

# Analysis on the Reform of English Educational Management in Colleges and Universities from the Perspective of Applied Talents Training

Yan Li

Philippine Women's University, School of Education Manila, Philippine

---

**Abstract:** With the deepening of the reform process of college education, the traditional mode of college English education should also be changed to the mode of applied talent training. However, in the actual educational practice, the English teaching in many colleges and universities still follows the outdated teaching mode, which greatly affects the quality and level of English talent training in colleges and universities. This paper analyzes the problems encountered in the college English education management, and provides effective solutions for the college teachers to solve the existing problems.

**Keywords:** Applied talents; college English education; educational management reform.

---

## 1. Foreword

With the increasing of the scale of college students, colleges and universities need to pay more attention to the cultivation of higher-quality talents which also puts forward higher requirements for the cultivation of talents. Improving the language skills of college students is one of the ways for the development of college students which is also an important part of transforming a university into an application-oriented university. As English is a major course in college education, we need to keep up with the pace of education reform to constantly promote teaching reform and cultivate innovative applied talents. Colleges and universities need to update the concept of talent training in time, take the essence of the traditional training concept and establish the training mode of innovative applied talents suitable to the social development.

## 2. The Current Situation of English Teaching in Chinese Colleges and Universities and the Significance of English Educational Reform

### 2.1. Status Quo

It requires more and more attention to the high-level quality of English Education and the quality of cultivating English talents with the rapid development of globalization. However, from the perspective of the current situation of English teaching, some teachers still take the examination method as the means of educational evaluation and pay too much attention to the theoretical knowledge contained in English education, ignore the application of students and the training of practical skills which makes it difficult to achieve the goal of cultivating English practical application talents. In addition, the mute English learning style of rereading and writing over listening and speaking is also a common problem in today's college English education which means that students have good reading and writing ability, but they have poor listening and speaking ability.

### 2.2. Contributing to the Improvement of English Teaching Effect

Although Chinese universities have taken some targeted measures to improve their English learning performance in recent years, the overall results are not satisfactory. From the perspective of cultivating applied talents, it is imperative to reform college English education more diversified and to break the shackles of traditional teaching methods.

English teachers in colleges and universities should adopt effective training methods according to the learning characteristics of this subject, which can not only effectively stimulate students interest in learning, but also improve the teaching effect and the quality of talent training. Teachers should focus on the training of effective learning methods and skills in the subject of language rather than referring to the test results and rigid teaching content to ensure the teaching effect of English teaching.

### 2.3. Promoting the Improvement Comprehensive Quality of Students

The reform of college English education focuses on improving the overall quality of college students, their language application skills, their language and cultural literacy. From the perspective of the training of applied talents, it is obvious to implement the concept of applied talent training in English teaching and its versatility. Under this training goal, students can not only fully learn, cultivate and practice various skills, but also it is of great significance to the overall development of students themselves. At the same time, from the perspective of applied talent education, the college English education management should not only focus on students 'test-oriented performance, but also pay more attention to the improvement of students skills and their comprehensive ability.

### 2.4. Fitting with the Needs of Social Development

With the continuous development of our society, the demand for English talents in the society and enterprises is gradually increasing. This is an important direction of college English education and language teaching activities. Therefore,

based on this perspective of English teaching management reform and according to the subject characteristics and students' physical and mental development characteristics of targeted training, we can innovate and optimize the existing teaching mode to improve students' English professional level and improve students' skills to better meet the needs of the current society of English talents.

### **3. Problems Existing in College English Education**

As one of the required subjects in universities, the goal of English teaching in colleges and universities should be consistent with that of higher education and contribute to the all-round talent training of the society. Thus, English talent training in colleges and universities is to adapt to the new requirements of the development of economic and social transformation. And college English teachers also need help students with their learning and groping for the English learning characteristics, learning rules and scientific learning training methods to promote the development of English teaching management reform in colleges and universities and cultivate innovative practical English talents according to understand the present situation of the problems in the English teaching. After research and comparative analysis, the author believes that English teaching in universities mainly has the following main problems.

#### **3.1. Unreasonable English Curriculum Setting**

Nowadays, many universities offer unreasonable English courses without fully taking into account the differences in students' basic English level and offering public English courses which cannot provide differentiated teaching for students of different specialties. Public English courses in the university and many universities of English subject structure set is relatively unreasonable. And there is lacking of the continuity between courses. As a language course, the scale of English class is too large which lead to different learning foundation and the different levels of students English learning effect is uneven.

#### **3.2. Lagging Educational Concept**

The classroom is seriously influenced by the traditional educational concept and the students passively accept the teaching mode of knowledge. In the traditional English classroom teaching, the initiative and enthusiasm of the classroom students are ignored, which seriously affects the effect of the English teaching in the classroom. Traditional English courses pay attention to the improvement of reading and writing ability, but ignore the development of listening and oral ability which is not conducive to the development of students' language and communication skills. There is a significant gap with English teaching objectives in pragmatic and communication skills. These learning difficulties and obstacles restrict the comprehensive development of students in language quality.

#### **3.3. Lacking of Students' Self-study Ability**

Most of the current college English tests are based on written tests. Students have experienced many years of examination training while they have a relatively strong reading and writing skills which is not comprehensive for the subject of language. Therefore, in the long run, this kind of learning focuses on reading and writing over listening and

speaking ability is not conducive to improving students' English communication level, and English teaching which focuses on exams will undoubtedly seriously affect the comprehensive development of college English talent training. English education in colleges and universities should strengthen the guidance of students' English learning methods, pay attention to the cultivation of students' learning skills of English and pay attention to the cultivation of students' independent learning ability as well as the guidance of learning methods.

