

## On the Integration of Innovation and Entrepreneurship Education into EAP for Fashion Design Majors within the Context of New Liberal Arts

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**Abstract:** This paper mainly discusses the reform of colleges and universities, which takes the cultivation of students' innovation and entrepreneurship capabilities as the main task, and talks about the strategies to build an academic English teaching system for art majors based on innovation and entrepreneurship education within the context of new liberal arts. A systematic literature review was made and a survey was conducted to have a deep understanding of English teaching in most colleges and universities in China. Through conducting English teaching reform and integrating EAP with innovation and entrepreneurship education, it is proposed that such teaching reform should reflect the characteristics of practical education, combining artistic academic English with practical skills. This teaching innovation is carried out to solve problems existing in current college English teaching and build a system suitable for fashion design majors. It shows that based on the existing college English teaching courses, the application of the teaching mode needs to integrate various teaching methods, build multiple English practice teaching platforms, construct an academic English teaching system and actively build entrepreneurial practice platforms with clear levels, proper contents, and diverse forms. The academic English teaching system effectively improves students' English ability, cultivates students' innovative and entrepreneurial spirit, and creates a comprehensive talent cultivation model.

### 1. Introduction

Within the context of new liberal arts, the course design and concrete teaching methods should stick to the core value of the education of art and design majors, break professional boundaries, and establish a new development direction for the teaching reform of art and design majors. Nowadays in China, the economic and social development calls for more talents with innovative and entrepreneurial spirits, and it is higher education that shoulders this responsibility. The main goal of higher education is to cultivate professionals with innovative spirit and practical ability. With the rapid development of economic globalization, there is a strong demand for a large number of compound talents with comprehensive quality, strong practical ability, and national vision.

China has a leading place in the production and consumption of textiles and garments; however, there is still a certain gap with the international standards in cultivating talents with innovative and entrepreneurial capabilities and an international view. Many colleges and universities in Liaoning Province have fashion design majors and they form the main force in cultivating comprehensive talents majoring in fashion design. However, the English module of art majors in many colleges and universities is quite weak, and many colleges and universities just adopt the common college English teaching model, which is not suitable for the demand of the industry and society. It is

urgent to carry out the reform of the teaching mode to improve the quality of innovation and entrepreneurship of students. The academic English teaching module for fashion design majors is of great significance for improving the English literacy of art and design majors and promoting the development and construction of local cities.

The cultivation model of art and design majors guided by the concept of new liberal arts focuses on comprehensive interdisciplinary learning and aims to cultivate high-level professional talents with innovative spirit and practical ability. At present, the Ministry of Education of China encourages colleges and universities to actively carry out entrepreneurship education, combine innovation and entrepreneurship education with professional courses in higher education, and cultivate innovative and entrepreneurial talents. Liaoning province has carried out some experiments of college students' innovation and entrepreneurship education. The organic combination of college students' innovation and entrepreneurship education with the courses of fashion design will play a very active role in cultivating art majors' practical abilities and enhancing the core competitiveness of the province. The creation of comprehensive fashion design graduates with innovative and entrepreneurial spirit under the concept of new liberal arts will be the main trend of future development.

## **2. Significance of Integrating EAP with Innovation and Entrepreneurship Education**

The core value of combining EAP with innovation and entrepreneurship education lies in the development of an academic English teaching plan for fashion design majors by changing the traditional teaching methods and the combination of in-class practice teaching with extracurricular activities, which can improve students' overall English ability and comprehensive quality of innovation and entrepreneurship, improve the comprehensive quality of English teachers, form a team of academic English teachers with high qualities, establish a stable off-campus practice teaching base to provide students with good practice opportunities. It is possible to construct an academic English teaching system that integrates language and disciplines from the perspectives of teaching objectives, teaching models, curriculum settings, teaching content, teaching methods, assessment methods, resource construction, virtual platforms<sup>[1]</sup>.

Academic English teaching for fashion design majors is highly professional. It is an extension of university general English and English for special purposes. Some scholars suggest that English for general academic purpose instead of English for specific academic purpose should be offered to college colleges<sup>[2]</sup>. It is of great significance to broaden students' international horizons and improve their professional English reading, writing, and listening and speaking skills. First of all, some colleges and universities offer specialized academic English courses for art and design majors, and the content of the textbooks lacks pertinence. Secondly, the combination of fashion design and innovation and entrepreneurship education is not enough. The cultivation of fashion design majors with comprehensive and practical abilities needs to offer basic theoretical knowledge of fashion design, relevant practical techniques, communication skills, and the ability related to marketing and research. Therefore, it is imperative to conduct in-depth integration of innovation and entrepreneurship education and relevant disciplines of fashion design. In addition, most of the teachers who are engaged in the teaching of academic English in fashion design do not have relevant industry backgrounds and some of them are not good at combining professional knowledge with English to formulate a proper teaching plan.

