

Analysis on the Innovative Mechanism of Business Russian Teaching in Chinese Colleges and Universities

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Keywords: Business Russian, Teaching reform, Innovation mechanism

Abstract: Improving business Russian teaching is becoming more and more important for China's trade activities with Russia. This paper makes an in-depth analysis of the problems in curriculum setting, teacher training and teaching methods in business Russian teaching. On this basis, it puts forward targeted teaching reform measures. I hope that through the analysis of this article, it will help to improve our business Russian teaching.

1. Introduction

With the deepening of Sino-Russian relations, the trade volume between China and Russia is growing at a rate of 10% per year. In this context, business Russian has become a hot topic in foreign languages, and the teaching problems related to business Russian have become the focus of experts and scholars. With the increasing demand for business Russian talents in the market, the teaching of domestic Russian majors has been adjusted accordingly, and the cultivation of composite business Russian talents has become the consensus of the Russian community. Many universities have set up business Russian or business Russian, and it is extremely urgent to cultivate a composite business Russian talent. Although many universities in China that offer business Russian courses continue to improve teaching methods, compared with more mature subjects, business Russian as a new subject, lack of experience, there are many deficiencies in all aspects, such as the irrational course system. The problems of outdated teaching methods and insufficient teachers are becoming more and more obvious and cannot meet the needs of social development. Therefore, this paper analyzes the mechanism of business Russian education in colleges and universities in China and proposes improvement measures. The structure of the article is as follows: The first part analyzes the current situation of business Russian teaching in China, the second part points out the problems in business Russian teaching, and the third part puts forward suggestions and measures.

2. Business Russian and Business Russian Teaching

2.1 Business Russian

The Business Russian Course is an important measure for foreign exchanges to promote China's trade cooperation with Russia and promote China's better internationalization. Students who are proficient in business Russian professional courses should have broad development space in Russian foreign trade. At present, many colleges and universities in China, especially language schools, have established business Russian courses. Business Russian teaching has become an important part of improving the quality and efficiency of business Russian education. The beginning of the popularization of business Russian in China began in the late 1980s. Since its development, many colleges and universities have opened business Russian majors. Since 2011, the call for accelerating the transformation of local universities into applied technology schools has been growing.

Business Russian is a classification of Russian learning. It is a multidisciplinary and comprehensive discipline involving economics, finance, management, law and many other disciplines. In a narrow sense, business Russian belongs to the category of applied linguistics, that

is, Russian used in specific business activities. Broadly speaking, business Russian involves all aspects of international business activities such as business negotiation, international transportation, insurance, international payment and settlement, arbitration, and overseas investment. In the past, our focus on business Russian teaching was too much about its linguistics itself, such as grammar, sentence patterns, and sentence education. That is to say, students have the knowledge of language with special purposes, but they do not have the real professional knowledge and ability to adapt to the needs of society. However, the ultimate goal of business Russian teaching is to use it. It should focus on strengthening the application of business Russian in international communication and business communication, and work hard to cultivate professionals with language knowledge, international communication management skills and other comprehensive business knowledge. Linguistic knowledge is the connotation of business Russian, and the ability of language communication related to linguistic knowledge is its extension. The relationship between the two is that the connotation is the foundation and the connotation is the extension service. Having a solid language knowledge is an indispensable ability to become an excellent business foreign language talent. The cultivation of business Russian talents is ultimately for the smooth progress of business activities and the purpose of business activities. Only by combining the two organically, finding the reasonable and effective development model of business Russian is the ultimate goal of business Russian teaching reform.

