How to Use the Internet Thinking to Cultivate Applied English Talents in Colleges and Universities

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ABSTRACT. With the transformation and upgrading of economic society, there is an increasing demand for high-quality skilled personnel in the society. As an international language, English is an essential tool for us to communicate with the world. Therefore, English level is one of the key indicators of evaluation of contemporary high-quality talents. However, it is undeniable that there has been a lack of English skills to some college graduates in our country, which also presents challenge and pressure on applied English education in colleges and universities. In the era of "Internet +", how to cater to the needs of the development of the Internet, improve the quality of talent cultivation of college English education, and strengthen English skills of the college graduates become the subject that English education workers need to pay attention to. In this paper it is discussed in order to make reference value.

KEYWORDS: Internet, Applied english talents, Colleges and universities

1. Introduction

With the progress of information technology and the development of economic globalization, the cross-border electronic business in China has made great progress. In 2017, the Chinese cross-border e-commerce export turnover surpasses 6 trillion Chinese yuan, becoming the future development trend of China's foreign trade. Cross-border electronic business development has given rise to a lot of demand for foreign language talents. However, from the point of reality, talent problem is a bottleneck restricting the development of China's cross-border electronic business, which fully shows that the current higher education still cannot meet the social need for applied talents. To train applied talents with strong practical ability is the main target of college English professional talent training.

2. The Present Problems

2.1 The Backward Concept of Education

Different from the traditional English teaching in one-way information communication, under the Internet mode, the source of the students' knowledge not only comes from a teacher, but also includes a variety of online resources. With the advance of information technology, online resources become the main channel of the students' knowledge. In addition to traditional communication between teachers and students, communication between students and man-machine communication is becoming more and more common; autonomous learning and individualized learning becomes a more and more popular learning mode. However, some English teachers do not recognize the Internet influence on English learning and its importance, still adhere to the traditional education concept, which leads to English teaching unable to keep pace with the needs of the development of era, and the teaching efficiency is low.

2.2 Not Prominent Talents Cultivation Target

Unlike research-oriented universities, application-oriented universities are cultivating applied and skilled talents, highlighting practical skills of students rather than scientific research ability. For applied English teaching in colleges and universities, teachers not only cultivate students with solid basic knowledge of English, but also broaden the students' horizon, and make them learn relevant professional knowledge. Take cross-border e-commerce as an example, qualified workers, in addition to having English professional knowledge and skills, also have business negotiation skills and computer operation ability and so on. The applied English talents must possess the qualities and abilities.

2.3 Unreasonable Curriculum Structure

With the development of the Internet, the related industry which represented by cross-border e-commerce begins to flourish. This requires our education for English majors to meet the needs of the business personnel training under the new situation, reforms and perfects the course structure. In some colleges and universities, however, there are many unreasonable disadvantages about English curriculum structure. On the one hand, there are too many theory courses, and practical courses proportion is low, which is not conducive to cultivate the students' practical skills. On the other hand, the course structure is old, lack of advancing with the times. For example, with the development of cross-border e-commerce, professionals with international trade, marketing, business negotiation and other disciplines knowledge are needed, but currently our college English business courses are few, most of which are language classes, lead to the cultivated students unable to meet the needs of contemporary economic development.

2.4 The Quality of Teachers to Be Improved

Having high-quality, highly skilled teachers are the key to cultivating qualified practical English talents in the Internet age. The combination of the Internet and college English teaching lessens the burden of the teachers' work, improves the teaching efficiency, but at the same time, it brings the professional teachers more pressure and challenges. At present many college English teachers lack of understanding of the importance of the Internet, are not familiar with the new teaching pattern, and can't combine the advantages of the Internet and English teaching fully, which is difficult for them to meet the market demand really.

