



2022世界纺织服装教育大会 论文集

Proceedings of 2022 Textile & Fashion Education World Conference

中国纺织服装教育学会
China Textile and Apparel Education Society

天津工业大学
Tiangong University

纺织之光科技教育基金会
Textile Vision Science & Education Fund

组织编写



中国纺织出版社有限公司

国家一级出版社
全国百佳图书出版单位

Investigation and research on the practice of Chinese socialist core values in clothing consumption market

JING Xiaoning*, ZHU Jiani

School of Textile Science and Engineering, Tiangong University, Tianjin, China

Email address

jingxiaoning@tiangong.edu.cn(JING Xiaoning), 2367469678@qq.com(ZHU Jiani)

Abstract: This article is a study under the background of ideological and political curriculum construction. The research is to improve the level of teaching theory, to solve the curriculum problems in the new era, to achieve the objectives of ideological and political education. So that the students can better understand the ideological and political connotation in teaching content. In teaching of "Clothing consumption psychology", it carry out the investigation in clothing consumption market with the practice of socialist core values, and understand the cognition of values among consumers, as well as the roles and needs in consumption guidance. Through investigation and analysis, this paper provides reference for constructing the clothing consumption guidance platform, as well as solving clothing consumption problems, guiding consumption decision-making and protecting rights, enhancing consumption professional knowledge, and promoting the scientific development of consumption market.

Keywords: curriculum thought and politics; clothing consumption problem; clothing consumption rights protection; the core values of Chinese socialism; demand analysis of consumption guidance

社会主义核心价值观在服装消费市场中践行的调查与研究

景晓宁*, 祝家妮

纺织科学与工程学院, 天津工业大学, 天津, 中国

邮箱

jingxiaoning@tiangong.edu.cn(景晓宁), 2367469678@qq.com(祝家妮)

摘要: 在课程思政建设背景下, 为提升教学理论水平, 解决新时代课程问题, 达成本科课程思政教育目标, 让学生结合实际问题更好地理解教学内容中体现的思政内涵, 在“服装消费心理学”课程教学中, 展开服装消费市场的社会主义核心价值观践行情况调研, 了解价值观在消费者中的认知情况、在消费中的指导作用及消费指导需求等内容。通过调研分析对建设服装消费指导平台提供参考, 以期提供解决服装消费问题、指导消费决策和维权、增强消费专业知识、促进消费市场科学良性发展的思路。

关键词: 课程思政; 服装消费问题; 服装消费维权; 社会主义核心价值观; 消费指导需求分析

1 课程思政建设背景下课程问题挖掘

1.1 课程目标单一

以掌握知识为主, 缺乏解决实际问题的能力; 抗挫折能力、勇于担当精神的培养欠缺^[1]。

1.2 课程内容孤立(理论和实践脱节)

学生难以建立知识图像和构成科学谱系^[2-3], 无法

综合运用各学科知识解决问题, 有点无面。缺乏理论应用于实践的机会, 学生的基本实践能力偏弱。教学内容形式单一, 重内容推导, 轻案例, 不具时代性, 与科学前沿和实际应用联系不够紧密。

2 课程思政教育目标

2.1 立德树人的时代性

育人, 育学生, 培养“五育”融合、全面发展的建设