The academic English teaching system for art majors based on innovation and entrepreneurship education can effectively improve the quality and efficiency of art English teaching. It calls for a practical teaching system which is centered on the cultivation of college students' innovative ability, guided by the optimization of talent training programs and supported by the construction of internship bases. This teaching system has the teaching resources as a platform, innovative experiments and subject competitions as the carrier, students' design reform as the breakthrough, and incentive mechanism and quality monitoring as the guarantee<sup>[3]</sup>.

To meet the specific requirements of innovation and entrepreneurship education, colleges and universities need to strengthen the construction of a collaborative education practice platform, fully

implement the concept of innovation and entrepreneurship education in academic English teaching, create a multi-level and all-round practical teaching system, and promote learning through competition. It also needs to improve the quality of innovation and entrepreneurship education, cultivate students' innovative and entrepreneurial spirit, and promote the in-depth integration of innovation and entrepreneurship education and academic English teaching. Furthermore, in determining the goal of talent training, it is necessary to analyse the goal of the reform of China's colleges and universities' talent training model from the market demand and make the reform of the college's talent training model more pertinent <sup>[4]</sup>.

### **3. Main Strategies to Integrate EAP with Innovation and Entrepreneurship Education**

In order to build an academic English teaching system integrated with innovation and entrepreneurship education, the following strategies can be adopted. First of all, academic English teaching can integrate different teaching forms such as reports, academic essays, workshops, and independent learning. It can fully enhance students' enthusiasm for English learning and help teachers better understand the students' actual situation and put forward relevant measures in future teaching and practice. Wen Qiufang discusses how out-driven teaching practice can be conducted in terms of teaching objectives, course structure, teaching procedures and methods and assessment focuses [5]. EAP can help meet the needs of higher education, the requirements of international education, and the needs of talent cultivation of colleges and universities [6]. Secondly, comprehensive English skill training practices can be carried out and academic English learning can be integrated with cultural festivals and other activities so that students can fully enjoy the benefits of practical education. Thirdly, students can actively participate in various design competitions, gain more opportunities to turn theory into practice, have a deeper understanding of their English proficiency, and learn from each other during the competition. Thus, students improve English communication skills and their enthusiasm for professional knowledge can also be improved to a great extent. Fourthly, in view of the limitations of art English courses, general elective courses provide a broader English practice platform for fashion design students. Students should foster the ability to learn actively, think independently, and develop self-constructed knowledge. According to Shu Dingfang and Chen Suyan, clear objectives, a detailed needs analysis, a sound course design, multi-modal learning resources, effective classroom instruction and hardworking high-quality teachers are the factors that can play a role in making EAP model [7]. It is really important for college students to form the ability to explore knowledge by themselves and make innovative outcome. Cai Jigang's project-based project includes the following teaching steps: identifying the project, group activity, plan making and implementation, drafting a report, delivering a presentation and assessment of the project [8]. This is of great help for teachers and students to integrate language learning with specific projects. Furthermore, college students' innovation and entrepreneurship training projects and competition projects are combined with academic English practical teaching activities. Project-based, simulated or real design projects can be held regularly to help improve students' English ability. Bloor and St. John pointed out 3 methods to carry out project-based teaching activities: group project, mini-research project and literature-based project [9]. The cooperation between colleges and enterprises can help increase the training of innovative and entrepreneurial talents and allow students to participate in various related events and accumulate experience. Finally, academic English textbooks for fashion design majors can be compiled to meet the demand of different English levels. The types of textbooks cover all aspects of English listening, speaking, reading, and writing, and the content involves the basic knowledge and expanded knowledge of fashion design majors, which integrates the improvement of English proficiency and professional quality training. All in all, different strategies can be adopted to integrate academic English teaching with innovation and entrepreneurship education.

### **4. Conclusion**

The innovation and entrepreneurship-oriented EAP teaching mode emphasizes student-centered knowledge system, and pays attention to the common improvement of language skills and subject knowledge. This kind of teaching mode has a very good effect on improving students' thinking ability and comprehensive quality, broadening the scope of knowledge and improving the knowledge structure. In view of the current status of academic English teaching in domestic fashion design majors, it is possible to build an innovative and entrepreneurial-oriented art academic English teaching model by improving the curriculum system, strengthening the construction of the teaching staff, optimizing the teaching quality evaluation system, and improving the quality assurance system. Consequently, students can improve their interests in learning, enhance the quality and efficiency of English teaching, achieve the overall development, and foster an international vision and innovative entrepreneurial spirit for the economic and social development.

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