

On Moral Education of English Teaching Based on MAP in Arts Colleges

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Received Date: 23rd May 2022

Accepted Date: 18th June 2022

Published Date: 28th June 2022

Citation: Huiqin, Z., Yanqiu, X. On Moral Education of English Teaching Based on MAP in Arts Colleges. *Innovative Journal of Language, Education & Technology*, 2, 2022. 004.

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Abstract

China's education cause has an unprecedented important mission in the new era of socialism with Chinese characteristics, as an important part of higher education, college English teaching should attach to the moral education so that to enforce the whole students' all-round development. The teaching modal map has been adopted as the guideline to direct our Arts College English teaching, the four volumes of the text books (New Horizon College English) have been used as the examples for the research, from the syllabus revision and teaching idea renewing of the College English teaching to the enrichment of the teaching contents, to adjusting the teaching methods to the students' needs, to the assessment to the integration of moral education into college English teaching. And the teachers make full use of MAP modal in the teaching process, integrating learning and using to cultivate the students well.

Keywords: College english teaching; Moral education; MAP; Arts college

Introduction

The new era of socialism with Chinese characteristics has entrusted an unprecedented great mission to China's education. And we should adhere to the moral education throughout the whole process of teaching, and strive to create a new situation of the development of higher education in our country. We should make good use of the classroom teaching as the main channel to make moral education forming a synergic effect. According to the 2020 directions of the Higher Education Department of the Education Ministry, colleges and universities should give full play to their educational functions and focus on the integration of disciplines and collaborative innovation. In 2021, the Ministry of Education issued and implemented the Guiding

Outline of the courses Construction in colleges and universities, and clearly pointed out that the curriculum construction of contents, emphasizing the implementation of the fundamental task of moral education, in value shaping, knowledge teaching and ability training to achieve mutual integration of three aspects. As an important part of higher education, how to integrate college English into moral education effectively has become one of the urgent issues at present. This paper focuses on college English teaching in Arts Colleges by adopting the MAP(Multimodal Apple Pie), from the college English teaching emphasizing the integration of moral education based on teaching contents, to the college English teaching process of the APPLE, which means stressing activation, presentation, peer learning, learning reinforcement, and evaluation, and to adjust the teaching methodology to the moral education and improve the teaching results, carrying out the PIE, which indicates the teaching principles of productive, interactive and engaging.

Literature Review

Integrating moral education with College English teaching has gradually attracted academic attention in the past decade. To the CNKI journal, if we give a survey on the number of the papers whose keywords focused on the integration of moral education and college English teaching in their abstracts, it can be found that the number of academic research papers published in the past decade (2010-2020) has been increasing dramatically, especially between the year 2020 and 2022, the number of the papers published during only this two years has been increased from 78 to 785, but the papers focusing on Arts colleges only account for 2%, and there are few papers focusing on the integration of moral education and college English teaching.

Based on the literature mentioned above, it can be found that there are some representative viewpoints mainly dealing with the mission and responsibility of the integration of moral education and college English teaching courses (Wenhong X, Fang H (2019)) and, some dealt with the moral education of college English course from the perspective of the collaborative education Construction of teaching model (Shuifang D, (2020); Qiong Y, (2020); Xinying Z, Hongmei L, (2019)), some dealt with the realization of moral education in College English courses from the perspective of optimization theory (Xuezhen C, (2019)), and some dealt with college English from the perspective of curriculum moral education pattern (Siyang L, (2020)), curriculum education Practice (Manfen Y, Juan L, (2020)) and moral education of College English Courses based on the Characteristics of some schools (Baihong H, (2020); Xuezhen C, (2019)). There are also many other researchers focused on moral education and promoting the development of English teaching (Zhili Y, (2020)), including ESP teaching practice in textile and garment colleges (Huiqin Z, Lili Y, (2016); Huiqin Z, (2020)). All these researches have laid a solid foundation for peer study. However, how to use the MAP to enhance cultural confidence while combining the characteristics of Arts Colleges in college English teaching, which is relatively rare. This paper focused on English teaching of the Arts Colleges, adopting the MAP, studying how to enrich the teaching contents with the help of multimodal, how to push forward the teaching process of activation, presentation, peer learning, learning reinforcement, and evaluation, and how to promote the students' productive, interactive and engaging by using the specific cases.

