

# *Problems and Countermeasures of College French Teaching in the New Era*

Wei Yang

*School of Foreign Languages, Fujian Jiangxia University, Fuzhou, 350108, China*

**Keywords:** Universities; French Teaching; Problems; Coping Strategies

**Abstract:** With the advent of the era of globalization, French has become one of the most important languages in the world, especially in the fields of international politics, culture, commerce, and other fields. Therefore, the teaching of French in universities is particularly important. However, in the new era, there are still some problems in the teaching of French in colleges and universities, such as insufficient teachers, unreasonable curriculum settings, and single assessment methods. This article will mainly analyze these issues and propose some effective countermeasures.

## 1. Introduction

In the context of globalization today, French, as a worldwide language, has received more and more attention. It is widely used in various fields, such as international trade, cultural exchange, foreign affairs, and so on. Therefore, it is particularly important to cultivate talents with French communication skills. As an important place for talent cultivation, universities also shoulder special responsibilities in French education. However, there are still some urgent problems in the teaching of French in colleges and universities in the new era. Therefore, this article will explore these issues from three aspects: teacher strength, curriculum setup, and assessment methods, and propose corresponding countermeasures to better promote the development of college French education.

The Importance of French Teaching in Colleges and Universities in the New Era.

According to the Global Talent Flow Trends and Development Report (2022) released by the Globalization Think Tank (CCG). World talent centers are spreading from Europe and the United States to Asia; China and the United States have significant competitive advantages in talent scale. Talent competition has become the core of comprehensive national strength competition.

French, as one of the most important languages in the world, has a high status in the international community. French is not only widely used in Europe, but also in Africa, Asia, and North America. At the same time, mastering French is very important for many majors, such as business, international relations, and law, because if you want to communicate better in international situations, you need to master French proficiency.[1]

In this context, the importance of French teaching in universities is obvious. Colleges and universities can provide students with more high-quality French courses suitable for employment, thereby laying a solid foundation for their future career development.[2] By systematically learning French, students can improve their language skills, especially their oral and writing skills, to adapt to the market demands they may face in the future. At the same time, French teaching in universities

can also provide students with French culture, history, art, literature, and even advanced mathematics, physics, design, and other advantageous courses in France, helping them understand the knowledge and experience of French speakers around the world in different fields.

Despite the challenges faced by French language education in some countries, universities can still play an important role in promoting French language education. By integrating educational resources, improving teaching quality, strengthening the diversity of teaching staff, and optimizing teaching methods, college French teaching is expected to have a greater impact. In short, college French education is not an isolated thing, it reflects the general trend and practical needs of human society.[3]

## **2. Problems in French Teaching in Colleges and Universities in the New Era**

In recent years, with the acceleration of economic globalization and the frequent international exchanges, the importance of French as an important business language in universities has been increasingly valued. However, in the practical process of French teaching in universities, there are still many problems that affect the quality and effectiveness of its teaching. It is mainly divided into the following points:

### **2.1. The problem of a single background of teachers in French teaching in colleges and universities**

At present, there is a widespread phenomenon of poor quality of the teaching staff in college French education, which directly affects the quality of education.[4] With the international management of banks, institutions, enterprises and institutions, the demand for talents with French language skills has increased. In line with this development direction and driven by market demand, many people have started to choose to learn French. However, among a large number of people who learn French, they cannot all be transformed into high-quality talents in the teaching team, leading to new difficulties in French teaching. First of all, many teachers have limitations in their knowledge of French and teaching concepts, which cannot accurately reflect the teaching effect, causing a significant impact on learners; Secondly, some teachers' theoretical level is outdated and cannot fully keep up with the ideological development and progress of the times. In addition, due to the correlation between teachers' exertion and personal preferences or aspirations, the introduction of multimodal teaching cannot guarantee or even reduce students' learning efficiency. Colleges and universities need to formulate specific strategies and plans to strengthen the construction of their teaching staff, and utilize national policies and school level incentive policies to attract and cultivate high-quality professional French education talents that meet standards.[5]

### **2.2. There is a lack of language contact opportunities for students in college French teaching**

Many students have not been exposed to French before entering school. Learning a language in such a short time is quite difficult, and without a good language environment, students will be even more difficult to achieve true language use. In real life, due to family factors and other reasons, students have very few opportunities to contact French and cannot gradually become familiar with pronunciation, intonation, etc., which naturally reduces their language proficiency. To solve this problem, universities can actively organize students to participate in various language salons, volunteer activities, cultural festivals, etc., create opportunities to practice and use language, and improve students' self-confidence and expression skills.

