneurship education, screen the content of education, innovate the education methods, and brand entrepreneurship education with red genes.

1.3 Cultivate innovative and entrepreneurial talents and shape the innovation economic system

In recent years, English majors have provided a large number of talents to the society under the effect of the current education system for innovation and entrepreneurship. However, how to further improve the ideological pattern of entrepreneurial talents and cultivate their lofty patriotic feelings and ideals and beliefs depends on the implementation of red education. The combination of ideological and political education and entrepreneurship education will bring the innovation and entrepreneurship education mode of English majors a comprehensive innovation. Colleges and universities must establish a new mode of ideological and political education, which is to track the whole process and involve all staff and interact with each other in a panoramic way. While cultivating students' abilities and qualities in an all-round way, emphasis should be put on promoting students' patriotism, professionalism, integrity and friendliness, and enhancing their sense of social responsibility, so as to better fulfill the mission of running a socialist university with Chinese characteristics and train qualified builders and reliable successors of socialism.[1] Entrepreneurial talents with national feelings can certainly create enterprises and undertakings with national backbone, so as to promote the construction of the national innovative economic system and realize the all-round rejuvenation of the nation.

2. Present situation of the integration of ideological and political education and entrepreneurship education for English majors

2.1 Integration of educational concepts

By Heilongjiang university, Jilin international studies university, Jilin agricultural university, Jilin institute of agricultural science and technology and so on 10 universities research for English

English majors in currently carrying out the process of college students' innovative entrepreneurial education, and ideological and political education has been trying to gradually into the innovation of entrepreneurship education, upgrade concept of entrepreneurship education through the introduction of the red education. Universities such as Jilin Agricultural University, Jilin Agricultural Science and Technology College and Northeast Agricultural University are trying to promote the course ideological and political process of innovation and entrepreneurship education by setting up projects. According to the viewpoint of integrated education, teachers and students are the main body in teaching, and integrated education advocates "active participation". In addition, many colleges and universities are trying to integrate ideological and political education with entrepreneurship education through professional tutorial system and dream class. However, generally speaking, English majors are still in the exploratory stage in the process of promoting the integration of the two kinds of education, and the educational concept still shows the color of utilitarianism.

2.2 Integration of teaching contents

The integration of ideological and political education and innovation and entrepreneurship education for English majors is based on the integration of ideas, manifested by the integration of contents, supported by the integration of teachers, and guaranteed by the integration of mechanisms. At present, in the process of designing teaching contents and methods of innovation and entrepreneurship education, English majors have begun to emphasize the infiltration of ideological and political elements, and require entrepreneurship tutors to introduce national strategy, socialist core values, international and national economic and social situation into entrepreneurship education. College students' innovation and entrepreneurship education is an important foundation for the successful promotion of "entrepreneurship and prosperity" and "entrepreneurship and power" strategies. The contents and methods of entrepreneurship education in many universities have begun to shift from relaxed and lively to professional iteration. At present, there have been some changes in the content selection of innovation and entrepreneurship education courses for English majors, but the degree of integration is still shallow and needs further exploration.

2.3 Integration of teacher resources

At present, the integration of ideological and political education and innovation and entrepreneurship education for English majors is still at the trial stage, and most colleges and universities have not established an integrated teaching force. The integration of the two types of education in teacher resources is mainly reflected in specific educational activities or mechanisms, such as the "one guide, two teachers and three guarantee" mechanism promoted by Jilin Agricultural Science and Technology College, which provides ideological and political tutors and professional tutors for every student. Ideological and political tutors are responsible for students' ideological and political education, improving students' ideological and political literacy; professional tutors are responsible for students' professional knowledge education, leading students to conduct research and exploration in professional fields; teachers of innovation and entrepreneurship education are among professional tutors. In general, the integration of ideological and political education and innovation and entrepreneurship education in teacher resources has not yet taken shape, and the cooperation between the two types of education is still conducted in an indirect way, which is not conducive to the unity of educational concepts and the design of teaching content.

2.4 Integration of management mechanisms

Of English majors in colleges and universities ideological education and entrepreneurship education has established a relatively complete management system. Ideological and political education is usually based on Marxist College, while innovation and entrepreneurship education is centered on innovation and entrepreneurship college, with the overall planning and guidance of the college. Academic affairs office, youth league committee and other relevant functional departments cooperate with each other to achieve education goals. Due to two kinds of education in the

education goal, teaching content, teaching staff, and other aspects of the fusion is still in the exploratory stage, did not form relatively forming mode of integration. The intersection of the two is only embodied in the curriculum education research projects, such as mentoring young dream workshops, professional specific activities. There are obvious deficiency in the aspect of management mechanism. The ideological and political elements in innovation and entrepreneurship education are more dependent on the ideological and political curriculum implemented by schools, and the management mechanism of evaluation, incentive and feedback promoting the integration of the two education has not yet been formed.

