

# Exploration of Integrating Marxist Practice Concept into Graduation Theses of Business English Majors

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**Abstract:** Integrating ideological and political education into the guidance of graduation thesis is not only an inevitable need for universities to cultivate moral character, but also an inherent need to solve the problems in graduation thesis. Through research, the author has found that there are many problems in the graduation thesis of Business English major, such as topic selection, attitude, insufficient critical thinking ability and academic misconduct. Research the training objectives of the new national standard for Business English majors and the requirements for graduation theses, and confirm that Marxist practical views must be integrated into the graduation theses of Business English majors. And corresponding measures are proposed, including reforms to the course of "Thesis Writing", hiring relevant industry and enterprise experts for guidance, participating in the review and defense, and integrating value shaping, knowledge transmission, and ability cultivation into the graduation thesis writing. Through the inspection of graduation thesis work, it is found that significant results have been achieved, such as enhancing academic integrity and cultural confidence, enhancing innovation awareness, and selecting practical topics.

**Keywords:** Business English Major, Graduation Thesis, Marxist Practical View, Exploration.

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## 1. Introduction

The Guiding Outline for the Construction of Ideological and Political Education in Higher Education Courses issued by the Ministry of Education points out that comprehensively promoting the construction of ideological and political education in courses is a strategic measure to implement the fundamental task of cultivating morality and talents, an important task to comprehensively improve the quality of talent cultivation, and an essential and necessary content of talent cultivation. Integrating ideological and political education into the guidance of graduation thesis is not only an inevitable need for universities to cultivate moral character, but also an inherent need to solve the problems in Business English majors' graduation thesis.

## 2. Problems with Graduation Thesis Work for Business English Majors

### 2.1. Attitude Issues

Some students have insufficient awareness of the importance of their thesis and an improper attitude, believing that their graduation thesis is only a "formality". Some students are busy with graduation internships and job applications, and only hastily write their papers before the thesis defense, which leads to some students not being able to actively respond to their graduation thesis.

### 2.2. Topic Selection Problems

At present, the topic selection of business English majors' papers is outdated, and there is a lack of innovation in the content, either by sorting and summarizing existing knowledge or simply describing English language or teaching phenomena. Some of the selected topics even showed ideological biases.

### 2.3. Lack of Critical Thinking

The graduation thesis is a concentrated reflection of

students' critical thinking ability, but some students lack sufficient argumentative ability, which leads to a lack of necessary connection between arguments. Arguments cannot serve arguments well and cannot support their own arguments well. The coherence and completeness of the paper are poor.

### 2.4. Academic Ethics Problems

After using the CNKI system to check plagiarism in schools this year, there has been a phenomenon of some instances where the duplication rate exceeds the standard. Some students lack academic and moral awareness, and their citations are not standardized.

## 3. The Necessity of Integrating Marxist Practice Concept into Graduation Theses of Business English Majors

### 3.1. Marxist View of Practice

The Marxist view of practice holds that practice determines cognition, and practice is the foundation, source, and driving force of cognition development. It is the only criterion for testing the correctness of cognition, and correct cognition plays a significant role in promoting practice. In the guidance of graduation thesis, we should adhere to the principle of putting practice first, combining theory with practice, and achieving the unity of theory and practice. Practice is the foundation and starting point of understanding.

### 3.2. The Training Objectives of the Undergraduate Major in Business English in the New National Standard

The Business English major aims to cultivate a solid foundation in English, an international perspective and humanistic literacy, mastery of relevant theoretical knowledge in linguistics, economics, management, law (international business law), familiarity with the common rules and practices of international business, English

application ability, business practice ability, cross-cultural communication ability, thinking and innovation ability, self-learning ability, and the ability to engage in international business work as versatile and applied talents. It can be seen that the training objectives highlight the characteristics of internationalization, complexity, and applicability of this major. The purpose of the major is to meet the needs of China's economic opening up to the outside world.

### **3.3. The Requirements of the New National Standard for the Graduation Thesis of Business English Major**

"The graduation thesis focuses on the comprehensive application of students' business English and professional knowledge, as well as their practical and innovative abilities. The graduation thesis can be in the form of practical or academic studies, and must comply with industry or academic standards. It should be written in English with a length of no less than 5000 words. Practical studies include project reports (such as business plans, marketing plans, case studies, translation and commentary, etc.) and research reports (such as enterprise, industry, market research and analysis, etc.). Guidance and assessment of practical graduation theses should involve experts from enterprises or industries."

Based on the form of the graduation thesis, it is evident that it requires students majoring in Business English to base their thesis on practice, be practical, and meet the needs of the country and social development. Connect the paper with the current needs of the country and society, as well as the urgent problems that need to be solved in the development of professional industries, and root the paper in practice. Encourage students to choose research or practical topics, identify problems in practice through research, and solve them through targeted research in their papers.

## **4. Measures to Integrate Marxist Practice Concept into Graduation Theses of Business English Majors**

### **4.1. Making Corresponding Reforms to the Course of "Thesis Writing"**

In the fourth grade of students, specialized courses are offered to teach academic paper writing, with course objectives, content, and assessment methods focused on academic paper writing. Therefore, such courses often have strong theoretical foundations, mainly introducing skills in professional literature retrieval and how to conduct paper writing, and rarely combining business English majors with paper writing.

Therefore, the reform of the "Thesis Writing" course for Business English majors in application-oriented undergraduate universities can attempt to incorporate content closely related to their respective majors, such as business report writing, market research methods, and market data analysis, that is in line with the requirements of the "new national standard" into the teaching content.

