Reform and Innovation of College Practical English Talent Training Model

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Abstract

Along with our communication with the various countries in the world gradually deepening, Chinese foreign trade market gradually expanding, under the demand of market strength, English has become the international language, applied in many fields. In our country, demand for practical English talents is also increasing, and the former single training mode of English professionals can not meet the demand of economic and social development, which brings severe challenges to practical English training mode of colleges and universities. In order to advance with The Times, the traditional training mode of college English has come to the point that it has to be reformed, the cultivation of talents must be strengthened, and constantly improve the technical strength of practical English talents, in today's rapid economic development, can also continue to follow the footsteps. No matter how the national policy is issued, it can naturally fit. In colleges and universities that train people, they should attach great importance to English talent training. This paper focuses on the importance, existing problems and specific reform strategies of the training mode of practical English talents in colleges and universities, aiming at cultivating practical English talents with strong practical ability.

Keywords

Practical English, Personnel training, Reform and innovation

In today's society, with the rapid development of political, economic and cultural aspects, the society needs not only single English talents, but also practical English talents, and it solves the employment problems of English majors to a certain extent, training a high level of practical English professionals, which is beneficial to the development of our economic construction (Xu Wenjuan, 2015). In fact, it is a language and a comprehensive course. The wheel of The Times rolls forward, we should also keep pace with The Times, which leads to the universities must also improve the requirements of practical English courses, talent training mode must be reformed in colleges and universities. This paper expounds the importance of practical English talent training, explains the existing problems and deficiencies, determines the goal of talent training, analyzes how to better train high-quality practical English talents, how to train practical English talents with strong practical ability and high comprehensive quality from the aspects of optimizing the curriculum, improving the ability to use, strengthening the construction of teachers and so on (Na Li, 2019).

1. The importance of training practical English talents in colleges and universities

In the context of world economic globalization, higher requirements are put forward for the practical application ability and communication ability of English talents. Only students with high education and poor application ability are inconsistent with the standards of practical English talents, and it is difficult to find a good job suitable for them. This phenomenon shows that in order to meet the needs of the development of The Times, colleges and universities must cultivate practical English talents who have a wide range of knowledge, good independence, broad ideas, solid basic
English knowledge and adapt to social development (Xue Weihong, 2017). Therefore, the way to train practical English talents is the footsteps of the reform and training mode of colleges and universities. The practicality of English has been greatly emphasized, and high-quality practical English talents can spring up like bamboo shoots. In the near future, they will be the brightest star in the development and communication between China and foreign countries. In conclusion, practical English talents play a great role in promoting our economic development, and colleges and universities must be deeply aware of the importance of practical English talents training.

2. Problems in the training of practical English talents in colleges and universities

2.1 Talent training mode is mere formality

Practical English talent training mode and traditional exam-oriented education talent training mode are very different, first of all, the emphasis of the two is different. Practical English talent training mode is more inclined to students' application of English knowledge, so the emphasis of education should be placed on students' speaking, writing, listening, that is, audio-visual speaking teaching; On the other hand, the training mode of exam-oriented education is different. The focus of education is to let students get high scores. As long as it is beneficial for students to improve their scores, they should be strongly supported. Under the influence of the market economy system, the talents needed by the current social development are the application and practical talents with innovative ability, rather than the high score and low ability, only able to talk on paper. However, it seems that the training of practical English talents constructed by many colleges and universities has not got rid of the influence of exam-oriented education, and the educational activities carried out are still aimed at improving students' performance. This is mainly because, at present, the evaluation of English teachers' teaching ability is mainly carried out from the level of students' academic performance, while students' practical application ability of English is generally not within the scope of investigation. This makes some teachers, for their own interests, can only focus on the improvement of students' academic performance. As for students' real application ability of English, It was simply ignored by the teacher. This situation reflects the reality that the training of practical English talents in colleges and universities is a mere formality, as well as the fact that there are problems in the current standards of talent evaluation. The formal and practical English talent training model will not give play to its application efficiency, and even affect the normal English teaching activities, bringing a lot of negative impact on students.