3. The realistic dilemma of the integration of ideological and political education and entrepreneurship education for English majors

3.1 Differences in educational concepts

Although the ideological and political education of college students and the innovation and entrepreneurship education have the unity in essence, but in many years of development, the two kinds of education have formed their own different educational concepts and cognition based on the specialty characteristics. The main goal of ideological and political education is to improve the ideological and moral cultivation of college students, whose soul and core is to shape noble ideals and beliefs for students, and to train excellent socialist builders and successors for the country. The main goal of innovation and entrepreneurship education is to stimulate the innovation consciousness of college students, train their entrepreneurship ability and comprehensive quality, and train application-oriented talents for the national economic and social development. Although the ultimate goal of the two kinds of education is the same, in the process of promoting the education, ideological and political education focuses on the firmness of ideals and beliefs, while innovation and entrepreneurship education focuses on the cultivation of entrepreneurial talents and the establishment of entrepreneurial enterprises. One focuses on spiritual purification and the other on the embodiment of social values. Neither of the two types of education focuses on the ultimate goal, so there are obvious differences in educational concepts.

3.2 Insufficient cohesion of teaching content

As the integration of ideological and political education and innovation and entrepreneurship education in educational concepts, teacher resources, management mechanism and other aspects is still in the exploratory stage, no mature model has been formed, the two kinds of education still adhere to their respective educational concepts and goals, and the team of teachers has not realized real cooperation. In design innovation entrepreneurship education in the process of teaching content, the participation of ideological and political teachers is very limited. The teachers in the innovation and entrepreneurship education team do not have a deep understanding of ideological and political education, and do not know how to better integrate ideological and political elements into the teaching process. Some universities even ask students to recite the core socialist values when promoting entrepreneurship courses. Cognitive limitations affect the willingness of ideological and political education teachers and innovation and entrepreneurship education teachers to participate in, but also limit the upgrading and expansion of innovation and entrepreneurship education teaching content, the degree of integration of the two types of education content is very limited.

3.3 Teachers' rights and responsibilities are unclear

At present, the innovation and entrepreneurship education for English majors mainly focuses on the training of innovative thinking and the exploration of entrepreneurship projects based on the specialty characteristics, and the infiltration of ideological and political elements is relatively few. The success of ideological education of innovation and entrepreneurship depends not only on efficient management mechanism and strong educational atmosphere, but also on the joint efforts of ideological and political teachers and innovation and entrepreneurship teachers. At present, English majors in various colleges and universities have not established a team of entrepreneurship

ideological and political education teachers, ideological and political teachers always play a third party role in the process of innovation and entrepreneurship education, without real participation. In addition, the survey found that the vast majority of ideological and political teachers themselves do not realize their own value in innovation and entrepreneurship education, so the willingness to participate in innovation and entrepreneurship education is low. The unclear rights and responsibilities of the faculty directly hinder the real integration of the two kinds of education.

3.4 The atmosphere of integration is relatively negative

In December 2016, general secretary Xi Jinping stressed at the national conference on ideological and political work in colleges and universities that the main channel of classroom teaching should be used well, and all kinds of courses should go together with ideological and political theory courses to form a synergistic effect.[2] Since then, colleges and universities began to try to integrate ideological and political education with professional education and promote the ideological and political construction of curriculum. However, for more than two years, the ideological and political education of curriculum has remained in the stage of project establishment and has not formed a standardized and extensive education model. In ideological education and entrepreneurship education fusion process, because the lack of management mechanism, the education on cognitive inconsistencies and shortage of teacher resources, lead to English majors in colleges and universities has not build an atmosphere of positive and healthy education fusion and the environment. Both ideological and political education teachers and innovation and entrepreneurship education teachers have a negative attitude towards the promotion of entrepreneurial ideological and political education. The process of entrepreneurial ideological and political education is relatively slow.

4. Design of ways to integrate ideological and political education and entrepreneurship education for English majors

The integration of innovation and entrepreneurship education and ideological and political education is conducive to the deepening and expansion of the entrepreneurship education system, which is of great value to the cultivation of application-oriented English talents and the construction of innovative economic system. In the face of various practical difficulties in the process of their integration, it can be solved by standardizing the management mechanism, shaping the educational atmosphere, and integrating the team of teachers, as shown in the figure below.

