

# **Business English Teaching in Colleges and Universities and Research on English and American Literature Translation Course**

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**Abstract:** At Present, the English and American Literature Curriculum for Business English Majors Still Continues the Curriculum for English Language and Literature Majors, Which Lacks the Characteristics of Business English Majors and is Difficult to Effectively Meet the Actual Needs of Students of This Major. the English and American Literature Curriculum Occupies an Important Position in the English Curriculum System. It Plays an Important Role in Cultivating Students' Appreciation of Literary Works, Improving Students' Language Accomplishment and Literary Quality, and Shaping Their Perfect Personality. Currently, This Course Has Not Received Enough Attention in Business English Teaching. This Article Will Discuss the Importance of English and American Literature Courses in the Curriculum Setting and Personnel Training of Business English Majors in Colleges and Universities from the Following Aspects: the Characteristics of English and American Literature Courses, the Personnel Training Objectives of Business English Majors, and the Strategies for Improving the Classroom Effect of English and American Literature Courses.

## **1. Introduction**

British and American Literature is One of the Main Courses in English. It Plays an Important Role in Consolidating Students' Basic Language Skills, Cultivating Students' Literary Appreciation Ability and Improving Their Humanistic Quality [1]. as a Required Course for English Majors, English and American Literature Aims to Cultivate Students' Literary Appreciation Ability, Enhance Students' Language Cultivation and Reading Comprehension Ability, and Improve Students' Humanistic Quality and Intercultural Communication Ability. Such as Unclear Curriculum Orientation and Objectives, Lack of Professional Translation Teaching Materials, Unreasonable Curriculum Setting and Unreasonable Teaching Methods, Etc., Affect the English Translation Teaching Level and Efficiency. Effective Measures Are Urgently Needed to Strengthen the Teaching of English and American Literature Translation for Business English Majors [2]. At Present, in the Curriculum of Business English Major, Literature Course is Only Offered for One to Two Semesters or Even Evolved into a “Marginalized” Course, Which Has Not Received Enough Attention [3]. in Addition, There Are Other Problems in Literature Teaching for Business English Majors, Such as Short Teaching Hours and Many Contents, Outdated Teaching Methods, Etc. Because Literature Courses Are Highly Informative and Not Practical, and the Teaching Contents of Literature Courses Lack the Characteristics of Business English Majors, Business English Majors Lack Interest in Literature Learning. Therefore, It is of Great Practical Significance for the Article to Study the Current Situation and Ways of Teaching English and American Literature Translation for Business English Majors in Colleges and Universities.

## **2. The Necessity of Teaching English and American Literature Translation for Business English Majors**

### **2.1 Improve Students' English Language Level and Lay a Good Foundation for Other Courses**

Literature is an important way of language learning. In reading literary works, students can

accumulate a large number of vocabulary and understand the expressions of authentic English. Literature is the language of art. Through reading poems, plays and novels, students can enhance their reading comprehension ability, experience the writing style and writing characteristics of famous works, and improve their writing ability [4]. Business English translation is different from simple English-to-Chinese translation or Chinese-to-English translation. Qualified translators should have their own translation style and make the translation conform to the requirements of business English [5]. As for the professional knowledge of teachers, the enrichment of professional knowledge of teachers in English and American literature is manifested not only in language, grammar and vocabulary, but also in the promotion of literary theory. If today's business English is still following the old road of "emphasizing skills and neglecting humanities", the cultivation of compound, innovative and export-oriented business English talents is bound to fall far short of its original intention. The improvement of reading and writing ability lays a foundation for students to learn other professional courses, such as business English reading and business English writing. Therefore, in English learning, attention should also be paid to the style of business English translation, so as to enable students to master the translation of each style as much as possible, thus ensuring that the translated style can truly reflect its function.

## **2.2 Strengthen Cross-Cultural Awareness and Improve Students' Comprehensive Quality**

British and American literary works are rich in content and contain a large amount of western cultural knowledge, which is the epitome of western social culture. Most English words have more than one meaning. If you can only master the most common meaning of words, it will affect English learning and make business English translation be controlled within a narrow range [6]. However, compared with literary knowledge, business knowledge is more helpful and practical for them to choose a career in the future. Therefore, students will not spend too much time appreciating literary works. Different scenes and fictions of various characters in literary works make students deeply feel people's life style, customs and values under different social backgrounds. These cultural knowledge helps enrich students' extracurricular knowledge and enhance their cross-cultural awareness [7]. Judging from the actual situation, most of the knowledge in the field of business English involves mastering ready-made format texts (such as contracts, documents, invoices, business processes, etc.), while the actual business activities require a considerable proportion of knowledge at the cultural level. Although translation allows students to make contextual connections and associations according to the meaning expressed in the article, it is also necessary to make appropriate associations without changing the overall meaning of the original text, which must conform to the business environment and translation requirements.