### **4.2. Hiring Relevant Industry and Enterprise Experts to Provide Guidance and Participate in the Review and Defense**

The graduation thesis of Business English major in applied undergraduate universities should highlight its practicality and practicality, focus on solving practical problems, and

encourage innovation and practical value. Firstly, when selecting a topic, universities should invite industry and enterprise experts to participate in guidance. These industry and enterprise experts can be hired from school enterprise cooperation units and units where students intern and receive practical training. And encourage students to choose topics based on the relevant issues in the production, operation, management, marketing, organizational structure, and other aspects of the internship unit. After the opening of the graduation thesis, in addition to the guidance of the school's guidance teachers throughout the writing process, industry and enterprise experts also participate in guiding students on the content of their graduation thesis, especially practical papers, providing assistance for students to obtain first-hand case materials. Based on this dual guidance model, students' graduation theses will reach a certain depth and breadth in order to reflect the practical value and economic benefits of business English talents. During the thesis defense and evaluation stage, industry and enterprise experts should also participate to ensure the practical operability, professionalism, and objective authenticity of the thesis content.

### **4.3. Graduation Thesis Writing Integrated into Value Shaping, Knowledge Imparting, and Ability Development**

Under the guidance of ideological and political education in the curriculum, we fully utilize the Marxist practical perspective, combine the strong practicality of Business English in our school with the actual needs and problems of Business English major students in the process of graduation thesis writing, integrate value shaping, knowledge imparting, and ability cultivation throughout the entire process of graduation thesis writing, strengthen academic integrity education for students, cultivate rigorous academic quality and noble academic spirit, and encourage students to apply theoretical knowledge of Business English major to social practice that is in line with the current national conditions, enhance their sense of social responsibility, and construct a comprehensive, full process, and all-round education pattern in the process of integrating ideological and political education with graduation thesis writing.

## **5. The Teaching Effectiveness of Integrating Marxist Practice Concept into Graduation Theses of Business English Majors**

### **5.1. The Topics Being Mostly Practical**

Since 2023, graduates majoring in Business English have been implementing a graduation thesis work model that integrates Marxist practical views and curriculum ideological and political education. More than 80% of graduation thesis topics have shifted from traditional academic papers to practical papers related to social production reality and serving local economic development. A Study on the Translation of Chengdu Metro Public Signs from the Perspective of Skopos Theory and a Translation Practice Report on "The Emotional Life of Adolescents" (Excerpt)

### **5.2. Students' Academic Ethics Having been Improved**

Students have not engaged in any misconduct such as plagiarism, plagiarism, or academic fraud to date. The

similarity detection report from CNKI shows that the full text replication ratio of students' graduation designs (papers) can be strictly controlled below 15%, and the replication ratio of most articles is below 10%. When directly or indirectly citing the views of others, students can basically standardize the citation of other people's literature. For some online reference resources such as Wikipedia and major trade websites, students can also basically achieve standardized citation.

### **5.3. The Attitude Towards Graduation Thesis Having been Improved, and the Spirit of Craftsmanship Having been Enhanced**

50% of papers incorporate ideological and political elements into the curriculum based on practice. And solve the problems of students' attitude towards graduation thesis writing, as well as political correctness, through project implementation. Teachers share the spirit of decades of hard work and dedication among some domestic researchers, such as Tu Youyou's discovery of artemisinin and Yuan Longping's invention of hybrid rice. Through the power of role models, students are encouraged to learn the craftsmanship spirit of researchers from the bottom of their hearts.

### **5.4. Enhanced Cultural Confidence**

From the perspective of graduation projects, more and more students are choosing creative marketing strategies for Chinese products overseas, especially for word-of-mouth products with Chinese characteristics, such as the marketing of Anta Sports brand in the United States, Huawei smartphones in Africa, and BYD's new energy vehicle marketing plan in Europe. The dissemination strategy of Sichuan cuisine in the United States, the dissemination of Chinese culinary culture by internet celebrities, and the English translation practice report of "The Story of Lei Feng" (excerpt).

From the perspective of their graduation thesis, some students have attempted to use Chinese local theories (such as Xu Yuanchong's Three Beauties Theory and Lu Xun's Translation Theory) to guide text analysis, such as the study of three English translations of "Spring River Flower Moon Night" from the perspective of the Three Beauties Theory. Some students take Chinese film and television works as an example to explore the translation techniques of Chinese poetry, such as the English translation of subtitles for the movie "Three Thousand Miles in Chang'an". 5. More significant innovative spirit, improved paper quality.

The topic selection of the graduation design is more innovative, which can better combine China's macro strategy or international trade situation, such as the Marketing Plan of Cultural and Creative Jewelry of the Palace Museum in South Africa under the China-Chic Background, the Creative Marketing Plan of Cultural and Creative Products of the Palace Museum in Pakistan under the "the Belt and Road"

Background, the AI and technology anxiety in My Machine, and the trend research of cross-border live broadcasting e-commerce: taking TikTok platform as an example. The graduation thesis is also innovative, with a very innovative perspective and theoretical guidance, such as the artificial intelligence and technology anxiety disorder in "A Machine Like Me". Students can study old problems from a new perspective in combination with the epidemic situation of COVID-19, for example, SWOT Analysis of Online Foreign Language Teaching in Epidemic Period - Taking Panzhuhua University as an Example. In short, student thesis topic selection is more valuable and enhances their hands-on and critical thinking skills in project research practice, thus improving the quality of their papers.

## **6. Conclusion**

In summary, I graduated with a major in Business English. The design of the paper should incorporate the Marxist perspective on practice. In the process of selecting the topic, guiding the process, and defending the thesis, the teacher pays attention to using the Marxist practical perspective to guide students, enabling them to establish academic integrity, cultural confidence, and strengthen the cultivation of their innovative abilities.

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