2.2 Business Russian teaching orientation and curriculum design

In recent years, China's economy has continued to develop rapidly and has become more and more frequent trades with countries in various fields. In particular, Sino-Russian trade has shown an upward trend in recent years, and the annual trade volume between China and Russia has reached more than 40 million. Therefore, Russian has also become hot since more than a decade ago. Russian learners are becoming more and more aware of the important role of business Russian. Colleges and universities in business Russian teaching also pay more attention to the penetration of business knowledge. Business Russian includes two aspects: professional theoretical basic knowledge learning and business professional knowledge learning. The curriculum should also include both Russian theoretical basic knowledge and business professional practical skills. In addition to changing the traditional Russian learning concept, Russian teaching should also be supported by an advanced curriculum system. Learning business Russian courses should combine theoretical learning with practical application. Therefore, in teaching, teachers should keep pace with the international trend, pay attention to grasping the new tasks, new forms and new requirements in the international business Russian foreign trade exchanges, and always pay attention to the most advanced research results of the most advanced and applied to business Russian. In the course of the curriculum, we strive to cultivate high-level, high-employment graduates who can achieve employment standards in both written and verbal terms.

The fundamentals of business Russian teaching are cultivating talents. Therefore, in the training of business Russian talents, business Russian professional teachers should combine with the curriculum and improve the talent training mode. In teaching, we should pay attention to actual combat when cultivating business-type Russian talents, avoiding the influence of students' employment because of too broad business knowledge, disconnection between theory and practice, and low professional ethics. In terms of teaching mode, business Russian teachers should always pay attention to business and market needs, and take every opportunity to provide students with business practice opportunities. It is necessary to organize students to conduct simulated business practice in the classroom so that the teaching methods and contents can be most effective and practical. Only in this way, the business Russian talents cultivated will be the most competitive talents in Chinese and foreign enterprises. In terms of teaching materials, business Russian professional textbooks must have the unique characteristics of the profession. At the same time, they will introduce more examples of business negotiation between major domestic and international companies, as students will expand their reading materials and broaden their knowledge. In addition, colleges and universities should pay more attention to the training of

business skills, enrich the business theory and practical knowledge of teachers and students, and master the first-hand business practice materials.

3. Problems in business Russian teaching

The problems in business Russian teaching mainly include problems in curriculum system setting, teacher strength, teaching methods and so on. Specifically, first, the business Russian major is emerging soon, and its curriculum is still at the stage of exploration, and the current curriculum system in China needs to be improved. In the professional curriculum, the proportion of basic language knowledge teaching is greater than that of business knowledge teaching, and the proportion of cultural nationality courses is too low, which leads to the emergence of “heavy language, light culture”, “heavy language, light business”. Therefore, a reasonable curriculum must be carried out within the framework of the training objectives. Second, the business Russian language teachers are obviously insufficient. At present, most of the business Russian courses in colleges and universities are taught by Russian language teachers. However, although most of these teachers have a solid knowledge of Russian language and cross-cultural communication, but because of insufficient exercise in practice, they often lack international business knowledge, leading to heavy language and light business in the teaching process. Thirdly, in terms of teaching methods, in the process of business Russian teaching, teachers mainly explain, mainly adopting teaching methods that explain vocabulary, grammar and sentence patterns as the main content, which deviates from the training goal of business Russian majors. Seriously affected the teaching effect. Fourth, the proportion of oral teaching is low. Business Russian is an applied discipline and oral training must be strengthened. However, the actual teaching situation is that the proportion of teaching hours in business Russian is low, which leads to students no matter how big the vocabulary is, how good the grammar is, not to say, can not say, and other international languages that seriously affect normal. Communication and business cooperation.

4. Innovative methods and countermeasures for improving business Russian teaching

In view of the problems in business Russian teaching, it is necessary to strengthen the reform of business Russian teaching, starting from the curriculum system, teaching methods, teaching concepts and personnel training mode to improve the teaching effect.