### **2.3. Lack of necessary teaching equipment**

Although teaching hardware tools are increasingly widely used in daily life, the reality is that in many universities' French teaching environments, effective teaching hardware facilities are insufficient. There are no multimedia classrooms, no projectors, and even no blackboard. The existence of this phenomenon has caused serious obstacles to both students' language learning and teachers' teaching tasks, leading to the inability to effectively carry out classroom teaching or the use of traditional teaching methods only. To solve this problem, universities need to take timely and effective measures to improve the construction of French teaching equipment and enhance the level of teaching hardware equipment. Advanced high-tech classroom facilities such as multimedia and interactive intelligent blackboards should be equipped, and the maintenance of teaching equipment should be carefully implemented to ensure a safe and smooth teaching environment.

### **2.4. Old and simplified teaching materials**

French textbooks are different from the educational resources of other disciplines, and the quality of textbooks is the key to evaluating the effectiveness of teaching. The lack of high-quality teaching materials makes it difficult to meet students' learning needs, and makes the teaching rhythm irregular and students' interest in learning decreases. Currently, many French textbooks are outdated and too simple to keep up with social development and changes in student needs. The mechanism for updating textbooks should be improved to promote better layout design and publishing schemes. Encourage teachers to actively participate in the preparation, revision, and review of French teaching materials, and promote French learning materials through network technology and open education resources.

### **2.5. Mismatch with cultural traditions in college French teaching**

France is a country rich in history and culture, traditionally emphasizing etiquette and form, while China is a country that emphasizes practicality and freedom. The cultural differences between the two are significant. During the teaching process, students may have difficulties understanding and using French expressions if they do not understand and accommodate each other's cultural background. Therefore, in college French teaching, it is necessary to strengthen the introduction of French culture and customs, cultivate students' cross-cultural communication skills, and integrate more cultural elements into the classroom to enhance students' interest and confidence in learning the language.

### **2.6. Inefficient teaching by teachers**

The teaching of French in colleges and universities requires senior and excellent foreign language teachers to teach their courses and obtain vivid and effective educational pleasure in an appropriate environment. If teachers lack sufficient subject knowledge and skills, students will face greater difficulties in mastering specific language skills. All educators should pay attention to classroom teaching effectiveness, understand how to critically use various resources and provide the skills they possess. While ensuring mastery of the necessary skills, emphasis is placed on encouraging the imagination, thinking ability, and autonomous learning spirit of learners.

## **3. Strategic Suggestions on Strengthening the Quality of French Teaching in Colleges and Universities**

With the deepening of globalization, the requirements for language proficiency are also increasing. French, as an important business language and one of the most influential languages in the world, plays an important role in college education. However, there are various problems in college French

teaching, such as the lack of teacher quality, teaching equipment, outdated textbooks, and oral expression, which need to be improved. Therefore, this article will propose some strategies and suggestions from the following points to optimize the quality of college French teaching.

### **3.1. Strengthen the construction of teaching staff**

The teaching staff is the key to ensuring the quality of French teaching. Colleges and universities should take various measures to attract and cultivate high-level French teaching talents, and encourage teachers to continuously improve themselves and grow professionally through internal promotion mechanisms and development support policies. At the same time, it is possible to inject new vitality into the teaching of French in universities through external professionals to strengthen exchanges and visits with famous universities. Junior teachers regularly participate in teaching and research activities, academic exchanges and exhibitions, and follow relevant classroom norms; Senior French teachers serve as mentors to assist young teachers in strengthening the construction and adjustment of their overseas study background. Updating teachers' quality and knowledge reserve is one of the key measures to strengthen French education in colleges and universities.

### **3.2. Provide more practical opportunities**

French teaching must focus on practical teaching, which allows students to be exposed to more real life scenes and further understand the essentials of dealing with actual situations. Colleges and universities can cooperate with local enterprises and institutions to carry out project-based courses, providing students with more practical opportunities and allowing them to better integrate into the cultural environment of French speaking countries. On the basis of improving practice, it is also possible to strengthen the learning of application skills such as simulation exercises and situational simulations, create a better teaching environment, and cultivate effective language heterogeneity application skills.

