

Exploring Ideological and Political Literacy Based on the Characteristics of Positions in the Clothing Industry

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Abstract

Based on the current situation of talent cultivation in the clothing industry and the confusion in the teaching process of integrating ideological and political elements into the clothing industry curriculum, starting from the job responsibilities and characteristics of the clothing industry, this paper analyzes ideological and political literacy that employment personnel need to possess. The literacy serves as the basis for implicit value education in professional curriculum education, enabling precise integration of professional knowledge teaching and ideological and political elements, and effectively achieving deep integration of professional knowledge and moral education resources.

Keywords

Clothing industry; Job characteristics; Curriculum ideological and political education; Integration of industry and education.

1. Introduction

Curriculum ideological and political education is an important direction for the reform of ideological and political education in universities in the new era, and is an important form of achieving the "three comprehensive" education for all staff, the entire process, and all aspects. With the issuance of the "Guidelines for the Construction of Ideological and Political Education in Higher Education Curriculum" by the Ministry of Education, research work on curriculum ideological and political education has emerged, including innovative teaching models, changes in teaching methods, construction of teacher teams, and exploration of ideological and political elements. The development of ideological and political education in courses should avoid rote imitation, farfetched thinking, and superficial thinking. Such courses' ideological and political education may not achieve moral education goals and may also affect teaching effectiveness. How to effectively integrate the knowledge, skills, and ideological and political elements of the curriculum and how to mobilize students' learning enthusiasm while achieving knowledge transmission and ability cultivation and how to guide students to establish correct values is the key to the ideological and political construction of the curriculum.

2. Research background

In order to implement the "Trinity" strategy of technology, talent, and innovation proposed by the 20th National Congress of the Communist Party of China, various universities have made efforts to gather industry education resources, promoting the integrated development of the education chain, talent chain and technology chain, industry chain, and innovation chain, and strengthening the linkage between schools and industries, schools and enterprises, and schools. On May 29, 2023, the founding conference of the national shoes and clothing industry industry education integration community, led by the China Textile manufacturing Federation,

hosted by the China Textile and Clothing Education Association and undertaken by Wenzhou Polytechnic, was held in Wenzhou Polytechnic. Wenzhou Polytechnic leads the country in organizing vocational education in provincial-level characteristic towns, adhering to the concept of "talent co-education, enterprise co benefit, industry win-win, and park co prosperity", creating an industry industry education integration community, achieving "zero distance" cooperation between schools, government, and enterprises, and empowering the transformation and upgrading of the digital fashion industry. Carrying out professional course ideological and political construction based on industry job requirements from the perspective of industry education integration helps to accurately locate course ideological and political goals, deeply explores ideological and political elements, and makes course ideological and political teaching work targeted.

3. The current situation of talent cultivation in clothing majors in vocational colleges

3.1. Teaching concepts are constantly updated, and teaching methods tend to be diversified

In order to promote the construction of a "double qualified" teaching team, cultivate a teaching team that emphasizes practice, skills, and application, and highlight the positioning of vocational colleges and the characteristics of talent cultivation, more and more universities are guiding and encouraging teachers to use their vacation time to deepen the frontline of production, operation and construction, and carry out on-the-job practical work. On the one hand, carrying out on-the-job practice work helps enterprises solve difficulties in production and operation, and on the other hand, it learns new technologies, processes, equipment, and materials from enterprises, collects and organizes typical cases of enterprise production, feeds them back into the classroom, and constructs a teaching context based on real projects. This action promotes the cultivation and teaching of clothing professionals to closely follow the industry direction and maintain updated concepts.

The National Vocational College Teacher Teaching Ability Competition hosted by the Ministry of Education has received high attention from various vocational colleges in recent years. It is the highest standard teaching competition in vocational colleges and an important construction goal for vocational colleges to deepen teaching reform, promote the construction of high-quality teacher teams, and deepen the implementation of the "three education" reforms. It effectively promotes the comprehensive improvement of teachers' comprehensive quality, professional level, and innovative ability. Especially with the increasing integration of modern information technology into the entire teaching process, the digitization of classroom teaching was accelerated. The rich network resources such as shared teaching resource libraries, online open courses, high-quality online courses, case libraries, and new forms of teaching materials are making the traditional teaching method transition to a mixed and diverse teaching mode of online and offline teaching.

