

# Exploration and Research on Ideological and Political Education in Higher Vocational Education Curriculum: Taking the Course of "Online Store Operation and Management" as an Example

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**Abstract:** *Ideological and political literacy affect students' future development. Only by strengthening ideological and political education can students' comprehensive literacy be improved, and each course is a crucial ideological and political education battlefield, playing an important role in ideological and political education. In the process of rapid development of information technology and e-commerce, the e-commerce major has received much attention, and "Online Store Operation and Management" plays an important role in ideological and political education. Teachers should integrate ideological education elements into the curriculum teaching based on the characteristics and teaching content of the course, and strengthen the guarantee of teachers and curriculum evaluation, laying the foundation for the implementation of ideological and political education in the curriculum.*

**Keywords:** vocational colleges; Online Store Operation and Management; Curriculum Ideology and Politics.

## 1. INTRODUCTION

At the conference on ideological and political work in China, it was proposed to strengthen curriculum ideological and political education, fully tap into ideological and political education resources in various disciplines, and implement ideological and political education work in all aspects of curriculum teaching. In the teaching process of e-commerce major, teachers should integrate ideological and political education into various teaching links, enhance students' sense of integrity while improving their comprehensive literacy. Therefore, it is necessary to increase the research efforts on curriculum ideological and political education, and fully leverage the educational value of the curriculum. In view of the specific manifestation of the negative transfer of mother tongue in college students' English writing, To a certain extent, it is found that college students of X University are still influenced by the negative transfer of their mother tongue in their writing. In this regard, combining with the actual survey results and the teaching of English writing, the author finds a suitable solution. In order to reduce the errors of negative transfer of mother tongue in English writing, this paper puts forward the relevant practical learning methods and teaching strategies.

## 2. IDEOLOGICAL AND POLITICAL EDUCATION AND COURSE IDEOLOGICAL AND POLITICAL ANALYSIS

Ideological and political education refers to exerting influence on individuals' ideas, politics, and other aspects through a certain way, enabling them to comply with social norms and moral requirements. Curriculum ideological and political education refers to the integration of ideological and political courses with other courses through the construction of the "Three Comprehensive Education Personality Bureau", the exploration of ideological and political elements in other courses, the enhancement of educational synergy, and the realization of the fundamental task of cultivating morality and cultivating talents. Essentially, the key to ideological and political education in the curriculum lies in implementing the fundamental task of cultivating morality and talent; From a conceptual perspective, curriculum ideological and political education relies on the collaborative education of various forces; From a structural perspective, the ideological and political education curriculum has a three-dimensional and diverse characteristics; From a thinking perspective, the ideological and political education curriculum applies innovative thinking; From a methodological perspective, the ideological and political education curriculum adopts

a combination of explicit and implicit approaches.

## 2.1 Definition of Digital Platforms

Platform economy is a form of digital economy, which is essentially a "Internet plus" business model with strong inclusiveness, enabling platform operators to gather users, operate businesses, provide services and generate economic benefits on the Internet platform. In this process, digital platforms not only create huge economic benefits, but also promote the development of the digital economy.

To clarify the digital platform, it is necessary to first clarify the meaning of the platform. The so-called "platform" refers to a cyberspace that has a large number of users and also provides services for them. In this space, operators can provide goods and services to users. The definition of digital platforms is not uniform across countries, such as the European Commission's view that digital platforms are "independent entities that provide online platform services"; The Federal Trade Commission of the United States defines a digital platform as a physical facility consisting of a set of electronic data streams using data, algorithms, servers, or software that interact digitally on a computer network and provide services to other users. Article 2 of China's E-commerce Law defines "e-commerce platforms" as "online business premises established by operators to sell goods or provide services. Some scholars believe that platforms have the dual attributes of enterprises and markets. In other words, platforms are not only the operators and maintainers of the effective operation of bilateral markets, but also the formulators of platform transaction rules, with a certain level of management authority [1].

