

Analysis of the Relationship between English Teaching and Regional Economic Development in Local Colleges and Universities Based on Industrial Development Dynamics

Han Rui, Yin Yanlin

Heilongjiang University of Technology, Jixi, Heilongjiang, 158100, China

Keywords: Industrial development dynamics; local colleges; English teaching; regional economic development

Abstract: Under the background of accelerating the process of global economic integration, English teaching in local colleges and universities plays a vital role in promoting regional economic development and construction. Therefore, based on the development of industry, the author makes an analysis of the relationship between English teaching in local colleges and universities and regional economic development. Taking English teaching as an example, the author analyses the main points of College English teaching, explores the necessity and feasibility of the coordinated development of College English teaching and regional economy, and gives pertinent suggestions on how to realize the effective integration of the two. The results show that the relationship between language and economy is very close. The local college English education can promote the regional economic development. The regional economic development has a positive effect on the local college English education. The two promote each other and develop together. Strengthening the integration between college education and regional economic development has become an inevitable requirement.

1. Introduction

With the integration of global economy and the development of regional economy, the importance of college English teaching to regional economic development has become increasingly prominent [1]. Today, the market economy is very prosperous, and the prosperity and development of the economy is inseparable from foreign economic and trade exchanges and cooperation. This requires talents with a certain level of foreign language. Therefore, it will have a corresponding impact on the talent training plan, curriculum setting and language training industry of foreign language teaching in China [2]. After joining the World Trade Organization, China has become an important part of the global economic development trend, so more and more business English talents are needed [3]. These talents mainly come from the cultivation and output of local applied universities. English itself is a language, and practice is the basic attribute of language. Language can only realize its value in the practice of communication [4]. Therefore, English teaching must take practice as its basic feature to enable students to master skills in repeated practice of listening, speaking, reading and writing. Local universities refer to provincial, municipal, district-affiliated and municipal, state-affiliated institutions of higher learning, i.e. institutions of higher learning, which are financially burdened by the local government. These institutions belong to a certain place and are mainly managed by the local government [5]. It has become a common understanding to train applied foreign language talents who are integrated with regional economy, possess profound knowledge in a certain professional field and have good ability of foreign language expression [6]. The dialectical relationship between the two is mutually reinforcing. Ignoring any aspect is not conducive to their respective development.

Business English is regarded as the most active branch of ESP and the standard English for business needs. As an important public course in local applied universities, English teaching in Colleges and universities bears the important responsibility of cultivating English competence of all professionals. Secondly, we should pay attention to compounding [7]. For most students, English is

a compulsory course besides professional courses, although it is difficult to compare with the importance of professional courses [8]. But in teaching, teachers should be deeply aware of the importance of English curriculum to the development of students' quality, and take the cultivation of compound talents as the goal, so that English curriculum can become the main carrier of the cultivation of compound talents [9]. Once again, strengthen development. The “place” here is not a narrow “local city area”, but a relatively wide area of the province that is dominated by the local city. Since the reform and opening up, the leading force of Suzhou's economic growth has emerged as an export-oriented economy, and the demand for applied foreign language talents has become more and more urgent [10]. Some of the talents trained in foreign language teaching in local colleges and universities are employed locally. They use the knowledge they have learned to serve local economic construction, and they will also promote the development of local economy and foreign trade. Under the influence of the world economic environment, the relationship between business English and regional economic development also complements each other. Therefore, to clarify the relationship between the two and find an effective way for the benign synergistic development of the two, it can not only promote the regional economy to continue to improve, but also improve the quality of English teaching in local applied universities.

2. Local College English Teaching Promotes Regional Economic Development

As an important part of China's higher education, local colleges and universities are the main source of funds, “take it from the people and use it for the people”. Therefore, serving local economic development is one of its important goals. Others believe that language itself is a kind of human capital. Here, we refer to these three language views as "structural theory", "functional theory" and "human capital theory". The development of business English is inseparable from the support of the regional economy. At the same time, the revitalization of the regional economy also requires the cooperation of business English. The regional economy can reflect the status quo and problems of various resources development and utilization in a certain region. It mainly includes the rational utilization of mineral resources, land resources, human resources and biological resources, mainly in the scientific and economic benefits of regional productivity distribution. On the one hand, regional economy affects the scale and quality of the development of local colleges and universities to a certain extent. On the other hand, local universities react to regional economic development. Functionalism advocates that language is a means of doing things rather than knowledge. This view has a great impact on College English teaching circles, which is reflected in the rise of communicative approach and its long-standing dominant position. Most of the more than 900 colleges and universities in China are local ones. The level of English education in local colleges and universities plays a very important role in the education level of local colleges and universities and the development of regional economy.

In recent years, the domestic economy has developed rapidly. Under the influence of urban agglomeration construction and development planning, the economic development situation is good and the economic growth rate is fast. In terms of growth rate, the average annual growth rate of gross national product in 2014-2018 was 19.6%, of which 21.4% was increased in 2018 (see figure 1).

