

Study on the Reform of English Teaching in Private Undergraduate Colleges under the Background of Applied Talents

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Abstract: In the current era of economic globalization and global integration, there are close exchanges and trade exchanges among countries all over the world. Therefore, a high level of English skills will play an important role. Under the background of this era, our country has the practical need to cultivate a large number of English talents. This request colleges and universities to make a positive teaching reform. On the basis of discussing the significance of cultivating English majors, this paper analyzes the present situation of English teaching in private undergraduate colleges and universities, and then puts forward some researches on the reform of English teaching under the background of applied talents.

1. Introduction

With the deepening of global integration and the development of economic globalization, the cultural and trade exchanges among countries in the world are becoming closer and closer. As a country with great potential for development, China has close cooperation with other countries in various degrees and aspects. In all kinds of cooperation, language has become an important medium of communication. In order to play the role of translation in international communication, China must cultivate a large number of high-quality talents with foreign language skills. English is the most widely used language in countries and regions all over the world. As a result, colleges and universities have invested a great deal of energy in the training of English majors. For private undergraduate colleges and universities, if talents majored in English eager practical communication, it is necessary for colleges and teachers to improve the standard of talent selection and training, and to reform and innovate the curriculum content according to the actual situation.

2. Significance of Cultivating Talents of English Major

With the deepening of global exchanges and cooperation, as well as the continuous enhancement of China's comprehensive strength and influence, China has become one of the main countries active in the world. In the cultural and trade exchanges with other countries, language has become the most needed and important media. The level of foreign language proficiency will directly affect whether two countries can cooperate in a friendly and smooth atmosphere. Talents of foreign language majors will play an important role in such situations. Many terms and details during cooperation need to be carefully and repeatedly finalized and confirmed, which requires translators to accurately, succinctly and effectively help both sides to negotiate, exchange and transfer information. At the same time, when the cooperation involves legal issues or disputes, translators should be able to grasp the details of residence, so as not to make a big mistake due to misinterpretation, resulting in irreparable losses. English is the most widely used language in the world. Talens of English majors will play a core role in international communication. To sum up, the significance of cultivating takents of English majors is embodied in the following three aspects.

First, translation talents can not be ignored in international communication, and solid English professional skills are essential. Training talents of English majors will effectively expand the team of translators, improve the overall level of translation, and freely cope with all kinds of situations in a variety of international exchanges. For many countries and regions, language barrier is a big obstacle. A good translator can easily resolve this problem and use his or her professional skills to

realize the exchange between two countries or regions, make both sides fully clarify the details of cooperation and facilitate friendly exchanges.

Second, conflicts and disputes are an inevitable problem in international cooperation. If there is a lack of effective communication in the process of coordination and negotiation, conflicts may be intensified by misunderstanding. At this point, a qualified translator will play the role of transmitting information for both sides, translating the views and opinions of the other party accurately, expressing them truthfully, helping two sides to negotiate on the issue of conflict in time, and striving to reach an agreement. If the translator are not able to deliver the message accurately, it may directly interrupt the friendly cooperation between two sides, or even cause long-term negative effects.

Third, translators represent the image of their own country to some extent in international cooperation, which is a demonstration of national education level. If a translator has excellent professional skills and polite behavior, it will be a positive publicity to the image of his country, which can show the world the level of education and talent training in his country. On the contrary, it will have a negative impact on the image of the country.

3. Present Situation of English Teaching in Private Undergraduate Colleges and Universities

First, English teaching content in private undergraduate colleges and universities lacks practicability. Teaching materials at the undergraduate stage are mostly selected from British and American literature books, which have high literary value and make students of English majors appreciate the charm of English language and culture and experience the authentic English language habits. However, this kind of teaching materials is not practical, can not adapt to the needs of the society today, and fail to meet the goal of cultivating college students under the background of applied talents. In many practical English situations, these highly valuable literature textbooks can not directly and effectively help students, and students often need to spend more time to complete the process of conversion from theory to practice.

Second, English teaching level in private undergraduate colleges and universities is relatively low, and the requirements for students are not strict. When many students enter private undergraduate colleges and universities, their foundation is poor, and, coupled with relatively loose learning environment, often can not learn much useful knowledge during the undergraduate period, therefore, their professional level fail to meet the standard. Current assessment standards of private undergraduate colleges and universities are not conducive to promoting students to study hard or strictly require themselves, for whom, passing exams are expected. However, we should realize that “passing” exams does not mean “passing” professional skills, nor does it mean “pass” the request of social practice. In the course of cultivating talents, the majority of private colleges and universities should properly and strictly put forward requests, improve the examination standard, urge students to make full use of the time of studying in colleges, accumulate more professional knowledge, strengthen professional skills, and become high quality professional talents.

