

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

Jie Jiang

Student potential Development Center Xi'an Peihua University Xi'an, shaanxi province, China.

Abstract. Under the current background, strengthening the training of applied talents is an important part of promoting the healthy development of new type. Starting from the investigation of the current situation, causes and English competence of Applied Talents in Colleges and universities, this paper expounds the important role of improving the English competence of applied talents. It is proposed that we should deepen the cooperation between schools and enterprises, promote the actual development inside and outside schools, take effective measures, train practical training bases, reform teaching contents and methods, and transfer international talents.

Keywords: English competence education for Applied Talents.

1. Introduction

With the continuous advancement of economic globalization and education internationalization, international economic and trade exchanges have become increasingly frequent. Under the background of "one belt and one road" strategic development, production has also embarked on the fast track of high technology. From the traditional development model to the development of new formats. As the main force of new management, the training of talents and the level of education and culture directly affect the success or failure of development. Strengthening the training of applied talents is an important part of promoting new and healthy development and the only way to realize the strategy of revitalization. In the context of the rapid development of modern information technology, the development of new forms requires more high-quality talents, especially English-speaking talents.

2. Investigation on the Quality of Applied Talents

To improve China's comprehensive competitiveness, we need compound talents who are proficient in science and technology and have high level of English. This requires colleges and universities to strengthen the reform of College English teaching and the cultivation of English talents, improve their abilities and qualities, and cultivate the compound foreign language talents needed by the society. Most of the college students in our country come from the countryside. Although there are many excellent students, some of them are still far from meeting the requirements of English proficiency. Therefore, quite a number of students can not keep up with the progress of teaching at the beginning of College entrance, even more difficult to reach a new level. Despite the continuous progress of College English teaching reform, most schools still adopt the teaching methods of "teacher-centered", "teaching-based" and "knowledge-oriented", ignoring the individual differences of learners and lacking communication and interaction in the teaching process.

Table 1. English proficiency test items for College Students

CET4	CET6	TOEFL IELTS	None of them passed.	Other
46.5%	11.2%	4.2%	17.7%	20.4%

From the point of view of the items of college students'English passing (Table 1), only 57.7% of them have passed CET-4 and CET-6, and only 4.2% of them have passed TOEFL IELTS. 17.7% of them have not passed anything, while the others account for 20.4%. This shows that the students majoring in agriculture have a general pass rate in various English tests and their English proficiency is unsatisfactory.

Table 2. College Students' English Weaknesses

Listening	Oral language	Read	Write	Translate
46.3%	54.8%	17.6%	35.7%	22.7%

According to Table 2, 54.8% of college students have difficulties in oral English learning, 46.3% of them have weak listening, 35.7% have difficulties in writing and 22.7% in translating. Only 1.8% of the students have no weaknesses in English.

Table 3. The objective conditions for improving English proficiency

Teachers teach	Related training	Exchange activities	Library materials	Daily card learning
54.7%	41.7%	31.9%	33.5%	25.7%

Statistical results show that 54.7% of the students hope to improve their English proficiency mainly by "teacher teaching". 41.7% of the students hope "more relevant training in schools". 33.5% of the students hope that "the library can provide more and more comprehensive English materials". 31.9% of the students hope that "more activities of mutual exchange" will be improved. English listening and speaking ability, 25.7% of students hope to be able to supervise learning every day, punch-in learning methods. It shows that most students still rely on English teachers to improve their English proficiency, and the construction of English teachers in Colleges and universities should keep up with it.

3. Discussion on the Path of Talents Training

Under the background of "one belt and one road", universities in the world compete for high-quality students, and universities all over the world compete for first-class talents. Cultivating high-quality international talents is the most basic project. How to cultivate compound talents with potential is the primary problem to be solved in the development of new formats. But in the new situation, we must further improve and innovate: first, innovate the concept of recruiting students, actively publicize and tap new talents. Secondly, we should pay more attention to the improvement of the quality structure of students, lay particular emphasis on the study of the elements of international talents, and optimize the structure of students. Thirdly, improving the reform of enrollment system is really conducive to the introduction and training of compound talents. Select students with creativity and potential. Fourthly, we should actively attract foreign students and train international talents.

Firstly, the government attaches great importance to the training of talents. Governments at all levels should establish vocational training schools for talented people in various counties and cities through special appropriations and invite experts to give academic and technological lectures regularly. Encourage regular study and improve the level.

Secondly, relevant social organizations and non-governmental associations can hold related activities to share knowledge and skills. At the same time, some problems and solutions often encountered in production activities will be disseminated on the Internet platform by means of micro-film and micro-video, so as to expand communication and learning.

Thirdly, in addition to enhancing relevant professional knowledge through external forces, university students should always maintain their learning consciousness, take the initiative to learn knowledge in their spare time, pay attention to national dynamics, and combine the development of "one belt and one road" to understand the new trend of development. According to the national policy, we should adjust in time, train talents in the new era and develop new formats.

Finally, the key training program for elite talents is implemented. We should introduce the plan of introducing the compound talents of science and technology, and vigorously foster e-commerce, the "Internet + new" mode. By setting up classified training content and scientifically dividing training

objects, the quality of various types of talents can be improved. We should innovate the training mechanism, explore the training mode, improve the level of discipline culture, and use information technology and science and technology to train compound talents.