Therefore, in general, the definition of digital platforms should be mainly carried out from the following two aspects: firstly, based on the standard of subject, that is, digital platforms are third-party entities independent of the providers of goods and services; Secondly, based on functionality, digital platforms can provide multiple functions such as online transactions and services. From these two aspects, digital platforms should be a comprehensive entity with multiple functions, which also means that they are not limited to providing information intermediary services or trading platform services. Meanwhile, according to Article 17 of the Anti Monopoly Law, the "Internet field" can be broadly defined as the "Internet", which includes various new economic forms based on Internet technology as infrastructure and data as key elements. Therefore, a comprehensive analysis should be conducted on the multifunctional features of digital platforms.

## 2.2 Characteristics of Digital Platforms

### 2.2.1 Double (Multi) Sided Market

The most prominent feature of the platform is the dual (multi) side market. Taking Alibaba e-commerce platform as an example, in e-commerce platforms such as Taobao and Tmall, merchants pay a certain fee and obtain the right to sell goods or services on the platform. Consumers can purchase goods or services on the platform for free, forming a bilateral market where merchants and consumers coexist, while other Alibaba enterprises can form a multilateral market. For example, Alipay can provide financial and payment services for merchants and consumers, while Cainiao Logistics can provide goods detection, goods collection and other services for users at both ends. From this, it can be inferred that the monopolistic behavior of the platform has different characteristics from traditional monopolistic behavior, which may involve multiple fields or aspects [2]. Due to the strong resource allocation ability of the platform itself, it takes into account the dual attributes of both the enterprise and the market. In terms of market attributes, platforms have the power to formulate and execute transaction rules, which makes their monopolistic behavior mandatory internally and covert externally [3].

### 2.2.2 The Platform has Network Effects and Locking Effects

Network effect is a concept in economics that refers to the benefits that users receive from goods or services depending on the number of users of compatible products. It can be divided into two types: direct network effect and indirect network effect. The former refers to the interdependence between consumers in the same market, that is, the value of a product will change with the increase of users, and due to its strong external effects, it can lead to a continuous increase in the number of users. The latter refers to the change in the number of people using complementary products that determine the value of a particular product. Platforms that enter a certain field or

market earlier can obtain funding support through disruptive innovation and occupy a more favorable position in subsequent competition, forming a Matthew effect of "the stronger, the weaker", which will further strengthen their monopoly position. The lock-in effect refers to the use of path dependence. When users become accustomed to a certain platform and the transfer cost is high, they will no longer choose to enter another platform similar to it. On the one hand, this effect further promotes the increase in user transfer costs by strengthening the platform's self-reinforcing mechanism, and on the other hand, it provides more space for the development of the platform by reducing the requirements for the platform. In addition, the platform continuously strengthens infrastructure construction services in their respective fields to achieve the goal of continuously strengthening platform monopoly.

### 2.2.3 High Data Concentration Ratio

With the continuous development of the digital economy, data has become the fourth largest factor of production after land, labor, and capital, and is also the core element of the digital economy. The competition between various platforms often unfolds through data. When the number of users on a certain platform continues to increase, it can further improve operations, optimize design, and bring more personalized experiences to users through data collection and use. After that, it can occupy an advantageous position in subsequent competition and bring exponential development to the enterprise. At the same time, the collected data can be combined with algorithms and blockchain technologies to achieve the purpose of rights confirmation, pricing, sharing, and empowerment. Moreover, the rights allocation mechanism of data sharing can be utilized to ensure that every participant can share the dividends of data value [4]. Of course, as the amount of data collected by the platform continues to increase, its market share continues to increase, and data monopolies are implemented at the source, such as certain data that can be accessed and used through encryption, verification, and other technologies, leading to monopolistic behaviors such as abusing data or refusing data access. The more common one is "big data killing" [5]. As the degree of data monopoly deepens, on the one hand, platform operators with advantageous positions will focus more on strengthening their monopoly position while neglecting the improvement of product quality. On the other hand, they will also continuously expand their data capacity and richness, using existing data and technological advantages to carry out acts of infringing on users' personal information.

