

Higher vocational English teaching reform and innovation from the perspective of vocational needs

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Abstract: under the background of globalization, interdisciplinary talents who both understand professional technology and can skillfully use English for communication are favored by enterprises and the market. From the perspective of vocational needs, the comprehensive teaching reform of Higher Vocational English is the important trend of school education in the future. Therefore, the related research topics have been concerned and discussed by the majority of scholars and experts. Based on a brief description of the advantages of the combination of vocational education and higher vocational English, this paper studies the importance of Higher Vocational English teaching reform from the perspective of vocational needs. Finally, it focuses on the effective strategies of teaching reform to carry out in-depth exploration and all-round discussion, in order to bring different learning experience to students through the new English classroom design. For the development of students' comprehensive ability to achieve twice the result with half the effort.

Key words: occupation demand; Higher vocational English; Teaching reform; Effective strategy introduction

In the actual process of English teaching, teachers should formulate English teaching plans and contents that meet the needs of enterprises from the perspective of professional needs and combined with the actual situation of students. At the same time, teachers should also pay attention to cultivating students' professional quality and developing their professional ability from various aspects and angles, so as to lay a solid foundation for students' smooth employment in the future.

1. The main advantages of the combination of vocational education and higher vocational English

1.1 Professional transformation of students

The knowledge and skills learned by students should ultimately serve the post and society, because students in the school are almost out of line with the real society. In order to promote their identity change to "professional person" as soon as possible, educators in the school should pay attention to the organic integration of vocational education and English Course teaching. By doing so, we can not only gradually improve the English teaching system, but also accelerate the pace of students' professional and social transformation, which is of positive significance to the cultivation of their comprehensive ability and professional quality. To give a very simple example, in the actual teaching process, teachers can set up professional training groups, and the group members can discuss various professional English industries according to the professional syllabus, so as to effectively train their comprehensive ability of English listening, speaking, reading, writing and translation. In the long run, it will not only help students quickly integrate into social practice and speed up the professional transformation, but also improve their ability to deal with and solve problems in the future, so that students can shine and highlight their value in their posts.

1.2 Form exclusive teaching characteristics

At present, most higher vocational colleges have not formed an English teaching system based on professional needs, and some have formed, but can not highlight the characteristics of the school and major. Based on this, higher vocational colleges can fully integrate professional characteristics into the process of English teaching, and finally form a personalized, professional and characteristic English teaching evaluation system. Relevant research shows that the current English Teaching in Higher Vocational Colleges in China is still limited to traditional English, and the reform and innovation of professional English teaching are not dare to try, and the practice is insufficient. Therefore, higher vocational colleges need to fundamentally change the concept of English teaching, and effectively carry out English teaching reform around the professional needs. In order to achieve this goal, schools should pay attention to the research of foreign English teaching, optimize and improve the existing teaching methods, strive to form a characteristic and personalized English teaching system, highlight the exclusive advantages and characteristics, and comprehensively improve the teaching quality.

2. The significance of Higher Vocational English teaching reform and innovation from the perspective of vocational needs

On the one hand, for schools, the reform and innovation of English teaching around vocational needs can help students timely and accurately understand the market demand, information and future professional development trend related to their majors, urge educators to adjust professional courses and English teaching content personalized, and pave the way for the reform and development of school education. For enterprises, they can recruit more talents that meet the actual needs of the post. Through the continuous introduction of advanced technical and skilled talents, the economic benefits of enterprises can also be fundamentally guaranteed

On the other hand, for students in higher vocational colleges, solid theoretical foundation and skilled practical operation ability are the stepping stones for them to step into the society, adapt to the society and enter the ideal enterprise. To be successful, students must fully display their advantages and tap their potential in practical work. Obviously, cultivating students' professional ability and practical ability is

an effective way to promote their long-term development. At present, the English curriculum objectives of higher vocational colleges are not enough to meet the standards required by the professional education certification. Therefore, it is necessary to carry out practical research on the English curriculum reform from the aspects of teaching objectives, English education platform, feedback mechanism, etc. on the basis of the certification standards. At the same time, we should pay attention to the integrated teaching inside and outside the joint school. In this way, it can not only vigorously promote the comprehensive development of vocational education, but also enable students to exercise their English ability in practical work and improve their comprehensive English level, which is conducive to students' long-term development.

