REVIEW

Exploration on the Reform of English Teaching in Universities and Colleges under the Application-oriented Talent Training Mode

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	With the rapid development of the economy, China's economic form has also undergone significant changes. In this case, the requirements for talents are getting higher and higher. In the process of cultivating talents, schools must constantly change their educational concepts and cultivate more application-oriented talents for the society. In this context, the reform of university and college English is of great necessity. Based on the importance of application-oriented talent training, this paper analyzes the current situation of English teaching in universities and colleges under the application-oriented talent training mode, and puts forward some specific measures for the reform of English teaching in universities and colleges.

1. Introduction

At the National Education Conference, General Secretary Xi Jinping emphasized that it is necessary to improve the ability of educational services to develop economic and social development, focusing on cultivating innovative, compound, and application-oriented talents. In recent years, all universities and colleges in China have been gradually exploring to cultivate application-oriented talents as the main goal, so that their students can meet the requirements of society.

2. The Importance of Application-oriented Talent Training

Since the reform and opening up 40 years ago, China has established a complete economic system and has become the most abundant country in the world. China is a veritable manufacturing power. Although China's economic development has made significant progress, China's industrial technology needs to be improved. For a long time, China has relied on the production of low-end products and cheap labor. However, if it has been providing low-end products and services, it will reduce China's competitiveness in the international market, which is not conducive to the sustainable development of the Chinese economy. To this end, China needs to move from a manufacturing power to a manufacturing power, from low-end products and services to high-end products and services, which requires a lot of excellent talents. Cultivating application-oriented talents has become a demand for the development of the times.

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Nowadays, the world economy is becoming more and more integrated, the level of science and technology is getting higher and higher, and the social division of labor is more detailed. This requires more specialized and integrated talents to enter the market in order to meet the demand for social talents. Therefore, in school education, it is necessary to cultivate practical talents, paying attention to the practice of students, so that they can apply theoretical knowledge to specific practices, and thus meet the needs of society for talents. The current competition between countries is essentially the competition between talents and technology. The Chinese economy needs to continuously develop application-oriented talents from all walks of life, from extensive to intensive and profitable, further improving the level of various industries in China[1].

3. The Current Situation of English Teaching in Universities and Colleges under the Application-oriented Talent Training Mode

3.1 Teaching Concepts and Teaching Mode

Teaching concepts and teaching models will greatly affect the teaching effect. Although most of the colleges and universities have achieved certain results in the reform of English teaching, they have accepted the "people-oriented" teaching concepts, but in actual teaching, they have not been well implemented. In the classroom teaching, the textbook is still the center. The teaching is implemented according to its own teaching plan and technology. It pays attention to the students' vocabulary teaching and grammar teaching, neglects the students' application practice, and is not conducive to the cultivation of students' English communication ability. In the classroom, the teacher's explanation is dominant, and there is less interaction between the students. At the current stage, new teaching modes such as mixed teaching mode and flipped classroom teaching mode have appeared in the teaching, but its application in the university and college English classroom has not been fully implemented, which makes it difficult for students to effectively improve their English practical ability. In addition, some institutions have introduced a large number of young teachers. However, influenced by his old teachers, he has not been able to introduce innovative teaching models in teaching, focusing only on student achievement, but neglecting the cultivation of students' application ability. To this end, teachers need to recognize their own deficiencies, constantly update their teaching concepts, innovate teaching models, and strengthen the cultivation and attention of students' English proficiency in order to make students gradually become application-oriented talents.

3.2 Teaching Objectives and Curriculum Setting

Teaching objectives and curriculum setting directly affect the English teaching in universities and colleges. From the actual teaching situation of most institutions, the English course in universities and colleges has always been considered a basic course. Both the teaching objectives and the curriculum setting are designed to require students to master the basic knowledge and skills of English, and do not meet the individual needs of students. The curriculum setting tends to be relatively simple, which greatly affects the implementation of students in accordance with their aptitude, and it is difficult to enhance students' enthusiasm for learning. Moreover, the content of English textbooks is not enough to keep pace with the times. It is difficult for students to get in touch with the hot issues and popular factors in the process of English learning, which will have a certain impact on students' English application ability. In the process of English teaching in universities and colleges, more is the dissemination of English knowledge, which neglects the updating of teaching content and the development of society. As a practical and applied discipline, English is very necessary to be proficient in practice, but it is obvious that it is not done well in English teaching. In addition, most colleges combine English teaching with the four or six exams. The curriculum teaching is tentative, and the practicality of students' English is not fully considered.

