

On the integration of English teaching at College and ideology and politics from the perspective of memetics

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Abstract: Memetics is a theory of cultural evolution from Darwin's theory of evolution. The research on the copying phase, primacy and transmission mode of memes can provide a theoretical basis for the integration of college English classroom model of instruction and political thought education. By studying the integration direction of education about College English , ideological and political from the perspective of memetics, this paper focuses on the necessary connection between College English classroom and political thought education from the perspective of memetics.

Memetics is one of the significant theoretical bases of cultural evolution theory, which can well explain many cultural phenomena. Our country is carrying on political thought education, The traditional teaching mode can be reformed by using new teaching methods. By introducing memetics into the integration of college English classes and political thought education, it can help us understand how to better carry out political thought education. In the development process of the new era, it is imperceptibly integrated into the students' learning process. Halfway through using memetics, College teachers should have a good grasp of the relationship between classroom teaching and political thought education, and creatively integrate College English teaching and political thought education through the theoretical knowledge of memetics.

1. The connotation of memetics

1.1 The concept of memetics

Memetics originated from Darwin's theory of evolution. Memetics is the evolutionary theory of information transmission. Information has independent units in the process of transmission. For example, every word we say is something we need to deliver. Each sentence consists of several words or words. These words and words themselves can no longer be separated. These words and words are themselves memes. Language is the simplest meme, and there are more abstract meme concepts. Due to the development of human society, memes replicate themselves like viruses in the process of transmission. For example, after the birth of a network hot word, it is likely to be widely

spread. In the process of human social evolution, memes are also changing gradually. Meme is a small driving force for the progress of the whole society. Memes and genes are the inexhaustible source of human progress. After the birth of memetics, scholars in various countries began to try to use memetics to solve many problems of cultural phenomena.

1.2 Characteristics of memetics

Memes have four main stages when they play a role. They are assimilation stage, replication stage, propagation stage and transmission stage. In the assimilation stage, memes have the function of replication. When a meme is transferred from one host to another, it is the process of magic crystal replication. In the process of replication, both hosts have memes at the same time. Memes cannot be retained in the host body forever after replication. Generally, a large number of memes will remain in the host forever after assimilation. Because people forget a lot of memes in the process of memory. If you want to master many memes, you should keep remembering, and strengthen memory through anti memory, grouping memory and other methods. Memes need carriers in the process of transmission, for example, we need to read English books and listen to English radio in the process of learning English. English books, English videos, English broadcasts and other learning resources about English learning can all be regarded as the carriers of memes.

1.3 The mode of meme transmission and meme teaching

The essence of meme is the process of human imitation. The process of learning is the process of imitation. We achieve information transmission by imitating other people's language behavior and action behavior. According to the behavioral purpose of imitation, we divide human imitation into three kinds. The first is complete imitation, followed by representational imitation, and finally innovative imitation. The imitative gene transmission theory provides a good theoretical foundation for English, politics and teaching.

2. The necessity of Integrating Political thought education into English Teaching

In modern society, English is the common language of all countries in the world. For college students in China, if they want to achieve in the future, learning English is essential. However, according to the communication viewpoint of memetics, students will inevitably receive ideological and political theories in English in the process of learning English. In the process of learning, I have no ability to distinguish the ideological and political views in English. In the process of learning, you will receive wrong views. Therefore, in the process of English Teaching in China, we should make appropriate adjustments to the English content of students. In the course of study, political thought education should be strengthened. Avoid students to learn unhealthy political education in the process of learning. In the course of college English teaching, political thought education should be carried out in accordance with China's political characteristics.

3. English teaching integrated with political thought education

College teachers don't have enough teaching time, in the only time want to realize to the student political thought education of high quality is very difficult, Therefore, in the teaching process,

teachers should optimize the teaching links according to the communication theory of memetics, apply memetics to the teaching process according to the learning characteristics of students, set different teaching activities to achieve effective learning of students, improve their learning efficiency, and integrate political thought education into the English teaching process.

3.1 Enhanced memory

In the process of spreading memetics, the emphasis is on the need to strengthen memory. According to the transmission characteristics of memetics, memes can only stay in the mind of the host for a certain period of time. To keep memes in the mind of students for a long time, students need to review them for a long time in the learning process. In the process of ideological education in college English classroom, teachers must pay attention to strengthen memory. For example, when learning the development process of Marxism, students simply understand the development process of Marxism in the classroom. However, students' understanding of the development of Marxism is still vague and has not formed a complete understanding. Memes may stay in students' minds for a very short time. Teachers need to strengthen students' memory and keep relevant memes in students' minds for a long time to achieve the purpose of Political thought education. Teachers can carry out a variety of activities to make students cycle memory. For example, during the course preview, students are asked to prepare their speeches, which are about the history of Marx's development in English. After class, students can be assigned homework to write an English draft of marxist development theory in The form of English.

3.2 Diversified carriers

Mememes need carriers in the process of transmission, so teachers need to provide students with colorful teaching resources when carrying out college English political thought education, which can act as the carrier of mememes. Through the existence of a large number of meme carriers around students, students will subtly understand the knowledge of meme, and then meme can be assimilated in students' minds. At present, the more conventional meme carriers are mainly paper teaching materials, online courses, video, audio and so on. Teachers can collect these contents by themselves. And then reasonably spread it to students in the form of homework. For example, let students recite a paragraph of Political thought education in books, or carry out study groups, and then let students learn political thought education knowledge by themselves in the form of group reports. The contents of political thought education on the carrier of diverse mememes are assimilated in students' minds. Nowadays, there are more efficient meme carriers, such as online courses and school broadcasts. Broadcasting English political thought education on school radio can spread mememes on a large scale.

4. Improving college English teachers' Chinese cultural literacy and political thought education awareness

Mememes need hosts for transmission. College English teachers are the first host in the process of transmission. The process of meme transmission is mainly the process of teachers' empathy in class. Teachers design teaching links to efficiently assimilate mememes into students' minds. Teachers' cultural literacy and political thought education consciousness have a profound influence on

students' meme assimilation. The higher the level of teachers' cultural literacy and political thought education consciousness is, the higher the efficiency of assimilation will be. If teachers' cultural literacy and political thought education consciousness are low, the process of assimilation will be relatively difficult. Therefore, teachers should effectively improve their own Chinese cultural literacy. By strengthening their own Chinese cultural literacy, they can correct students' English political ideas in time in the face of students. Teachers also need to strengthen their awareness of Political thought education. Teachers' awareness of Political thought education can form a good copy template. In the process of copying, middle school students can accept the excellent assimilation content. Only when teachers' Chinese cultural literacy and political thought education consciousness are at a high level, the process of meme assimilation will become efficient and students will be in a more stable state in the process of receiving.

Acknowledgments

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