## 3. THE SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL REFORM IN THE COURSE OF "ONLINE STORE OPERATION AND MANAGEMENT" IN VOCATIONAL COLLEGES

Through questionnaire survey and result analysis, this paper finds out the actual influence of negative transfer of mother tongue on college students' English writing. According to the results, the negative transfer of mother tongue has different influence on college students' English writing, which is mainly related to the students' English proficiency and teachers' teaching methods. Teachers and students can not ignore the negative impact of negative transfer of mother tongue. In terms of English writing, students are influenced by their mother tongue thinking for a long time, which will lead to a poor sense of English language and poor quality of English composition.

For students, there are a large number of Chinglish, English grammatical errors, syntactic errors, text logic problems and so on in the process of writing. In short, once they are used to making such errors, it will not be conducive to the further improvement of their English writing level. In this regard, in view of a series of problems of negative transfer of mother tongue, the author also puts forward corresponding suggestions to students and teachers according to different situations. Besides, they should first learn and use English vocabulary flexibly, and then carry out systematic grammar learning on this basis. Therefore, students have to increase the input and output of English in the learning process, and consciously cultivate the sense of English language. In terms of group of teachers, they should pay attention to the contrastive teaching of the differences between Chinese and English, and then they should use a variety of English writing teaching strategies to teach writing methods in an all-round way. Last but not least, they should actively create a good English language learning environment for students. It is hoped that through this study, more college students and English teachers can find suitable English writing methods and teaching methods, so as to further improve the English writing level of college students.

### 3.1 Implementing Curriculum Ideological and Political Work is a Requirement of the National Ideological and Political Work Conference

A certain document emphasizes that universities need to attach importance to the role of ideological and political

education and strengthen the construction of ideological and political education positions. At the same time, relevant work meetings also emphasized the integration of ideological and political education into various teaching work, exerting influence on students' ideological and political concepts. Therefore, the ideological and political reform of curriculum in vocational colleges meets the requirements of national policies. According to the specific situation of college English teachers' writing teaching, the author thinks that the following teaching suggestions can be adopted. Teachers should pay attention to the differences between English and Chinese and pay attention to the contrastive training of the differences between the two languages. By comparing Chinese grammar with English grammar, students can clearly understand the similarities and differences between the two grammars [6]. For example, in the teaching of English writing, teachers can train students' ability and awareness of language differences in a variety of ways, and appropriate training can be added to the appreciation of English and Chinese sentences. Teachers should analyze the causes of errors with high frequency, summarize and correct them in time, so as to make students improve their English writing skills in the process of trial and error.

### **3.2 The implementation of ideological and political courses in "Online Store Operation and Management" has strong practical significance**

In the process of rapid development of the internet economy, e-commerce has developed rapidly, not only improving transaction efficiency and expanding transaction scope, but also injecting new vitality into the economic development of various regions. At the same time, the emergence and development of e-commerce have also changed the people of our country. Our consumption habits have created a large number of employment and entrepreneurial opportunities. Currently, many young people are very concerned about the development of e-commerce and are committed to it. For example, many young people and even students register and operate online stores on e-commerce platforms such as Taobao and Vipshop. In the operation and management process of online stores, merchants need to protect their own rights and protect the rights and interests of consumers. However, from a practical perspective, there are a large number of false phenomena in e-commerce transactions in China, such as counterfeiting and selling, false propaganda, infringement of intellectual property rights, etc., which have affected the healthy development of e-commerce. The main purpose of offering the course "Online Store Operation and Management" in vocational colleges is to help students understand how to register, operate, and manage online stores. In this process, teachers also need to strengthen ideological and political education, enhance students' awareness of honest and legitimate business operations, which can not only promote the healthy development of e-commerce, but also promote the development of social economy. Therefore, carrying out ideological and political education in this course has great significance.

