

ESP Learning Approaches and Strategies in Communication Development

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Abstract: With the deepening of the global economic marketization trend, various industries and fields have more frequent exchanges with foreign countries, and there is an increasing demand for colleges and universities to train specialized English talents. Therefore, ESP learning methods and strategies are particularly important in reading, speaking, listening, writing and viewing in communication development. This paper discusses ESP learning methods and strategies from reading, speaking, listening, writing, etc.

KeyWords: ESP; Communication; Learning Approaches and Strategies

1. Current situation of students learning ESP

ESP (English for Specific Purposes) is the opposite of EGP (English for General Purpose). It is a relevant English course designed according to a specific major, which not only involves language and linguistics knowledge, pedagogy knowledge, but also involves the professional knowledge of students, which is usually called professional English. Nowadays, business English, financial English, computer English, legal English, travel English and other professional English courses are common in the curriculum of many colleges and universities.

With the rapid development of science and technology and the global economic integration, the demand for compound talents who are proficient in professional knowledge and have strong foreign language ability is increasing day by day in various industries, which puts forward higher requirements and new challenges for colleges and universities. ESP teaching, as a complete teaching system integrating language and professional knowledge, requires students not only to carry out simple language learning, but also to acquire specific professional knowledge through language learning and apply it to practice. Carrying out ESP teaching in colleges and universities meets the current demand for English teaching. It can break the narrow knowledge structure of the original English teaching model, broaden students' horizons and ideas, and finally cultivate compound talents with language ability, professional ability and application ability. Nowadays, most colleges and universities have felt the whole society's desire for interdisciplinary talents, and have gradually begun to carry out ESP teaching in different majors. But ESP learning Approaches and Strategies in communication development are rarely seen^[1].

2. ESP learning methods and strategies

Learning needs is the basis for students to choose ESP learning methods and learning strategies. In other words, in the communication development, which learning methods and strategies students adopt all reflect some learning needs of students.

2.1 Reading

First, let's discuss ESP learning methods and strategies are particularly important in reading in communication development.

Judging from the actual work needs of college students after graduation, they need to find out the materials they need through extensive reading from a large number of professional and scientific materials, and then understand this part of the materials accurately and carefully, and obtain information from them. This puts forward higher requirements for college students, that is, to read as much foreign language materials as possible as quickly as possible^[2]. So fast reading comprehension has become the requirement of the times and the needs of the situation. Therefore, the purpose of ESP reading teaching is not to deal with exams, but to improve the speed and efficiency of reading, and to cultivate the ability to use language to communicate: that is, to cultivate the talents needed in daily work at the fastest speed and highest efficiency.

In order to cultivate students' reading ability, they need to read a lot of different materials. Because a lot of reading can expand their vocabulary and improve their comprehension. Students of different majors should choose some interesting books, newspapers and magazines

that are relevant to their specific subject and job field after graduation. When reading, students can use quick reading or skimming, which is a good way to get a brief idea or general idea. Throughout the reading process, students must be highly focused. In this way, they can understand the main idea, background and author's point of view of the article. Scanning reading refers to a specific detail or reading in an article, and students can obtain some detailed information in the article after reading. In reading, if students encounter a word that they don't understand, they can choose to skip it and continue reading. This will not prevent them from obtaining useful information. After reading, they can determine the meaning of the word according to the context, and then use the dictionary to find out the exact meaning of the word, paying particular attention to what the word means in this professional field. Then, make time every day to memorize these words^[3].

2.2 Speaking

Next, let's discuss ESP learning methods and strategies are particularly important in speaking in communication development. Civil Aviation Professional English is one of the courses I undertake. Now I will discuss with civil aviation professional English as an example.

The most important ESP skill that students need to master in their future careers is oral expression, because oral expression is used in every work field. Then, the factors that affect ESP oral English involve the following points: personality characteristics, psychological factors, and ESP professional knowledge are also all.

