

# Research on the Cooperative Development of Higher English Education and Regional Economy Based on the Analysis of Linguistic Economics

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**Abstract:** Foreign language education policy and planning are closely related to the overall situation of China's education work. In the current college English teaching process, we must rationally analyze the basic purpose of College English learning according to the basic rules of market economy development, further promote the rationalization of the economic value of language and the allocation of educational resources, which will effectively enhance college students' self-awareness and learning ability. Therefore, modern college English education can not only aim at the acquisition of language knowledge, but should focus on economic construction and market demand. From the perspective of the coordinated development of regional economy, this paper analyzes the current situation and existing problems of foreign language teaching in Chinese universities based on the theory of language economics. Through the research on the impact of college English talent training on the coordinated development of regional economy, this paper puts forward the training strategy of foreign language professionals in colleges and universities.

## 1. Introduction

With the development of global economic integration and regional economic synergy, English education is of great significance to the development of regional economic synergy. The cultivation of compound foreign language talents that can be combined with the coordinated development of regional economy and can serve the coordinated development of regional economy has become people's Consensus [1]. As an important branch of theoretical economics, language economics has a great influence on the development of social economy. Among them, language economics uses economics as an entry point to conduct in-depth analysis of language and language as a basic variable. English is not only our communication tool, but also with our high frequency use, reflecting its own economic value, to a certain extent, it is of great significance to the development of regional economic synergy [2]. From the perspective of social needs and personnel training itself, the current foreign language education in China is still "extensive", and the problem of monotony of foreign languages is quite serious; regional differences and urban-rural differences are widespread. From the perspective of social needs and personnel training itself, the current foreign language education in China is still "extensive", and the problem of monotony of foreign languages is quite serious; regional differences and urban-rural differences are widespread [3]. At present, there is a growing demand for applied and internationalized talents with intercultural communication competence, high-quality and complex knowledge structure in the market. It has become a common understanding to train applied English talents who are integrated with the coordinated development of regional economy, possess not only profound knowledge in a certain professional field, but also good ability of foreign language expression.

## 2. The Basic Connotation of Language Economics

### 2.1 The Generation of Linguistic Economics

Linguistic economics is a discipline that systematically explores the relationship between language and economy by means of quantitative and qualitative analysis. This concept was first

proposed by Jacob Marschak, a professor of economics at the University of California, Los Angeles, the pioneer of information economics, in 1965 [4]. It systematically explores the relationship between language and economy by means of quantitative research and qualitative analysis, applies the theories and methods of economics to the study of linguistic variables, and also studies the relationship between language and traditional economic variables. He holds that the “optimization” of economics and language has a close “cost-benefit” relationship and plays an important role in the field of modern economic activities and information [5]. On the basis of absorbing the results of human capital theory and educational economic research, the methods of quantitative analysis and qualitative research are used to deepen and develop the depth and breadth of research, so that the relationship between language and economy is gradually systematic and theoretical. The important content of language economics is: based on the close relationship between the explicit and implicit content of economics and the optimization of language exploration, the analysis of the value, utility, cost and benefit of the essential factors of economics, And discuss their relationship [6]. Applying the basic concept of human capital to language research lays a foundation for language economics theory and provides a new perspective for language teaching research.

## **2.2 The Economic Value of Language**

With the acceleration of globalization, English has become a common language form in people's daily life. In order to further meet the basic needs of future social development for talents, it is necessary to speed up the reserve of foreign language competence resources so as to obtain certain indirect economic benefits. From a macro point of view, the economic value of language is the actual use status, frequency, language change, people's evaluation of language and the resulting language policy in different periods of social and economic life. It promotes production, is the main factor of production growth, and is also a kind of capital with economic value [7]. Defining language as a human capital is an initiative of language economists. Strengthening the analysis of language value can further enhance people's understanding of language, change the traditional language research model, simplify and authenticate the complex and difficult language research results in the past, and finally accurately reflect the interest-driven mechanism formed on the basis of language learning. From a microscopic point of view, the economic value of language is the kind of belief effect produced by the ideographic function of language in people's minds. Therefore, under the effect of this effect, people make some corresponding economic behaviors, and this kind of pay The behavior just meets the user's expected needs [8]. Economic development plays a decisive role in the formation of language in human society. Take the United Kingdom and the United States as examples. In the last two centuries, the leading position of the United Kingdom and the United States in the world economy, culture and military made English an international language, so the language Learning is an important means and link in economic development.

