

Problems and Solutions of College English Education Based on Employment Market Demand Orientation

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Abstract—English is the main language in which all the countries communicate in the world. And the gradually accelerating speed of global economic integration currently increases links between countries. Therefore, in the process of English teaching, colleges and universities must adjust their teaching strategies according to the needs of social development to ensure that the direction of teaching is consistent with the needs of society, so that students can better adapt to the job. Combining with the current teaching situation of colleges and universities, the teaching methods are too traditional, and the teaching content is limited to the theoretical level, so it needs to be adjusted in these aspects. This paper discusses and analyzes this issue in detail.

Keywords—employment market demand orientation; college English education; problems; employment strategy

I. INTRODUCTION

Influenced by examination-oriented education, all stages of teaching in China put the emphasis on how to help students pass the examination. This characteristic is particularly evident in junior and senior secondary schools, but college is no exception. For example, in the process of learning English, the main purpose of students is to pass the CET-4 and CET-6 examination, while CET-4 and CET-6 have their own limitations, which only focus on the students' ability to solve problems. Although most of the students have passed the test, their English expression ability is still at a low level, which makes it difficult for them to adapt to the needs of specific professional posts. Therefore, the teaching methods still need to be adjusted.

II. THE PROBLEM IN ENGLISH EDUCATION

According to the situation of English teaching in colleges and universities, there are still many problems, which are mainly reflected in the following aspects. First, colleges and universities fail to understand the market demand when teaching English, so they still adopt too traditional teaching method, leading that students' ability to use English knowledge cannot be improved. Besides, teachers mainly help students pass the examination in the teaching process, so they emphasize on the explanation of words and reading comprehension content, leading that students' oral communication ability cannot be improved. In addition, the performance evaluation of colleges and universities is mainly based on written results, but fails to strengthen the

assessment in oral aspects. Although this teaching method can help students to pass the school examination smoothly, it is obviously not conducive to improving the employability of students. Second, most students usually aim to pass CET-4 or CET-6 in the learning process, but fails to make the overall plan by combining their employment, which lead that their comprehensive ability is hard to be promoted. Moreover, many students are only limited in the teaching material content, but doesn't read some extracurricular English reading material, resulting in the rigid study process and failing to realize the English flexible application. Third, although some colleges and universities have realized the importance of employment in recent years, and they have adjusted the content of courses and added some contents in the current social scope, it is still far from the needs of students' career planning. The teaching process is mainly based on the theoretical courses, and fails to take the teaching method of combining the theory with the practice. Fourth, most colleges and universities use written answers in the English examinations, which are mostly the content of the textbooks. Therefore, some students can get high marks by only reciting the contents of their textbooks. Such assessment method obviously has some problems, which is not conducive to improving students' English proficiency, and affects students' learning attitude, making students think that it is okay to pass the final examination, and thus lead students can not improve their English literacy from the perspective of learning.

III. CURRENT EMPLOYMENT STATUS

In recent years, economy in China presents the high speed development tendency, resulting in higher and higher demand to the high quality talented person of each domain in the society, and enterprise gives priority to the undergraduates when choosing talented person. Specifically, the current employment characteristics of undergraduates mainly include the following aspects. First, there are two main requirements for talent in enterprises. First is high level of technology. Second is a high level of professional accomplishment. Therefore, while enriching their own cultural knowledge, college students must also constantly enhance their individual comprehensive literacy. Having a certain sense of responsibility can make them stand out in the process of talent competition. However, most of the current college students still have many problems in this respect because their purpose is too strong. They consider more

about how to improve their professional skills, which leads to the neglect of their own comprehensive literacy. Secondly, there are many types of enterprises in the society, including private, collective, and foreign capital enterprises, etc. If different students' professional ability is on the same level, they can obtain more employment opportunities as long as their English level is more prominent, and those who are familiar with foreign languages have higher salary [2]. At present, most of the college students focus on exploring their own majors, but fail to attach importance to English learning, thus limiting the scope of their employment. Third, in recent years, the number of small and medium-sized enterprises in the market is gradually increasing, and their demand for talents tends to be compound type, but the skills of most college students are too single to meet the requirements of enterprises. Therefore, colleges and universities need to adjust the teaching and employment strategies in combination with the current situation of students' employment and the needs of market development.

IV. EMPLOYMENT STRATEGIES

After the university stage, students must step into the society, and then get a job that they can do. Therefore, the basic goal of college teaching is to enhance the employability of students, enhance the practicality of English knowledge, and fully consider the professional needs of students to change too traditional teaching concepts and teaching models, and promote students to work more smoothly. Here are some effective teaching and employment strategies.

A. Employment-oriented

At present, colleges and universities must establish the basic teaching goal of "employment-oriented", and take full account of the students' professional types and corresponding post characteristics to adjust the teaching content and enhance the practicality of English knowledge. In particular, the following measures can be taken. First, through practical investigations, it has been found that English teachers are not involved in student internships and don't know enough about social occupations, so they are limited in theoretical perspective in teaching process. Therefore, the current English teachers should have a certain sense of responsibility, pay attention to the students' job-hunting or employment enterprises, and understand the specific requirements of the society for the students' English ability to constantly adjust their own teaching methods and add some new teaching materials. Second, there are greater differences in jobs for students of different majors. For example, students in the medical field are mainly exposed to medical English vocabulary while those in the mechanical field are mainly exposed to English content such as product introduction and maintenance guide. Therefore, colleges and universities should constantly adjust the teaching content according to the professional characteristics of students [3]. In addition, students' majors should also be taken into account when choosing teaching materials. Taking tourism as an example, teachers can choose some English materials such as hotel check-in procedures and customer reception, which can not

only help students master the characteristics of the relevant professions, but also improve their English level. Third, even non-English majors should also realize the importance of learning English. The main reason is that many countries and regions in the world are closely related, which makes English become an important skill for students to adapt themselves to the society. Therefore, students should take the initiative to learn English from this angle and improve their English level.

