

Research on the Mode of Cultivation of Applied English Talents in Colleges and Universities*

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Abstract—For college students of different majors, English is a compulsory course. Especially in the new normal of national social development, the cultivation of English talents is more related to the national development. Learning and applying English well is also a necessary premise for college students to improve their comprehensive ability and cultivate their development potential. This paper firstly discusses the current demand for and motivation in cultivation of applied English talents, and analyzes the current situation of applied English talents cultivation in colleges and universities. Based on the current situation and existing problems, this paper proposes a strategy for transforming the applied English talents cultivation mode in colleges and universities and provides useful suggestions for constructing new mode and realizing new development of such talents cultivation in colleges and universities in China.

Keywords—*applied English talents; colleges and universities; English teaching; cultivation mode; strategy*

I. INTRODUCTION

In the process of globalization, China has more and more actively take part in the development of globalization and international competition. China's economic and social development has also ushered in a new normal. Against the new development background, talent cultivation has become a key link to enhance the country's comprehensive national strength and core competitiveness, while universities are an important carrier for cultivating talents, especially for high-quality applied talents. In this regard, in the guidance for deepening educational reform in colleges and universities, China's education authorities clearly point out that it is necessary to focus on cultivating students' comprehensive competence, innovation ability and practical ability. The cultivation of talents in universities with "capabilities" as the core has also been more and more concerned. For college students of different majors, English is a compulsory course. Especially in the new normal of national social development, the cultivation of English talents is more related to the national development. Learning and applying English well is also a necessary premise for college students to improve their comprehensive ability and cultivate their development

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potential. English has long been a compulsory course in colleges and universities. However, in the long run, English teaching in colleges and universities always focuses on teaching words and grammar, regardless of cultivating students' English application. As a result, many problems such as "Chinese English" and "dumb English" appear and pose a large negative impact on the cultivation of applied English talents in colleges and universities. This paper will firstly discuss the current demand for and motivation in cultivation of applied English talents, and analyze the current situation of applied English talents cultivation in colleges and universities. Based on the current situation and existing problems, this paper proposes a strategy for transforming the applied English talents cultivation mode in colleges and universities and provides useful suggestions for constructing new mode and realizing new development of such talents cultivation in colleges and universities in China.

II. CURRENT DEMAND FOR AND MOTIVATION IN CULTIVATION OF APPLIED ENGLISH TALENTS

The main characteristics of applied English talents include the strong English language application ability, especially with strong English listening, speaking and translating skills, being able to apply English to solve practical problems and freely switch over between Chinese and English while smoothly realizing cross-cultural communication. As mentioned above, English has long been provided as a compulsory course in colleges and universities. However, students are only cultivated in learning English knowledge, regardless of their English proficiency. This is also one of the key reasons for the imbalance between supply and demand of applied English talents. [1] With the acceleration of China's opening up process, it is very common for Chinese to go abroad and foreigners to come to China. Whether working in foreign companies or joint ventures, in foreign-related business talks, or in daily life in the future, contemporary College students are all required to have the ability to communicate in English. In the process of localization of foreign trade enterprises and the international development of domestic enterprises, the demand for applied English talents is increasing in China; especially with the continuous promotion of "The Belt and Road", there have been obvious imbalanced supply and demand of applied English talents. Hence, colleges and universities are required to focus on cultivating students' English application ability in English teaching, exploring innovative modes and effective

ways of English teaching, and helping students to get out of the embarrassing situation of "Chinese English" and "dumb English" and apply what they have learnt, as well as driving the "ability" orientation in English teaching and provide a powerful talents support and manpower guarantee for China's foreign trade development and even opening up.

III. THE STATUS QUO OF CULTIVATION OF APPLIED ENGLISH TALENTS IN COLLEGES AND UNIVERSITIES

In English teaching and applied English talent cultivation in colleges and universities, there are still some problems to be solved urgently. The first is the obsolete teaching theory. In most colleges and universities, English teaching is mainly based on teachers' teaching in classroom, while students are in the state of passive listening, passive recording, passive memorizing and passive practice, so that teacher form a fixed teaching mode and students have not that high enthusiasm and positivity in learning in classroom. The teaching of language is not merely to teach words, vocabularies and syntax, but a systematic and complicated process. In this teaching of transforming knowledge input mode into ability output, it is necessary to fully mobilize students' initiative in learning and applying English. Only in this way can it be possible to truly cultivate applied English talents that can adapt to the development and social demand of the times.

At present, English classroom is the most important carrier and front of college English teaching. In such classroom, there are many problems such as unreasonable course setting, old teaching mode and single teaching method, which greatly affect students' English learning efficiency. In particular, it has very negative impact on the cultivation of students' English proficiency and intercultural communication skills. In terms of course setting, English is the most widely covered course in colleges and universities; but for most colleges and universities, their faculty and teaching resources are still very limited, and it is impossible to truly achieve humanized class grouping and hierarchical teaching. Different students have different foundation of English knowledge and proficiency. In the practice of "general" classroom teaching, some students can neither really acquire the knowledge and skills they need in classroom teaching, nor learn practical communication skills and practical English application ability in English classroom teaching, which poses impact on students learning efficiency and also reduces their enthusiasm and positivity for learning and applying English. [2] In terms of teaching mode and teaching methods, most college English classroom teaching adopts the mode of "giving lecture + questioning + practice". The teaching method is even quite simple and boring, and can neither effectively concentrate and stimulate students' attention and learning interest, nor facilitate using more imaginary means to guide students to convert what they have learnt into practical application ability. Even though some teachers use multimedia technology to assist teaching, they are basically limited to the production of teaching courseware and the teaching with courseware as the carrier; they do not have sufficient understanding of the importance of information-based teaching platforms and teaching

methods; it is needed to improve their ability to use information-based platforms and means.