## **3. The Current Teaching Situation of English and American Literature Translation Course for Business English Majors**

### **3.1 The Class Hours Are Not Balanced and Cannot Attract Students' Attention**

Business English majors pay more attention to the establishment of practical courses and the cultivation of students' language proficiency. Therefore, the curriculum is inclined to such courses as business English reading and business correspondence. Many people mistakenly equate translation teaching with the training of translators. Of course, it does not rule out getting translators out of the classroom. However, it should be clear that the purpose of English and American literature translation teaching for business English majors is to enable students to understand, understand translation theories and master corresponding skills [8]. The teaching task of English and American literature for business English majors is undertaken by teachers engaged in literature research. These teachers have solid knowledge of literature theory, but lack the necessary business knowledge reserve. On another level, the influence of English and American literature translation teaching activities on teachers' teaching ability is mainly manifested in the determination of teaching priorities, the formulation of teaching strategies, the supplement of teaching contents and other aspects. However, many teachers lack scientific and feasible programmatic teaching

implementation documents. The course teaching orientation and objectives are unclear, resulting in a strong blindness in teaching. British and American literature courses are mostly one-semester elective courses and are marginalized. At the same time, the content of the teacher's teaching is not consistent with the students' learning interests, does not reflect the professional characteristics of business English, and the teaching effect in the classroom is not obvious. Therefore, English and American literature teachers' own quality and teaching concept need to be improved urgently.

### **3.2 The Teaching Hours Are Short and the Content is Large**

The teaching content of English and American literature course covers a wide range, including famous writers and important works from Britain, America, Canada and other countries, which causes obstacles to teachers' teaching. Literature teaching not only refers to the appreciation of literary works, but also covers the explanation of literary history and related cultural background. The contents of translation textbooks for business English majors in many colleges and universities are patched together. Many contents are seriously out of step with the times and do not follow the principle of combining business English translation with practice. Business English major students have a strong spirit of pragmatism. They spend a lot of time and energy on their professional courses. If the teaching content cannot be scientifically grasped, teachers will explain literary knowledge in an all-round way, taking up more teaching time, and the depth of explanation is not enough, thus the final teaching task may not be successfully completed. The reason for this phenomenon is that the logical relationship of the courses is not considered, and the time required for theoretical knowledge and skills training of English and American literature translation courses is not carefully calculated, which leads to the confusion of the course teaching plan, which is not conducive to students' learning and affects the teaching efficiency. Business English courses focus on the basic skills required for international business activities. Business English course covers the basic principles and operations of business, and needs to combine business with English reading and writing organically.

### **3.3 The Method is Single and the Teaching Materials Are Outdated**

At present, the teaching materials used in teaching English and American literature are mostly outdated, mainly concentrated in classical writers and their works, while the works of modern and contemporary writers are few. Most of the teaching materials are divorced from real life and students are not interested in their study. A single teaching method. The classroom atmosphere is boring. Modern teaching methods and equipment have not been applied to translation teaching. Many teachers still use traditional teaching methods and tools. The current English and American literature teaching materials are mainly composed of literary history and selected works. The structure of the teaching materials is relatively single. The teaching materials lack the sense of the times and cannot keep pace with the times. Such teaching materials are not conducive to students' reading. The application of language requires not only the students' relatively rich cultural background knowledge, but also the promotion of language application skills combined with cultural background. The words and sentence structures of the selected works in the English and American literature textbooks are difficult and complex. Although these words and sentence structures can reflect the elegance and classics of the works, they are not conducive to students' learning and mastering. In addition, in order to complete the teaching task within the limited teaching time, teachers often use systematic teaching method to fill the theoretical knowledge. Students receive all kinds of information passively and are seriously disgusted with learning. There is relatively little time left for students to carry out translation training. The teaching task cannot be completed within the prescribed teaching time, the overall teaching goal cannot be achieved at the end of the semester, and it is difficult to improve students' English translation level.