3.3 Teaching Means and Methods

With the development of multimedia technology, multimedia technology has gradually begun to be used in teaching. The application of multimedia in teaching can not only vividly display English knowledge, enrich the teaching means and methods, but also further enhance students' English practice ability and enhance students' initiative. However, with the long-term application, multimedia teaching has also exposed some shortcomings. Teachers will do the courseware in advance and use multimedia equipment to display them in the classroom. In this process, students tend to pay more attention to the courseware, but ignore the teacher's explanation. In the long run, the students' enthusiasm will be worse and the curriculum atmosphere will not be active[2]. In addition, in college English teaching, the method of large class teaching is generally adopted. The number of classrooms is large, and some teaching activities are difficult to carry out. The traditional teaching mode is more conducive to the control of the classroom. Constrained by teaching means and methods, the effect of college English teaching is not particularly ideal, and further improvement is needed.

3.4 Faculty and Teaching Team

Teacher construction plays an important role in teaching. At present, the faculty and teaching team of most colleges and universities still need to be improved. In some institutions, university and college English teachers are mainly young teachers, and the number of higher-level teachers is small. The quality of teaching teams still needs to be improved. In addition, the heavy teaching tasks and work have deepened the burden of young teachers to a certain extent, and have certain obstacles to the improvement of teachers' self-service level. Moreover, teachers have fewer opportunities to practice communication, and some teachers have not participated in the practice exchange activities, which leads to the teacher's own English practice is not high, which will hinder the cultivation of students' practical ability.

4. Specific Reform Measures for English Teaching in Universities and Colleges under the Application-oriented Talent Training Mode

4.1 Update Teaching Concept

Developing application-oriented talent requires constant updating of the teaching concepts to adapt it to the needs of social development. Under the application-oriented talent training mode, university and college English teaching needs to achieve integration of production and education, school-enterprise cooperation. In the report of the 19th National Congress of the Communist Party of China, the "integration of production and education, school-enterprise cooperation" is the core concept of training application-oriented talent, and it is also the basic institutional arrangement for national education reform and human resource development. The cultivation of application-oriented talent is inseparable from the enterprise, especially in the current rapid development of the market economy. It is inseparable from the enterprise to cultivate talents. The same is true for English teaching. English itself is an application-oriented learning. The purpose of learning English is not only to let students master the corresponding grammar knowledge, but more importantly, the use of English. At present, many Chinese companies are involved in export trade, and it is very necessary to learn to communicate in English. English teaching in universities and colleges should be combined with the English application of the company to further enhance students' English application ability. In addition, with the development of the Internet, personalized education has gradually become the requirement of the times, and personalized education is the requirement to cultivate application-oriented talent.

Application-oriented talent focuses on cultivating innovative spirit and entrepreneurial ability, while innovation and thinking are a kind of individualized thinking. It is easier to stimulate students' innovative spirit through personalized education. To cultivate application-oriented talents in English teaching in universities and colleges, it is necessary to constantly update the teaching concept, keep up with the trend of the times, and keep pace with the times[3].

4.2 Innovate Curriculum System

"The Teaching Guide for English Teaching in Universities and Colleges" clearly states that the goal of university and college English is to develop students' English application ability and improve their language communication skills. English plays a key role in the future life and work of students. Learning English is critical to the future growth of students. The English teaching in universities and colleges based on application-oriented talent should always adhere to the principle of "student-oriented, employment-oriented", to further improve the curriculum system of English teaching, and the curriculum setting should be overall and comprehensive, with English language knowledge, English application ability and intercultural communication ability as the core, developing English-based foundation courses, intensive skills courses, expand elective courses, and offer professional English courses to cultivate application-oriented talents.

