

The Exploration of the Application-type Talents Training Mode of English Major in Local Undergraduate Universities -Taking Ankang University as an Example

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Abstract. Local undergraduate universities should stick to the aim of serving the local economy and fundamental education, train high-quality application-type talents and construct the unique university talents training mode. English major in local undergraduate universities should also adapt to this demand through reforming the traditional personnel training mode, exploring and innovating the training mode of application-type English majors. This text mainly talks about the current situation and existing problems of the application-type talents of English major in Ankang University and puts forward relevant suggestions by aiming at the personnel training mechanism.

Introduction

Ankang University is the only undergraduate university in Ankang, so it shoulders the heavy responsibility of training qualified foreign language talents for this region. In order to train the high-quality application-type talents of foreign language with sufficient quantity and reasonable structure and develop the advantage that 'talent is the core competitiveness', the connotation construction of the school should be further strengthened to improve the personnel training quality through reinforcing the cooperation between the school and the region, school and the enterprise and among the schools, serving the social development of local regional economy from many sides and fields and emphasizing the training of skill-oriented and application-oriented talents. The training level of the high-quality skill-oriented talents should be improved on the basis of promoting the cooperation between school and enterprise.

The Goal of the English Personnel Training in Ankang University

Along with the rapid development of social economy, the society's demand for high-level application-type talents gets stronger and stronger and training a great amount of applied talents is the key responsibility of higher education in our country.

Ankang University is a local undergraduate university and the main training goal of colleges of this type is to train a multitude of practical talents for the local economic growth according to the requirement of regional economy. The educational principle of local university is to serve and return the local and insist on keeping up with the orientation of local economy and social development. If an excellent major is to be constructed and high-quality talents are to be trained, then professional disciplines should be set up according to the characteristics of local economy and industry structure to make the discipline bigger and stronger and let it become the local center of personnel training and scientific research. Local economy is the industry economic development in a city as well as the objective requirement of local undergraduate university. What's more, it is the basic condition for the existence of school. As the local university in Ankang, Ankang University should serve the economy in Ankang.

In recent years, along with the development of higher education in our country especially the undergraduate education, the training of the study of application-type talents should be put at an important position. Some local universities have began to learn from the advanced personnel training mode abroad, but the personnel training mode in our country is still at a low level and has not gained great achievements. Therefore, social resources should be taken full advantage of for the exploration

and innovation of the application-type talents training mode in local undergraduate universities and a superior personnel training mode should be constructed based on the development tendency of regional economy. Ankang University should shoulder the educational function of local undergraduate universities proactively, integrate the undergraduate English education into the region and serve the region. Only in this way can the construction of application-type personnel training mode be promoted and the development of local economy be accelerated.

The Current Situation of the Application-type Talents Training of English Major

In recent years, teaching for English majors in Ankang University has gained great achievements and the training mode of English majors is being further perfected. The training of English personnel gradually turns into the development of application-type direction. Marketing requires English majors who not only possess the solid English language ability, but also the specialty basic knowledge in other fields such as economics and journalism. However, on the other hand, since the current course system and educational mode are still stay at the relatively low level, the teaching staff and instructional development in the school can not meet the rapid development of social economy and the employers often inform the school that many graduates are poor at the practical application ability of English.

In the view of Dai Weidong who is the director of the teaching instruction commission in Ministry of Education, in the new era, the development of English major fails to keep up with the trend of era development and the development of English education lags behind obviously. Many students gain high grade in English, but they are poor at the listening and speaking of English. The reason lies in that the undergraduate courses of English major which do not combine with the market requirement and the curriculum setting still apply the two-step strategy of literature and language. English teaching still focuses on aspects of British and American literature and applied linguistics. Traditional curriculum setting fits perfectly with the requirement of English teaching syllabus in the Ministry of Education. For example, foundation courses including basic English, linguistics, listening, grammar, voice, speaking and translation theory are offered to the lower grade students; advanced English, linguistics, lexicography, newspaper and periodical reading, short history and selected reading of British literature and history and selected reading of American literature are offered to the senior students. Although such curriculum setting can intensify the basic knowledge of the students, it can not train their English application ability effectively. After 4 years of study, students may only master the literature and cultural knowledge in Britain and America, but not grasp the ability of practice and problem solving by utilizing English. Although many students have passed TEM4 and TEM8, they still can not be qualified for the work since they have no opportunity for language practice and practical experience