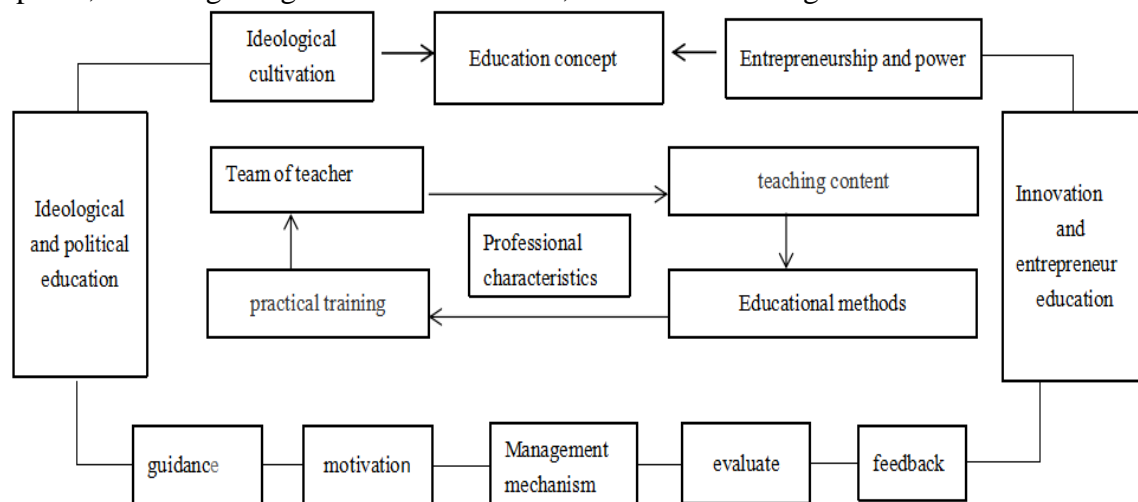


Figure 1 Integration approaches of ideological and political education and entrepreneurship education for English majors

4.1 Strengthen publicity by public opinion and unify educational philosophy

In view of the immaturity of the educational concept in the process of promoting the integration

of ideological and political education and innovation and entrepreneurship education for English majors, colleges and universities should strengthen the publicity by public opinion and make use of Marx College, the School of Innovation and Entrepreneurship, the Institute of Learning and Engineering, the Youth League Committee and other organization to introduce and explain the importance of ideological and political education for entrepreneurship and innovation. We should not only correct teachers' cognition of ideological and political education and innovation and entrepreneurship education, but also build a positive and healthy public opinion atmosphere in the whole school to create a "flexible" environment conducive to the in-depth integration of the two kinds of education. Colleges and universities can focus on the professional characteristics of English majors and invite outstanding graduate representatives to share their life experiences and entrepreneurial experiences through alumni associations. At the same time, various activities such as entrepreneurship salon, entrepreneurship round-table and entrepreneurship forum are organized to convey the positive energy in the entrepreneurship process to students with the power of entrepreneurship model, and instill the lofty ideal of entrepreneurship for students.

4.2 Improve the management mechanism and strengthen the atmosphere of integration

In the process of promoting the integration of ideological and political education and innovation and entrepreneurship education for English majors, the integration atmosphere is too negative, colleges and universities can try to establish and improve the management mechanism of innovation and entrepreneurship education by means of scientific and reasonable publicity, incentive, evaluation and feedback measures to build a positive and healthy education atmosphere in the college, so as to achieve the guidance of education philosophy and standardization of education order. The integration of ideological and political education and innovation and entrepreneurship education needs a period of "running in". The main undertaker of the preliminary task may be the main management unit of innovation and entrepreneurship education in colleges or universities. The education of entrepreneurship and innovation can take ideology and politics curriculum as the basis, reasonably design ideological and political education publicity ways and models, compile the teaching quality evaluation and feedback mechanism, formulate the formation and incentive system of the teachers' team, and construct the "hard" environment of the integration of the two education by using the perfect management system.[3]

4.3 Reset the teaching content and improve the teaching level

In view of the insufficient connection of teaching contents in the process of promoting the integration of ideological and political education and innovation and entrepreneurship education for English majors, it is necessary for colleges and universities to promote the innovation of education mode and the upgrading of teaching contents by means of the integration of various educational resources. First of all, examples of national enterprises that promote national economic development and business figures with national backbone should be gradually included in the courses of College Chinese and Intercultural Communication for English majors, so as to establish correct entrepreneurial ideas for students under the guidance of real cases. Secondly, the teaching content in the innovation and entrepreneurship education system should be re-set together with the teachers of ideological and political education to weaken the utilitarianism of the current educational value orientation and strengthen the cultivation of quality-oriented education and patriotic feelings. Finally, colleges should cooperate with the government, business incubator base, industry alliance and other organizations to let students realize the real entrepreneurs and entrepreneurial journey, understand that the goal of entrepreneurship is not the creation of pure interests but the embodiment of social value, and further correct students' entrepreneurial cognition, improve the level of teaching.

4.4 Integrate teachers and improve the quality of education

In view of the problem of unclear power and responsibility of teachers in the process of promoting the integration of ideological and political education and innovation and entrepreneurship education for English majors, colleges and universities must realize the obvious

difference between innovation and entrepreneurship teachers and professional teachers. Innovation and entrepreneurship teachers team not only need entrepreneurship mentors, professional instructors, research mentor, investment adviser, corporate counsel, more needs to be equipped with the ideological and political education teacher. Only when the six roles are fully equipped can English majors cultivate application-oriented entrepreneurial talents with professional skills, business literacy and ideals and beliefs. However, the integration of the teaching staff also needs a complete set of incentive mechanism for teachers in the ideological and political education of entrepreneurship and innovation. Every teacher in the teaching team should not only clarify his/her role and responsibility, but also have the corresponding power and treatment. Due to the innovation and entrepreneurship education is still in the exploratory stage, the development of the vast majority of colleges and universities for the fusion of two kinds of education is no clear train of thought. In the process of promoting integration, it is necessary to provide teachers with spiritual and material incentives to ensure the enthusiasm of teachers to participate in and improve the quality of ideological and political education for entrepreneurship and innovation.

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