## **4. STRATEGIES FOR IMPLEMENTING IDEOLOGICAL AND POLITICAL EDUCATION IN THE COURSE OF "ONLINE STORE OPERATION AND MANAGEMENT"**

'Xiangcheng' in Tibetan refers to the meaning of " Buddha beads in hand. " The Shuoqu River runs through the whole territory from north to south. It is like a silk line along the river, connecting villages scattered on both sides of the river into one, like a string of Buddha beads. Xiangcheng County is also named for its special terrain. Xiangcheng County is located in the southwest of Ganzi Prefecture, Sichuan Province. It is located in the north-central part of the Hengduan Mountains and the southern part of the Shaluli Mountains. Its east is connected with Daocheng Aden, and the south is connected with Shangri-La, Diqing Prefecture, Yunnan Province. It is the center of the Shangri-La Ecotourism Zone. The average altitude of Xiangcheng County is about 3200 meters, and the overall terrain gradually increases from southeast to northwest. Xiangcheng County is a typical continental monsoon climate, with scarce rainfall, clear dry and wet seasons, abundant sunshine, and great regional differences in temperature. In the time dimension, the annual difference is very small, but the daily temperature difference is very large. In November 2020, Xiangcheng County was officially named ' the hometown of Chinese white Tibetan house culture ' after an inspection by a relevant expert group organized by the Chinese Folk Literature and Artists Association.

As a symbol of local culture in Xiangcheng County, the white Tibetan house only exists in Xiangcheng County and a few surrounding areas. The white tower structure is a unique structural form of the white Tibetan houses in Xiangcheng County. It is known as the " three absolutes of Xiangcheng " together with temples and crazy costumes. The white Tibetan house is a combination of rural and urban folk craft skills, including rammed walls, painted paintings, carvings, Thangkas, kitchen god totems and Buddha statues. Its construction relies on the

profound and splendid cultural heritage of the rural valley. The overall layout and structural form of the White Tibetan House are relatively close to those of Tibetan and Qiang buildings. They are all watchtower structures that are gradually shrinking from the bottom to the top. The white Tibetan house is a civil structure with wooden columns inside. The outer wall is built of rammed earth, which is very different from the Tibetan and Qiang houses built with wood and stone in other areas. The outer wall of the white Tibetan room is tilted inward from bottom to top, while the inner wall is straight and the interior is covered with a wooden mesh structure. The size of the white storage room depends on the number of column heads, usually 35 to 118 columns. The flat roof can be used as a sunning field for crops in addition to being used to block the wind and rain. The building is quadrilateral and 'L-shaped' layout, with a regular appearance and distributed along the river.

#### **4.1 Strengthen education on socialist core values**

E-commerce is an online business activity based on information technology, which is of great significance to the people, social development, and national progress. E-commerce activities have broken through the limitations of traditional business activities, allowing enterprises to sell products through the internet, and consumer consumption activities have also broken through the limitations of time and space, allowing consumers to purchase products from any region anytime and anywhere, meeting people's needs for a better life. When carrying out curriculum ideological and political reform, teachers need to strengthen education on socialist core values. Firstly, teachers can explain to students some cases of e-commerce enterprises producing and selling counterfeit goods, so that students can understand the serious harm and consequences of producing and selling counterfeit goods, and enhance their awareness of love, dedication, and honest management. Secondly, teachers can explain some cases of honest management to students, allowing them to understand the role of honest management in promoting social progress and strengthening the construction of social rule of law. Students can understand that personal development affects social and national development, and that social and national development situations also affect personal development, enhancing students' recognition of socialist core values.