The Existing Problems in Personnel Training Mode

At present, theory and practice separate from each other severely in university teaching. According to the survey, most students are tired of this traditional curriculum design and the problems for the traditional teaching mode reflected by the students mainly focus on the following aspects:

According to the development status of English major in Ankang University, we can see that there are relatively more courses about English theory but less about English language skills. Among the courses, the key is the culture and literature in Britain and America and courses related to language application knowledge in Britain and America is absent.

In higher universities, teaching attaches great importance to the training of knowledge and ability but ignores the quality training. Teaching approach adopted by the teachers is old-fashioned and backward. They simply impart the knowledge with traditional teaching approach but ignore the comprehensive quality training of the students.

In higher universities, teaching emphasizes classroom theory but ignores social practice. Since English major is not the main profession of the school, there is an absence of the relevant practice base and no matched teaching facilities. Since there is no practice base, students can only study inside the class. Even in the process of practice, they rarely have the opportunity to put the theory into practice due to the limited time and the large number of the students. Thus, the expected goal of the practice can't be reached. As there is relatively less opportunity for the students to contact the society, their language application ability, strain capacity and practical operative ability will be reduced greatly if things go on like this. Therefore, graduates can't be qualified for work related to their profession.

The construction of 'double-teaching' troops needs further development. Teachers for English majors should possess solid professional skills as well as related practical experiences. However, at present, teachers for English majors in local undergraduate universities all engage in teaching activities directly after they graduate as postgraduates or doctors. Without certain practical experiences, they can't improve the comprehensive ability of the students effectively. Although they have high English level, they can't combine the employment practice and classroom practice effectively, which is adverse to the training of students' English application ability. At present, there are few 'double-teaching' teachers with practical experiences for English majors.

A Few Pieces of Advice for the Training of Application-type Talents of English Major

Confirming Training Objective and Innovating Training Mode

For local undergraduate universities, the requirement of English major is to train the 'compound-type English talents'. The goal of English major in Ankang University goal should be to train the all-round developed talents which satisfies the social demand by centering on development direction of local economic closely. In order to train the high-quality talents with strong social adaptiveness and innovation consciousness, universities should keep improving the personnel training mode. According to the exploration in recent years, there are two modes to be used for reference: the first is the comprehensive training mode of 'TPE' which integrates theoretical teaching, practical teaching and extracurricular activities, brings these courses into the scope for exploration and sets up the credit system. It breaks through the traditional teaching mode and combines theoretical teaching with practical teaching; the second is the three-section training mode which is that in the first two years of the study, students study the knowledge outside the professional courses and their scope of knowledge are broadened properly according to the training of affiliated discipline of the profession. In the third year, they accumulate professional knowledge according to the procedure of the professional courses learning. In the fourth year, related professional courses are set up according to the market change and requirement in order to create specialized courses with strong practicality for the students. In this way, the students can study the professional knowledge as well as adjust to the requirement of market employment, which broadens their employment chance.

Optimizing Curriculum Setting and Constructing Perfect Curriculum System

According to the English talents training goal in Ankang University, curriculum system needs innovating and curriculum setting needs optimizing. During the process of optimization of the curriculum, the fundamentality of the profession as well as market's requirement of compound-type talents should be taken into consideration to train the applied talents. New curriculum setting adopts the structure of platform and module, which promotes the students to learn professional knowledge more deeply and trains them to possess certain interdisciplinary background knowledge. Platform and module include the contents of common base, subject basis, professional curriculum, professional select and practice. The professional select module includes the contents of English for foreign economy and trade and English education, so students own the decision-making power. What is the most important is the practical module in which school should open up practical base such as international trade laboratory. At the same time, schools can provide the students stable and

high-quality practical bases in certain number for internship through the cooperation with enterprises and schools, encourage them to take an active part in social practice, finish the graduation thesis on the basis of practice and try to realize the goal of working immediately after graduation.