Although the most important carrier of college English teaching is English classroom, it is difficult to promote a high-quality and high-efficiency cultivation of applied English talents only through English classroom teaching, resulting in insufficient adaptability of English talent to the market. The creation of an on-campus language application environment is poorly put into practice; oral English classroom provided in partial universities become a place for relaxing and entertainment rather than for improving and training oral English. Some colleges and universities lack the ability to establish off-campus English practice carriers. Some colleges and universities have strengthened their interaction with enterprises and institutions, but they fail to really utilize the advantages of off-campus resources to build a long-term, stable and effective practice base for students, so that many off-campus practices are just reflected in form, and there are few relatively-stable opportunities for doing off-campus practice. [3] Nowadays, applied English talent has become the rigid need in social development of China. In this context, college English teaching should provide students with more effective language application environment from the level of school and teacher, and provide more stable opportunities for on-campus and off-campus practices.

IV. STRATEGY FOR CREATING NEW MODE OF APPLIED ENGLISH TALENT CULTIVATION IN COLLEGES AND UNIVERSITIES

In the process of reforming the mode of applied English talents cultivation in colleges and universities, it is needed to guide students to get their acquired knowledge and skills applied in practical communication and real life, use what they have learnt to solve actual problems on the basis of teaching students English language knowledge and skills depending on classroom teaching, so as to continuously cultivate students' English application ability and develop them into applied English talents that can adapt to the highly competitive and rapidly developing social environment. Moreover, it is also needed to pay attention to ensuring that the innovation direction of applied English talent cultivation mode in colleges and universities is in line with the demand of the times, and pay attention to establishing a correct teaching objective and conforming to the teaching rules. [4] Colleges and universities and their English teachers should fully recognize the development situation of contemporary China; the rapid development of domestic economy and the continuous expansion of opening up will generate more demand for talents, especially the demand for applied English talents. In English teaching, school and teachers should pay attention to cultivating students' professional knowledge and actual communication ability in English to make them become the talents needed by the times. In traditional college English teaching, due to the test-oriented concept, English learning focuses too much on the mastery of knowledge. In fact, the fundamental goal of English teaching, especially in colleges and universities, is not to make students learn how many words, sentences, grammar,

and further achieve excellent test scores, but cultivate students' English pragmatic ability so that they can truly apply English in their future work and life and realize multi-modal cross-cultural communication. The past "cramming" teaching under the goal of "testing" neglected the important influence of students' subjectivity on teaching activities. It is opposite to the teaching rules. So in promoting the innovation of applied English talent cultivation mode in colleges and universities, it is necessary to maintain English teaching in line with the teaching rules, make clear the guidance role of teacher and reestablish students' subjectivity.

In specific teaching practice, teacher should reform the traditional teaching mode, make full use of information technology, create and use the Internet teaching platform, and use flipped classroom to simultaneously strengthen the leading role of teachers and the subjective role of students in college English teaching. Before class, the course preview can be released through the Internet teaching platform, and the framework and teaching focus of the course can be briefly presented through "micro-course" to guide the students to make full preview. In classroom, the teaching mode of teaching by teacher and listening by students is flipped over to the teaching mode of questioning by students and answering by teacher so that students can spontaneously find and ask questions in the process of learning English; meanwhile, group study and discussion can also be adopted to assist realizing the "flipped" classroom teaching. This way can help students to gradually improve their English proficiency and build up English thinking while enhancing the fun and diversity of English classroom teaching. [5] From the perspective of colleges and universities, in addition to the traditional classroom, it is also needed to set up personalized small classroom, English corner, English community, etc., make different teaching plans based on different English level and learning progress of different students, carry out imitation exercises, scenario simulation, collective interaction and other different types of teaching activities to improve the efficiency of college English teaching. In the compulsory course and personalized classroom, it is needed to enhance oral English teaching; oral English is not only the necessary quality and ability of students, but also the top priority of abilities to be cultivated for applied English talents. Good oral expression can stimulate students to spontaneously transform the English knowledge acquired in class into the ability of English application in real life. Colleges and universities should make an overall arrangement on the course, promote the rationalization and scientific development of English course setting, and provide students with more platforms to demonstrate their oral English proficiency and learn oral English skills. At the same time, colleges and universities should also actively promote school-enterprise cooperation, make full use of the advantageous resources and environment of enterprises, especially foreign-related enterprises to provide students with a platform for internships so that students can comprehensively improve their English application ability in listening, speaking and translation, in order to provide a more practical carrier and powerful environmental support for cultivating applied English talents.

V. CONCLUSION

In the new era of economic globalization and development opening up, the demand for applied English talents in China is increasing. As an important base for cultivating high-level applied talents, college English teaching undertakes the task to provide strong English talent support for social development of the country. Various shortcomings of traditional college English teaching mode have become increasingly prominent, and promoted the reform of college English teaching. For colleges and universities and their English teachers, it is needed to actively take part in the English teaching reform, renew the teaching concept, enrich the teaching means, and expand the teaching carriers to transform the applied English talent cultivation mode in colleges and universities, guide and help students to improve their English pragmatic ability and intercultural communication ability from individual perspective, and cultivate more applied English talents for the country to actively participate in the globalized development from macro perspective.

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