#### **4.2 Strengthening integrity education**

E-commerce has strong virtuality due to issues such as not meeting the trading parties, trading in online environments, and remote transactions. And the capital flow, information flow and logistics of e-commerce are not synchronized, so there may be integrity problems in e-commerce. From the actual situation, there are many dishonest behaviors in e-commerce. Integrity is an excellent quality of a person and a key component of students' ideological and political education, affecting their learning, work, and life. Therefore, when implementing ideological and political education in the course of "Online Store Operation and Management", teachers should strengthen integrity education to make students understand the importance of ensuring the authenticity of online store registration information and product description information, and enhance students' awareness of honest management. At the same time, teachers should also educate students to be cautious when placing orders during consumption, and to objectively evaluate after receiving goods, implementing integrity in all aspects. In recent years, fog and haze and pollution have repeatedly invaded the Central Plains, and have a great impact on the production and life of the local people. Low-carbon environmental protection issues have become more prominent in our vision[1], the Chinese government after several years of supply-side reform practice, environmental problems have been significantly improved[2]. The Central Committee of the Communist Party of China has made clear that it is necessary to realize green production mode and build economic and social ecological civilization. Low carbon logistics, as one of the ways to achieve green development, will play a more important role in the future. Vigorously developing low carbon logistics can effectively reduce carbon emissions and improve the local ecological environment. In recent years, the rapid development of computer technology and large data platform has led to significant changes in the economic and social environment. Henan logistics industry is facing major challenges in the current socio-economic environment [3]. Therefore, we need to clarify the main problems of logistics industry in Henan Province, explore the main ways of green development of logistics industry, and complete the transformation from logistics industrialization to logistics information.

#### **4.3 Strengthening Education in Electronic Commerce Law**

In the new era, the development speed of e-commerce is very fast, but the construction of laws and regulations related to e-commerce is relatively backward, resulting in frequent incidents of customer privacy leakage, service disputes, and sales disputes, which seriously affects the quality of the online market environment and also affects the healthy development of e-commerce. Due to the late start of information technology in China, compared to developed countries such as the United States and the United Kingdom, the research on e-commerce in China is

also relatively late, resulting in a very backward construction of relevant laws and regulations and the improvement of institutional norms. Firstly, in 2013 In October, the 12th National People's Congress included e-commerce legislation in its work plan Afterwards, a drafting group for the E-commerce Law was established, led by the Finance and Economics Commission to draft and analyze the E-commerce Law. Secondly, the Electronic Commerce Law was first reviewed in December 2016. Thirdly, in October 2017, the second draft of the E-commerce Law was reviewed. Compared to the first draft of the E-commerce Law, the second draft of the E-commerce Law has improved the responsibilities and obligations of e-commerce operators and increased the protection of consumers' legitimate rights and interests. Fourthly, in June 2018, the third review draft of the E-commerce Law was reviewed, comprehensively analyzing various issues in e-commerce activities, such as information leakage, registration, and other issues. Reasonable suggestions were put forward on these issues, and these suggestions were incorporated into the regulations. Fifth, in the E-commerce Law was passed in August 2018 and announced to be implemented from January 1, 2019. From the perspectives of both consumers and businesses, the implementation of the E-commerce Law is of great significance, which is conducive to protecting people's legitimate rights and interests. Therefore, in the course teaching process, teachers can focus on explaining various regulations of the E-commerce Law, the convenience brought by the E-commerce Law to enterprises, and the protection of consumers by the E-commerce Law, in order to enhance Students' understanding of e-commerce law enhances their ability to operate with integrity, legality, and rationality Consciousness of management and learning how to protect their own rights and interests, thereby improving students' ideological and political literacy.

## **5. STRATEGIES FOR ENSURING THE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE COURSE OF "ONLINE STORE OPERATION AND MANAGEMENT"**