2.2 Old-fashioned teaching methods

The focus of the practical English talent model is to cultivate English talents who meet the conditions of "practical", that is, can have cross-cultural communication with foreigners. However, at present, many college English teachers still use a single, outdated English classroom teaching method, resulting in many students lose interest in English learning, even the basic English basic knowledge is not solid, not to mention the skilled use of English knowledge. Many English teachers are too content with the status quo, accustomed to the traditional indoctrination teaching method, which is not only unfavorable to improve their own teaching ability, but also unfavorable to students' English learning. In order to ensure that students can master and skillfully use English knowledge, it is necessary to change the traditional single, outdated teaching methods, to encourage students to actively learn English knowledge. Subsequently, the ability of students in all aspects has been greatly enhanced. It gradually improves students' ability to use English knowledge, so that they can develop into practical talents (Wu Jinping, 2016).

2.3 The application of new teaching technology is not extensive enough

With the development of network technology, more and more new teaching technologies can be applied to the field of teaching, such as new media, super star network teaching platform and so on. However, most teachers have not applied the new teaching technology widely enough, so the effect of these new teaching technologies has not been fully realized. New technologies such as case teaching method, project teaching method and situational teaching method have their own characteristics and can effectively promote the training of practical talents. Simply relying on traditional teaching techniques, such as ppt teaching, can not give play to students' interest in English. As a result, students spend less time on English learning activities and more time on playing. At the same time, simply relying on the media teaching can not improve the teaching ability and teaching concept. The teaching content of college English is quite different from that of high school English, because high school English is mainly aimed at students to achieve high scores, but college English teaching is more inclined to application, so that students can put what they learn into practice. There is a big difference between professional English and public English. Public English mainly teaches students basic knowledge, such as teaching students how to analyze some long and difficult sentences and expanding their English vocabulary. However, in professional English classes, students need to learn less knowledge, but it is more targeted.
which has a better effect on cultivating practical English talents. However, professional English teaching also needs to introduce new teaching technology, so as to better play the role of English teaching, and ensure the effectiveness and practicability of classroom teaching, so that students can learn more practical knowledge in the classroom.

3. Practical English talent training program

If practical English majors want to adapt to the development of economy and society, college English education should be clear about the requirements of enterprises and institutions for English skills, targeted training, must be student-oriented, according to the needs of the society, adjust students' knowledge structure and practical application ability, so that each student's professional level can meet the needs of the society. Meet the standards of enterprises and institutions. First of all, students should have a solid foundation of professional English, develop comprehensive listening, speaking, reading and writing skills, have strong cross-cultural communication skills, understand scientific and social knowledge, have an international perspective and competitiveness, in order to enter the society to improve their professional ability, so that they can use English as a language tool to solve practical problems in work and life. Only with excellent skills, in order to gain a foothold in the rapid development of the competitive society (Li Ru, 2019).

3.1 Quality education for English professionals

In the 21st century, to implement the strategy of rejuvenating the country through science and education, take quality-oriented education as a new educational concept, and quality-oriented education is the turning point of educational reform. With the purpose of students' physical and mental development, students' basic quality can be fully developed, and the quality education of practical talents in English majors can be strengthened to improve students' quality. In order to lay a solid foundation for achieving the cross-century goal, the quality education and training of practical English talents should fully implement the educational policy of the Party, comprehensively improve the moral, intellectual, physical, American and labor aspects, so that students can have the awareness of active learning, understand the importance of English knowledge and ability in future employment, mobilize students' enthusiasm for learning, and cultivate English professional composite talents needed by the country and society. Cultivate their adaptive ability, let students learn to be a man, learn to live in this rapidly developing society, quality education should adjust the teaching content according to the development needs of students, guide students to change from theory to practice, grasp the connotation of quality education, and truly cultivate a high-quality, high-level English practical talent team.

3.2 Optimize the course structure of English teaching.

The subject of English is highly practical, and it is a practical process of listening, reading, writing and language output. Therefore, students must really apply the knowledge they have learned to activities, so as to better understand the essence of English, and to truly master English requires a good environment. Students are required to have a strong subjective initiative, have a strong interest in English. In order to cultivate new English talents, the unreasonable traditional curriculum must be reformed systematically. The traditional teaching and teaching can not meet the social demand for practical English talents. We should pay attention to the students' practical activities rather than just blindly hitting the books. In order to improve the efficiency of education and teaching, in the course setting, while teaching students basic knowledge, it is necessary to cultivate students' ability of independent learning and independent thinking, give play to students' rich imagination, teachers and students should communicate frequently to understand the ideological dynamics of students. Through the topic discussion, let the students make full use of their knowledge, constantly enrich themselves. This not only optimizes the content of teaching, but also enables students to participate in teaching and stimulate students' enthusiasm for learning.

