

Research on Optimization of English Teaching in Universities under the Guidance of Applied Talent Training

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Abstract: Today, with the continuous development of economic globalization, communication and trade between countries have become increasingly close. As a universal language, English plays a crucial role in international communication. Especially now that China is in the deep stage of reform and opening up, more and more enterprises are starting to go abroad and enter the international stage. In this situation, the importance of English talents is becoming increasingly prominent. Universities are the main battlefield for cultivating English talents. In the context of internationalization, how to adhere to the training orientation of applied talents, cultivate more excellent English talents, and meet the current demand for applied talents in society. This article analyzes the meaning of English applied talents and introduces optimization strategies for college English teaching based on the cultivation of applied talents.

1. Introduction

Talents are a very important supporting force in the process of social and economic development. With the acceleration of economic globalization and the continuous promotion of the the Belt and Road, the training of international English talents becomes more and more important. Universities bear the important task of talent cultivation. In order to meet the needs of social and economic development, it is necessary to transform traditional talent cultivation concepts and models, adhere to the orientation of applied talent cultivation, and attach importance to the cultivation of applied skills for students. English is a very important subject in universities, and English teaching in universities must fully adapt to the current social demand for talent cultivation, accelerate education and teaching reform, vigorously cultivate excellent innovative and applied talents, and provide sufficient talent support for the rapid development of the social economy[1].

2. The meaning of English applied talents

English applied talents mainly refer to talents with high English professional core literacy and high English application ability in work or practice. In general, the characteristics of applied English talents include the following aspects. Firstly, they have strong ability to exchange Chinese and English in the process of English communication, can achieve smooth bilingual conversion, have no obstacles in using English for communication, and can also adapt well to the language atmosphere

and environment. Secondly, practical problems can be effectively solved through English, and key information in English can be accurately grasped. purposeful and efficient communication can be carried out using English, and the requirements of business communication can be met[2].

3. Effective ideas for cultivating applied English talents in universities

3.1. Timely innovation and adjustment of educational concepts

Due to various factors, many English teachers in universities still use traditional teaching concepts to guide their teaching, resulting in unsatisfactory teaching outcomes. In order to solve this problem, universities must encourage teachers to innovate teaching concepts, while strengthening the training and reeducation of English teachers, allowing them to learn various advanced educational concepts and related theoretical knowledge, and apply them to practical teaching. Firstly, universities should regularly invite relevant experts or outstanding teachers from other universities to give lectures and exchange ideas, exchange and introduce excellent teaching concepts and methods, improve the theoretical level of their own teachers, and enable them to establish advanced teaching concepts. Secondly, universities should closely contact relevant government departments and enterprises, establish cooperative relationships with them, create channels for communication and exchange with market entities, fully understand the needs of market entities in English talent, adjust the goals of English talent cultivation in a timely manner, and based on this, formulate curriculum teaching objectives and plans. Finally, universities should regularly conduct research on various problems and difficulties faced by teachers in the process of teaching reform through English academic seminars, formulate corresponding solutions, and ensure that new educational concepts are truly implemented[3-4].

3.2. Innovative teaching design and teaching methods

Under the requirements of cultivating applied talents, it is necessary to innovate teaching concepts in English teaching, fully adapt to the needs of society, adopt scientific teaching design methods and teaching methods, and comprehensively implement the concept of cultivating applied talents.

Firstly, in specific teaching design, teachers must clarify the subject status of students, communicate and interact with them more, understand their needs, combine with the goal of cultivating applied talents, scientifically design teaching, and ensure teaching effectiveness and quality. In specific teaching, teachers should adopt diversified teaching plans. For example, in terms of classroom interaction, on the one hand, they should attach importance to conventional class questioning methods, and on the other hand, they should adopt diverse interactive methods. Through group discussions and other means, students can improve their English expression ability and teamwork ability. Through this approach, students' interest in participating in English teaching and oral exercises can be effectively enhanced. Moreover, it can also effectively cultivate their communication and cooperation abilities, comprehensively improving their overall abilities[5].

Secondly, teachers should make full use of new media technology, play its auxiliary role in teaching, and better meet the learning needs of students. At present, smartphones and other devices are playing an increasingly important role in the daily life and learning of college students. Teachers should actively explore the reasonable application of smart devices in teaching, use various teaching auxiliary software for teaching, and improve teaching quality and effectiveness. For example, teachers can use Rain Classroom, a teaching software, to assign homework and help students deal with various problems encountered in learning in a timely manner.