B. Combining Theory with Practice

The purpose of school teaching is not only to help students acquire professional knowledge, but the most important thing is to ensure that students can apply the theoretical knowledge in textbooks to practice. Third, even non-English majors should also realize the importance of learning English. The main reason is that many countries and regions in the world are closely related, which makes English become an important skill for students to adapt themselves to the society. Therefore, students should take the initiative to learn English from this angle and improve their English level. This teaching method can also activate the classroom atmosphere, stimulate students' learning initiative, and enhance the ability of students to apply theoretical knowledge, so that they can be more quickly adapted to the needs of the post in the future employment. Taking teaching in medical schools as an example, the teacher can set the scene as the scene of expert consultation, simulate the actual situation of doctor's rounds, and assign the corresponding roles for different students to guide the students to practice, so that students can not only skillfully apply the English knowledge of medicine, but also have a certain understanding of their future occupation. In addition, the majority of students said that school study is too boring, of which the main reason is too much theoretical knowledge makes the entire teaching process too rigid, so we must create situations to activate the classroom atmosphere. In addition, colleges and universities can also hold English speech competition regularly, so as to constantly improve the ability of students to use English knowledge.

C. Application of Office Software

The software programming of most large-scale enterprise is in English, which is the work environment that students will face in the employment. Therefore, when universities use multimedia to teach English, they can switch the language to English, so that students can master the operational program of the office software and presenting characteristics of Chinese and English of software. Thus, students will be able to master the key points of the operation of office software in college and are urged to learn English skills related to the software, so as to ensure that students can skillfully use all kinds of office software. In the long run, it can gradually enhance the ability of students in this area, and then ensure that they can adapt to the development needs of the enterprise after going to work.

D. Training of Communicative English

The purpose of the English course is to improve the students' English expression ability. Therefore, colleges and

universities should increase the English communicative courses, which are specially designed to improve students' English communication ability. Such courses can be carried out in the form of supplementary courses, without the need to configure teaching materials. It can be carried out in the form of oral training, and is not limited to specific time and place. For example, students and teachers can interact and communicate in the WeChat Moments. At the same time, English communication activities can also be organized to provide opportunities for students to express themselves in English, so as to promote the students' ability of oral expression in the process of communication and practice. In addition, this kind of teaching method can also promote the students to form the habit of communicating in English gradually, and then ensure that students can adapt to the bilingual work environment in the future work, which can meet the needs of enterprise development. Students can also feel more comfortable and relaxed when facing a strange environment in the long-term communication process to ensure that they can adapt to work more quickly.

E. Promoting Cultural Literacy

Any language is gradually formed after a long period of development, so students not only need to learn the expression of English in the learning process, but also need to understand the environment where the language is produced and then become familiar with the habits and ideas of people in English-speaking countries. Only when students are familiar with these backgrounds can they be sure to use English vocabulary more reasonably. Therefore, in the process of learning English, college students should not only understand the content expressed in the article, but also grasp the deep meaning behind the article and the corresponding cultural phenomenon [5], so as to understand the characteristics of people in English-speaking countries in the expression, and then enhance their own cultural literacy. In addition, at present, enterprises have a higher demand for qualified personnel. In addition to basic skills, they also require that talents possess certain cultural qualities. Therefore, the needs of enterprises focus more on integrated talents, which requires students to consider from various angles in the learning process rather than only improving their English skills. Only after systematic learning, students can be more skillful and flexible in the application of English after going to work.

F. Professional Quality of Teachers

The quality of English teaching is closely related to the quality of teachers, so the most important thing in the process of teaching reform is to strengthen the construction of teaching staff, attract some experienced English teachers, and promote the overall structure of teachers to be optimized. In addition, colleges and universities should strengthen cooperation with enterprises to know the basic needs of enterprises, and then on this basis carry out targeted training for teachers, to ensure that teachers can understand the specific needs for talents of various professional posts, and promote them to change the teaching methods to help students obtain the most timely employment information. Only in this way can the quality of teaching be effectively

guaranteed. In addition, we should also improve the vocational assessment system, and take the employment rate of students as a measure basis [6] to enhance the sense of responsibility of teachers. In addition, teachers should also be required to carry out career planning for students, help students master the needs of different professional posts, and thus promote students to adjust their own learning direction timely.

G. Targeted Teaching

In order to effectively improve the quality of English teaching, teachers must first know the students' English level, and then carry out targeted teaching on this basis. For some important content that needs to be grasped, teachers should repeatedly explain to deepen the impression of students. In addition, English teachers should also inform students of the current employment situation and the ability that students should have, so as to enhance students' sense of crisis and make them be more concentrated in the classroom. In addition, teachers should combine the content of employment in the classroom teaching. For example, they can inform students of the requirements of the interview to promote students to express their advantages and disadvantages through the English speech. In the process of the students' speech, teachers should not only examine the standardization of the students' wording, but also ensure that the students' pronunciation is accurate enough, in order to improve the students' English expression ability.

V. CONCLUSION

In a word, the teaching environment of colleges and universities is relatively free. Compared with the high school stage, the burden of students is significantly reduced, but colleges and universities shoulder the responsibility of improving the employability of students, and promoting students to better adapt to the needs of the job. Therefore, colleges and universities must be employment-oriented, and adjust teaching strategies according to the needs of enterprises to improve students' oral expression ability, and ensure that students can have a certain understanding of their future occupation.

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