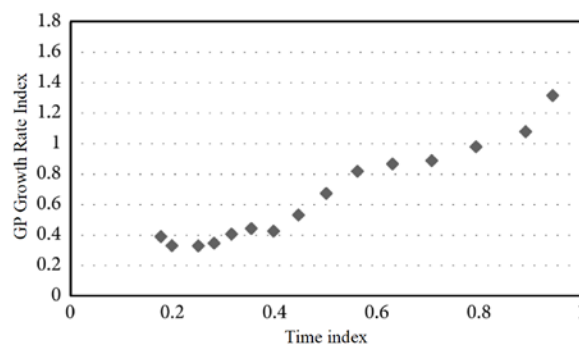


Fig.1. GDP Growth Rate from 2014 to 2018

Language, as a social phenomenon, is not only a tool for people to communicate, but also a tool for human thinking. Local colleges and universities should base themselves on the local characteristics, effectively promote the reform of English teaching in their own colleges and universities, train high-quality applied foreign language talents, and better serve the construction and development of regional economy. Therefore, it has become a consensus to cultivate compound business English talents to serve the social and economic development. The economic development of any region will be affected by internal and external factors. According to the function and nature of each influencing factor, it is classified as market, economic organization and economic system, which are external factors affecting regional economy and play a role of promoting or restricting regional economic development. This requires local colleges and universities to highlight the function of serving regional economy, clarify the orientation and direction of running schools, as well as the characteristics of discipline, specialty and curriculum construction. Saussure, the representative of "structural theory" and the father of modern linguistics, emphasized that linguists should study the "grammatical" structure rather than the "pragmatic" situation. College English teaching is also an important part of higher education. According to statistics, as of 2012, 903 undergraduate colleges nationwide opened English majors, accounting for 77.4% of the total number of undergraduate universities in China. English majors have become the number one undergraduate majors in China. It is worth noting that the evaluation of the effects of regional economic development is not based solely on economic indicators, but also on the overall assessment of the overall economic benefits and regional ecological benefits.

3. The Necessity and Feasibility of Collaborative Development of College English Teaching and Regional Economy

English teaching is an important part of college teaching activities and has a great correlation with regional economic development. College English education teaches students to communicate fluently in English, and also cultivates students' habit of thinking in English. This information reflects two aspects: on the one hand, business English graduates cannot find a suitable job. On the other hand, the job can't find the right person to do it. Applied colleges refer to a group of colleges and universities that have switched from ordinary undergraduate colleges to applied technology types. This type of college mainly holds vocational education at the undergraduate level, with applied undergraduate talents as its main training target. Nowadays, with the rapid development of economic construction and the widening gap of high-level talents, it is of great importance to coordinate the development of College English teaching and regional economy. At the same time, the scientific development of local colleges and universities and regional economy is also a community of mutual promotion and common development. With the good development of regional economy, local higher education has a strong material support; the development of local higher education can in turn promote the regional economy to a new level. Colleges and universities aim at cultivating skilled talents with strong market adaptability and outstanding technical ability. They must be closely linked with the demand for talents in the market so as to achieve the expected educational effect.

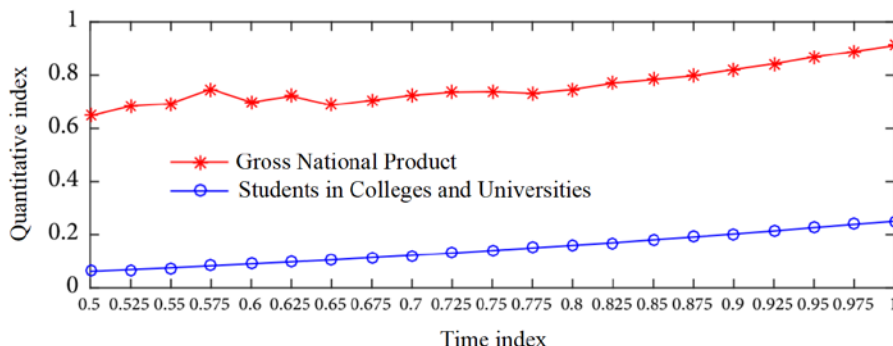


Fig.2. College Students and Regional Gross Domestic Product in the Past Years

Figure 2 shows that in the past few years, the trend of higher education and real economic growth in China is basically the same, both showing an upward trend. From Figure 3, we can see that in the past few years, the growth rate of higher education and the real economic growth rate have the same trend, but there are differences between them. The change of the real economic growth rate is slightly more stable than that of higher education.