3.2. Teachers are unable to meet their expectations and their ideological and political goals become routine

Since the proposal of curriculum ideological and political education, our Party and the country have continuously emphasized the important role of cultivating morality and cultivating people, and have specified the requirements for the construction of curriculum ideological and political education in universities. Universities and teachers are well aware of the significance of curriculum ideological and political construction, and actively participate in a series of educational and teaching reforms and construction based on "curriculum ideological and political". But for a long time, most teachers have focused on scientific research in related fields,

focusing on how to decompose and modularize course knowledge, introduce modules into projects, and enable students to flexibly apply knowledge principles to teaching work in production practice. There are certain difficulties in integrating ideological and political elements into professional courses, especially science and engineering courses. In addition, clothing teachers' own ideological and political literacy is not high, and their ideological guidance and value education are not in-depth enough. The research on the organic combination of preaching and teaching innovative talents and ideological and political education is not systematic. This makes most teachers emphasize that students learn knowledge principles, train and cultivate their hands-on practical abilities, and do not pay enough attention to implicit educational content, or do not know how to skillfully use ideological and political elements. Thus, rigid and routine ideological and political education emerged. Teachers have added ideological and political goals and elements to the design of teaching content, but the ideological and political elements are not related to the course content. The Integration method of ideological and political elements in the course is rigid, making it difficult to achieve the organic combination of "knowledge transmission" and "value guidance" and resulting in obvious characteristics of "implantability and indoctrination, and a lack of integrated teaching design", So it is difficult to achieve the goal of ideological and political education.

3.3. Lack of internal driving force among students and lack of promotion for talent cultivation of "intelligent and intelligent modeling"

The development of science and technology has upgraded the digital transformation of the clothing industry, which urgently requires the training of intelligent talents. The college introduces digital teaching equipment, conducts digital production technology training for teachers, updates teaching methods, and promotes the cultivation of talents in the new era. But overall, the learning motivation, learning motivation, learning level, and professional interest of vocational college students are all above average, and some students have biases in their cognition of vocational education and in their self-positioning, resulting in vague learning goals. Teachers continue to adjust teaching means and forms, and carry out reform activities such as flipped classroom, online and offline interactive classroom, and micro class assisted teaching, which still cannot fundamentally solve the problem of students' internal drive.

3.4. Lack of Integration of Industry and Education Units in Ideological and Political Education

Vocational colleges have been striving to create a "school enterprise linkage education", but the depth and breadth of the integration of industry and education are not enough, and enterprises have failed to integrate excellent corporate culture into the process of talent cultivation. In addition, the values pursued by both parties are inconsistent, and some companies still prioritize profitability, resulting in students who ultimately fail to match the "craftsman type" employees required by the company.

In order to achieve an atmosphere and synergy of ideological and political education in the curriculum, we cannot assign the construction task to just one teacher or one course. This requires us to construct a pattern of education for all staff, all courses, and the entire process, form a collaborative force in education, create an educational atmosphere, and promote the concept of "curriculum ideological and political" to penetrate the entire education process as a whole.

4. The Significance of Realizing Course Value Leadership Based on Job Needs in the Clothing Industry

4.1. Improving students' ability to establish correct ideals and beliefs

Some students lack understanding of their career development, resulting in a low level of identification with their major, which can easily lead to a loss of interest and even confidence in their major. Therefore, while paying attention to the compatibility between ideological and political elements and course content, we should also pay more attention to the emotional sublimation that ideological and political elements ultimately generate for employment positions, so that the addition of ideological and political content can effectively promote the teaching effectiveness of the course and enhance students' professional confidence.

4.2. Enhance the recognition of talents in enterprises

The integration of "curriculum ideology and politics" has a more open form and broader space. We can bring ideological and political elements such as the development of technology, industry dynamics, corporate culture, corporate management, corporate figures, and the spirit of craftsmen to students' sides and integrate them into the curriculum, so that we will establish their professional confidence, cultivate students' professional loyalty, shape students' sense of mission to serve the country, and establish a firm belief in socialist builders. Jointly build a new era of talent reserves for both morality and intelligence.

4.3. Strengthen the effectiveness of school education

The comprehensive educational concept of "cultivating virtue and cultivating people" as the fundamental task of education requires the cultivation of capable individuals, and more importantly, the cultivation of virtuous individuals. It is of great significance to integrate professional education, Liberal education and ideological and political education in an all-round way, so that students can simultaneously absorb knowledge and skills in imperceptible influence, achieve ideological sublimation, and optimize the effect of education.

5. Analysis and Research on the Characteristics of Positions in the Clothing Industry and the Objectives of Curriculum Ideological and Political Construction

At the National Conference on Ideological and Political Work in Higher Education Institutions, General Secretary Xi Jinping pointed out that "enhancing the affinity and pertinence of ideological and political education, meeting the needs and expectations of students' growth and development". Compared with undergraduate colleges, vocational college students have relatively short school time and longer social practice time. The curriculum of ideological and political education presents characteristics such as broad fields, large scope, and many restrictive factors. We must seize the main issues, optimize the curriculum, and teach students according to their aptitude, situation, and timing.