3. Effective strategies for Higher Vocational English teaching reform and innovation from the perspective of vocational needs

3.1 Improve the English curriculum and build a curriculum system with professional characteristics

First, arrange English courses reasonably. English is one of the general courses of many majors in higher vocational colleges. Higher vocational English teaching can be divided into two parts: Basic English and industry English. In order to achieve the teaching effect step by step, the school can arrange basic English courses in the first semester, and let students contact with industry English from the second semester. Here, we need to emphasize that the teaching content of basic English and industry English should maintain natural cohesion, integration and penetration, otherwise it is difficult to achieve the desired teaching effect. Specifically, in the first semester, the teaching content should be based on the teaching of basic knowledge. The teaching theme should be closely related to students' daily life, highlight the interesting and daily teaching characteristics, and fully mobilize students' enthusiasm in learning English. In the second semester, at the stage of Vocational English teaching, teachers can introduce teaching contents of social hot spots and trends of the times on the premise of a detailed survey of students' basic English level. In this process, we can improve students' English application ability by introducing scenario simulation, role play and other ways, strengthen their mastery of relevant content and skills, and enable students to flexibly apply their knowledge to professional practice and the workplace.

Secondly, scientific research and development of school-based teaching materials. The role of textbooks is not only to impart knowledge, but also to guide students' autonomous learning or thinking through the arrangement of appropriate knowledge points, which is more conducive to the fundamental change of students' learning concept. In addition to general English textbooks, higher vocational colleges can combine the characteristics of running a school and professional advantages with experts and educators to independently develop distinctive school-based textbooks. For example, loose leaf textbooks are very popular in recent years and should be paid special attention. When compiling textbooks, we should follow the basic principle of "interlocking, progressive layer by layer, and prominent cases". It is best for relevant personnel to conduct field research in the enterprise before compiling textbooks, so as to make the textbooks more in line with professional needs and students more interested and motivated in learning.

3.2 Simulate professional situation and carry out diversified teaching mode

Diversified teaching mode is conducive to fundamentally breaking the shackles of traditional teaching mode, and then bringing students a new learning experience.

First, make full use of modern teaching technology and equipment to achieve the goal of online and offline integrated teaching. At present, many higher vocational colleges have started to apply the online and offline integrated teaching method to English teaching. In the process of online teaching, teachers should create diversified situations for students in combination with specific teaching contents, create a relaxed and harmonious classroom atmosphere, and flexibly use multimedia technology to play English learning videos, audio materials or American blockbusters. In the process of offline teaching, teachers should organize students to have group discussions or carry out activities such as speech contests, special lectures, English practical writing contests, English drama performances, etc., in order to improve students' Comprehensive English application ability and fully mobilize their enthusiasm for learning English.

Secondly, higher vocational colleges can also adopt the scene simulation teaching method. In the professional basic courses, teachers use multimedia technology to show students the knowledge of English words, grammar, dialogue and so on related to their major, and create opportunities for students to carry out oral expression exercises in time according to the actual application scenarios. In professional courses, teachers can use scenario simulation method to show students the development prospects, development needs and other contents of the enterprise, and create typical working scenes. For example, in the process of teaching Civil Aviation English, teachers can design the scene of "stewardess" introducing lunch to "foreign passengers" on the plane; Set up scenes where the "conductor" introduces ticket prices and service contents... These scenes really let students immerse themselves in English learning situations. Through actual communication and open expression, their comprehensive ability of professional English will be significantly improved accordingly.

