

Implementation of the Applied Teaching Concept of Chinese Language and Literature in Higher Vocational Colleges

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Abstract: In the higher vocational education system, Chinese language and literature is a science that combines Chinese and literature. The effective progress of this course is greatly crucial to the improvement of students' literary literacy and Chinese ability. In the field of education, more attention has been paid to the Chinese language and literature course, and the applied teaching of this major has been strengthened. This paper analyzes the significance, problems and practical strategies of developing the applied teaching of Chinese language and literature, so as to better push the overall progress of vocational college students.

1. Introduction

Chinese language and literature is the most extensive humanities in the curriculum of colleges, and it is also a crucial professional course. Owing to the quick progress of China's economy and society, the demand for professional talents is constantly increasing. As crucial institutions for training professional talents, colleges should strengthen the applied reform and innovation of Chinese language and literature teaching, and effectively enhance the students' ability to apply.

2. Significance of Developing Practical Teaching of Chinese Language and Literature in Higher Vocational Colleges

2.1 Conducive to Enhancing Students' Cultural Quality

Under the background of the constant deepening reform of the new curriculum standard, the education department of our country has improved and optimized the Chinese language and literature major. The traditional teaching mode is not conducive to the improvement of students' cultural literacy and comprehensive ability^[1]. The practical teaching in colleges can enhance students' recognition of knowledge in diverse ways, thus helping students enhance their cultural literacy and laying a good basis for students' better learning and progress. When students receive Chinese education, they can not only learn theoretical knowledge, enrich literary ideas, but also strengthen practical skills, and effectively transform the learned knowledge into practical action.

2.2 Conducive to Strengthening the Application Value of Chinese Language and Literature

In the long-term teaching, teachers focus more on the theoretical explanation of Chinese knowledge. Owing to the new curriculum reform, the teaching concept has changed^[2]. More and more vocational teachers have realized the application value of Chinese literature. Developing the practical teaching can better formulate development plans for students and enhance their application ability. On this basis, it can lay a foundation for pushing the application effect of Chinese language and literature, and fully play the charm and value of language.

2.3 Conducive to Promoting the Progress of Quality Education

Owing to the wide popularization of quality education, the demand and requirements for talents in society are constantly rising. The current society asks talents to have a solid professional foundation and a certain practical application ability. Consequently, the teaching must be changed to

break the theoretical teaching and organically integrate theory with practice^[3]. The practical teaching of Chinese language and literature can enhance students' practical application ability on the basis of enriching students' professional knowledge, thus fostering more application talents for the society and pushing the sustainable progress of quality education in China.

3. Problems in the Teaching of Chinese Language and Literature in Higher Vocational Colleges

Chinese language and literature have strong scientific characteristics. Vocational teachers are supposed to innovate the teaching methods of Chinese language and literature, and strengthen the integration of theory and practice. In the teaching process, they must guide students to recognize the evolution of Chinese, the value of application, and enhance students' literary literacy. Teachers should fully guide students to find their own learning methods to develop independent learning, and foster students' good language habits and application ability. However, there are still deficiencies in the current Chinese language and literature teaching^[4].

3.1 Need to Enhance Students' Learning Enthusiasm

Students are the main body of Chinese language and literature teaching activities, and their enthusiasm for studying directly affects the teaching effect and the process of teaching reform. Due to the influence of the teaching environment, many students have low enthusiasm for studying, and even become tired of learning. Some vocational college students believe that Chinese language and literature is the translation of ancient languages, which is a traditional way of speaking. It does not help their own progress. Instead of learning to "speak", it is better to learn professional knowledge. Under the influence of this misconception, students often play truant, do not listen carefully, learn professional subjects and other issues in the Chinese language and literature class. Some students even think that it is better to take leisure and entertainment when they have time to learn^[5]. This reduces the quality of teaching to a certain degree, and even affects the progress of education.

3.2 Backward and Conservative Teaching Concept

According to the analysis of the current situation of teaching, most of the colleges are influenced and constrained by traditional teaching concepts, and then develop the teaching activities of classical Chinese literature through the "indoctrination" teaching mode. The so-called indoctrination teaching is mainly based on book teaching content, which is just to indoctrinate students with theoretical knowledge. This not only fails to achieve good teaching results, but also reduces students' interest in studying. Moreover, the idea of exam-oriented education is deeply rooted in teachers' thoughts, which leads to teachers focusing too much on students' achievements. Owing to this traditional teaching concept, students' interest in studying and their participation in the classroom are gradually reduced. Meanwhile, the network language in the new media environment also has a certain impact on the effective application and progress. However, under the influence of traditional teaching concepts, the teaching efficiency of this major has not been effectively enhanced.