If you want to implement ideological and political education in the course of "Online Store Operation and Management", you need to do a good job in ensuring the implementation of ideological and political education, laying the foundation for the course. The layout, decoration and color application of white Tibetan house in Xiangcheng County reflect the extension of religious temple culture to the secular, which is similar to the local temples, forming a set of systematic architectural decoration and color application norms. The decorative elements mostly use the symbols, patterns and lines of Tibetan Buddhism with certain representativeness, forming a decorative cultural tradition that integrates 'home' and 'temple' with certain regional characteristics, reflecting the rural Tibetan residents' religious belief in Buddhism and the pursuit of a better life. In addition, Tibetan is a nation that especially advocates white and regards white as a symbol of auspiciousness : on the one hand, it is related to the primitive beliefs and primitive worship of the early plateau people ; on the other hand, some people think that the Tibetan worship of white began from Buddhism into Tibet, because Buddhism was introduced into China from white India. The Tibetan people apply white to various objects in their daily life. They always believe that white is the purest color, which symbolizes peace and goodwill. In addition to doors and windows, the exterior walls of the white Tibetan houses are decorated in white, and the whole visual is simple and generous. The white houses are located in the sunny area of the valley. They are set against the bright sunshine and clear blue sky. They are like white pearls dotted in the mountains, giving a very shocking feeling.

EFL learners universally experience fluctuations in motivation and commitment due to the dynamic interrelationship among contextual elements and individual attributes and experiences (Dörnyei & Ushioda, 2011; Zheng et al., 2018). Moreover, according to the perspective presented by Wolters and Bizon (2013), motivation regulation involves active student engagement to sustain or amplify their motivation. Additionally, in the research conducted by Dörnyei and Ushioda (2011), motivational regulation tactics are employed to foster and amplify student motivation, sustain enduring motivation, and shield it from conflicting or distracting influences. These strategies significantly influence individuals' activity preferences and their dedication of time and effort. Consequently, fostering self-regulated learners is crucial for effective management of motivation. Furthermore, empirical evidence demonstrates that students who utilize motivation-regulation strategies exhibit better control over their effort allocation (Schwinger, Steinmayr, & Spinath, 2009).

Studies on English motivation regulation in China have been uncommon. Li (2017) and Teng and Zhang (2016a, 2016b, 2018) have conducted only a handful of studies examining the usage of motivational regulation among Chinese university EFL learners in traditional learning environments. Moreover, the existing literature predominantly focuses on motivational control among school learners. Moreover, investigations in the realm of higher education settings in China are still in their nascent stages, primarily limited to university students. Notably,

despite the substantial population of Chinese higher vocational students, their motivational regulation remains largely unexplored. Furthermore, the mechanisms through which individuals uphold their motivation and involvement in the context of online English study remain unknown. Consequently, there exists a scarcity of research on motivational regulation in the sphere of EFL (English as a Foreign Language) in China, with only a limited number of studies accessible. For example, Teng and Zhang (2016a, 2016b, 2018) researched the motivating regulations of Chinese university EFL learners specifically concerning their writing skills and the impact on their writing course outcomes.

### **5.1 Strengthen the guarantee of teaching staff**

Teachers play an important role in curriculum teaching and are also the main body in implementing various educational policies. In order to implement the various requirements of "three comprehensive education", it is not only necessary to improve teachers' professional abilities, but also to provide ideological and political education to ensure that there are no problems with teachers' ideological and political concepts. Therefore, vocational colleges should increase teacher training efforts, comprehensively analyze and solve teachers' ideological and political issues, improve teachers' teaching level while improving their ideological and political literacy, and enable teachers to maintain a firm political stance and beliefs. At the same time, it is also necessary to make teachers aware of the importance of ideological and political education in the curriculum, actively infiltrate ideological and political education elements in the teaching process, promote national policies and other related content to students, use advanced ideological concepts to arm students' minds, and help students establish the correct three values. However, despite the consensus that independent learners should have control over every aspect of their education, studies such as Scharle and Szabó (2000) and Benson (2006) have demonstrated that not all language learners exhibit equal levels of autonomy. Indeed, autonomy can manifest in different degrees. For instance, Nunan (1997) delineated five stages that encompass the adoption of learner autonomy: cognizance, participation, intrusion, conception, and transcendence. Considering the utmost level, students are able to establish connections between the material learned in class and the outside world, commencing with the awareness stage where they recognize their preferred learning styles and strategies. Additionally, Benson (2001) proposed that autonomy encompasses three interrelated levels of control, including learning processes, cognitive processes, and management. In a similar vein, Littlewood (1996) acknowledged the existence of varied levels of autonomy across three domains: communication, knowledge, and personal upbringing in life. Furthermore, Littlewood (1999) drew a discrepancy between the two types of autonomy: proactive and reactive, with proactive autonomy is most frequently conceptualized by Western researchers and educators, in which learners have control over both the direction and content of their activities. On the other hand, reactive autonomy represents the initial level of autonomy, wherein learners take control of their actions once the direction has been defined.

