

Cultivation of ideological and political literacy among university teachers in Hainan Free Trade Port

Xiaoyan Li*

Hainan Vocational University of Science and Technology, Haikou, Hainan, China

**Corresponding author: 13648658808@163.com*

Keywords: University teachers, ideological and political awareness, educational ability, moral education, educational strategy

Abstract: In the grand strategic layout of the construction of Hainan Free Trade Port, the demand for diversified and high-quality talents is becoming increasingly urgent, which makes the strengthening of ideological and political awareness and educational ability of university teachers the core task in the field of education. This study closely focuses on the needs of free trade port construction, and deeply explores the internal logic and practical path of cultivating ideological and political awareness and enhancing educational ability of university teachers. In the early stage of the research, a survey was conducted on teachers from multiple universities in Hainan through methods such as questionnaire surveys and interviews. The results show that although most teachers have the willingness to engage in ideological and political education, their forward-looking ideological and political awareness and adaptability to educational abilities are significantly insufficient in the context of free trade ports. It is manifested as insufficient exploration of the ideological and political elements contained in the policy of free trade ports, making it difficult to integrate the open spirit, innovative ideas, and global perspective required for the construction of free trade ports into daily teaching. Based on this, this study proposes a solution strategy from the perspective of multi-party collaboration. In terms of policy support, it is recommended that the government establish a special fund to support universities in carrying out ideological and political education reform projects. Universities should improve their internal assessment and incentive mechanisms, linking the performance of teachers in ideological and political education with professional title evaluation, excellence evaluation, and building a platform for free trade port characteristic ideological and political teaching resources. From a personal perspective, teachers need to actively participate in practical research on the construction of free trade ports, update their knowledge system, and enhance their cross-cultural communication skills. The aim of this study is to provide practical and feasible solutions for improving the ideological and political education abilities of teachers in Hainan universities, and to assist universities in delivering outstanding talents with firm political stance, innovative thinking, and international competitiveness for the construction of the free trade port, promoting the steady development of Hainan Free Trade Port.

1. Introduction

The construction of Hainan Free Trade Port, as a major strategic deployment for deepening reform and opening up and promoting high-quality regional economic development in China, is comprehensively reshaping Hainan's economic pattern and social ecology. In this grand blueprint, talent is the core driving force, and its quality and quantity directly determine the success or failure of the construction of the free trade port. As the main battlefield for talent cultivation, universities bear an irreplaceable key mission, and university teachers are the core force to accomplish this mission. In this context, it is of great urgency and importance to deeply explore the cultivation of ideological and political awareness and the improvement of educational abilities among university teachers under the construction needs of Hainan Free Trade Port[1].

The construction of free trade ports involves multiple fields such as international trade, financial innovation, tourism development, cultural exchange, etc., and the requirements for talents are extremely diverse and strict. Not only do talents need to possess solid professional knowledge and skills, but they also need to have a firm political stance, good moral qualities, a broad international perspective, as well as a strong sense of innovation and social responsibility. This means that university teachers must be able to deeply integrate ideological and political education into professional teaching, and cultivate comprehensive talents that meet the needs of free trade port construction[2].

However, there is still a certain gap between the ideological and political awareness and educational ability of teachers in Hainan universities and the high standard requirements of the construction of the free trade port. Some teachers do not attach enough importance to ideological and political education, and have not fully recognized the important role of ideological and political education in shaping students' values and cultivating their sense of social responsibility. In teaching practice, the phenomenon of "two skins" between ideological and political education and professional teaching still exists, and the rich ideological and political elements contained in the construction of free trade ports, such as the open and inclusive development concept, the spirit of innovation, and the global perspective of interconnectivity, have not been organically integrated into daily teaching. In addition, with the increasing frequency of external exchanges and cooperation in the construction process of free trade ports, the ability of some teachers in cross-cultural ideological and political education also needs to be improved[3].

In view of this, it has become an urgent task to systematically study the path of cultivating ideological and political awareness and enhancing educational abilities of university teachers under the construction needs of Hainan Free Trade Port. This not only helps to enrich the theory of ideological and political education in the field of higher education, but also provides practical guidance for the construction of the teaching staff in Hainan universities, helping Hainan universities cultivate a large number of high-quality talents with both morality and ability, and adapting to the needs of the construction of the free trade port, providing strong talent support and intellectual guarantee for the construction of the Hainan free trade port[4].

