

# **Research on the Application of Reading and Writing Teaching Mode in Business English Teaching of Higher Vocational Colleges**

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**Abstract:** With the economic development in China, China's foreign trade exchanges become increasingly frequent, and English, as the world's common language, plays an important role in international trade and business activities. Business English, as a subject for international business communication, has been focused widely. Improving the education quality of business English major in higher vocational colleges can improve students' business English application ability and provide a large number of business English talents for the society. This paper focuses on the application of the combination of reading and writing teaching mode in the teaching of business English major in higher vocational colleges.

## **1. Introduction**

In the process of business English teaching, in order to improve the effectiveness of business English teaching, the first is to improve students' business English learning ability, combine with the reading and writing teaching mode to improve students' business English comprehensive learning level, and should also effectively strengthen students' business English application ability, so as to provide better business English talents for the society.

## **2. Concept of Business English**

Business English is a discipline set up for English business activities, whose purpose is to enable students to master English listening, speaking, reading and writing ability and English business negotiation skills. At the same time, in the process of business English learning, students should also learn the management mode and operation means of western enterprises, and understand the western trade rules. Business English seems to be a professional course based on English, but actually it contains a lot of knowledge about business. Business English is divided into business letters, sales English, cultural differences between the United States and Britain. Through the concept of business English, we can know that business English is widely used and contains a very complex knowledge structure. After years of development, business English teaching in China has provided many business English talents for the society, and achieved fruitful teaching results. However, with the change of economic and trade situation, the business English teaching mode in China has been hard to a certain extent to meet the requirements of modern business English teaching. The following is analysis based on the current situation of business English teaching in China.

## **3. Analysis on the Current Situation of Business English Teaching**

### **3.1 Unreasonable Curriculum**

At present, the business English teaching mode in China is relatively old and many business English teaching contents are not suitable for the teaching process. Moreover, due to the unreasonable curriculum, many higher vocational colleges only imitate the professional English

curriculum in the process of business English curriculum setting, which seriously deviates from the real purpose of business English teaching [1]. And in the process of curriculum design, the relevant personnel did not carry on the specialized training to the reading and writing ability which the business English needs, making the English and the business study can't effectively unify together and failing to highlight the key points in business English teaching. For students, the main content of study is the English study and they can't learn the corresponding specialized knowledge.

### **3.2 Students' Insufficient Enthusiasm for English Learning**

Due to the weak learning foundation of vocational high school students, the phenomenon of insufficient English learning motivation often occurs in the process of English learning. Moreover, due to the unreasonable curriculum setting, teachers only rely on the learning requirements of professional English to teach students, which leads to a series of outstanding problems such as the increase of students' English learning difficulty. Business English emphasizes business application rather than English itself. Students will be tired of using English in the process of learning English and their English learning enthusiasm is not strong, which is reflected in the lack of application of business English teaching. Insufficient application makes students unable to give full play to what they have learned and can't deepen their understanding of knowledge points, which also leads to the lack of students' learning motivation. In the process of business English learning, due to the lack of time and more courses, English learning is more difficult. Students should not only master the content of daily English conversation, but also learn a variety of knowledge such as English letter writing and English contract making, which makes some students with weak English foundation bear greater learning pressure [2]. And in the process of business English learning, there are still a series of problems such as the old teaching mode of teachers, adding invisible learning pressure to students and making them lose confidence in English learning.

### **3.3 Less Application Opportunities**

In the process of business English learning, students have less business English application opportunities. Through the above analysis, we can know that business English is a course for business communication. Students have less opportunities to practice, which will lead to students' business English learning level can't be improved. In addition, some teachers pay more attention to students' academic performance, only teach students English grammar and business application knowledge, but ignore the teaching of improving students' English communication ability. The teaching phenomenon of "dumb English" reduces the level of business English teaching. Through the analysis on the current situation of business English teaching in China, we can know that there are a series of problems in business English teaching in our country, such as unreasonable curriculum setting, low learning enthusiasm of students and less business English application opportunities. The following explores the application of reading and writing teaching mode in business English major teaching in higher vocational colleges, so as to improve students' business English learning level.