Reasons of Integrating English Teaching with Moral Education in Arts Colleges Based on MAP

College English teaching is one of the main channel to carry out moral education in the whole process of all-round education nowadays, but why and how to enrich the moral education elements by using MAP in Arts college English teaching require us to explore through creating good educational situation, using some skills, integrating some norms of good behaviors into invisible moral education and visible education, so that to make full use of college English into developing students' moral level.

Why to Adopt MAP in Moral Education of College English Teaching

The ideas of the core concept of MAP (Heinich, (2002); Merrill (2009a, 2009b); Wanqun G, 2013) fully conform to the comprehensive education to all college students in the teaching process, and it reflects the cultural confidence to Chinese educators and their teaching philosophy to some extent. In actual fact, to MAP(Multimodal Apple Pie), M refers to the multimodal adopted in college English teaching, and may also refers to the 3 multi's, the multimedia, multi-mode and multimodal, which includes the video, the PPT, the text and so on. Apple refers to the process of teaching, including activation, presentation, peer learning, learning reinforcement, and evaluation, which means that before the class, the teacher should give a proper lead-in to build the bridge between the old knowledge and the new one, enforce the cross-culture communication skills to help the students reach their study targets by making full use of the current technology. In Class, the information should be presented by asking, doing or guiding rather than by telling, showing or coaching. And learners-centered activities should be advocated in the whole

process, all the activities designed are just to serve the students' education and aimed to reach the teaching targets efficiently. And the integration of learning and application to ensure the organic linkage between input and output should be adhered to the holistic education, so that to achieve the goal of humanity, which means making full use of the classroom teaching rather than spending much more time after class (Qiufang W, (2014a)). And the Pie of MAP(Multimodal Apple Pie) refers to the productive, interactive and engaging, which means that through interaction before class, in class and after class, the students should be encouraged to communicate with each other, participating some activities, and the teacher should also take great efforts to combine the contents of each unit with moral education in English teaching, to excerpt language materials with high ideological realm and positive energy to edify students' sentiment, to help students polish their ideological value system, to encourage students to pay attention to the heat debates from the domestic and foreign social hot topics, to promote the students good understanding with each other, to broaden their international vision for their future career development constantly, and to cultivate the students' spirit of mutual assistance and cooperation through pairing or group activities (Qiufang W, (2015)). In the process of mutual evaluation of outcomes, students are consciously guided to promote their development for the whole-person character and ability.

Why to Adopt MAP in Moral Education of Arts College English Teaching

Compared with college English teaching in Non-arts Universities, MAP is more instructive to Arts Colleges. Because the English level to Arts colleges students is relatively lower, most students have to make a good preparation for their college English study adopting the multimodal, which is much more attractive and vivid, much more easily to attract the students to participate in different activities to the theme of the text; the second reason is that the period of college English course will last at least two years to the Arts colleges, which is longer than that of the other Non-Arts colleges, making full use the time to cultivate the students from different aspects; the third reason is that the contents of college English textbooks mainly from the western original material or the adaptations, to a certain extent, all the text belonging to western authors for the celebration of Western civilization, which means that college English teachers may consciously make the proper comparison between the Chinese and western culture, irritate the students to know more about the similar celebration of Eastern civilization; and the fourth reason is that the most students in Arts colleges are active in thinking, extroverted and distinctive in personality, and generally pursue fashion, and their outlook on life and values are vulnerable to the influence of the outside world, which requires that college English teaching to be integrated with moral education in all aspects, increasing the students' Chinese cultural confidence. As the teaching model stressing the learners-centered, integrating learning with application and whole person education, clearly combining teaching objectives in the teaching process of Arts colleges, and effectively integrating moral elements in the teaching process, so as to inspire and encourage students to gain much more knowledge through multiple channels, paying much more attention to the output and input in English class, so that to achieve the ideal moral educational.