2. The Importance of Cultivating Ideological and Political Awareness and Enhancing Educational Ability of College Teachers

2.1. The inevitable requirement for implementing the fundamental task of cultivating virtue and talent

The fundamental task of education is to cultivate virtue and nurture people. Only with a good ideological and political awareness can university teachers deeply understand the essence and mission of education, integrate ideological and political education into various aspects of

professional teaching, and guide students to establish correct worldviews, outlooks on life, and values. At the same time, by enhancing their ability to educate students, teachers can use scientific and effective educational methods to stimulate students' interest in learning and innovative spirit, cultivate their comprehensive qualities, and truly achieve the goal of cultivating morality and talent[5].

2.2. Adapting to the practical needs of talent cultivation in the new era

The new era has put forward higher requirements for talent cultivation, which not only requires solid professional knowledge and skills, but also firm ideals and beliefs, noble moral qualities, and a strong sense of social responsibility. As the main force in talent cultivation, university teachers must keep up with the pace of the times, constantly improve their ideological and political awareness and educational abilities, in order to meet the needs of talent cultivation in the new era. Only in this way can we cultivate more high-quality talents with innovative spirit and practical ability for the country, and provide strong talent support for realizing the Chinese Dream of the great rejuvenation of the Chinese nation[6].

2.3. The intrinsic driving force for promoting the professional development of university teachers

The cultivation of ideological and political consciousness and the improvement of educational ability are closely related to the professional development of university teachers. On the one hand, a good ideological and political awareness can help teachers establish correct educational and professional views, enhance their sense of professional identity and mission, and stimulate their work enthusiasm and creativity. On the other hand, the improvement of educational ability helps teachers improve teaching methods, enhance teaching quality, strengthen teaching effectiveness, and thus promote their own professional development. In addition, actively participating in ideological and political education and nurturing work can broaden teachers' knowledge and perspectives, and promote the improvement of their comprehensive literacy.

3. Analysis of the Current Situation of Ideological and Political Awareness and Educational Ability of College Teachers

3.1. In terms of ideological and political consciousness

First, Some teachers have insufficient understanding of the importance of ideological and political education, believing that ideological and political education is the responsibility of ideological and political course teachers, unrelated to their professional teaching, and lacking the initiative and consciousness to integrate ideological and political education into professional teaching.

Second, Some teachers need to improve their own ideological and political theory level, and their understanding of important ideas such as the basic principles of Marxism and the theoretical system of socialism with Chinese characteristics is not deep enough, making it difficult to accurately and effectively convey ideological and political education content in teaching.

Third, A small number of teachers have been influenced by negative Western ideologies and have made inappropriate remarks in their teaching, which have had a negative impact on students' thinking.

3.2. In terms of educational ability

First, The teaching method is single, and some teachers still use the traditional "cramming" teaching method, focusing on imparting knowledge and neglecting the cultivation of students' subject status and innovative ability, resulting in low student learning enthusiasm and poor teaching effectiveness.

Second, Lack of effective communication and exchange with students, some teachers have insufficient understanding of students' ideological dynamics and psychological needs, and are unable to provide timely and correct guidance and assistance to students, which affects the effectiveness of education.

Third, Insufficient practical education ability, some teachers lack practical experience themselves, making it difficult to combine theoretical knowledge with practice in teaching, and unable to effectively cultivate students' practical ability and problem-solving ability.

4. Strategies for Cultivating Ideological and Political Awareness and Enhancing Educational Ability of College Teachers

4.1. Strengthen policy guidance and incentive mechanisms

First, Policy support: The Hainan Provincial Government and education authorities should issue policy documents specifically aimed at enhancing the ideological and political education capabilities of university teachers. Clarify the specific requirements and objectives for integrating ideological and political education into the teaching of relevant majors in the construction of free trade ports, and provide policy basis and guidance for universities to carry out teacher ideological and political training, curriculum reform, and other work. For example, universities are required to fully consider the special needs of free trade port construction for the ideological and political qualities of talents when formulating discipline construction plans and talent training programs, ensuring the deep integration of ideological and political education into professional education.

Second, Financial support: Establish special financial funds to support university teachers' participation in ideological and political training, academic research, and teaching reform practice activities. Support teachers to participate in high-level academic seminars on ideological and political education at home and abroad, especially those focusing on innovation in ideological and political education under the background of free trade port construction, to broaden teachers' horizons and understand cutting-edge concepts. At the same time, project funding support will be provided to teachers who actively carry out the reform of characteristic ideological and political education in free trade ports, encouraging them to explore innovative teaching models and methods.