4. Special English Training

We should grasp the psychological characteristics of College talents, consciously create conditions and provide environment, and reasonably and effectively cultivate their English ability. The cultivation of talents' English ability is a systematic project, and a set of effective training system for improving talents' English ability should be established systematically. Therefore, on the basis of the traditional learning model, we try to implement the new LEADER model, that is, learning - Earn - Assist - Discover - Evaluate - Restructure model, to comprehensively strengthen the training of talents and enhance their practical ability of using English. (Fig. 1)



Figure 1. The new LEADER models

5. Strengthen the Construction of English Teachers

The reform of talent cultivation in Colleges and universities depends on the change of teachers. Strengthen the overall development plan of teachers and implement the individual growth mechanism of teachers. On the whole level of teachers, strengthening scientific management and training should be combined with the background of "one belt and one road" and transform from relative closed type to active adaptation on the individual level of teachers. Teachers' practice should change from single teaching mode to teaching skill type, and scientific research ability should be changed from basic research to application, and teaching ability. We should change from traditional teaching methods to modern teaching methods, constantly improve and innovate, and cultivate English compound talents. Specific implementation measures: introducing experienced bilingual talents from enterprises to enrich the teaching staff; recruiting senior technicians from related industries to offer professional elective courses to help students carry out project development and graduation design; sending teachers to the economic and trade department to study, practice, exercise and enrich practical ability and experience, and introducing. Enter the economic and trade training courses, obtain qualification certification; build the teaching team of school-enterprise cooperation, strengthen the communication and contact between school and enterprise, formulate the talent training plan of school-enterprise cooperation; focus on training and improving the teaching ability of professional teachers, especially young teachers.

6. Base on Employment and do a Good Job in Talent Transfer

First of all, talent training should be based on the strategic direction of opening up, and further broaden the channels of "internationalized" market. Colleges and universities should open up employment channels, through a wide range of employment channels, and jointly train internationalized and compound talents. More graduates are encouraged to practice and find jobs in Sino-foreign joint ventures, transnational organizations, transnational corporations and international organizations. Focus on training graduates' international competitiveness, professional value and personal value. Secondly, create favorable conditions and support entrepreneurship. In the face of the good business opportunities brought by the "one belt and one way" strategy, colleges and universities should attach great importance to entrepreneurial guidance, combine the advantages of "Internet +" high entrepreneurial rate, and guide students to start new business in e-commerce. Psychology,

entrepreneurship incubator and other aspects, so that first-class talents dare to break through the original barriers to employment, bold development of domestic and foreign markets. Finally, the University integrates all kinds of resources inside and outside the school, coordinates all specialties and departments, and coordinates from curriculum guidance, big data information, career planning, employment psychological counseling and other aspects to improve talent export service.

7. Summary

In short, in the face of the challenges posed by the "one belt and one way" national strategy for the training of new compound talents, we must strengthen the innovation and reform of personnel training mode to promote the innovation of international talents. This innovation is not a single one, but a multi-mode collaborative innovation, such as English, e-commerce, international trade, employment and entrepreneurship guidance. From the introduction of talents to professional training, to the integration of employment training, we should think systematically. The fundamental purpose of universities is to cultivate talents based on China's national conditions, facing the international perspective and internationalization.

References

- [1]. Zhou Yuhong. Cultivation of English Ability of Scientific and Technological Talents from the Perspective of International Cooperation [J]. Rural Economy and Technology Volume 29, No. 16, 2018 (Total No. 444).
- [2]. He Yaling. Strategies for improving English proficiency of scientific and technological talents from the perspective of international exchange and cooperation [J]. Shanxi Agricultural Economics, 2017 (01).
- [3]. Zhang Zhong, Zhang Jiankang, et al. Personnel training under the background of "Internet +" [J]. technology communication.2018.3:14-15.
- [4]. Lu en. Practice of cultivating business English talents in Higher Vocational Colleges in the "Internet +" era: taking Career Technical College in Suzhou as an example [J]. Journal of Jiangsu Institute of Economic& Trade Technology.2018 fourth issue: 73-77.
- [5]. Li Li. Opinions on Business English Application in Agricultural Products Enterprises [J]. Knowledge Economy, 2017 (05).
- [6]. Liu Jifang, Kong Fantao, et al. [J] Discussion on the Modern Development of Internet+ Guizhou Science, 2017,45(3): 167-170.
- [7]. Gaoxia. Study on the Role and Position of English Teaching in Tea Trade [J]. Fujian Tea, 2017 (11).
- [8]. Liang, Guangdong. [J] Heilongjiang Animal Husbandry and Veterinary Medicine, 2016, (11). Analysis on the Training Model of Agricultural Professionals in Local Universities from the Perspective of "Double Creation".
- [9]. Zeng Yali. Research on the Training Mechanism of Innovation and Entrepreneurship Ability of Agricultural College Students [J]. Hubei Science, 2012. (06).
- [10]. Liao Yuncheng, Han Juan, Hai Jiangbo. Thoughts and Measures on Cultivating Innovative Undergraduate Talents in Universities [J]. Teaching in Chinese Universities, 2011, (04).