3. Measures to Train English Talents in Colleges and Universities Based on the Internet Thinking

3.1 Optimization of Learning Content, and Improvement of the Vocational Ability

Training more applied talents is our urgent needs of the economic development and industrial upgrading. As main positions of applied talents training, talents cultivation in applied colleges and universities should be based on "the employment as the guide, the ability as the standard" principle, should constantly optimize learning content and improve vocational ability. Therefore, in the teaching process, English teachers should consciously combine English teaching with professional characteristics, imperceptibly blend into the content of the professional ability training, let the students know the importance of English. A lot of units in choosing and employing persons have requirements for English, not only check the students' English skills certificate, but also examine students' English application ability. For example, some hotels will ask students to use English introducing themselves; some travel companies ask students to use English introducing scenic spots; some machinery manufacturing enterprises ask students to translate English manuals. If a student does not have basic English speaking, reading and translating ability, he cannot be competent for the position. Thus, only combining English teaching with professional learning, making students understand the importance of English professional ability, can teachers actually help students improve vocational ability.

3.2 Optimizing the Curriculum, in Line with the Social Development

The curriculum is an important part of college talent cultivation system. In the Internet age, various kinds of new knowledge, new patterns are springing up constantly, and the demand for talents also constantly changes. Curriculum for English majors in colleges and universities also should keep pace with the times, having dynamic adjustment, to meet the needs of units of choosing and employing persons. Curriculum for English majors in colleges and universities cannot be set behind closed doors, but the detailed market research must be carried on; the demand for English talents should be fully understood, in combination with the needs of the development of college English majors; the curriculum should be adjusted reasonably and teaching mode should be arranged flexibly. For example, with the development of cross-border e-commerce, a business English curriculum in colleges and universities need to be optimized and adjusted, which consists of three points. The first point is English language courses: the intercultural communication and commerce foreign language classes should be increased so as to improve students' English practical ability. The second point is business professional courses, which includes international trade, international trade practice, international finance, international laws, business negotiation and so on, in order to enhance the students' business profession ability. The third point is a computer course. Cross-border e-commerce development cannot do without the computer and network knowledge; digital marketing skills training courses should be increased for business English major; online business skills training courses, interactive online courses based on cross-border B2B or B2C platform combine business practice with English teaching, which lays the foundation for training high-level application-oriented talents.

3.3 Innovating Network Teaching Mode, and Improving the Learning Efficiency

Network technology has been applied in English teaching; teachers can make full use of the elements such as text, video, images, stimulate the students' senses and learning enthusiasm, which not only can improve the students' innovation consciousness and ability, but also greatly improve their English professional skills. For example, in college English teaching, there are many contents about foreign traditional culture and customs and habits, which is also the key point of a cross-cultural teaching. In the past English class, teachers blindly give a lecture. The students have some difficulties to understand because they lack of foreign living experiences, don't know foreign culture, are unfamiliar with foreign culture. If teachers use multimedia to show them videos, pictures and so on about foreign culture and customs, let them obtain an intuitive perception, so they can understand foreign humanity, history, geography and culture, then they can be able to greatly enhance their ability of cross-cultural communication. In addition, with the popularization of Internet and the progress of information technology, all kinds of innovative teaching modes and methods constantly spring up, including micro courses, Moocs, flipped classroom and so on, provide multiple choices for English teaching in colleges and universities.

3.4 Improving the Quality of Teachers and Strengthening the Practical Skills

In the Internet era, great changes have taken place in the way of knowledge acquisition, a variety of teaching modes based on information technology constantly springs up, which puts forward higher requirements on English teachers. Therefore, as a professional English teacher, they should constantly improve the level of their own language and culture, should be equipped with extremely strong ability in English listening, speaking, reading, writing and translating, can be able to rein in language tools freely. Only having such basically professional quality and ability, can teachers manage class and guide students. At the same time, the English teachers should possess Internet thinking, skillfully master various computer software, learn to use various apps, etc. In addition, the English teachers should earnestly learn and master the related knowledge and skills such as education philosophy, education psychology, teaching methods as well as the modern education technology and so on, especially pay attention to the business knowledge and skills and train social practice ability; in this way teachers can cultivate applied talents with high skills.

4. Conclusion

In the Internet mode, great changes have taken place about knowledge transmission and the way to obtain it. As college English education practitioners, English teachers should pay close attention to the development trend of Internet teaching, explore a better teaching mode and way of learning, practically improve training quality for applied talents in colleges and universities.

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