Third, private undergraduate colleges and universities are relatively single in English major curriculum. Private undergraduate colleges and universities usually only pay attention to the training of English skills, and their curriculum is usually centered on English, which results in students of English majors only having the advantage of language but no other outstanding skills after graduation. In fact, such a training strategy is not fully considered, and is out of practice. In the working environment, requirements for talents of English majors are not limited to language level, but also the ability to do foreign trade, business negotiation and so on. Talents of English majors will play an important role in translation in international cooperation, which requires a translator to have a cross-cultural awareness, to be aware of the differences between different cultures, and to make a reasonable integration and transformation. At the same time, students should be familiar with the culture and etiquette of other countries, avoid breaking taboos in translation work, make impolite behavior, and develop good etiquette habits.

4. Training Needs of English Major Talents under the Background of Applied Talents

Through the discussion above, we have clearly defined the significance of training English majors talents, and discussed the shortcomings of current development of English majors in private undergraduate colleges and universities. Here, we will further understand the needs of talents of English majors under the background of applied talents. In the present age, what we need is not only a single skill, but also a complex talent with other abilities on the basis of a solid professional skill. This requires that the training of English majors under the background of applied talents should pay more attention to the following aspects.

First, it is necessary to ensure that talents of English majors have a solid knowledge of English, can independently complete most translation work, and meet the needs of translation in various situations. It is most important in the process of cultivating students to develop excellent English comprehensive ability, which is the standard that every English major student must meet. Without the support of professional skills, students of English major will not be able to develop their skills in the workplace.

Second, cross-cultural consciousness is needed. Students of English major have to face two different languages at the same time, which can not avoid the communication and collision between different cultures behind two languages. As a result of different process of formation and historical development, there are differences between two cultures in many aspects. As English major students, they should cultivate cross-cultural consciousness in the course of study, be able to understand the conflict between two cultures in time, and effectively avoid and transform conflicts.

Third, students of English major should have other abilities and skills in addition to language. In addition to English proficiency, private undergraduate colleges and universities should pay attention to developing students' other skills, such as basic knowledge of foreign trade, practical skills in business negotiation, common laws and regulations, international etiquette and so on. Students must also consciously accumulate cultural common sense and etiquette in the process of learning, and avoid making improper actions in their future work.

5. A Study on the Reform of English Teaching in Private Undergraduate Colleges and Universities under the Background of Applied Talents

First, in teaching content, private undergraduate colleges and universities can properly combine with the actual needs to improve learning materials, so that students are able to learn more practical knowledge, and fully meet the needs of the work. The selection of teaching content and teaching methods is required to not disconnect with reality, as well as to meet the real needs of society. Moreover, colleges and universities can offer more compulsory courses and elective courses on improving the ability of English application. For example, they can set up more primary courses of oral English and simultaneous interpretation, so that students can fully exercise their professional skills in their study.

Second, teachers are required to cultivate students' cross-cultural awareness consciously, so that students will pay attention to differences between different cultures and fully respect cultures and habits of other countries. In the process of translation, it is supposed to pay attention to different expressions and habits of two languages, make full use of reasonable transformation and neutralization, avoid stiff translation, and achieve the "faithful", "smooth" and "elegant" effect. We should ensure the accurate and complete translation and combine language features to ensure that sentence is perfectly smooth.

Third, private undergraduate colleges and universities need to strive to cultivate students of English majors to be complex talents with a variety of skills and knowledge. While strengthening students' English learning level, we are required to train their other skills. After students go out of the campus and enter the society, they are able to adapt to the demands of work, improve their own competitiveness, and meet the needs of social development on more levels. Colleges and universities and teachers are supposed to keep innovative ideas, broaden their horizons, hold an open attitude, and bring more learning contents into their talent training programs, so that students

can learn knowledge in many fields and become complex talents with comprehensive skills.

6. Conclusion

To sum up, under the background of increasingly close communication and cooperation among countries all over the world, our country needs to train a large number of applied English professionals. Private undergraduate colleges and universities should also keep up with the pace of the times, fully consider the requirements of practical application, and think about and improve the curriculum and content for the cultivation of English major talents. It is necessary to constantly reflect on and improve teaching situation of English major, abandon the unsuitable and backward learning contents of existing teaching contents, provide a superior learning environment for the majority of students of English major and reform teaching contents and teaching methods, so that students will be capable of consolidating the foundation of their major, cultivating skills in other fields, and becoming truly useful qualified personnel after they go out of the campus to enter the society, adapt to the actual needs of society and give play to their own talents in more cases.

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