Third, Incentive measures: Establish and improve the incentive mechanism for teachers' ideological and political education work. In terms of professional title evaluation, job promotion, and excellence evaluation, we will tilt towards teachers with strong ideological and political awareness and significant educational achievements. For example, the establishment of the "Hainan Free Trade Port Outstanding Teacher in Ideological and Political Education" award will recognize and reward teachers who have outstanding performance in ideological and political teaching and student ideological and political guidance, and stimulate their enthusiasm and initiative to enhance their ideological and political awareness and educational abilities.

4.2. Optimize the training and management system of universities

First, Customized training courses: Each university should develop a personalized teacher ideological and political training curriculum system based on its own disciplinary and professional

characteristics and the needs of free trade port construction. The course content should not only cover basic ideological and political knowledge such as the basic principles of Marxism and the theoretical system of socialism with Chinese characteristics, but also highlight the ideological and political interpretation of relevant policies and regulations, development strategies, cultural characteristics, and other content related to the construction of free trade ports. For example, courses such as "Integration of Hainan Free Trade Port Policies and Ideological and Political Education" and "Cultural Inheritance and Value Shaping of Free Trade Port" are offered to help teachers gain a deeper understanding of ideological and political elements in the construction of free trade ports, and master the methods and skills of integrating them into teaching.

Second, Practical training opportunities: Provide teachers with rich opportunities to participate in the construction of free trade ports, enabling them to gain a deeper understanding of the actual situation of free trade port construction, accumulate practical cases and teaching materials. Universities can establish cooperative relationships with enterprises and government departments within the free trade port, and regularly select teachers to participate in major project construction, enterprise research, community services, and other activities of the free trade port. For example, Organize teachers majoring in economic management to participate in business management consulting projects for free trade port enterprises. This allows teachers to discover problems in practice, transform actual problems into teaching cases, guide students to apply the learned knowledge to analyze and solve problems in the classroom, and cultivate students' sense of social responsibility and professional ethics.

Third, Innovation in teaching management: We should improve the teaching management system in universities and integrate ideological and political education into the teaching quality monitoring and evaluation system. We need to establish a dedicated ideological and political teaching supervision team which can regularly inspect and evaluate the ideological and political teaching of teachers, identify problems promptly, and offer guidance. At the same time, we should encourage teachers to conduct innovative practices in the reform of ideological and political education. We will reward and promote those teachers who have achieved outstanding results in ideological and political education methods, curriculum design, and teaching resource development, thus creating a favorable atmosphere for the reform of ideological and political education.

4.3. Promote teachers' independent development and ability enhancement

First, strengthen self-learning and reflection: College teachers should establish the concept of lifelong learning, actively strengthen ideological and political theory learning, and continuously improve their own ideological and political qualities. Pay attention to current events and politics at home and abroad, especially the latest developments and policy changes in the construction of Hainan Free Trade Port, and timely integrate relevant content into teaching. At the same time, teachers should regularly reflect on their ideological and political teaching practices, summarize experiences and lessons, continuously improve teaching methods and strategies, and enhance the effectiveness of education. For example, teachers can continuously improve their ideological and political teaching abilities by writing teaching reflection diaries and conducting teaching discussions with peers.

Second, conduct teaching research and innovation: Universities should actively carry out research related to ideological and political education, and explore new models and methods of ideological and political education in universities that are suitable for the needs of free trade port construction. Based on the characteristics of their own professions, (teachers should) conduct interdisciplinary research and organically integrate ideological and political education with professional education.

For example, science and engineering teachers can study how to cultivate students' ideological and political literacy such as scientific spirit, innovative thinking, and teamwork spirit in professional courses; Liberal arts teachers can delve into the ideological and political resources related to the history, culture, social ethics, and other aspects of the construction of free trade ports, enriching their teaching content. In addition, teachers can also use modern information technology to innovate ideological and political teaching forms, such as conducting blended online and offline teaching, developing virtual simulation ideological and political teaching projects, etc., to enhance the attractiveness and infectiousness of teaching.