## **4. Reform Measures of British and American Literature Curriculum for Business English Majors**

### **4.1 Changing the Teaching Concept of English and American Literature Teachers**

The Outline points out that through reading and analyzing English and American literary works, students' basic language skills and humanistic quality should be improved, and their understanding of western literature and culture should be enhanced. Only when English and American literature is related to business English can students be motivated to learn English and American literature. First, English teachers are encouraged to pursue a second major in business. In order to improve teachers' English and business knowledge; Secondly, through recruitment, part-time teachers with foreign trade background, business practice experience and English major background are employed. That is to say, the teaching practice of British and American literature should not only be analyzed from the teaching level, but also the specific teaching effect should be analyzed from the cultural communication level in combination with the background of cultural globalization. In view of the contradiction between more teaching contents and less class hours, teachers can delimit the scope of study for students in advance according to the important and difficult points of teaching, arrange thinking questions for key contents so that students can collect data and answer them themselves, and cultivate students' awareness of self-exploration and ability of self-study. English and American literature teachers should master certain professional business knowledge and focus on analyzing the chapters of the works that involve business theories and knowledge in the course of teaching, which can not only improve students' literary accomplishment, but also help students analyze business cases. Obviously, it is urgent to push forward and optimize the teaching methods of English and American literature in business English major.

### **4.2 Guide Students to Correctly Understand the Significance of Learning English and American Literature Courses**

An important goal of English and American literature courses is to promote the development of students' language skills. Under the background of globalization, English, as a language, is bound to be influenced by politics, economy, culture and other aspects in its use, and these influences are often reflected in literary works. In the process of classroom teaching, teachers can solve the outstanding problems encountered by students in the process of self-study, and then supplement and explain the knowledge points ignored by students according to the teaching points. Therefore, when selecting teaching contents, business English translation items should be taken as teaching contents, such as advertisement translation, business name card translation and trademark translation, etc. in order to improve the practicability and pertinence of teaching contents and to infiltrate translation theories and skills into translation practice. As a business English major student, it is not enough to only master basic English skills such as listening, speaking, reading, writing and translating, as well as international trade practices, international marketing and other international trade rules and skills. It is also necessary to have a high level of English learning and accept new knowledge. The basic goal of British and American literature should not be to train professionals to study English and American literature, but to provide students with an important platform to increase their life experience, enrich their knowledge of English and American culture, improve their literary aesthetic ability, consolidate their English foundation and expand their divergent thinking ability.

### **4.3 To Compile English and American Literature Textbooks with the Characteristics of Business English Major**

Textbooks are the basic basis for carrying out teaching activities, carrying out teaching reforms and realizing training objectives, the basis for teachers to prepare lessons and give lectures, and the carrier for students to learn. Language and business culture learning under the background of globalization has become the world trend. The cultivation of business translation talents who communicate with different cultures is becoming a crucial competitive strategy in the development of international trade. "Project-oriented teaching mode" is one of the commonly used teaching

modes for business English majors in China, which embodies the latest concept of professional foreign language education in colleges and universities. In order to solve the problem of outdated teaching materials, teachers can start with the students' English level, choose teaching materials that are consistent with their learning situation, guide students to understand literary works through teaching materials, and stimulate their interest in learning. In order to make it have more living space and development space, business English curriculum should combine business and English more scientifically and reasonably. In classroom teaching, teachers should not only teach literary knowledge, but also explain the skills of students in reading and analyzing works so that they can learn to appreciate literary works independently. Under the guidance of relevant teachers, the students read several classic works with the same level as each stage. The implementation method is based on reading experience, supplemented by text analysis, so as to realize the full penetration of English and American literature reading in the undergraduate teaching task of business English major. As an important part of the curriculum system for business English majors, the teaching materials for English and American literature courses should reflect the characteristics of business English majors, have strong practicability and pertinence, and serve the teaching objectives of business English majors.

## 5. Conclusions

British and American literature is an important part of the curriculum system for English majors. It plays a positive role in improving students' English language ability and literary accomplishment. Business English translation involves many disciplines and specialties. In college English learning, students are required to master the meaning of words, emotional translation of sentences, various stylistic expressions and attach importance to practical training on the premise of mastering the basis of business English translation. Therefore, effective ways should be taken to speed up the teaching reform of English and American literature translation course for business English majors in colleges and universities, to enhance the pertinence and practicability of English and American literature translation course teaching, and to strengthen the teaching of English and American literature translation from the aspects of teachers, teaching materials, teaching modes and teaching methods. Teachers of English and American literature should pay attention to selecting chapters, cases and scenes with business characteristics when explaining works, and try to introduce film and television materials adapted from classic works into classroom teaching. Thus, it can be seen that adding English and American literature courses to the curriculum of business English majors is an effective way to improve the cross-cultural business communication ability of business English majors and cultivate their humanistic qualities.

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