4.2.1 Consolidate Basic Courses

Language knowledge is the foundation of language teaching. Before learning any language, you need to learn the language first, only mastering good language knowledge can better master language skills. Language knowledge is the foundation of practice. Without the accumulation of language knowledge, it is impossible to produce effective English communication. For application-oriented talent training, a solid foundation is critical, and English applications require a wealth of knowledge. To this end, in college English to strengthen the integration of the basic curriculum, first of all to improve students' mastery of English basic knowledge, highlight the application of language teaching, and constantly consolidate the students' English foundation, in order to better enhance the daily application ability of English

4.2.2 Strengthen Skill Courses

Improving language skills is the goal of learning linguistic knowledge. Application-oriented talent aims to develop students' English application ability. The purpose of learning

English is to let students learn to communicate in English[4]. To this end, in the teaching process, it is necessary to continuously improve the teaching methods, pay attention to the cultivation of students' skills, further enhancing students' ability to listen, speak, read and write, especially the ability of students to listen and speak. A very common phenomenon in Chinese English teaching is "dumb English". Most students only master the skills of reading and writing, but cannot communicate in English, and they cannot understand what the other party is saying, which has greatly limited the use of English. Therefore, in the teaching process, teachers should not only pay attention to students' literacy skills, but also cultivate students' listening and speaking ability, so that students can truly apply English to life and further enhance students' language application ability.

4.2.3 Expand Elective Courses

The basic course is to combine the majority of students' English learning. For application-oriented talent training, it is necessary to expand the elective course to improve students' English application skills and comprehensive cultural quality. The elective course is carried out with the aim of broadening the knowledge and skill level of the students. Usually, the setting of elective courses can be divided into two aspects: English language and literature and English language individual skills. English language and literature can set relevant content according to students' interests and hobbies, thereby enhancing students' interest in English learning and motivating students' enthusiasm for learning. At the same time, rich and diverse teaching methods can greatly enhance students' satisfaction.

4.2.4 Establish English Courses for Specific Purposes

The practical application of English is very wide. In order to meet the market demand for talents, schools should set up special-purpose English courses with school characteristics according to market development and talent training requirements, so that the school's talents can meet the needs of the society. The special-purpose English course combines English knowledge and professional knowledge to set the corresponding English content with specific professional conditions, highlighting the use of English as a tool to better promote the learning characteristics of non-English majors[5].

4.3 Adopt a Variety of Teaching Models, Teaching Methods and Means

To cultivate application-oriented talents, it is necessary to break the traditional English teaching mode in college English teaching and continuously innovate teaching methods. We must always adhere to the "student-centered", give full play to the main position of students in the classroom, and mobilize the initiative of students. In the teaching process, the new teaching mode such as multimedia teaching mode and flipping teaching mode is combined with the traditional teaching mode, and a variety of teaching modes are used according to the teaching content. Through a variety of teaching modes, students' enthusiasm and enthusiasm for learning can be greatly enhanced, and the teaching effect can be improved. The application of a diverse teaching model is designed to enhance students' English proficiency. There is also a need to continuously improve the teaching methods and means, the traditional "vocabulary——text——practice" approach, this kind of teaching method focuses on the mastery of the students' language knowledge, not the application, and cannot meet the requirements of application-oriented talent training. To this end, in the teaching process, according to the needs of students, the use of a variety of teaching methods, such as case-style, heuristic and other teaching methods can greatly enhance students' interest, which enables students to proactively explore knowledge rather than passive acceptance. At the same time, it is necessary to make full use of multimedia technology[6].

4.4 Strengthen the Construction of Teaching Team and Improve Teachers' Teaching and Research Capabilities

Teachers play a key role in college English teaching. Improving the comprehensive ability and business level of teachers has greatly promoted the cultivation of application-oriented talents. To this end, colleges and universities need to strengthen the construction of teachers, further improve the teacher's level of teachers, regularly train teachers, and arrange teachers to go out for further study and participate in teaching and research activities. Through various means and methods to guide students to develop their own majors, and to cultivate application-oriented talents as their own teaching objectives, constantly try new teaching theories and methods, and actively explore the teaching models and methods of application-oriented talent training.

5. Conclusion

Developing application-oriented talent in university education is a requirement of social development, and students need to apply theoretical knowledge to practice. In the university and college English reform, the application-oriented talent teachers must first change their own concepts, con-

stantly innovate teaching methods, improve the curriculum setting, improve students' English proficiency, and have certain English communication skills to meet the needs of the society. At the same time, the school also needs to strengthen the construction of the teaching staff, improve the professional level of teachers, and lay a good foundation for the cultivation of application-oriented talents.

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