

Discussion on the Trend of College English Teaching Reform Based on Employment Orientation

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Abstract: In recent years, under the influence of the popularization of higher education development, colleges have to adjust to the trend of reform. Achieving the expansion of their own teaching scale at the same time, it also increased the graduate employment in a certain degree, and the situation of college graduates employment is grim. English as an important part of higher education system, has a positive effect on promoting the cultivation of students' language application ability and the improving humanities. But throughout the situation that talents in colleges grasp the English language, the overall situation is not optimistic, and it is hard to satisfy the need of reality of language talents for society. Based on this, this paper focuses on the current situation of college English teaching as a starting point, makes a brief analysis of the gap between college English teaching and employment guidance, and pays attention to the college English teaching reform program based on employment orientation.

With the deepening of economic globalization and cultural diversification, the market objective demand for talents has changed in different degree, talents have professional ability at the same time, they also need to master certain language application skills and communication skills so that they can contribute to the construction of socialist modernization better. But under the situation of developing quality education, there are still some colleges do not persist in the employment orientation as education principle, construction and application of teaching model exist partial disadvantages. Especially the setting of English teaching goal and formulation of teaching program are difficult to meet the actual need of current market economy development. Thus, it can be seen that it's vital to strengthen college English teaching reform on the basis of employment orientation.

1. The present situation of College English Teaching

Under the guidance of modern education theory, College English teaching has made preliminary progress, but the reform is not easy, there are still some problems that restrict overall promotion for talents in the teaching process, English teaching is ineffective. Firstly, for the construction of teaching staff, the main teaching model "indoctrination method" and "cramming method" are adopted by teachers, teaching idea does not keep up with trend of the times development tightly, that ignore the cultivation of students' English employment ability, can easily lead to lack correlation between the related contents of English teaching and their profession, it is difficult to satisfy the actual needs of employment. Secondly, in terms of teaching environment and the course, college English teaching environment will be expected to improve, the students' English language learning ability is difficult to get the greatest improvement in higher education environment, that will influence the efficiency and the level of the students' English language practical ability deeply. Meanwhile, college English courses arrangement is relatively independent, on the basis of public courses, the purpose of learning English is to deal with the exam, get the corresponding graduation certificate while students thinking that, it can not guarantee that the application will be fundamentally improved. Thirdly, course assessment, as for the current whole situation of college English teaching examination, the main form is written examination, that pays more attention to grasping the basic knowledge, but the application ability is ignored. It does not conform with the realistic requirement of the current employment development [1].

2. Analysis of the gap between college English teaching and employment orientation

In view of the current social employment situation and the real need of the enterprise for talents, many enterprises ask them to have the corresponding English qualification at the same time, they also need to have certain language communication and application abilities in order to develop the business better and provide comprehensive language talents for enterprises for its sustainable development. According to the relevant survey data, it shows that 72% college students think that learning English is the requirements of the school, 48% students think that learning English is a necessary way to get scholarship, but the number of college students who regard learning English as factors to improve their employment ability in the future is just only 12% [2]. Therefore, under the position of insufficient learning motivation, college graduates face with the grim employment situation.

First, College English teachers have a development direction of being younger gradually, they have reasonable cognitive structure and professional qualification certificate, but because of the lack of corresponding practical teaching experience, there are some problems in the formulation process of teaching program and teaching strategy. Second, teaching model is backward, a part of college English teachers still use the traditional teaching model, the application of multimedia teaching is not profound, it has difficulty mobilizing students' initiative and positivity to learn English, further affecting students to improve application ability of English language. Third, the model of teaching is simple, some colleges still take single explanation as main way in the process of teaching English, teachers lack language interactivities with students.

In terms of the current situation of English teaching materials application, most colleges still use the traditional English teaching materials, knowledge system and related content update and change slowly. There are few colleges developing English textbooks according to the professional demand of talents, deeply cause that students' English language application ability is out of touch with the day after their career plan, and their language practical ability is not high. Thus, there is a gap between college English teaching textbooks and development of employment ability, students acquire knowledge in study, but it's hard for them to apply in practical work.

The majority of colleges in the process of English teaching, still use the traditional arrangement model of setting curriculum, English as a public fundamental course, it introduces basis knowledge to students following general course teaching, mainly in the big classroom, a classroom consists of many majors. Even some colleges regard professional English courses as elective courses at the end of the second public basis knowledge, relatively less courses, students don't attach great importance to it. We can know that college English teaching curriculum is not reasonable, paying less attention to learning professional English knowledge, their study ability has declined. That does not correspond to the objective needs of employment orientation.

