

# Study on the Practice of Ideological and Political Education in Foreign Trade Correspondence on Teaching in English- Taking the 7C Principles as an Example

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**Abstract:** In the new era, integrating ideological and political elements into professional courses, strengthening the shaping of students' values, and actively guiding college students to establish correct values. This article analyzes the practice of ideological and political education based on the 7C principles of foreign trade correspondence by English teaching. Starting from the advantages of ideological and political construction in foreign trade correspondence courses, the socialist core values are compared with the "7P principles" of writing in foreign trade correspondence courses. It is found that their content is consistent with the "7C principles", especially the basic moral norms of citizens, namely "patriotism, dedication, integrity, and friendliness", which can be combined with the content of the 7C principles for teaching. During the teaching process, classroom discussion, case analysis, and vivid deduction methods can be used to effectively carry out ideological and political education on foreign trade correspondence by English teaching.

**Keywords:** Foreign Trade Correspondence; Ideological and Political Education; 7P Principles.

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## 1. Introduction

Curriculum ideological and political education refers to the process of transforming the internal and deep cultural genes, innovative spirit, advanced ideas, and values of a curriculum into moral education elements based on its own characteristics and advantages, thereby effectively combining knowledge construction with ability cultivation. Universities across the country are promoting the construction of ideological and political education in courses, fully tapping into the ideological and political education resources contained in various courses and teaching methods, and strengthening patriotism, cultural literacy, moral norms, etc. The integration of value orientation and professional knowledge and skills technology, on the path of transforming from "curriculum teaching" to "curriculum ideological and political education", achieves the talent cultivation goal of "trinity" of value shaping, knowledge imparting, and ability cultivation. The Guiding Outline for the Construction of Ideological and Political Education in Higher Education Curriculum clearly proposes to scientifically design the curriculum ideological and political education teaching system. Therefore, based on the cultivation of core qualities and starting from the overall curriculum, it is of great significance to carry out a systematic teaching design of ideological and political education for the Foreign Trade Correspondence English course, construct an organic system teaching design plan, and achieve the goal of "educating people" in the course.

## 2. The Advantages of Ideological and Political Construction in the Foreign Trade Correspondence Course

The Foreign Trade Correspondence course is a compulsory foreign language course for students majoring in Business

English. Foreign language courses have unique ideological and political education genes, presenting various advantages in course ideological and political construction. The main content of the foreign trade correspondence course is to enable students to master the basic writing skills of business English, in order to communicate smoothly with foreign clients in practical work, fulfill foreign trade contracts, and achieve win-win results. In the course of foreign trade correspondence, there are many contents that can serve as ideological and political carriers, such as the principles of writing foreign trade correspondence. These principles for writing foreign trade correspondence are internationally recognized and are generally used in the writing of business letters. The commonalities between these principles and the core socialist values cultivate students' correct worldview, outlook on life, and values.

## 3. Analysis of Ideological and Political Classroom Teaching in Foreign Trade Correspondence by English teaching - Taking the 7C Principle as an Example

The 7C principle is an important standard that must be followed in the process of writing foreign trade correspondence. Correctness means that the content of a letter must be correct and error free, including grammar, spelling, professional terminology, and factual data. Correctness also requires selecting the appropriate recipient, using the correct address and format; Integrity means that the letter should contain all necessary information to enable the recipient to fully understand the purpose and content of the letter, avoiding the omission of important details; Clarity: The expression of a letter should be clear and avoid using vague or ambiguous statements. Clarity requires concise and direct language, clear logic, so that the recipient can quickly grasp

the main idea of the letter; Conciseness, try to express the most complete and accurate meaning with the least amount of text, and avoid being verbose and piling up vocabulary. Simplicity helps improve the readability and professionalism of letters; Consideration: When writing a letter, one should consider the recipient's needs and position, try to use polite and friendly language, and show respect and understanding towards the recipient; Consistency: The content of the letter should be consistent to avoid self contradiction or ambiguity. Consistency also requires consistency in letter style and tone; Readability (Courtesy): Letters should reflect politeness and good professional ethics, use appropriate honorific and polite language, and present a professional and friendly image.

Firstly, in ideological and political practice, comparing the socialist core values with the "7P principles" of writing in foreign trade correspondence courses, it is not difficult to find that many of the values at the individual level of citizens, namely "patriotism, dedication, integrity, and friendliness", are interconnected with the "7C principles". During this process, students can expand their relevant knowledge, such as understanding the trade rules and cultures of different countries, enhancing their global perspective, international outlook, and open mindedness. Secondly, it should be clarified that patriotism should be the core principle in the writing of foreign trade correspondence. Negotiations with clients need to be conducted through correspondence, and the writing of correspondence should adhere to national dignity as the bottom line. If a person cannot hold their bottom line, it is no different from selling their country and should be despised and condemned. In this process, relevant knowledge can be expanded, such as being willing to resist trade methods that differ from one's own values or incorrect trade practices. Once again, the "caring" principle in the "7C principle" of foreign trade correspondence and the professional dedication spirit in the socialist core values are common and integrated. Chinese sellers should establish the spirit of diligence and dedication of the Chinese nation, arrange production through various methods, deliver goods in a timely manner, help customers solve urgent problems, and ultimately gain emotions, trust, and friendship. In this process, relevant knowledge can be expanded, such as understanding the common language used in foreign trade correspondence in other countries and understanding foreign trade etiquette. Finally, although the "7C principle" does not directly mention the word "integrity", the reputation of traders is very important in economic and trade business. Both buyers and sellers can keep their promises, which will make the transaction process very smooth, and many urgent and small orders can proceed smoothly. But it can also change its reputation and suffer frequent setbacks due to a single breach of trust. During this process, relevant knowledge can be expanded, such as understanding whether other countries have engaged in dishonest trade practices.

In exploring the path of integrating and applying the "7C principle" with socialist core values, further implementation of ideological and political education in foreign trade correspondence courses requires more college teachers to take active actions, open more doors to "course ideological and political education", and cultivate qualified socialist builders and successors in a subtle and imperceptible manner. Textbooks are the most fundamental and important carrier and basis for imparting professional knowledge. When teachers choose textbooks for foreign trade correspondence courses that include ideological and political elements, they can

choose content that reflects elements such as patriotism, justice, confidence, and integrity, so that students can feel positive information in the classroom, stimulate their patriotism, cultivate their sense of justice, establish their national confidence, and cultivate the quality of integrity.

#### 4. Teaching Methods and Tools

Based on the above analysis, teaching methods and tools can be developed from three aspects. (1) Classroom discussion method: Some ideological and political tasks related to the content of foreign trade correspondence courses can be assigned, allowing students to engage in flexible and diverse extracurricular activities. Pay more attention to current events, the latest policies and regulations, grasp the direction of national development, study and learn from excellent traditional culture, and explore its ideological and political elements. (2) Case analysis method: When designing classroom teaching, collect suitable extracurricular cases from multiple sources, such as social hotspots, major events, and topics of interest to young people, extract ideological and political elements from them, combine them with curriculum materials, and actively apply them to teaching. In the teaching process, teachers of foreign trade correspondence courses should guide students to summarize and think about similar cases, understand their thoughts, and then let students share their own opinions, gradually influencing and internalizing them into students' self-awareness, externalizing them into positive behaviors, and achieving the goal of education. (3) Vivid deduction method: For business related creative performances or micro film shooting, it is required to reflect ideological and political elements, in order to guide students to express intangible ideological and political content in tangible form, stimulate students' creative enthusiasm and learning desire.

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