A Research on the Mode of Introducing Ideological and Political Education into College English Teaching based on English WeChat Official Accounts

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Abstract
This paper discusses how to integrate ideological and political education into English teaching in colleges, embodying the socialist core values in English courses so as to achieve the organic unity of "knowledge imparting" and "value leading". The research tries to take WeChat official accounts of English news as the carrier, and guide students to follow these accounts and learn those English articles and views about the relevant national policies and development pushed by them. Through leading students to learn these resources, the author is able to explore the effective teaching methods of introducing ideological and political education into English classes.

Keywords
English Teaching; WeChat Official Accounts; Ideological and Political Education.

1. Analysis of the Times Background and the Learning Situation
In today's internet age, with the development of communication technology, mobile phones have been closely integrated with people's daily life, which can be used for shopping, payment, taxi, navigation, games, social networking, internet access, contact, work, learning, etc., bringing great convenience to people's life. Smart phones are widely used among college students. "Post-90s" students rely heavily on smart phones, so they need to use mobile phones frequently in learning, entertainment and social communication. Mobile phones play an important role in helping students understand the service information of colleges and departments, pay close attention to the dynamic of class groups in time, and understand the world information in real time. However, some students "use" mobile entertainment or browse social circles in the classroom, away from the current classroom learning. In this case, rather than forbid, it is better to guide students to use mobile phones for learning, and let information technology be introduced into the classroom to meet the needs of teaching. How to communicate the high quality English resources keeping the same pace with the times to the students through the use of mobile phones, so that the mobile phones can serve the teaching as much as possible, is a new topic faced by college teachers.

2. The Universality of College Students Using WeChat
In the era of new media with the rapid development of internet technology, WeChat, with its powerful functions, has become an important platform for people to communicate with each other and a leader in social software. Research shows that the WeChat app developed by Tencent, as one of the applications with the highest installation rate of mobile clients, is favored by the majority of college students for its safety, stability and convenience. WeChat has become an indispensable tool for college students in their study, life and social interaction (Chen, & Yashu, 2016). According to the survey of college students, 95% of them use WeChat. They think that compared with other chat software, WeChat has greater advantages, such as paying more...
attention to privacy protection, increasing the interaction with friends, providing a lot of information and knowledge, and relatively saving data traffic (Pang, 2018). In the college group, following the WeChat official accounts of schools and departments is a part of their daily life, because there is up-to-date information about school life, learning and service, and WeChat official accounts are also interactive platforms for students and schools to communicate. Research shows that college students are the main users of WeChat, and WeChat is a new learning platform in the mobile Internet environment. WeChat has turned into a habit of college students and following kinds of the latest push of various WeChat official accounts has become a trend. WeChat has become a part of daily life of college students (Tao, et al., 2017).

3. The Application of Wechat in University Teaching Management

WeChat public platform is the product of the rapid development of the internet. WeChat public platform has been widely applied in teaching and management of universities, such as those WeChat official accounts of schools and departments. Research shows that the application of WeChat official account, which is operated by professional teachers in colleges and universities, and serves students in the curriculum, has practical cases in e-commerce courses and English courses, effectively assisting teaching resources push, student management and interaction between teachers and students, so that teachers can learn about the situation and feedback data of students in time (Dai, et al., 2018). WeChat group has been used in College English teaching, which can solve the problem of individualized students tutoring, and strengthen the interaction between teachers and students. The establishment of WeChat group is based on the needs of course teaching, which serves the teachers and students of related courses, and becomes a beneficial supplement to the traditional college English teaching mode (Li-Hua & Hua, 2017). The establishment and operation of the WeChat public platform require high technical literacy and ask for much time and energy for the sake of the platform management and maintenance (Zhihua & Polytechnic, 2019). Therefore, the existing authoritative WeChat official account resources can be selectively used to integrate into the English teaching. In the era of abundant resources, how to effectively choose and design these resources, so as to integrate them into the classes, making them serve for the realization of teaching objectives, is a key for English teachers.

This paper discusses how to introduce WeChat, the new public platform, into English teaching to supplement teaching resources. The author tends to guide students to pay attention to the official accounts of English news, elaborate some news contents in classes, lead students to focus on the development of China, and try to achieve the organic unity of knowledge imparting and value leading in the teaching process.

4. Introducing Ideological and Political Education Into College English Teaching

4.1. The Selection and Integration of Ideological and Political Bilingual Resources Into English Classes

WeChat official account for bilingual news is an important platform and resource for introducing and publicizing China’s policies and social development. As for the content, it follows up the social hot spots in a timely manner, which is presented both by English and Chinese languages. The values showed are positive, full of affirmative energy. It is an important resource for students to understand the current policies and development of the country, and learn to express Chinese culture and social development in proper English. Through the official accounts, students can learn the practical English expressions, understand the latest global hot information and British and American cultures. While learning English knowledge, it also
imperceptibly establishes students’ confidence in the development and future of China. In addition, students are also able to understand which industries and fields can give full play to their professional skills and expertise, connect the learning of professional knowledge with the current and future development of China, and relate their individual career ideals with the national development plan, so as to become more interested in the current professional learning. They will be full of passion and expectations for their future development. The following part will take the official account of the bilingual news of China Daily as an example, aiming to explore the ways to integrate WeChat English official account resources into English teaching.