3.3 Strengthen practical teaching and actively carry out second classroom activities

First of all, teachers can design more reasonable practical courses according to the actual situation of students. In the teaching process of practical courses, based on the professional needs, combined with the actual situation and learning characteristics of students, we should optimize the practical teaching methods to achieve the expected teaching objectives. For example, relying on school enterprise cooperation, teachers can jointly develop a series of practical courses with enterprises, and develop and design colorful vocational training projects, such as innovative design competition, entrepreneurship simulation competition, etc. It is an effective way to cultivate students' comprehensive practical ability to replace practice with competition and promote learning with competition.

Secondly, in the process of carrying out practical courses, teachers should pay attention to the personalized training of students.

Carry out targeted teaching in different actual situations, guide students to actively participate in English practice courses, and cultivate their problem-solving ability and innovation ability. For example, teachers can organize students to carry out English corner activities, cultivate students' oral expression ability and communicative ability, and enhance the feelings between students and teachers and students. In addition, teachers should also encourage students to choose excellent films to dub them. From a certain point of view, it is conducive to deepening students' understanding and learning of different cultures, and it will also improve students' intercultural communication ability imperceptibly.

Finally, create an English training room for practice. Listening, reading, writing and practicing more is the shortcut to English learning. In view of the main problem of "weak oral English level" of higher vocational students, higher vocational colleges should increase investment in the construction of English training room. Taking Aviation English teaching as an example, in order to create a good English ability training environment for students, the training room should be equipped with advanced multimedia equipment, and the virtual reality simulation technology should be introduced to build an integrated exercise scene for students, such as ticket purchase, security inspection, customs, consignment, currency exchange and so on, so that they can play "airport service personnel" or "passengers" respectively, Create good opportunities for students to show themselves. After that, teachers organize students to share their insights and experiences, on the one hand, improve their understanding of Aviation English and even the aviation industry, on the other hand, effectively exercise students' vocational service skills.

3.4 Strengthening the construction of English teaching staff and improving teachers' professional cognition

In order to improve the quality of English teaching and meet the needs of professional personalized talents, it is a prerequisite to build a team of teachers with high quality, thick foundation and strong ability. Therefore, higher vocational colleges should pay special attention to the construction of teachers' team, improve teachers' professional cognitive level and comprehensive quality.

First of all, teachers are encouraged to work with enterprises to truly understand the needs of the industry. Taking aviation related majors as an example, their English teachers need to go to civil aviation enterprises and even airports to actually experience work, understand the relevant work content and work requirements through job rotation, and then convey the specific requirements of the enterprise to the students, so that teachers' teaching and students' learning are more targeted. In the process of face-to-face teaching, teachers can create more realistic experience situations according to their previous internship experience. Taking "ticket service" teaching as an example, teachers can divide students into several groups and let them simulate the scene of buying and selling tickets in class. Through "good afternoon, I am Cindy Liu, attendants at the ticket office.how can I help you?" Through the targeted practice of sentence patterns, students can not only remember how to greet others in English, but also smoothly open the dialogue with others, which is conducive to cultivating students' good service consciousness and professional quality.

Secondly, the school should organize teachers to go out for further education and study, encourage them to participate in academic conferences and lectures at home and abroad, participate in enterprise training, participate in subject research, etc., and improve teachers' comprehensive teaching ability in this way; By employing English teachers with rich practical experience and introducing high-level English teaching talents, especially talents with overseas study background, we can make up for the shortage of English teachers in our school.

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In a word, the level of English Teaching in higher vocational colleges directly affects students' future employment, entrepreneurship and future development. Based on this, in order to improve students' professional quality and ability, schools can improve the English curriculum and build a curriculum system with professional characteristics; Simulate professional situation and carry out diversified teaching mode; Strengthen the practice teaching link, and actively carry out the second classroom activities; Strengthen the construction of English teachers, improve teachers' professional cognitive level and other aspects to reform the English curriculum, design and arrange targeted teaching activities, so that the English curriculum can better serve the employment, and then promote the continuous development of students in the direction of diversification.

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