### **3.3. Optimizing teaching equipment and teaching modes**

As an important business language, in today's era of digital information prosperity, the perfect combination of on-site teaching and online teaching tools requires the use of better. Colleges and universities are constrained by conditions and cannot provide superior teaching equipment. Therefore, it is necessary to timely use practical and fully functional teaching equipment, such as touch screens, electronic whiteboards, to improve the teaching environment. In addition, it is also necessary to combine the current trends in big data and cloud computing to use small web-based teaching methods such as MOOC, student question answering systems, and micro classrooms, so as to enhance learning effectiveness and students' positive intentions. The concepts of self-exploration, self-management, and self-creation are directly related to the application of digital technology, helping to optimize the teaching system.

### **3.4. Update teaching materials and strengthen multimedia teaching**

Currently, there are many problems in the teaching of French in universities, such as outdated or excessively simple textbooks, which cannot well meet the needs of students. Therefore, colleges and universities should promptly collect feedback, collaborate with other university networks and educational platforms, update textbooks throughout, and utilize old book resources to permeate innovation in the new era. At the same time, more multimedia means should be used, such as video teaching, audio teaching, etc., so that students can more intuitively understand and master French knowledge, and conduct comprehensive training in listening, speaking, reading, and writing.

### 3.5. Emphasize the cultivation of oral expression ability

French teaching should not neglect oral training, and it is necessary to increase the practice time of actual oral expression in the classroom. Improve students' oral communication skills through interactive discussions with teachers, situational drills, and comprehensive listening and speaking training. At the same time, schools can also invite foreign teachers whose native language is French to come to the classroom to stimulate students' language sense with a pure language environment.

### 3.6. Improve three-dimensional and effective teaching management mechanism

In order to ensure the quality of education, it is necessary to strengthen the organization and management of teachers. Universities should establish a sound disciplinary curriculum system, formulate clear assessment standards and relevant policies, and test the teaching level and quality of teachers. At the same time, universities should introduce specialized evaluation mechanisms, establish a good teacher evaluation system, cultivate teachers with high diagnostic and rehabilitation abilities, and consolidate the infrastructure for data support and institutional coordination for fast communication. They should also popularize the evaluation results through various channels, involve the evaluation results in teacher assessment and promotion, motivate teachers to actively participate in educational and teaching work, continuously innovate and progress, and promote the sustainable development of French education in universities.

## 4. Conclusion

In the teaching of French in universities, there are many problems, such as insufficient quality of the teaching staff, lack of necessary teaching equipment, acquisition barriers, and so on. These issues have a direct impact on the quality and effectiveness of education. Therefore, we need to develop appropriate strategies to address these issues and improve the quality of education. We can start with teaching materials, curriculum design, teacher team construction, classroom teaching mode, evaluation mechanism, and other aspects. Utilize modern scientific and technological means, introduce multimedia teaching, and strengthen the cultivation of oral communication skills. Pay attention to practical teaching. The course content needs to be combined with actual work. At the same time, we will vigorously create a good teaching environment, establish modern classroom facilities that meet the needs of the times, improve the teaching resource pool, and provide better learning conditions for teachers and students. Strengthen the professional development and quality improvement of teachers, establish a positive incentive mechanism, and encourage teachers to actively participate in French education. Finally, universities should also strengthen their ties with enterprises and institutions, promote close cooperation in talent cultivation, talent selection, employment, and other related fields, and jointly contribute to China's international development.

## References

- [1] Yuan Y. *Problems and countermeasures in French teaching in colleges and universities in the new era* [J]. *Education and Teaching Forum* 2019; (25): 249-250.
- [2] Chen X. *Problems and countermeasures in teaching management in colleges and universities in the new era* [J]. *College Entrance Examination (Comprehensive Edition)* 2015; (05): 85.
- [3] Fan C. *Problems and countermeasures in current college French teaching: A review of "A concise course of college French"* [J]. *Journal of Tropical Crops* 2021; 42 (06): 1819.
- [4] Zhou Y. *The application of discourse communication theory in college French teaching: A review of "theoretical research and methodological practice in French teaching"* [J]. *Science and Technology Management Research* 2021; 41 (10): 246.
- [5] Dong Y. *Research on the cultivation path of cross-cultural nonverbal communication ability in college French teaching* [J]. *Northern Literature* 2018; (29): 200.