5.1. Positioning Course Ideological and Political Objectives Based on Industry Characteristics

Implementing the fundamental task of "cultivating morality and cultivating talents" education, and demanding "curriculum ideological and political education" from the source, reflected in all aspects such as talent cultivation plan formulation, curriculum design, teaching design, and teaching evaluation, can promote the effective integration of curriculum ideological and political system construction with professional standards, job quality, and job specification. It helps us to understand from another perspective the question of who cultivates people, what

kind of people they cultivate, and how to cultivate them, and can help solve the confusion of teachers seeking ideological and political education materials.

The main job positions for students majoring in clothing include design and planning, production management, and marketing services, as shown in the following figure. Students have been promoted from their initial assistant positions to department managers or even higher positions. Mastering basic skills and being competent for the onboarding position is a fundamental requirement for talent development goals. Positioning ideological and political literacy goals based on industry characteristics is beneficial for students to go further and higher in their career paths, and achieve sustainable development.

With the development of information technology, the clothing industry is undergoing a transformation and upgrading phase from labor-intensive to intelligent manufacturing. Our students should love their country, party, and life, establish a correct world view and outlook on life, have a sound personality, strong willpower, and an optimistic and upward spirit. Our students should love and dedicate to work, bear hardships and stand hard work, possess strong self-learning ability, innovative consciousness, diligent and practical spirit, and skilled craftsmanship qualities. Our students should possess a certain level of social activity ability and a spirit of unity and cooperation.

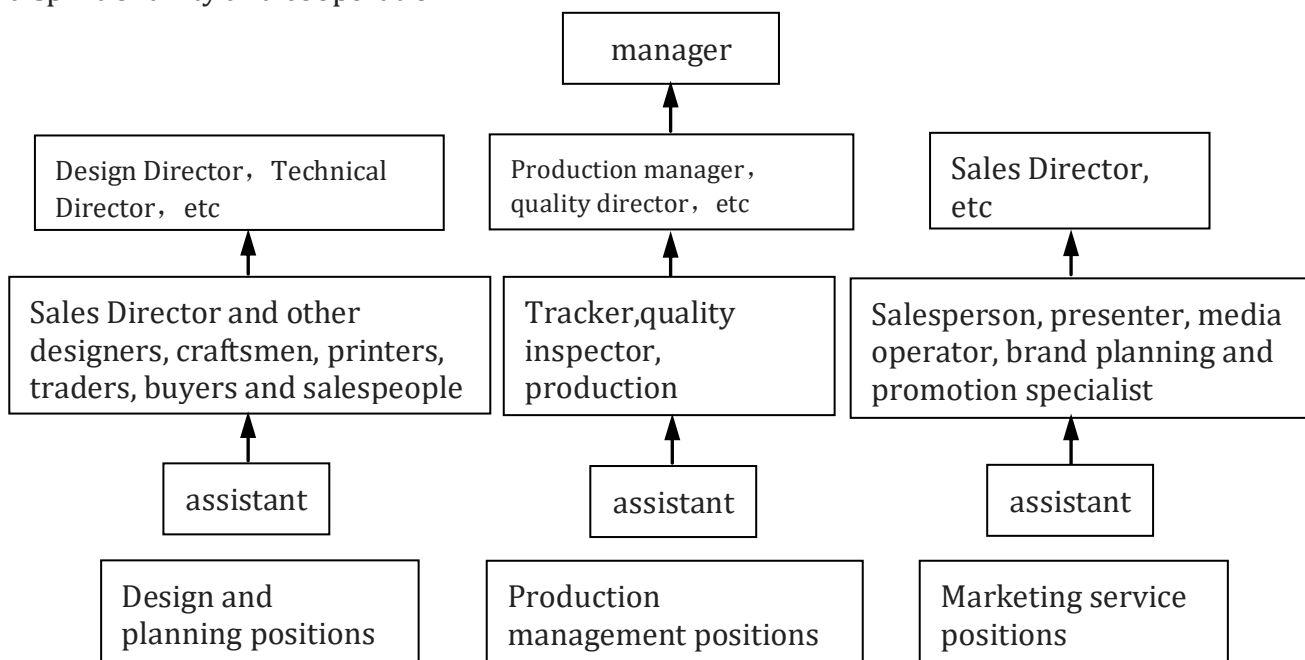


Chart1. Job Types and Career Development Trends in the Clothing Industry

5.2. Positioning Ideological and Political Literacy Based on the Characteristics of Job Responsibilities

We can comparatively analyse ideological and political literacy based on the main responsibilities of job positions. Ideological and political literacy will be connected one by one based on the curriculum teaching content system surrounding the behavioral norms and occupational characteristics of the clothing industry. The curriculum ideological and political teaching will be more concrete and the affinity and pertinence of the curriculum ideological and political education will be enhanced.