#### **3.4. Lacking of Outstanding Teachers**

Excellent teachers are the guarantee to improve the teaching quality and teaching effect of the subject. At present, English teachers without rich practical experience in Chinese colleges and universities work in schools immediately after graduation. Colleges and universities should attach importance to teacher training to carry out the practice and self-development of English teachers based on training and communication project and constantly broaden the way of teachers' professional development to improve teachers' professional skills and help English teachers know the development of frontier information as well as training teachers to have more comprehensive and more professional skills to work in English education.

### **4. Reconstruction Strategy of English Educational Management in Universities from the Perspective of Applied Talents Training**

#### **4.1. Rebuilding of English Teaching Objectives**

Under the influence of the current market economy, the social demand is an important reference for setting the English teaching objectives in higher education. Colleges and universities should combine the actual development of different disciplines and the actual needs of the society to formulate more suitable talent training goals and establish appropriate teaching systems as well as effective models for English teaching of different majors. Colleges and universities need to formulate more reasonable talent training objectives according to the actual situation of each major and the talent training objectives of the discipline to adjust the specific training methods accordingly.

#### **4.2. Rebuilding the English Teaching Modes**

From the perspective of professional development, the combination of English teaching and professional content will be an important basis to ensure the effective construction of English teaching application model. That is, on the basis of the English public courses, the English teaching mode of various professional courses is added. From the perspective of classroom teaching, more attention is paid to the combination of English practical skills learning with professional content. This requires teachers to conduct personalized and diversified skills training based on their professional characteristics and students actual situation, and to provide both online and offline teaching guidance. Teachers can also organize more operable English training activities, such as listening to 5 minutes before class English news, English repeat imitation dubbing in class or English speech contest and some English topic discussion group activities which will help improve students interest in English

learning and enhance the level of students English learning. Due to the apparent individual differences between the student groups, each student had different English proficiency and practical skills. Therefore, teachers should use the concept of developing learning mode based on the actual situation of their major and students, and carry out targeted training of students at different levels, so as to improve students' cognitive level and learning skills of English learning. In addition, teachers should introduce some social and political news and social hot spots that students are interested in. Teachers should combine professional skills with social needs and have a deep understanding of their professional English learning to achieve the purpose of applying the knowledge.

### 4.3. Rebuilding the English Curriculum System

The traditional English teaching system in colleges and universities is still based on the study of the teaching materials and it does not carry out sufficient teaching practice activities closely combined with the major. To solve this problem, colleges and universities need to actively rebuild the practical English teaching management system. Colleges and universities need to maintain flexibility between balancing basic English theoretical knowledge and practical English knowledge to focus on social needs and establish a teaching management system that combines academic research and innovative application. According to the different disciplines and majors, the balance between consolidating the basic knowledge of English theory and the application of practical skills of each major. For majors with particularly high requirements for English, applied skills training is the key to the whole learning system. For subjects with low English requirements, the development of English skills is also an important part of the curriculum system.

### 4.4. Strengthen the Construction of Self-development of English teachers

The professional skills of college English teachers are closely related to their English teaching level. In this regard, high-level English teachers can effectively help students to develop applied English skills. In addition to rich professional knowledge, college English teachers should also refine professional skills and pay attention to constantly update the frontier information of their major, to constantly develop and reflect on classroom teaching management.

At the same time, schools should appropriately increase the expenditure of training and continuing education of college English teachers and encourage teachers to develop themselves. The school can also combine the comprehensive performance of college English teachers, especially outstanding teachers, to get material awards and honors which helps to mobilize the sense of responsibility and enthusiasm of English teachers in teaching. In this way, an effective talent mechanism can encourage the continuous emergence of more qualified and outstanding English talents.

### 4.5. Rational Use of the Formative Evaluation Modes

From the perspective of application-oriented talents training, the evaluation mode of English teaching in universities must be organically combined with formative evaluation model and summary evaluation to form a teaching method that emphasizes process and results. At the same time, students will actively feedback the relevant information in the practice process to teachers, which is bound to provide a broader idea for the reform and management of English education.

## 5. Conclusion

At present, more and more companies in the society need high-level and highly skilled English talents to benefit business development. As an important place to cultivate English talents, colleges and universities should combine the actual development of different disciplines and social needs to develop more suitable talent training target for different professional English teaching on the basis of establishing the appropriate teaching system and mode to combine with the current needs of society to cultivate a solid professional knowledge and refined professional skills of high level of English talents. Only in this way can the educational management reform of English in universities develop sustainably based on the applied talents training.

## References

- [1] Cao Xuemei.(2020),Discussion on English Teaching Management in Universities from the perspective of applied talent training [A]. Western Sichuan Literature Compilation and Research Center, Chengdu Translation Association, editorial board of Science and Education Series. Innovative Research on the Development of Foreign Language Education and Translation (Volume9) [C].Western Sichuan Literature Compilation and Research Center,3.
- [2] Wang Cunbao.2020 (05).An Analysis of college English education Reform from the Perspective of Applied Talent Training [J]. Rural staff,237 + 298.
- [3] Liu Xiaozheng.2019.35 (11).Reform and innovation of English Teaching in Universities under the mode of Applied Talent Training [J]. Journal of Jilin Institute of Education,94-97.
- [4] Xu Jing.2019 (07).Research on the Reform of English Practical Teaching in Universities from the perspective of Applied Talents [J]. Chinese Journal of Multimedia and Network Teaching (published),73-75.
- [5] Yang Yuhan, Tong Shan.2019 (05).Discussion on the Reconstruction of English Teaching in Universities from the perspective of Applied Talent Training [J]. Scientific consulting (Science and technology · Management),75.
- [6] Tea uri Turda red. 2019 (08).Research on English Teaching Management in Universities from the Perspective of Applied Talent Training [J].Overseas English, 140-141.