3.3 Carry out English activities to improve the ability to use English

Practical talents for English majors are mainly reflected in applying what they learn. Successful English teaching does not depend on how much teachers teach, but on how much students really learn and understand, and whether they can fully apply the knowledge and theories they have learned to practice, that is, their work and life. In the teaching of English majors, rote memorization is the most taboo. In order to understand the real connotation of English teaching, in the process of training practical English talents, it is necessary to combine the social needs, cultivate students' practical application ability, improve students' overall quality, strengthen training, improve students' brain, hand and mouth ability in English, and let students participate in the set situational simulation training. Vividly show the knowledge they have learned properly, strengthen students' grasp and understanding of knowledge, gradually deepen the difficulty, hold English speech contests, debate contests, etc., so that students can further improve their English learning and application.
ability. In the process of training, the combination of knowledge and interest can make the teaching effect reach the best. Only by improving the efficiency of education and teaching, can students really make full use of the knowledge they have learned, rather than only limited to books, so as to achieve the purpose of applying what they have learned and truly meet the practical needs of English majors.

3.4 **Strengthen the construction of teaching staff**

For colleges and universities to cultivate practical talents for English majors, it is completely necessary to establish a super team of teachers. Schools should regularly train English teachers, improve their education and teaching level, broaden their horizons, introduce better teaching methods into the actual teaching process, encourage teachers to participate in teacher workshops for further study, and strengthen the cultivation of comprehensive quality. Teaching by teachers

Learning level directly affects students' learning level. Therefore, in the face of the economic and social demand for English majors, college English teachers must realize the social demand for English majors, and conduct systematic teaching for students in a targeted way. When hiring teachers, strict checks should be carried out to select qualified teachers with high education, professional ethics and comprehensive quality. In the process of teaching, teachers should constantly strengthen self-training, accumulate experience, education and teaching content should be close to the actual life, and contribute to the training of professional English talents.

3.5 **Cultivate the comprehensive level of English majors**

In today's rapidly changing society, with continuous updates and penetration between industries, the demand for professional skills of English talents is constantly increasing. English majors need to have a solid foundation, basic skills, and the most important is comprehensive quality. Therefore, to strengthen the comprehensive quality of English majors has become the main melody of today's education reform, we should focus on cultivating students' innovative spirit and practical ability. Only when students have a high comprehensive level, can they be welcomed by employers, meet the high requirements of the society for English majors, and cultivate students' adaptability to the future. We should not only pay attention to ideological and political quality, but also cultivate students' healthy mentality, as well as excellent psychological quality and strong willpower, so as to lay a good foundation for going to society.

3.6 **Carry out multimedia English teaching**

Computer network has been widely used in the education system. In the process of training practical English talents in colleges and universities, multimedia teaching should be properly added, using sound, constantly changing words and images to attract students' attention. Computer technology should be used in the teaching process to optimize video dynamics. In order to arouse students' enthusiasm in learning English, oral descriptions and blackboard writing in real life are presented to students in the form of videos and dynamic pictures. Changing the traditional rigid teaching mode, using multimedia to create a realistic teaching environment, so that students have the feeling of being on the scene, meet the sensory needs of students, make students focus on, improve the classroom efficiency. Through the short video, the students can reproduce the scenes of the clips and put forward their own views in the form of English, which not only teaches the basic knowledge, but also cultivates the students' ability to play independently, creates a good classroom learning atmosphere, integrates the old and new knowledge together, and realizes the systematization, life and communication. In a very pleasant learning atmosphere, students' application ability will be significantly improved, and multimedia teaching can fully achieve the purpose of training practical English talents.

4. **Closing Remarks**

The training of practical English professionals should be people-oriented and meet the needs of social development. On the premise of understanding economic and social development, English professionals should be trained systematically. Talent training is a major project can not be ignored, the important thing is to improve the students' own quality, a solid grasp of the English foundation, in the actual life can put the knowledge to full use. In terms of teaching, it is necessary to build an efficient classroom, create a good classroom atmosphere and encourage students' enthusiasm in learning English. To strengthen the teaching reform, teachers continue to study, improve their own quality, and cultivate English talents who truly meet the needs of national economic development, so that students not only have a solid foundation, but also have a strong ability to adapt to the upcoming society, so that in the fierce market competition in an invincible position.
References