## **4. Combined Teaching of Reading and Writing**

### **4.1 Increase English Reading**

For language learning, reading is an essential and important learning part. Through reading, students can effectively master the application of English grammar, understand the structure of English and master more English words. For business English learning, in the process of reading teaching for students, teachers should choose some business English model articles for students to read, so that students can learn English and understand the specific application and expression habits of business English. It can also improve the unreasonable curriculum, solve professional mismatch and other outstanding problems. In the process of English reading training for students,

teachers should also adopt different teaching methods to increase students' interest in English learning. Some teachers will lead students to explain and translate English grammar word by word in the process of teaching, which is the most traditional teaching method, but this teaching method is very suitable for higher vocational business English teaching because students' English learning level is weak. Teachers can consolidate students' English learning foundation through this means. After students' foundation is consolidated, their learning efficiency will be significantly improved, which is helpful to promote the next step of business English teaching. In addition to increasing students' English reading, teachers should also pay attention to the cultivation of students' English pronunciation and improve their oral English level through reading English articles[3].

## **4.2 Improve Writing**

In the process of teaching students English writing, teachers should not only sort out the writing skills of English grammar for students, but also improve students' ability to imitate English composition, which is a way to improve students' English writing level quickly. From the reading analysis of the previous English articles, English articles contain a lot of writing thinking and grammar application. Therefore, teachers should select suitable English reading materials from a large number of English reading materials for students to imitate and refer to. Students can understand the structure of English writing through imitation writing, and can also master the English standard sentence pattern and expression mode more skillfully, so as to improve students' writing ability. Teachers should also set out the key points of imitation writing for students, so that students' imitation writing is more purposeful. At the same time, it can improve the students' ability to summarize and conclude the central idea in English writing, and improve the overall quality of imitation writing articles [4]. Imitation writing is only the first step to improve students' English writing. After a lot of imitation writing, students' English expression and the use of English writing framework have become more mature. At this time, teachers should add English writing topics to improve students' English writing level. After students' English composition writing is completed, teachers should timely review and give corresponding suggestions, so that students can finally form their own English writing framework through repeated revision. This revision can not only enrich students' writing ideas, but also enable them to write an excellent English model essay through their own efforts, which improves the quality of students' business English learning. Through the content analysis of business English teaching, we can know that business English includes the writing of English contracts and letters. Therefore, teachers should also strengthen the standardized teaching of forms in the process of business English teaching. For example, there are different ways of addressing in Britain and the United States. In English letters, honorifics should be used. The most common honorific is Mr., Mrs. and Miss (for unmarried women). But British often use Esq (short for Esquire) after a man's name. Messrs. is suitable for more than two men, or for companies or groups composed of more than two men. The specification of this format will greatly improve students' business English application ability and improve the effectiveness of business English teaching.

## **4.3 Combine Reading and Writing**

Through the above analysis, we can know that increasing students' English reading can effectively improve their English learning quality, and writing training can improve and strengthen students' English application ability. Teachers should effectively combine English reading and writing in the teaching process, and play a guiding role in class. Some schools adopt interest teaching in the process of reading and writing teaching, let students to choose the English articles they are interested in to read, and imitate the articles according to the teacher's requirements, so as to improve students' understanding of the English writing framework, help students fill in the content they want to express with the help of English writing framework, which effectively strengthens and improves students' interest and greatly improve their English learning performance. In the process of reading and writing teaching, teachers should also dig into the teaching content of

business English and adopt situational teaching method to teach students reading and writing. For example, some teachers will take out an English contract to let students read. After reading, teachers will set situational problems for students, let students write down answers in English and then speak out, which can improve the students' skills of English negotiation and application ability, improve the quality of students' English pronunciation to a certain extent, and stimulate their enthusiasm for learning. This is also a teaching method combining theory and practice. Through this teaching method, students' business English knowledge can be effectively used, and students' enthusiasm for business English learning is improved.

## **5. Conclusion**

Through the application research of the combination of reading and writing teaching mode in higher vocational business English teaching, we can know that business English pays more attention to business practice. Reading and writing mode can improve students' English reading ability and oral pronunciation. Through the cultivation of writing ability, students' English writing framework can be established and the teaching quality of business English can be improved.

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