The author of this article attempted to analyze the corresponding ideological and political literacy as shown in the table below by delving deeper into the types of positions in the clothing industry, their job responsibilities.

Table1. Job functions and ideological and political literacy goals in the clothing industry

Post	Job Description	Ideological and political literacy
Design Planning	Pay attention to the market,predict trends,develop clothing styles based on various factors of surface materials, budget costs,and enhance product market competitiveness.	Good at self-directed learning,maintaining innovative thinking,posessing good aesthetic qualities and elegant sentiments,good at distinguishing cultural trends, promoting the awareness of excellent culture.
Template technology	Collaborate with the Planning Department and the Clothing Technology Production Department to complete the sample production of clothing from flat style drawings to product ready-to-wear to bulk ready-to-wear,design and plan scientific process details.	Professional quality of love and dedication, An efficient, rigorous, and constantly striving professional style; A professional spirit of daring to take on responsibilities; Possess the ability to independently improve technology and research problem-solving.
Craft production	Connect with the prototype department, solve process and technical problems in production,write process and technical documents,study the application of new processes,technologies,equipment and materials.	The excellent qualities of being dedicated, meticulous, patient, and diligent in one's work; A professional spirit of daring to try and innovate.
Production	Familiar with safety production regulations and quality management system standards, complete batch cutting, sewing, and finishing of clothing on time according to delivery requirements.	Have a strong entrepreneurial spirit, be hardworking, and have the courage to forge ahead; Good at teamwork, willing to take responsibility, and willing to criticize and self criticize.
Quality control	Develop and implement quality standards for products, semi-finished products, and finished products.	Has a meticulous and courageous scientific and rigorous style that dares to question, as well as a strong sense of work responsibility.
Marketing	Combine display products, promote brands, and sell products.	Strong self-expression, language expression, and teamwork skills, adhering to honest and trustworthy professional ethics.
Customer service	Maintain product pre-sales, during sales, and after sales, and serve customers.	A professional attitude of love and dedication, strong sense of responsibility, and the ability to communicate, express, and coordinate problems.

Here, for example, What kind of work should design and planning personnel undertake? What ideological and political qualities should design and planning personnel possess? Firstly, they should pay attention to market information and analyze product development trends. Their corresponding professional qualities should have a work habit of summarizing and analyzing product trends, and emphasize the improvement of aesthetic awareness and elegant sentiment, and maintain a healthy ideology. Secondly, they should adept at learning to use modern technological means to design and express clothing styles based on the company's product style, so they must integrate into the company's brand culture, love their job, and have innovative thinking. Thirdly, they should determine the surface accessories that match the clothing style and calculate the cost price, so they must have a sense of overall situation, a spirit of craftsmanship in optimizing design solutions, and a collective consciousness in striving for maximum benefits for the company. Fourthly, they should coordinate with the sample technology department to answer style details and ensure consistency between the finished garment effect and the design style, so they must have excellent communication and expression skills, as well as the ability to flexibly solve problems.

6. Conclusion

In the context of the integration of industry and education, vocational colleges should closely adapt to the dynamic changes and demands of the industry market, jointly develop talent cultivation plans with industry and enterprise personnel, explore the goals of ideological and political literacy in courses based on job responsibilities and characteristics, and integrate the knowledge and skills required for vocational positions and quality cultivation throughout the entire teaching process in order to promote the effective integration of job requirements and course teaching. Based on this, on the one hand, it is necessary to strengthen the self-learning and improvement of professional teachers. They should read more and good books, improve ideological and political levels, improve teaching methods, carry out scenario based and immersive teaching classrooms, and promote deep integration of ideological and political education. On the other hand, we need to increase the depth of cooperation between colleges and enterprises, carry out various forms of activities such as lectures, discussions and exchanges, enterprise practices, and skill competitions, increase the density of contact with enterprises, and promote cooperation between colleges and enterprises to jointly educate people. At the same time it is necessary to improve the evaluation system, conduct formative and summative evaluations of knowledge and skills, clarify the evaluation indicators for ideological and political education, and include content reflecting the level of classroom participation, extracurricular self-directed learning, completion of homework and other tasks, participation in related activities, individual effort and progress, and other aspects that are conducive to motivate students to study hard in the evaluation scope. In terms of evaluation scope, in addition to teacher feedback, student self-evaluation, mutual evaluation, and joint participation of enterprise teachers are added to achieve a comprehensive evaluation form that runs through the entire teaching process.

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