The professional course module and professional select module contribute to the training of high-quality application-type talents. Students can lay professional and compound-type foundation well through these two modules. Taking the unique personnel training of translation module as an example, we can start from the following two aspects:

The first is to set up translation courses, establish course group and open the translation courses such as business translation and literature translation. The second is that under the requirement of interpretation certificate examinations, integrate the certificate examination into the classroom teaching. In the meanwhile, the teaching of oral English level should be emphasized and opened to link the teaching with certificates closely so as to improve the students' ability of oral expression.

Innovating Teaching Concept and Optimizing the Teaching Process of Applied English

Firstly, encourage the students 'subjectivity of classroom teaching

In traditional classroom teaching, teachers are the subject of the classroom and students are only the passive receiver. In classroom teaching of applied English teaching, the traditional and backward teaching method should be changed. In classroom teaching, the teaching theory of 'considering students as the subject' should be made practical. Teachers should know the personality, interests and characteristics of the students comprehensively, apply various teaching methods reasonably and encourage students to take an active part in pedagogical activities. In addition, teachers should learn to guide the students, help them to think about problems from multi-angles and multi-sides and build up their learning and problem solving ability.

Secondly, improve the information content and progress of English teaching

Since students are in the environment of their mother language for the long time, their input quantity of English is very limited. If they don't get enough information content in class, then it's hard for them to improve their English ability. Therefore, in English classroom teaching in undergraduate universities, teachers should provide information in various forms to the students by utilizing the diagram and sound images comprehensively. Then the language sense of the students can be trained and their memory toward the knowledge can be deepened through the repeated appearance of certain information. English classroom teaching with huge amount of information and reasonable contents can train the English language skills of the students as well as broaden their mind.

Thirdly, optimize the evaluation system of teaching efficiency.

The evaluation result of teaching efficiency can direct the orientation of personnel training and only the implementation of scientific and reasonable evaluation system of teaching efficiency can form the correct feedback to guide the ordered development of teaching activities. First of all, scientific evaluation system needs measurement and only by passing the measurement can the correct evaluation index be formed and reasonable evaluation rules be implemented. As an undergraduate university, Ankang University should popularize computer science and technology, break through the barrier between examination and evaluation with the help of scientific technology and finish the integration of examination and evaluation. In the data base of the computer, relevant question bank of teaching evaluation should be established and representative examination questions should be selected from the question bank according to the rules and regulations of examinations to guarantee the reliability of examinations. In the meanwhile, the effectiveness and detectability of the contents on the examination paper should be guaranteed according to the teaching syllabus and training goal to ensure that the content of the examination accords with the goal for major training.

Fourthly, utilize the advanced teaching technology and teaching method

Realizing the modernization of teaching method is one of the effective measure to improve the teaching efficiency in Ankang University. Multimedia teaching is the important technical means in modern undergraduate university teaching. The biggest advantage of computer network is its multi-channel, high-efficiency and resource sharing. In addition, teachers and students can take full

advantage of the teaching resources and conduct selective learning with the help of computer technology. Since computer technology integrates comprehensive text, data, image and video into one, it can provide mass information for the learners and is conducive to the multidimensional language input. In this way, the vision and hearing of the students are mobilized more vividly and lively and their impression toward the knowledge is strengthened. Undergraduate English classroom teaching should be brought into the multimedia widely to make students study in a more convenient English classroom environment and increase the classroom teaching capacity. It also mobilizes the atmosphere of the classroom learning the furthest and students can study in a happy mood. Therefore, the teaching efficiency of the English majors in Ankang University is increased.

Conclusion

In conclusion, Ankang University has gained obvious effect in the English major construction and personnel training, but it keeps exploring and reforming on the application-type talents training mode of English major. Through constant exploration and reform practice, it further improves the training level of the application-type talents of English major so as to train a great number of excellent English talents 'who can be retained and used' for the development of local basic education and economic construction.

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