1) Optimize the curriculum and curriculum. Curriculum is the basis for cultivating students' knowledge and abilities. Only a scientific and rational curriculum system can produce qualified composite business Russian talents. The business Russian curriculum should be market-oriented, with the goal of cultivating practical business Russian talents, and rationally arrange the curriculum system and school hours allocation. In the curriculum setting, we must fully consider the employment direction of the students. The content of the course fully considers the practical needs, pay attention to the timeliness, focus on expanding the employment field of students, and improve the market competitiveness of students. In the lower grades, we should pay attention to the teaching of basic knowledge of language and cultivate students' ability of listening, speaking, reading and writing. In the teaching, we should properly arrange the teaching of Russian society, culture and national conditions so that students can understand Russia's political, economic, cultural, historical and other national conditions, and stimulate students' interest in learning Russian. When designing the syllabus, it is necessary to arrange the curriculum according to the three aspects of language ability, business skills and comprehensive ability. In the business language ability, business English, business letter writing, business Russian reading and other courses should be established to improve the students' comprehensive language skills. In the development of students' business knowledge and abilities, courses in international trade practice, international business law, and e-commerce should be established. In terms of comprehensive capabilities, it is possible to offer practical courses such as business Russian negotiations, customs practice, and business documents.

2) Improve business Russian teaching methods. The business Russian major differs from the ordinary Russian linguistics major in that it requires both practitioners to have a high level of

language proficiency and a practitioner who has the comprehensive ability of business theory knowledge and practice. We must constantly reflect and innovate in teaching methods and methods. First of all, we must carry out reforms and innovations in the classroom teaching methods, change the traditional teaching methods of teachers as the protagonists of the classroom, and make the teaching methods flexible and changeable according to the type of courses. The lower grade students are an important stage for cultivating students to speak Russian. The Russian classroom can use the communicative teaching method and the interactive teaching method to cultivate students' ability to listen, speak and communicate in classroom teaching. In addition to the use of communicative and interactive teaching methods, students of different stages should also use the situational teaching method, multimedia teaching method and so on. Teachers can set up specific situations and conduct student business simulation training to train students' language and adaptability. For the course of business theory and practice, the teaching methods such as the case teaching method and the simulation training method should be used. The case can be interspersed in the process of teaching the theory, and the boring theoretical knowledge can be easily understood and vivid.

3) Strengthen business Russian practice training. Business Russian is a highly practical subject, and practical training is an important means of learning business Russian. Business Russian teaching must adhere to the principle of combining extracurricular and extracurricular, combining school and school, and combining domestic and foreign, and integrate practical teaching into business Russian teaching. In teaching, we must not only work hard in classroom teaching, but also transform students' professional knowledge into working ability to find an important place for practice. Teachers should actively organize students to participate in various economic and trade activities, maintain communication with foreign trade units, and timely understand the needs of the Russian language talents. On the one hand, they can test the language and professional knowledge of students, on the other hand, they can increase the experience of students and broaden the students' experience. Eyes. We must proactively build a business Russian professional internship platform for students and establish a stable practice base to ensure the training of qualified business Russian talents.

4) Increase the strength of teacher training. Teachers play a leading role in teaching activities, and having a high-quality teaching team is a prerequisite for cultivating compound business Russian talents. Especially for application-oriented majors such as business Russian, the knowledge structure and teaching ability of teachers directly affect the quality of talent training. In view of this, colleges and universities should organize professional knowledge training for business Russian professional teachers, encourage teachers to go out, participate in research and practice, and improve the teacher's "foreign language + professional" "theory + practice" knowledge structure. In terms of specific practices, teachers with international business background or experience in international business operations can be hired as teachers in relevant courses to inject fresh blood into the teaching staff. At the same time, it is also possible to strengthen the original faculty construction of the school, and require relevant teachers to learn international business knowledge and achieve teaching and learning.

5. Conclusion

At present, China's demand for compound talents who are familiar with both international business knowledge and Russian proficiency are increasing. However, after the analysis of this paper, it is found that the curriculum of business Russian majors in many universities in China is unreasonable. Students often only master the Russian language of economics and trade, or know some simple theoretical knowledge such as international trade terms, but the real business activities involve Theoretical knowledge and practical skills are seriously inadequate, which makes it difficult for students to meet the market demand for high-end business Russian talent. Therefore, in order to improve the quality of business Russian teaching in China, it is necessary to add practice and cultural education to the curriculum system. In the teaching method, more use of the situational teaching method and other teaching modes that have practical application value for students, and

the cultivation of teachers' comprehensive ability. Work hard and cultivate a group of business Russian talents with practical ability and knowledge ability to make greater contributions to China's economic development.

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