## **3. The Impact of College English Education on the Cooperative Development of Regional Economy and Its Current Situation**

### **3.1 The Influence of College English Education on the Coordinated Development of Regional Economy**

Colleges and universities are the cradle of cultivating talents. Higher education promotes the coordinated development of regional economy by cultivating high-quality talents, developing science and technology, and creating an excellent cultural environment to influence the regenerative elements of coordinated development of regional economy. The coordinated development of regional economy has attracted more and more foreign businessmen to the region, which has led to the growth of demand for foreign language talents. Strengthening foreign language education in the region can expand the introduction of foreign investment. The coordinated development of regional economies has attracted more and more foreign businessmen and tourists to the region, and the demand for business, management, training and tourism related to foreign languages has been growing. Strengthening foreign language education in the region can enhance regional economic

and trade development and expand foreign investment. Through the systematic study of foreign languages, we can have a deep understanding of the cultural background of other countries, understand the business rules and trade habits, so as to facilitate the smooth development and expansion of foreign trade economy. Foreign language education can bring relevant foreign language talents to the market, promote foreign exchanges, facilitate the diversified development of the market, and facilitate the introduction of foreign capital, learning advanced management and technology. Education is a long-term process. Once a policy is implemented, it will inevitably play a role in a long period of time. Changing the policy in the middle is a meaningless toss, resulting in waste of resources, especially in a big country like China. In the process of foreign language teaching, we should not only attach importance to students' external motivation in foreign language learning, but also help students discover their own internal motivation. Only in this way can we better stimulate students' enthusiasm for learning English and promote the sustainable development of College English education.

### **3.2 Current Situation of English Education in Colleges and Universities**

From the perspective of educational concept, English education in various universities is divided into professional and non-professional levels, which fundamentally determines the fundamental difference between the two levels of education mode and curriculum setup. English education needs to create some simulated language environment, input communicative life language, so that students can use popular and practical spoken language in a certain context. Traditional English majors in local undergraduate colleges pay more attention to the basic skills courses, but neglect the professors of professional knowledge and skills practice courses. Some traditional professional courses such as language and literature are still the dominant courses in the curriculum of professional knowledge. The non-English majors of college English courses mainly adopt a unified two-year basic teaching mode. The use of unified textbooks and unified class hours is mostly based on the fourth and sixth grade exams. At present, many scholars believe that the current domestic over-emphasis on English education, while ignoring the education of Chinese native language, also ignores the education of other foreign languages. In other words, the phenomenon of “learning and disjunction” occurs in English education. It only emphasizes the four basic skills training of students, namely listening, speaking, reading and writing, and whether it is effectively applied to the work of enterprises to solve the actual situation. There are still big questions about the problem.

## **4. Requirements for College English Education from the Coordinative Development of Regional Economy**

The embodiment of the economic value of language requires us to dynamically adjust the timely changes of the system according to the specific conditions of social and economic development. We should plan our foreign language education policy from the perspective of national security and long-term development. It will form a good situation for the scientific development of foreign language education and the effective training of foreign language talents. Let people rationally decide to invest in foreign language learning. In this context, people's understanding of language has changed, and language is no longer merely regarded as a symbol of national identity, but also gives language a new value. Language is no longer merely seen as a symbol of national identity, but also gives language a new value. According to the realistic requirements of social and economic development, combined with the actual needs of the coordinated development of regional economy, we must further improve college English education with the diversified market orientation to achieve the dual value of English both inside and outside.