3.3 Stereotype and Single Teaching Method

The course content contained in Chinese language and literature is very rich and contains profound cultural heritage, which has a crucial impact on students' ideas and values. Each student has a certain difference in recognizing ability. Therefore, quality education proposes that education and teaching activities should be people-oriented and develop personalized teaching. However, in the actual teaching activities, the teaching methods adopted are relatively rigid and single. Most vocational teachers use theoretical knowledge to explain, and teachers are in a leading position in teaching activities, while students are in a passive acceptance position. This not only reduces the teaching quality and efficiency, but also can not effectively enhance students' studying ability.

4. Implementation Strategies of Applied Teaching Theory of Chinese Language and Literature in Higher Vocational Colleges

4.1 Develop Teaching Activities in Combination with Students' Majors

Teachers should integrate students' majors with the teaching of Chinese language and literature. For instance, copywriting in advertising and information communication in journalism are crucial contents for students to study. Teachers should aim to enhance students' literary level and literacy. For mechanical majors, teachers should focus on strengthening students' logical thinking and recognition ability while teaching Chinese language and literature, so as to enable students to accurately grasp mechanical professional knowledge. In the actual teaching process, teachers should focus on the integration of subject content, and combine the characteristics of different majors to deeply explore the relevant knowledge contained in Chinese language and literature, so as to enhance the applicability of Chinese language and literature^[6]. Moreover, teachers should foster students' professional abilities and skills in teaching, so as to inspire students' interest in studying, ensure the smooth progress of practical teaching, and push students' better learning and progress.

4.2 Innovate Teaching Concept

In the current teaching, most teachers focus more on the explanation of the theoretical knowledge, which leads to the lack of application ability of students and the inability to apply the learned Chinese language and literature knowledge to practical communication. Faced with the increasing demand for applied talents in the current society, teachers must innovate their teaching concepts, integrate applied teaching concepts into Chinese language and literature teaching, break the shackles of traditional teaching concepts, and organically combine theory with practice. Teachers should fully recognize the learning needs and interests of different students, teach students in accordance with their aptitude, enhance the pertinence of the teaching plan, and effectively enhance students' learning efficiency, application and practical ability for Chinese language and literature knowledge, so as to lay a good basis for students' future career progress.

4.3 Perfect Teaching Methods

Owing to the innovation and progress of science in China, information technology has been widely used in production activities in all walks of life. People's life, work, entertainment, etc. have undergone tremendous changes. In this context, the field of education has also begun to develop in the direction of informatization. Applying information technology to the teaching can push the reform and progress of education, effectively innovate teaching forms, enrich teaching content, and inspire students' interest in studying, enhance students' efficiency and practical ability. First of all, in the actual teaching, teachers should use multimedia technology to innovate teaching forms, and deepen students' recognition of knowledge through videos, pictures, music and other forms of teaching content^[7]. Secondly, teachers can also use the Internet platform to communicate professional knowledge online with students to help students strengthen the effective application of professional knowledge.

4.4 Build Practice Platform

The main educational aim of higher vocational colleges is to foster practical talents with professional abilities for the society. Moreover, some enterprises focus more on students' application ability and practical ability in the recruitment process. Due to the strong theoretical nature, teachers should adapt to the concept of applied education, combine the needs of enterprise talents and teaching content, and build a practice platform for students. Colleges can build a practice platform for students through school-enterprise cooperation, guide students to translate their Chinese language and literature knowledge into practical ability, and then lay a good basis for students' future progress. In addition, teachers can develop practical activities in the teaching of Chinese literature, guide students to maximize the application value of the knowledge they have learned, and enhance students' application ability.

5. Conclusion

In a word, in the teaching of Chinese language and literature, we should clarify the concept of applied teaching and put it into practice. This is greatly crucial to enhance the literary literacy of students and the ability to use Chinese language. Therefore, teachers should develop the applied teaching concept in the actual teaching of Chinese language and literature, enhance the teaching quality through effective teaching methods and teaching contents, and then foster more compound professionals for the society.

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