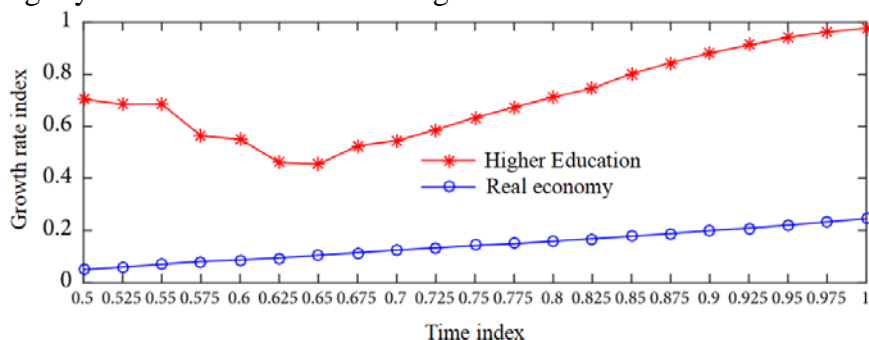


Fig.3. The Growth Rate of Higher Education and the Real Economic Growth Rate in the Past Years

It is not only necessary, but also feasible to coordinate the development of College English teaching and regional economy. Regional colleges and universities have a complete range of disciplines, with experts and scholars gathering. In the process of investigation and research in factories, mines and rural areas, they will find various problems, and can put forward effective measures to solve them, and become enterprise staff officers. Firstly, the government's policy support provides a solid foundation for the coordinated development of College English teaching and regional economy. The orientation of this kind of school is more directional and purposeful. Its discipline and specialty setting is mainly based on local areas and industries, which can better reflect the characteristics of serving local economy and local social needs. The emergence of this situation shows to a large extent that the vocational skills and professional qualities of business English graduates can not meet the needs of employers. Second, the rapid changes in the market provide a broad space for cooperation between the two. Colleges and universities can also organize experts and scholars to hold seminars, formulate economic and social development plans for the government, study and solve various problems in economic and social development, provide scientific decision-making basis, and play a think tank. The talents cultivated by local applied universities will be exported to all local industries and serve the local economic and social development. It is an important force for local economic construction, industrial development, cultural prosperity and scientific and technological progress. Therefore, how to adapt to the needs of regional industrial structure adjustment and rapid economic development, and cultivate business English talents has become an important task for foreign language education reform in local universities.

4. Conclusion

Language economics plays an important role in the current college English teaching. We must objectively and scientifically recognize that there is a close relationship between language teaching and regional economic development. The relationship between local college English teaching and regional economic development is very close. The two cannot be divided, and neither party can do without the existence of the other party. The development of one side must be combined with the development of the other side in order to get out of the road of English teaching and regional economic development with its own characteristics. However, the recruitment conditions for business English talents are getting higher and higher, not only requiring good English, but also professional understanding. This is an important task for colleges and universities to realize the level and characteristics of business English teaching in line with regional economic development. Therefore, colleges and universities need to adhere to the teaching path of coordinated development with regional economy in English teaching. To improve students' language ability and social

practice ability by teaching English course, and to better realize the goal of education serving economic development. In a word, the relationship between regional economic development and English teaching in Local Applied Colleges and universities is getting closer and closer. They influence each other and promote each other. Therefore, it is a necessary condition and a strong guarantee for the best development of regional economic development and English teaching in Local Application-oriented Colleges and universities to seek synergy and build up a sound interaction between them.

References

- [1] Development trends of environmental protection technologies for Chinese steel industry [J]. *Journal of Iron and Steel Research (International)*, 2017(03):3-10.
- [2] Dan L I, Wen-Xue Z, Dong L I, et al. Discussion on the development trends of Chinese liquor industry [J]. *Journal of Food Safety & Quality*, 2015(7):2633-2638.
- [3] Chang, Shu-Hao. The technology networks and development trends of university-industry collaborative patents[J]. *Technological Forecasting and Social Change*, 2017, 118:107-113.
- [4] He G Q, Feng X Y. A Study on Improving the Quality of All-English Teaching Teachers in Science and Engineering Universities and Colleges [J]. *Advanced Materials Research*, 2014, 1044-1045:1568-1572.
- [5] Yang J, Yuen C K. College English Teaching Methodology and Language Planning: A Pilot Study in Hefei, China[J]. *Procedia - Social and Behavioral Sciences*, 2014, 118:495-502.
- [6] He G Q, Feng X Y. Study on Improving the In-Class Teaching Ability of Young Teachers in Science and Engineering Universities and Colleges[J]. *Advanced Materials Research*, 2014, 1044-1045:1655-1659.
- [7] Chen H, Chen H. The influence of world Englishes on Chinese English and English teaching in college [J]. *Journal of Organometallic Chemistry*, 2015, 192(1):1-15.
- [8] Mathur, V. K. Human Capital-Based Strategy for Regional Economic Development [J]. *Economic Development Quarterly*, 1999, 13(3):203-216.
- [9] Kemeny T, Storper M. Is Specialization Good for Regional Economic Development?[J]. *Regional Studies*, 2015, 49(6):1003-1018.
- [10] Patchell J. Kaleidoscope Economies: The Processes of Cooperation, Competition, and Control in Regional Economic Development [J]. *Annals of the Association of American Geographers*, 1996, 86(3):481-506.