### **4.1 Changing Educational Ideas and Promoting Colleges and Universities to Become Market Subjects**

College English education should, in accordance with the mechanism and requirements of market operation, formulate corresponding school system and standards in accordance with the needs of the coordinated development of regional economy and the actual level of students, and

carry out independent education so as to change the “one-size-fits-all” system as far as possible. Local undergraduate colleges and universities should be positioned to meet the needs of coordinated development of local regional economy. Before formulating the goal of talent cultivation, we should conduct a practical investigation on the demand of foreign language talents for the coordinated development of regional economy. We can also refer to the relevant information of local trade associations on the trend of industry development and the demand for talents. Because different regions have differences in all aspects, these differences also determine the different starting points and levels of education to a certain extent. Only by combining school education with regional talent demand can we better train special talents who can promote regional development. In addition, basic education should be the focus of college English education in the process of college English teaching. The basic education in the university education stage will also directly affect the cost of English education. It is necessary to identify, measure and compare the costs and benefits of existing foreign language education resources, make overall plans, and strive to explore a path of foreign language education that truly conforms to China's national conditions and talent development plans. Through systematic study of foreign languages, you can gain a deeper understanding of the cultural background of other countries, be familiar with international business rules and trade habits, and facilitate the smooth development and expansion of the foreign trade economy, thus driving regional economic development.

#### **4.2 Adhering to English-based Curriculum in Colleges and Universities**

Whether it is for English majors or non-English majors, English courses should run through the whole process. Basic English courses, such as oral English, listening, intensive reading and extensive reading, are the cornerstones of students' acquisition of English practical and communicative competence. At the same time, English culture and literature courses can be offered in the basic courses. By comparing and analyzing the similarities and differences between Chinese and Western cultures, on the one hand, students' humanistic accomplishment can be improved, on the other hand, mechanization of English learning can be avoided. In order to improve the utilization rate of teaching resources, we should allocate all kinds of resources rationally guided by market demand and employment assistance, actively set up courses urgently needed for the coordinated development of regional economy, better train senior professional talents with outstanding English ability, and promote the formation of human capital. After completing the basic course, add some courses on English language application skills, such as English practical writing and translation, aiming at cultivating students' practical application ability in English thinking, reasoning, judgment and analysis. In the face of countries promoting the internationalization of higher education, actively promoting and improving foreign language ability, teaching and research quality is the basic way to truly implement human capital and improve the quality of higher education. In the actual teaching process, bilingual education should be established to effectively improve the practicality of English, improve students' self-learning ability, and further promote the further development of English in colleges and universities in China.

#### **4.3 Actively Carry out School-enterprise Alliance, Optimize the Allocation of Educational Resources and Regional Resources**

From the perspective of English language practice, the practice bases of normal university students are generally primary and secondary schools. Besides choosing schools, students of comprehensive universities contact enterprises that need English-related talents by themselves. To some extent, they all show singularity and limitations. The project exchange and cooperation between universities and enterprises can promote universities to cultivate regional English talents in accordance with the current situation and development needs of the region, thus enhancing the pertinence and purpose of students' English learning, and at the same time enhancing the specificity and practicability of English learning in the market application. Strengthen school-enterprise cooperation to provide practical opportunities for teachers to learn comprehensive business knowledge, to master rich practical experience, to better carry out case teaching, situational teaching, simulation teaching, simulation teaching and so on. This kind of cooperation can open up

more channels for English communication for students, provide more practice bases for students, and avoid blindness and unorganizedness when students are looking for internships. The goals and directions of foreign language education should be determined according to the specific conditions of local social and economic development, combined with the traditions and advantages of the region. Based on this, in the actual teaching process, the limitations of the traditional teaching mode should be broken, and the potential ability of teachers should be fully utilized. At the same time, it introduces foreign advanced educational concepts and educational models, so that it can be fully integrated into the education of higher education in China, and then promote the development of English talent training mechanism in China.

## 5. Conclusion

The planning of foreign language education is a very complex system involving many factors such as economic, political, ethnic and social. Language economics has important guiding significance for the current college English teaching. We must objectively and scientifically understand the great economic value of English and the economic benefits of college English education. College English education should be guided by social development and market demand, combined with talent training objectives, optimize resource allocation; combined with regional traditions and advantages, determine the goals and direction of foreign language education. This paper applies the theory of linguistic economics and cost-benefit analysis to the reform of English education and teaching in Higher Vocational colleges, and adopts diversified strategies that conform to market rules and coordinate development of regional economy. By understanding the close relationship between language and economy, we can help our country to grasp the state intervention mechanism and rationally grasp the relationship between language and economic activities in the formulation of educational policies. In a word, English majors in local colleges and universities should be guided by local economic needs, fully realize the external economic benefits of English language learning, and promote the coordinated development of regional economy and ecological sustainable development.

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