### **5.2 Strengthening Course Evaluation Guarantee**

Assessment and evaluation are key means to grasp students' learning situation and also important methods to improve their ideological and political literacy. Therefore, it is necessary to strengthen the guarantee of curriculum evaluation. When conducting the assessment and evaluation of the course "Online Store Operation and Management", in order to implement the requirements of ideological and political education in the course, teachers should integrate ideological and political education content into the assessment, assess and evaluate students' e-commerce professional ethics and other aspects, so that students can understand their own problems and continuously improve their ideological and political literacy. Based on the reality of Henan Province, this paper analyzes the logistics industry in Henan Province, the results show that the overall development of the logistics industry in Henan Province is better, but there are still some problems such as lagging behind the construction of logistics specialization, slow progress of logistics informatization, and lack of green logistics development. Facing these problems, the paper puts forward some suggestions, such as promoting the reform of the supply side of logistics, strengthening the construction of regional infrastructure, developing the third party logistics and so on, to provide support for the construction of ecological civilization in Henan Province.

Henan is located in the central part of China. It is the junction of the two main north-south East and west main roads of China's railways and highways. Transportation has always been a pillar industry in Henan Province. In recent years, Zhengzhou, Zhoukou and other places have become increasingly prominent as national transportation centers, playing an increasingly strong role. On this basis, the economy of Henan Province has made considerable development, logistics industry as a supporting role is also reflected incisively and vividly. However, in the process of development there is excessive unit energy consumption, unreasonable production planning

caused a large amount of waste of resources.

### 5.3 English Learner Autonomy

The literature on language acquisition and education has placed a strong emphasis on promoting the idea of independent learning during the past three decades (Benson, 2006). One of the rationales behind this emphasis stems from the shift from teacher-centered to student-centered education (Benson, 2013). Furthermore, according to Little (2007), autonomy is fundamentally described by the ability to independently direct one's own learning. Hence, there is a pervasive belief that autonomous learners exhibit higher levels of motivation and productivity (Dickinson, 1995).

Interestingly, promoting learner autonomy was identified as one of the top ten motivational techniques in Dornyei and Csizér's (1998) study, which examined the significance and usage of 51 motivational strategies among 200 English teachers in Hungary. Building on this research, Yang (1998) conducted a study aimed at helping students develop autonomy through strategy training. The study involved university students who were given the responsibility of determining their own competency goals and creating personalized study programs. Simultaneously, the researcher offered support by demonstrating effective learning techniques throughout the study. Findings indicated that learners were initially inclined to establish objectives that were impractical and held some misconceptions about the proper implementation of learning strategies.

Hence, the primary goal of this research is to investigate the use of motivation regulation strategies in English language learning and assess the level of learner autonomy among Chinese EFL higher vocational students in an e-learning setting. Furthermore, the study seeks to investigate the interplay between these two factors, aiming to bridge the existing research gap in the realm of foreign language learning and offer valuable insights for future endeavors in training and intervention research concerning motivation regulation strategies.

## 6. EPILOGUE

Carrying out ideological and political education in the course of "Online Store Operation and Management" has great practical significance, therefore it is necessary to carry out education on socialist core values, integrity, and e-commerce law in this course. At the same time, in order to ensure the smooth implementation of curriculum ideological and political education, it is necessary to strengthen the guarantee of the teaching staff and curriculum evaluation, and fully play the role of curriculum ideological and political education.

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