

Exploration of Training Approaches for Applied English Talents in the Context of New Liberal Arts

Wei Liu

Heilongjiang University of Foreign Languages, Harbin 150025, China.

Abstract: The reform of the training mode for English majors in the context of the new liberal arts is a dynamic process that conforms to social needs, continuously improves and optimizes. After a series of special investigations, this article proposes development ideas for the cultivation of English majors in local applied undergraduate universities based on the analysis of the demand for English majors' abilities in the job market. The aim is to solve the problems of unclear characteristics of English major talent cultivation in local applied undergraduate universities and weak competitiveness of graduates in employment.

Keywords: English Major; Application Type; Personnel Training

Introduction

In order to comprehensively promote the construction of new humanities, adapt to the new situation of higher education reform and development, and cultivate applied English talents with solid foundation, wide knowledge range, strong ability, and high quality, our school's English major conducted a series of special surveys on the quality of English professional talent cultivation from September to December 2021, aiming to adjust and accurately position the talent cultivation mode of local applied English universities, highlighting the characteristics of talent cultivation, Seeking new paths for the development of English majors in applied universities.

1. Analysis of the demand for English majors

Through research, the employers interviewed in this survey ranked the ideal graduates of English majors in local universities as having excellent foreign language knowledge and skills as well as applied professional knowledge (such as computer applications and online platform operations), solid professional knowledge and good English oral expression ability, excellent foreign language knowledge and skills+practical work experience in the application field, and the ability to use dual foreign languages Excellent foreign language knowledge and skills+theoretical literacy in language, literature, and cultural research fields (such as understanding of international legal provisions); Ranking of college students' English proficiency that employers value the most: comprehensive application ability, listening and speaking ability, translation ability, reading ability, and writing ability; Graduates use English the most in their daily work, including oral communication, translation, written (email) writing, and interpretation.

With the development of the Heilongjiang Pilot Free Trade Zone, the requirements of employers for English majors have gradually increased. In addition to the previous focus on humanistic literacy, proficient English language skills, professional knowledge of English language and literature, and other related professional knowledge, employers have also proposed that graduates should have a national awareness and international perspective, and have the ability to comprehensively develop their knowledge, abilities, and personality.

2. Basic principles of reform in cultivating applied English talents

2.1 Comprehensively carry out professional teaching courses on ideological and political education, and actively promote the implementation of the "Three Entries" work

While fully utilizing the main battlefield of ideological and political courses, we should also focus on the new model of the main battlefield of professional courses and the main team of professional course teachers. Keeping in mind the fundamental task of moral education in higher education institutions, internalizing moral education and cultivating talents into professional training goals, integrating ideological and political education into the curriculum, and integrating ideological and political content into English major classrooms.

2.2 Implementing the concept of "new humanities" and strengthening the importance of general education

The "New Liberal Arts" emphasizes disciplinary restructuring and the intersection of arts and sciences. The cultivation of English majors in application-oriented undergraduate universities should emphasize not only consolidating students' humanistic literacy but also expanding their horizons in natural sciences. Utilize methods such as increasing the proportion of general education and increasing the challenge of general education coursework to promote the deep integration of professional education and interdisciplinary studies. Emphasis should be placed on integrating elements of innovation and entrepreneurship, labor education, and aesthetic education into the teaching of English major courses, in order to enhance students' awareness of innovation and entrepreneurship, creativity, labor quality, and aesthetic education literacy, in order to achieve the goal of cultivating new talents.

3. Training approaches for applied talents in English majors

3.1 Improve the "English+" talent training model

English+" is an effective breakthrough for the development and cultivation of English majors in applied undergraduate universities. It provides opportunities for English graduates from local applied universities to overtake others in job competition.

3.1.1 "English+Humanities Literacy", Strengthening the Teaching of General Education Courses

The cultivation of applied English talents not only emphasizes the improvement of basic language skills, but also emphasizes the cultivation of humanistic literacy and cross-cultural communication skills. With the continuous deepening of globalization, global issues involve the understanding of global knowledge fields such as history, geography, humanities, and cross-cultural in relevant regions. Therefore, the cultivation of English talents should focus on offering general courses such as politics, culture, society and history, establishing a complementary and strengthened curriculum system between humanities knowledge courses and language skills courses, promoting students to interpret cultural phenomena in a foreign language environment, and encouraging students to tell Chinese stories in a foreign language. By combining various practical opportunities such as second classroom activities and practical training, we aim to cultivate outstanding international talents with "English+humanistic literacy".