The WeChat official account of the "Bilingual News of China Daily" is a good assistant for students to learn English. There are sections focusing on English learning, such as scenario simulation, vocabulary testing, practical English and so on. The articles pushed every day are summarized into several themes, such as decoding China, good luck China, foreign media and so on. Every day, the official account publishes articles on current affairs in both Chinese and English, many of which are high-quality English videos with clear audio quality and images with Chinese and English subtitles, giving a lively introduction to China's development and exchanges with other countries. This official account provides high-quality English texts and audio-visual resources about China for English teaching and learning. All of them are free to download for teaching purposes. Taking year 2017 as an example, it has published several topics closely related to national policies and political life, such as "One Belt and One Road" and "The 19th National Congress of the Communist Party of China". The content is rich in various forms, including text, pictures and series of videos, such as the ""One Belt and One Road" bedtime stories told by an American dad to his baby", the American documentary "The Governance Strategies of Xi Jinping: China in the Five Years", and "Eric's introduction to the National Congress of the Communist Party of China".

Recently, the public account has pushed three episodes of the documentary "Xi Jinping's strategy of governing the country" launched by the Discovery Channel. Xinhua News Agency reported that this was the first time that the mainstream international media had broadcast a comprehensive and systematic interpretation of Xi Jinping’s thoughts on governing the country. The film is hosted by three young people from different fields. They have different professional backgrounds and different emphases. This rich perspective makes the whole documentary more vivid, cordial and fascinating. The non didactic explanation of scientists and engineers presented in the documentary meets the psychological needs of students who are eager to understand China’s road, and makes students feel the confidence and pride of relying on the country. The second episode of the documentary mentions that China used to be a manufacturing country, but now it has become a creative country. China is no longer just a big manufacturing country, but a birthplace and exporter of innovative ideas. The application of science and technology in China leads the world in some fields. The presentation of these convincing data and opinions in the documentary plays an important role in students' understanding of the current development of the country and its influence on the world, and in building up confidence and national pride. The third episode "Win Win Cooperation" tells the stories of "One Belt and One Road", the Inner Mongolia railway in Kenya, China and Europe, and explains the concept of "the community of human destiny" proposed by Xi Jinping, as well as showing the opportunities brought by China's peaceful development to the world.

4.2. The Combination of Ideological and Political Education and English Teaching

Based on the bilingual teaching resources related to politics pushed by the WeChat official account of the Bilingual News of China Daily, the following methods are suggested to combine the ideological and political education with English teaching.
Resource collection: this part is task oriented. Teachers can arrange group tasks, asking students to collect bilingual corpus of national policies in a certain period of time, download fluent bilingual audio-visual resources, sort out these materials by themes and share them in English classes.

Audio, visual and oral exercises: teachers are supposed to let students watch, retell and discuss the video content, extract key words and outline points. Students are required to retell the main contents and express their views on relevant news or people's stories, and teachers can also select important contents for intensive reading. Video import is a kind of relatively lively form, and students are willing to participate. Audio visual resources can be well integrated into English listening & audio-visual courses.

Case analysis: many news and stories about foreigners coming to China to learn Chinese and traditional Chinese medicine, and Chinese products and services going global pushed by public accounts, can be used as good cases of cross-cultural communication, which can be analyzed and discussed in cross-cultural communication classes.

Text reading: teachers can introduce some teaching materials in English classes. The teaching contents include not only expert articles from western media, but also speeches by General Secretary Xi at APEC meeting and Chinese ambassador to foreign countries, so that students can learn English knowledge, understand the position of the country on major international affairs and pay attention to the important role of the country on the international stage. By this way, English knowledge teaching is well combined with ideological and political theory education.

Mobile Learning: teachers try to create a WeChat official account operated and managed by professional English teachers. Before the beginning of the course, the teacher pushes the pre-class learning tasks to the students, and the students conduct pre-class preview and group online discussion. According to the feedback, teachers selectively explain the relevant content in classroom teaching and carry out group discussion. After class, teachers and students can continue to discuss and exchange the content of the class. At the same time, audio-visual resources of bilingual hot news and high-quality ideological and political contents are integrated into the course resources to create a language environment for English learning and enhance the learning effect.

5. Conclusion

The paper analyzes the current situation of college students relying on the use of WeChat and suggests taking advantage of this phenomenon and integrating the ideological and political education into English teaching based on English WeChat official accounts. The research also proposes five practical ways for college English teachers to adopt, which is meaningful and deserves further study and argument.

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