Usually, students should practice their spoken English a lot and practice it consciously. First, students should practice pronunciation and intonation. They usually listen to standard listening materials, and then perform follow-up and imitation training. Secondly, do more listening training. A large amount of listening input contributes to fluent oral output. Third, be sure to read aloud. Reading authentic English materials aloud can help students improve their sense of spoken English. Thereby, the students' oral English expression ability can be improved, and the effect of blurting out can be achieved. Finally, it is difficult for students to express themselves accurately. This requires them to accumulate and memorize a large number of vocabulary in their usual reading, especially the professional terms used in some specific occasions.

2.3 Listening

Thirdly, let's discuss ESP learning methods and strategies are particularly important in listening in communication development.

Some students say that they can't communicate well because they don't understand what the other person is saying. Therefore, listening is very important. Before listening practice, students should consider a few questions: What is the topic of the article they will listen to? What type of articles will they listen to? What do they know about the listening materials? What words can they think of on the subject of listening? The next thing to do is to relax and concentrate on listening to the material. In the process of listening, they don't need to understand every word, they can ignore the less important words, and grasp the key words and facts. In addition, be sure to develop listening while taking notes, which will help them understand and remember the listening materials. Students also need to pay attention to the voice and intonation of the speaker, which can help students understand what they hear^[4]. When students encounter difficulties while practicing listening, they can choose to listen to the material again. In the process of listening again, mark the places they don't understand, and then compare the text to find the correct pronunciation. So as to avoid making the same mistake again. What we are talking about above is intensive listening. In addition to intensive listening, students can listen extensively to some materials, such as news, songs, etc., and can watch English videos and movies. This is also a good way to improve their listening.

2.4 Writing

What's more, let's discuss ESP learning methods and strategies are particularly important in writing in communication development.

Writing is a significant and necessary skill for all students, and students studying ESP are no exception. Because ESP students will encounter all kinds of composition writing in the future career situation, such as writing procedures, writing business reports, writing instructions, etc.

Different types of writing in ESP have different writing formats, writing content and structure. No matter what kind of writing, students

should follow a scientific and systematic writing process. This includes some basic steps of writing, namely pre-writing, drafting, revising, proofreading and publishing. This series of steps helps students organize their thoughts and complete writing in an effective time. At the beginning of writing, a plan or outline is usually made. Then, the first draft will be written down. Next, revise the first draft, including revising the grammar, word spelling, word selection, etc., which makes the article clearer and more convincing. In their daily life, students should practice writing more, and then compare their writing with reference examples to find out the different usage of words, sentence structure, logical organization, and other specific details, and take notes where they can benefit from the comparison.

2.5 Viewing

Last but not least, let's discuss ESP learning methods and strategies are particularly important in viewing in communication development.

The ultimate goal of education is to serve the society. The school must adapt to the needs of society and cultivate talents who participate in exchanges and cooperation with countries around the world, participate in various academic conferences, understand foreign engineering and technical personnel speeches, communicate with foreign experts, and obtain information. ESP is different from basic English. The biggest difference lies in its unique vocabulary, special syntax and sentence structure. As a language, ESP has obvious professional connotations. It requires a combination of language skills training and professional knowledge in teaching. If ESP is placed in the category of linguistics, it is a language variant of English in different professional areas. The differences of ESP used in various disciplines are limited to individual grammar, vocabulary meaning and syntax. This shows that if students of public foreign languages have the accumulation of professional knowledge, they will have corresponding advantages in learning. Learning English related to their major will also stimulate their interest in learning and improve their critical thinking skills.

3. Conclusion

In short, ESP must not only cultivate students' language knowledge ability, but also cultivate students' practical language application ability. In the learning of ESP courses, students' learning goals are very clear, the content of learning is more professional, and the courses are very practical. Through learning, it can not only improve students' listening, speaking, reading, writing, translation, but also can improve the employment competitiveness of students after graduation, so as to become a compound talent required by the society.

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