



# Construction of ESP Teaching Materials Based on Undergraduate Talent Training Program

Liu Yang<sup>(✉)</sup>

South China Business College, Guangdong University of Foreign Studies, Guangzhou, China  
418553421@qq.com

**Abstract.** ESP teaching is in order to adapt to the teaching goal of language teaching, and ESP course content reflects the learning elements required and the purpose of various aspects, and ESP teaching is whole of these elements, including various kinds of language activities, language activities involved in the communication situation, scenario need, reflect the language form and language express thoughts and actions taken by the way. Choose in ESP teaching should be centered on students' learning, the major needs as a prerequisite, in the process of material selection, we consider the practicality, professionalism, and visibility of the teaching material construction principle, according to the feedback from teachers and students, promote the ESP teaching and research.

**Keywords:** Talent training · ESP teaching materials · Construction principle

## 1 Introduction

With the rapid development of science and technology and economy, English has become the basic technical language. In the information revolution and international exchanges, English is widely used in aviation, tourism, science and technology, commerce, communication and other fields. The further development of computers has contributed to the popularity of ESP, the English for Special Purposes. According to ESP teaching theory, the ESP teaching purpose is to put the English as a communication tool, in the teaching process, under the guidance of teachers and students on purpose, close combination of “learning” and “with” process, the content of the course with a “professional”, consistent with students' study and work requirements. The ESP textbook is a bridge between teaching and learning, which is very important in teaching and is teaching.

## 2 Background Analysis

As is known to all, is the cradle of training advanced talents in colleges and universities, and cultivate high-level talents must adapt to the needs of social development and unit of choose and employ persons, fosters the talent is almost equal to the quality and quantity of the benefit and social benefit of running colleges and universities. Talent cultivation should pass a forward-looking society needs to professional Settings → specifications

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(knowledge structure, ability structure) to the classroom teaching, practice, practice - test method - seven links such as tracking survey, linked together.

According to the ministry of education of the new “college English teaching guide” spirit, correspondence school based, “tong” fine professional, strong foreign language, and emphasizing on practice as the talent cultivation policy, college English teaching with the reform pace, ESP outreach programmes begin in the class of 2016 students, who runs the ESP (senior) and ESP (intermediate) and ESP (financial), ESP (exhibition), ESP (travel), ESP (marketing), ESP (technology) six courses. Aims to develop the excellent character, solid professional foundation, strong practical ability, familiar with one or two foreign language, can directly participate in international cooperation and competition of application and innovative talents, so that the students in the field of economic management business activities of the professional ability and comprehensive quality to improve foreign language application ability.

The focus of ESP teaching is that students can improve their professional knowledge by mastering the skills of listening, speaking, reading, writing and translating in English. Teaching materials is an important bridge for teachers to impart knowledge, which is one of the main bases of classroom teaching and one of the important means to achieve the goal [1].

### 3 The Selection of ESP Textbooks

College English ESP course materials selection, depending on the students’ majors, should be combined with the content, structure, difficulty and professionalism of the textbook. Currently, optional ESP courses teaching materials is more, most of the ESP teaching materials from the traditional model, mainly is the grammar, vocabulary, listening, writing is given priority to, can’t satisfy students’ needs, so that the students, after learning in the practical work, it only can be used in basic spoken; The other kind of textbooks is too specialized, and some of them directly use the original textbooks in foreign countries, which can greatly exceed the students’ current knowledge level, thus affecting the teaching effect. The following questions are specific:

#### 3.1 Lack of Pertinence

The first is the pertinence of theoretical teaching. In schools like ours, theoretical learning has to be learned, but it has to be a degree of certainty that is good enough. Blindly speaking theory, students will not practice, in the end will not achieve the training goal. In addition to the degree of control, two problems are worth noting: one is to combine theory with practical operation to teach students the complete dialectics. That is, the example – the theory – the actual training, rather than the “theory + illustration” by the author called “half a child” epistemology. The second is to break the law and improve the quality of teaching. “Learn not to be”. Completely in a sense, to say the college students even professional, just lay the foundation for the lifelong learning, recognize the internal law of the objective world, get into the habit of thinking, is a visionary educators should pursue. As the saying goes, “to teach a man to fish is better than to teach him to fish”.

Knowing the rules, the knowledge can be acquired, the students understand the learning interest and the learning skills, the teaching effect will be very obvious.

A concrete example, the choice of teaching material of ESP (economic) content should be related to economic and financial policies and regulations, the national and regional economic development and economic and financial policy and the historical evolution of China's socialist market economy, etc. To have a purpose, to choose the textbook specifically.

### **3.2 The Teaching Content is not in Accordance with the Teaching Object**

The reason that the teaching content is disjointed with the actual level of the teaching object is that the teacher can't understand the actual level of the teaching object before teaching. For example: 2017–2018 school year first semester need to go to American general situation, the teacher must be in 2016–2017 school year second semester choose corresponding teaching material in teaching material system, also is the teacher in front of the open class a semester teaching material chosen. When choosing teaching materials, teachers teaching class students didn't come into contact with, also is unable to grasp their English level, therefore, will be based on past experience of the teachers and students are in grade English to judge, choose feel appropriate teaching material. The blind choice simply cannot control the difficulty of the teaching materials. The original textbook is too difficult, which greatly exceeds the students' existing knowledge level, which seriously influences the practicality of teaching. There are also some materials that are too small to be targeted to meet the actual learning needs. In the author's opinion, it is necessary to build a channel to get the teachers and teaching objects to understand the actual situation. Thus, at least one vacation time, teachers should make adjustments according to the actual situation, enhance the pertinence of teaching, and choose the best teaching method to achieve the established teaching objectives. It should be pointed out that, according to the judgment of teaching experience, the coach does have some accuracy, but it is difficult to keep improving.