As a matter of fact, the setting of characteristic college English teaching goals in Arts colleges is closely related to the transformation of national requirements for talent training in higher education. At present, the training objectives of higher education in China are changing from unitary to diversified, and college English teaching serves the realistic needs of the development of different types of colleges and the construction of disciplines and specialties. Therefore, it is inevitable to establish the training objectives of college English teaching that embody the characteristics of art majors. At the same time, with an increasingly globalization, the country's growing demand for arts talents of foreign language ability give priority to the cross of apparatus of paradigm transformation from a single language skill of college English teaching, college English teaching should be considered as Arts industry demand for foreign language talents strategy of internationalization, and advocate the whole person education theory serving the national development strategy.

Integration of English Teaching and Moral Education Practice in Arts Colleges Based on MAP

MAP is the abbreviation of teaching model, which is becoming more and more popular for reaching English teaching goals and moral education,

especially for the talent training in Arts colleges, circling around the unit subject and key language points, focusing on the moral education material as the carrier, setting the syllabus with the features of students' professional requirements, enriching the teaching contents in the moral educational elements considering the multimodal, exploring the integration of education into college English teaching to test the teaching results. Taking the units of *New Horizon of College English Teaching* as examples, adopting the MAP in the process of teaching as the followings.

The Practice of MAP Focusing on the Indicated Meanings of M

In the process of English teaching in Arts colleges, teachers set their teaching targets for the Arts students, caring for the students' interests and their future career development, with the help of modern technology, enriching their teaching contents, inspiring and guiding the students to surf on the Internet and tell the Chinese stories related to the texts, in this way, the three multi's (multimedia, multi-mode, multimodal) have been applied well to promote the students' moral education. For example, during the epidemic, the following two PPT have been made to lead the students to respond to the call of the country and protect themselves well.



The first PPT above is about social distancing and preventing the spread of the epidemic. In this way, the teacher reminds students to stand together by not standing together. Besides that, the teacher also remind the students of the form of the two words, stand and standing, focusing on the verb -ing to emphasize what is going on

The second slide says Avoid Touching MEN to stop the spread of COVID-19. Here M-mouth (M stands for mouth), E Keep your eyes open and your Nose open. Keep your eyes open and your Nose open. Keep your eyes open and your Nose open Social distancing (O for following Social distancing) M-mask to be used properly (M for using masks properly) e-exercise regularly (E for exercising regularly) n-never ignore Above four lines (N means ignore the above four lines)

Based on college English textbooks, the related moral materials are selected as an effective supplement to the teaching contents, analyzing the classic humanistic characteristics and the essence of traditional Chinese culture. Supplementary production of relevant videos to convey information of the new era to help students understand the new mission, strengthen the cultivation of students' comprehensive abilities.

The Practice of MAP Focusing on the Indicated Meanings of Apple

To the Apple of MAP, A means Activation, the first P means presentation, the second P means peer collaborative or critical learning, L means learning reinforcement, and E means evaluation. Activation has been commonly used for introducing texts into the classroom, including reviewing the old and knowing the new, attracting the learners' attention from the title of the text, starting from the scene of the text, giving a good beginning from the audio-visual of the text, saying something about the background of the text (Xiaoqing Q, Ying W, (2012)). College English teaching in Art colleges should be focused on the teaching themes of the textbooks, while appropriately relevant professional knowledge should be expanded, and moral education contents should be integrated. For example, in Unit one chosen from *New Horizon College English* textbook, the teacher may ask the students to give a presentation about somebody who stick to study English, and encourage the students to give a peer collaborative or critical learning, so as to give the learning enforcement, especially from the evaluation of the peers or the teacher, which will encourage the students to have a self-reflection and promote their good understanding of the text, their communicative skills. In this context, the television interview about the championship Deng Yaping, who had gotten her the Ph.D Degree in Cambridge University in UK, having overcome the difficulties of her English study from ABC. Dengya ping set a good example for the Arts major students to work hard so as to make a good