Finally, teachers should innovate teaching modes, stimulate students' enthusiasm for participating in English learning, and comprehensively strengthen their English oral communication and practical

abilities in teaching. Under the guidance of cultivating applied talents, teachers in college English teaching should adopt diversified teaching modes to organize teaching, such as using scenario simulation teaching method to provide opportunities for English practice and oral expression to students, and better improve their comprehensive English application ability. In the classroom, teachers can organize activities to simulate company interviews, dividing students into different groups in a reasonable manner. In each group, students play the role of company HR and interviewers, allowing students to engage in professional conversations in English during the interview process. This way, students can effectively strengthen their mastery and application ability of English professional knowledge[6-7].

3.3. Setting a phased teaching plan

According to the goal of cultivating applied talents, universities should establish phased teaching plans. Firstly, in the first academic year, it will be considered as the first stage of the teaching plan, which can be further divided into two modes and three cycles, as detailed in Table 1. In specific teaching practices, teachers make reasonable adjustments to the teaching progress based on course arrangements and students' English learning foundations, and design teaching content. Secondly, in the second and third academic years, make it the second stage of the teaching plan[8]. In this stage, it can be divided into three modes, namely professional field mode, cultural course mode, and advanced skills mode, as shown in Table 2.

Table 1: Teaching Plan for Phase 1

Two modes	Basic modes of vision, listening, and speaking	Vision: Make students to obtain information by watching the played video materials, while teachers can use questioning to interact and communicate with students, further understanding the situation of students watching. Listening: Use audio and video to provide comprehensive auditory stimulation to students, enhancing their English listening skills. Speaking: Let students speak English through activities or social activities to improve their English output ability.
	Integrated application mode	Strengthen students' comprehensive application abilities.
Three cycles	Base period	Improve students' mastery of basic English knowledge.
	Consolidation period	Consolidate students' basic English knowledge.
	Promotion period	Comprehensively enhance students' comprehensive English proficiency.

Table 2: Teaching Plan for Phase 2

Professional field model	The main purpose is to enable students to strengthen their learning of English knowledge in their professional fields, comprehensively cultivate their English comprehensive application ability in future job positions, and improve their job adaptability.
Cultural curriculum model	The main purpose is to enable students to learn about the situation, business etiquette, folk customs, language expression methods, and religious beliefs of English speaking countries.
Advanced Skill Mode	The main purpose is to enable students to learn courses such as advanced English reading, advanced English writing, advanced English listening, and advanced comprehensive application, strengthening their basic abilities in listening, expression, reading, writing, and translation.

3.4. Establishing and improving the assessment and evaluation mechanism for English teaching

Due to the increasingly fierce market competition faced by various industries, enterprises nowadays generally have high requirements for the comprehensive quality and learning ability of job

seekers. Overall, the demand for applied talents in society has become increasingly strong. In this situation, the English teaching assessment and evaluation mechanism in universities generally lags behind and cannot fully adapt to the current social development's demand for talents. In this regard, universities must establish and improve English teaching assessment and evaluation mechanisms, adopt diversified and three-dimensional teaching evaluation mechanisms for teaching evaluation, so as to play the role of teaching evaluation mechanisms in evaluating and guiding teaching, and accelerate the rectification and innovation of education and teaching. When formulating a teaching assessment and evaluation mechanism, it is necessary to take the cultivation of applied talents as the guidance, comprehensively and diversely assess the professional knowledge mastery level and practical application ability of students, fully combining their participation in English practice activities, daily exam testing, homework completion, classroom performance, teacher evaluation, and student self-evaluation to conduct a comprehensive evaluation of students. In terms of assessment content, it is necessary to improve the previous assessment model of "reading+writing+translation", increase the assessment of students' daily comprehensive performance, listening, and expression abilities. At the same time, it is necessary to appropriately increase the proportion of oral and listening assessments, emphasizing the importance of students' English oral and listening abilities from the assessment level [9-10].

4. Conclusion

As a new type of talent training model, the applied talent training program can fully meet the rapid development of the current social economy and provide strong talent support for the development of the social economy. In the face of this background, when carrying out English education and teaching, universities must adhere to the orientation of cultivating applied talents, summarize and analyze various problems in current English teaching, take effective measures to solve them, and cultivate more excellent English applied talents through a series of measures to better adapt to social development.

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