3.1.2 "English+output", effectively enhancing students' practical abilities

In order to achieve diverse forms of English practical teaching activities and assist in the cultivation and improvement of students' practical abilities through the integration of industry and education, our school's English major students have created a "Student Practice Workshop" under the guidance of teachers, including a series of student studios and student clubs such as English newspapers and magazines, Shakespeare's Drama Troupe, and English News Center. All activities are organized with students as the core, and Chinese and foreign teachers closely cooperate and guide. At present, the student team has enhanced the students' practical ability and sense of learning achievement by realizing the production of English professional promotional films, several campus Shakespeare drama performances, the construction of English WeChat public platform, bilingual news release on the school's official account and other industry and education integration projects.

3.2 Integrating innovation and entrepreneurship education into professional education throughout the entire process of talent cultivation

Starting from the first year of university, we invite large and medium-sized enterprises, foreign-funded enterprises, and successful graduates of independent entrepreneurship with a certain level of popularity and a large number of graduates who are currently working to enter the campus. Through corporate culture lectures, entrepreneurship lectures, second classroom activities, career planning lectures, enterprise tours, winter and summer social practices, school enterprise cooperation courses, and other methods, enterprises can bring more specific and authentic workplace issues, practical cases, and cross-cultural scenarios into teaching, supplement departmental education and teaching, and fill the gaps in the process of education and management. Through four years of continuous entrepreneurship education, students can gradually develop a mature and sufficient understanding of their own strengths, career goals, and future plans during the learning process. And in the seventh semester, the major prepares students for graduation and job hunting by organizing them to intern and train in cooperative enterprises during winter and summer vacations, completing the final match between their previous abilities and job requirements.

3.3 Implementing the "Declaration on the Construction of New Liberal Arts" and Realizing the Dialectical Unity of Humanity and Instrumentality in Foreign Language Discipline

3.3.1 Revise Talent Training Objectives

Based on the analysis of job groups in the service outsourcing industry, cross-border e-commerce industry, and education and teaching positions, as well as the corresponding requirements for talent knowledge, skills, and quality, combined with the cross-border integration characteristics and education and teaching characteristics of the service outsourcing industry, the training objectives for English major talents are determined.

3.3.2 Constructing a four stage talent training model of "general education training, professional training, module training, and practical training"

General education includes the cultivation of humanistic literacy, as well as labor and aesthetic education, including general education courses and public basic courses; Professional training refers to the enhancement of language skills based on professional basic courses and core courses; Module cultivation refers to the integration of English with education and teaching, foreign enterprise services, and cross-border e-commerce, including skills courses related to service outsourcing, information technology, and education and teaching; Practical training refers to the process of students participating in enterprise professional or educational projects through school enterprise cooperation courses and off campus practical training, obtaining practical experience and professional qualification certificates to achieve career development courses.

4. Conclusion

A distinctive talent cultivation model is a basic requirement for higher education institutions in the construction of the new liberal arts, and it is also the necessary path for ordinary local universities to transform into application-oriented universities. The "New Liberal Arts" has given English majors the powerful wings of "English+", and "applied" has pointed the way for the development of English majors. Any change will inevitably experience some obstacles, but we believe that this change will bring new opportunities for the development of English majors in local applied universities.

References

[1] Feng G. A new round of education reform in English majors: review and prospects [J]. Foreign Language Journal 2016; (1): 12-17.

[2] Feng G. Grasping the spirit of national standards, identifying the positioning of schools, and highlighting professional characteristics - implementation suggestions for the national standards for undergraduate teaching quality of English majors in higher education institutions [J]. Foreign Language Journal, 2017; (1): 2-6.

Fund Project: Heilongjiang Province New Humanities Research and Reform Practice Project Project Number: 2021HLJXWP0109.