preparation for becoming an international professional talents. And In unit 5, the text entitled to *The Battle Against AIDS*, the teacher may have good start from the the question, such as how to avoid being affected, then the teacher may lead the students think more about our current condition, how to get rid of the epidemic, and what is the meaning of isolation or quarantine? There are some innovative expressions, “Quarantine, I see you, No Quarantine, ICU”. The similar expressions not only introduce the text but also enhance students' confidence in English study, cherish our happy and healthy life. And moral education and English study unites one naturally.

The Practice of MAP Focusing on the Indicated Meanings of PIE

Combining with what we have mentioned above, PIE seems like the apple pie. To college English teaching, the three letters P, I and E, which individually mean productive, interactive and engaging. The Productive concerns the teaching targets, the Interactive stresses the communication between the students, between the students and the teachers, between the participators and the teaching equipment, and even the teaching surroundings in the teaching process. The Engaging can be treated as the criteria to check the productive and the interactive to our college English class. For example, the text entitled *Graceful Hands* chosen from the Book Three of *New Horizon College English*, Unit 5. After giving the completion of the text explanation, the teacher may encourage the students to taking advantages of their professional skills, the fine arts students can express their understanding of the theme of the text through painting the graceful hands, such special “showing off” encourages the students to have a public speech in the face of the other students, and promote the peers have a further understanding of characters of the patient and the nurse in the text. Comparing the faces of Chinese medical workers who were strangled with masks under the epidemic, the teacher may encourage students to learn while doing, adhere to the “integration of learning and application”, encourage new media majors to take short videos, to simulate the story scenes of the text, and to show the most touching pictures in the text to educate the students from different aspects.

The Academic Research and The Integration of Moral Education in to College English Class of Arts colleges Based on MAP

College English teaching in Arts colleges based on MAP sticks to the integration of traditional and modern technology to broaden the channels of moral education, taking into account the dual goals of Language teaching and moral education, and paying attention to Language learning Exploration and Values Shaping (New Horizons), taking the moral education as the core of the whole person education, casting soul education, from text topics, language points, vocabulary, traditional Chinese cultural connotations, listening materials supplement and so on to achieve a comprehensive education. At the same time, through making full use of the characteristic resources in the arts colleges, such as museum gallery shows, and the Chinese culture column in exhibition, encouraging the students to participate actively and enhance their cultural confidence. Meanwhile, the comprehensive quality of teachers has been improved by integrating moral elements with professional characteristics in the teaching process.

Conclusion

College English teaching, as one of the most popular courses lasted at least two years for college students, should be integrated into the moral education to Arts Colleges based on MAP. In this process, learners-centered has been advocated, which meets with the professional requirements of the students whose English courses with school characteristics, input and output of knowledge has been paid attention to, and the students are encouraged to participate in the construction of teaching resources database with school characteristic; Work while learning, pay attention to the whole person education, based on the text theme, combined with professional characteristics before class, in class and after class; through online and off line; from teaching concept innovation to expanding teaching contents, from reforming the teaching methods to the adjustment to the teaching effects, making the communication and interaction between the teachers and students. With the help of artistic characteristics, it can arouse students' emotional resonance, motivate students to have internal driving force for learning, effectively promote students' understanding of course knowledge, to expand and deepen the college English teaching and moral education so that to realize the goal of educating students for the country.

Note: This paper is the parts of research result of the research Project (Project No.: ZDJG-1907)

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