### **3.3 Inauthenticity**

To ask students to study subject matter, they need to have the quality of real, new and fresh. "True" not only refers to the philosophical meaning, it is very important to be close to students' life. As the saying goes, "the world is full of knowledge, and practice is the writing. "The premise of "insight" is the real experience of "facts"; The premise of "training" is the level of "practice". "What we feel, we can't immediately understand it, and only the understanding can feel it more deeply". "New" quality requires new material. "Fresh" is not only new, but also new taste. Learning articles, too, best subject has the characteristics of the true, the new and fresh even if has one also have words to say, in the practical course of cross-cultural Communication of the second unit Daily Verbal Communication in the Warm - up of Cases in Case 1 Twelve Cups of Tea as the example, this is an essay from Helen Oatey diary to Hong Kong for the first time in 1988, after nearly two decades of example, students may not have real life experience, learning is the only way to visualize immersive imagine. Only through a large number of case

studies that are close to students' life and close to reality, can we focus on cultivating students' language skills and professional knowledge.

### **3.4 Update Speed**

The textbook needs to be revised, and the teaching materials need to be stable, which seems to be a contradiction between them. How do you balance that? The good textbooks that have been used in the past five years or more. Li jinxi's new Chinese grammar, which has been used for decades in university pulpit, is very popular with teachers and students, and has not been published frequently. Now is the age of knowledge explosion, network information developed, good books may be more frequent. Due to the update of teaching tasks, teachers need to constantly change class head, cause when teachers use teaching materials, the content didn't know ahead of time, there will be two semesters of the same course in different teaching materials, teachers in teaching content just familiar with, and have to change the teaching material the stove is not conducive to teaching.

## **4 The Construction Principle of ESP Teaching Materials Recommended by Undergraduate Talents is Recommended**

The ESP textbook combines the content of subject learning with the goal of language teaching, and the scientificity of ESP teaching material construction is related to whether the target can be successfully completed. In the process of construction of ESP teaching materials, the teaching materials should be rich and varied, and the scientific nature of teaching materials should be emphasized. According to the specific situation of the school, made the analysis of teaching material construction.

### **4.1 Strengthen the Understanding of the Importance of Teaching Materials**

The teaching material is one of the important carriers for setting teaching goals and completing teaching tasks. In selecting textbooks, the director and professional leaders of the teaching and research department should strengthen their understanding of the importance of teaching materials. The school needs to establish effective teaching material selection system, clear responsibility to person, set up a teaching team and principal in selecting teaching material, classroom teachers as the first head of textbooks, before selecting courses, convene a meeting of the group discussion, head of the meeting mainly from two aspects were discussed. First of all, whether the ESP course is set up or the course content is suitable for students' professional needs. Secondly, whether it is possible to cultivate the talent target from the school, whether it can really meet the needs of society and conform to the trend of social development. Only by adhering to the principle of demand, can we not deviate from the goal of talent cultivation, so as to not deviate from social needs to adapt to the global development trend.

## **4.2 Establish a Way to Learn the Information of the Textbook in Advance**

It is very fast to expand the curriculum materials, and if the updated textbooks cannot be found in time by the teachers and the course team, it will lead to the textbook information falling behind. When choosing textbooks, teachers should go to the library and bookstore to see if there is any new textbook update. It can also be contacted with various publishing houses through the school textbook section to handle the book exhibition of various kinds of books so as to better understand the updated status of the textbook. Set up the information library of teaching materials and optimize the information construction of teaching materials. In the past three years, we have collected the sample library of the course materials, especially the newly published teaching materials, and sorted them out, so that the teachers can use the teaching materials at a glance.

## **4.3 Establish a Self-compiling Teaching Mechanism**

In order to form a unity, people “roll up their sleeves”, organizing teachers’ self-compiled textbooks is a very feasible way out. The author believes that there is a self-compiled teaching material, which is one of the signs of the maturity of a university, which is the prerequisite for the achievement of the take-off. At the critical point of the core of the university system, it is necessary to make the decision layer and the working person conspire together, from the students’ requirements, to the independent college education idea, to establish the self-compiling teaching material mechanism. The prerequisites for the construction of ESP teaching materials are the preparation of teaching materials, and writers should have the ability to write special English. The writer must be proficient in different majors and pay attention to the practicality of the teaching materials to produce high-quality materials. Due to professional problems, there are many young teachers in schools. Some teachers are in the state of learning while teaching. Therefore, both the textbook writer and the user must require specialized courses and various training and experience exchanges, and the teaching quality will be at a higher level. In order to carry out the ESP course, the textbook writer should devote himself to the preparation of the advanced and practical teaching materials. Meanwhile, the teacher should select the appropriate contents according to the students’ level.

## **5 Conclusion**

ESP teaching material construction is the important premise of ESP could be carried out smoothly, the teaching material is scientific or not directly affects the teaching and learning, in theory, not completely suitable for the teaching material of all college students, the school should be according to the actual situation, to strengthen the understanding of the importance of the teaching material, with the orientation of undergraduate talent training scheme, for teachers to establish advance knowledge teaching material content channels, roughly to provide effective mechanism for school-based teaching materials construction, form selection of high quality system, promote the ESP course construction.

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