With the continual deepening of higher education popularization, colleges have to adjust to the educational reform policy, and take an active part in expanding the teaching scale, gradually strengthen teaching infrastructure input, but as far as the present situation of college English teaching facilities is concerned, it is difficult to satisfy the actual requirements of the cultivation and improvement of students' English language ability. Most colleges don't set the teaching place of English language application, lack authentic language environment, just on the basis of class communication book study, it's extremely easy to lead to the gap between the language application ability and employment position. At the same time, under the rigid teaching model, students have trouble getting rid of the shackle of the traditional teaching model, they are confused to transform cognitive ability into practical ability in the process of study.

College English teaching evaluation model is based on traditional assessment test, marks is the only target to judge that students' English ability is excellent or not, that ignores language application ability, practical ability, study attitude and other aspects of the examination. At the same time, English teaching based on employment orientation asks students to have comprehensive English ability, be able to use all kinds of knowledge of English skillfully to maximize intercultural communication effect. From this view, college English teaching evaluation mechanism is not complete, the relevant evaluation indicators should be improved and strengthened, it's difficult to

provide an scientific and orderly evaluation criteria in order to develop English language ability and formulate teaching program.

3. College English teaching reform program based on employment orientation

Positioning college English teaching goals precisely, settling the important fundamental idea for the reform of college English teaching plan which has opportunities of employment guidance, and carrying out scientific and reasonable guidance for it, promoting college English teaching reform towards scientific, standardized and employment oriented development. Firstly, the aim of college English teaching should pay attention to developing the students' language application ability, starting from the reality of the physical and mental development, making teaching goal with both pertinence and practice, cultivating language talents of all-round development. Secondly, it should focus on training basic knowledge for students in the process of English teaching, lead students to master the correct study method, achieve two-way upgrade of cognitive ability and application ability.

To build the high quality ranks of English teachers, provide comprehensive talents for sustainable development of the college English teaching based on employment orientation, establish a strong talent support. For that, college English teachers should take "Double Teachers" as their main development direction, while having the professional English teaching ability, they can grasp the corresponding English experience, integrate social development, enterprise needs, relevant content of employment into the construction of cultivating ability, succeed in enhancing the comprehensive ability of the students. At the same time, colleges need to establish and improve the training education system of teachers, strengthen the communication among other teachers in colleges, carry out seminars like exchanging of study experience, select outstanding English teachers to study abroad regularly, and learn advanced foreign language knowledge.

To create employment oriented English curriculum system, provide a good teaching framework based on the creating of employment guidance within the college English teaching reform, in order to ensure the smooth progress of the teaching plan and scientific practice, constantly improve the teaching quality of college English teaching reform. Therefore, the universities should adhere to the education principles of "mainly offer the guidance for employment", conduct the course program according to the variety requirements of students, on the one hand, training the basic English language ability, on the other hand, educating mainly for the ability to acquire the language information, so as to build the foundation of more widely use and scientific English communication in the future^[3]. Meanwhile, the content of course should meet the development trend of current era, according to the actual requirement of jobs and enterprise needs to follow the times, and actively make innovation to realize the converge between the English knowledge and employment ability.

To optimize the environment of college English teaching and provide the good external conditions based on the employment of College English Teaching Reform, to lead the students in the education environment of osmosis, to enhance their ability of English language and their English application ability, and to lay a solid foundation for the further construction of the employment ability. For this, at the moment of expanding the self-teaching scale of college, and should also pay more attention to the English teaching infrastructure, so as to construct a scientific and modernization teaching platform, to simulate the student's workplace and employment environment for improving the student's ability. On the one hand, universities should create a good language learning environment, make full use of the advantages of multimedia teaching by pictures, video, music and other resources, and guide students to communicate in English environment, enhance the real perception ability of language sense; On the other hand, the universities should pay attention to the cultivation of the students' English practical ability, strengthen communication and linkage among enterprises ,improve their application ability on jobs , and realize the scientific integration.

To establish and improve the college English teaching evaluation system for college English teaching reform scheme which is based on employment guidance for the establishment of providing the guidance of the scientific basis, guarantee the smooth implementation of all the teaching plan

and scientific practice, constantly improve the level of the reform of college English teaching and quality, in order to better cater to the current employment development reality, alleviate the pressure of the college students' employment serious. That colleges and universities on the basis of traditional score evaluation criteria, should combine with the students' language application ability for scientific and reasonable teaching evaluation, adhere to the principle of quantitative analysis and qualitative analysis, and realize students' English language cognitive ability and application ability to promote two-way interactive. At the same time, can use enterprise "" school assessment model in colleges and universities, the English professional ability is divided into several parts, according to the different proportions between departments to set up the corresponding scores, have a system judgment about students' ability , and meet the needs of the reality of social and economic development.

4. Conclusions

To sum up,basing on the tendency of employment guidance of college English teaching reform, and what is the social economy development and the objective requirement of socialist modernization construction in our country, the universities should pay more attention to it, from the teaching objectives, teaching staff, curriculum setting, environmental optimization, and five aspects of teaching evaluation, improve the level of college English teaching reform, and achieve the cultivation of the better all-round development of language applied talents.

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