Third, Participate in student ideological and political work: In addition to classroom teaching, teachers should actively participate in students' ideological and political education work, strengthen daily communication and interaction with students through serving as class teachers, mentors, and club guidance teachers, understand students' ideological dynamics and needs, and provide targeted ideological guidance and value shaping. For example, when guiding students to participate in innovation and entrepreneurship competitions related to the construction of free trade ports, not only should we focus on students' project technology and business operations, but also pay attention to cultivating students' innovation awareness, entrepreneurial spirit, and social responsibility, guiding students to closely integrate personal development with the construction of free trade ports.

5. Conclusion

In the current context of continuous deepening of higher education reform and evolving social demand for talent, research focusing on the cultivation of ideological and political awareness and the improvement of educational abilities among university teachers has profound significance and significant value. Through in-depth analysis and exploration, we have gained a clearer understanding of the key role of university teachers in ideological and political education, as well as effective ways to enhance their related abilities.

In the research process, we have clarified that ideological and political awareness is not only a basic quality that university teachers should possess, but also the core driving force for them to fulfill their educational responsibilities. Only with a firm ideological and political consciousness can teachers guide students to establish correct worldviews, outlooks on life, and values in the complex and ever-changing social trends. Meanwhile, enhancing the ability to educate people is the key to ensuring the effectiveness of ideological and political education. This not only requires teachers to skillfully integrate ideological and political elements into professional teaching, but also requires teachers to master diverse teaching methods and communication skills to meet the learning needs of different students.

The construction of Hainan Free Trade Port, as a major national strategic deployment, has brought unprecedented development opportunities and challenges to Hainan universities. For teachers in Hainan universities, the cultivation of ideological and political awareness and the improvement of educational abilities have been given a more special mission. In the process of constructing free trade ports, a large number of international projects and talent exchange activities continue to emerge, which requires universities to cultivate compound talents who possess solid professional knowledge, good ideological and political literacy, and cross-cultural communication abilities. Hainan university teachers must deeply recognize this and actively enhance their ideological and political awareness as well as their ability to educate students, in order to cultivate talents that meet the needs of free trade port construction.

Looking ahead to the future, with the continuous deepening of research, practical exploration should be further strengthened. On the one hand, each university should develop a scientific and reasonable teacher training plan based on its own actual situation, incorporate ideological and

political education into the important content of teacher professional development, and continuously enhance teachers' ideological and political awareness and educational ability through regular training, academic exchanges, and other means. On the other hand, teachers themselves should establish the concept of lifelong learning, constantly update their educational concepts, actively explore innovative ways and methods of ideological and political education, and strive to improve the quality of teaching. In the tide of the construction of Hainan Free Trade Port, the cultivation of ideological and political awareness and the improvement of educational ability among university teachers is a long-term and arduous task. It is necessary for universities, teachers, and all sectors of society to work together to form a joint force, in order to cultivate socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor, and provide a solid talent guarantee for the construction of Hainan Free Trade Port.

Acknowledgement

Fund Project: Hainan Vocational University of Science and Technology School level Ideological and Political Demonstration Project (No.: HKSZ2024-26).

References

- [1] Li Shujuan *The cultivation of ideological and political consciousness and the improvement of educational ability among college teachers in the new era* [J]. *Century Bridge*, 2024, (18):61-63.
- [2] Yu Chao *Research on the Collaborative Education Path between Ethnic College Counselors and Ideological and Political Course Teachers from the Perspective of Strengthening the Awareness of the Chinese National Community* [J]. *Journal of Liaoning Teachers' College (Social Sciences Edition)*, 2024, (02):116-118.
- [3] Tan Chenju *Innovation of ideological and political education model in ethnic universities to strengthen the sense of community of the Chinese nation* [N]. *Shanxi Science and Technology Daily*, February 5, 2024 (A05)
- [4] Xu Xiaotian *Exploring the Path of Ideological Education in Higher Education Institutions from the Perspective of Ideological and Political Education* [J]. *Happy Reading*, 2023, (07):124-126.
- [5] Ke Chunliang *Analysis of the Construction of the Practical Education Model of Ideological and Political Courses in Colleges and Universities under the Mainstream Ideology of the New Media Era* [C]//*Shanxi Zhongda Education Research Institute Proceedings of the 7th Innovation Education Academic Conference Guangdong University of Petrochemical Technology*, 2023:2.
- [6] Zhai Fangzhu *Exploring the Collaborative Education of "Course Ideology and Politics" in Higher Education under the Background of Strengthening Ideological Education* [J]. *The Road to Success*, 2023, (03):33-36.