

# *Professionalization and Quality-oriented English Major Education in Undergraduate Colleges*

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**Abstract:** With the innovation and development of education, colleges and universities have gradually taken professionalization and quality-oriented education as their core educational objectives, and have cultivated many highly professional talents to prepare for the development of the future society. Especially in the English professional education of undergraduate colleges and universities, professionalization and quality-oriented education are very important for the development of students. However, due to the changes of social and economic globalization, although colleges and universities can train a large number of professional talents, there are still some deficiencies in the professionalization and quality-oriented aspects of English teaching. Therefore, this paper makes some discussions on how to carry out the professionalization and quality-oriented education of English major education in undergraduate colleges and universities, and puts forward substantive suggestions to provide reference for the development and reform of English education in colleges and universities.

## **1. Introduction**

In the context of innovative education and teaching, we should clearly put forward the requirements of professionalization and quality-oriented cultivation of English majors in accordance with the current problems in the cultivation of English majors in colleges and universities, starting from the study of the root causes of the problems. Through the standardization and institutionalization of education management status, students' professional cognition and professional ethics will be cultivated, and students' core quality, practical operation ability and innovative spirit will be further improved.

## **2. An overview of professionalization and quality-oriented English major education in colleges and universities**

The professionalization and accomplishment of English curriculum mainly means that the teaching material aims at the personalized cultivation and needs of students, fully highlights the professionalism of English as a subject, and penetrates the content closely related to its professional goals into the classroom links, strengthens students' attention in the classroom, and urges students to take the initiative to practice and think. In the process of carrying out the reform of the college

education system, English teachers need to take students as the basic point, pay attention to the differences between students, and adhere to the practice of the student-centered education concept, in order to take promoting the professionalization and quality-oriented development of English professional courses as the basis, and comprehensively demonstrate the educational effect and advantages of the education reform.[1] Professionalization and quality-oriented education is a great challenge for teachers. Teachers must make clear the growth and development background of students and their learning needs. Based on professional development and quality improvement, they should make reasonable adjustments and reform and optimization of English curriculum objectives, so as to integrate theoretical knowledge courses with practical classes, and improve students' comprehensive quality in an all-round way.[2] We should guide students to use their English professional knowledge to deal with relevant problems in daily life, enhance students' ability to draw inferences from one instance and apply what they have learned, thus effectively breaking the shackles of traditional teaching methods in schools.

### **3. Problems in professionalization and quality-oriented education of English majors in colleges and universities**

#### **3.1. The teaching objectives are not clear**

In the process of English professionalization and quality-oriented development in China's higher education, the main problem is that its educational objectives are not clear. The fundamental foothold of the development of colleges and universities is to educate front-line personnel, and to carry out education by means of practical ability. Therefore, English professionalization and high-quality teaching are both for the employment of students. However, the English teaching teams in many schools are not aware of this problem.[3] Under the impact of the traditional English classroom model, English education is mostly based on theoretical knowledge courses. This part of courses not only has a large workload and high difficulty, but also has little help for the future development of college students, so as to make many students have to complete the study of professional English after employment, and reduce the ability of higher education talents to realize practical value.

#### **3.2. The connection of curriculum system is not high**

The connection of the curriculum system is very important for the structured learning of undergraduate students. In the current college English curriculum, there are generally two English courses, one is public English and the other is professional English. This also means that students must complete all aspects of the same language and establish their own academic norms. The two courses are essentially the same language, but the teachers do their own things in the classroom teaching process. Not only has there been a big gap in teaching, but also there is no reasonable connection in teaching content. In view of these disunited and unclear conditions of the English teaching system in colleges and universities, if not dealt with in a timely manner, it will seriously restrict the efficiency of the professionalization and quality-oriented development of English teaching in colleges and universities, and cause the English teaching system to form an important obstacle to the professionalization and quality-oriented development of schools.[4]

#### **3.3. The professional level of teachers and the shortage of teachers' resources**

The core of the professionalization and quality development of college English education is the English teacher resources. English teachers are the main "guides" to carry out professional and quality-oriented English teaching in universities. Their professional quality and teaching level have a

great impact on students. But at present, there are still some English teachers who are not professional and systematic in teaching. The fundamental reason is that most English teachers are only good at teaching traditional college English courses because of the wide range of subjects covered by the university. They have very limited involvement in professional English, so they cannot carry out systematic professional English teaching for college students. In addition, the lack of teacher resources in college English teaching is also the main factor that leads to the failure of professional and quality-oriented education[5].

### **3.4. Lack of necessary English teaching environment**

The basic courses of English majors are different from other disciplines, and the demand for environment is relatively large. The research shows that a good communication environment can greatly improve learners' learning efficiency, enable them to understand and exchange knowledge more firmly, and acquire better communication skills.[6] By learning in a high-quality communication atmosphere, students can also improve their ability to interact and cooperate in teams, thus accumulating exchange experience, and finally achieving a thorough understanding of English learning. However, colleges and universities generally lack attention to the establishment of the English language environment. Students often can only learn and understand English within the limited time in the English curriculum, and lack the mastery of western language habits and understanding of language theory.

## **4. The necessity of professionalization and quality-oriented education of English majors in colleges and universities**

The professionalization and literacy of higher English education is a learning mode centered on improving learners' professional awareness and comprehensive quality, which enables learners to learn English well on the basis of listening, speaking, reading, writing and translation, and emphasizes not only mastering the most basic English knowledge.

### **4.1. Construction of teaching plans related to English vocational courses**

The stage of college English education can generally be divided into basic English stage and professional English stage. The first step of professional application of English is to require teachers to construct teaching plans related to English vocational courses, guide students to communicate and communicate in a certain workplace environment, and pay attention to the future professional development needs of English learning, so that students can carry out learning and work related to English professionalism and literacy in a balanced development, and apply English to solve corresponding business in special environments and work scenes.

### **4.2. Launching industry English courses**

From the perspective of China's current higher education, it is difficult to break away from the traditional teaching based education to a certain extent, and it does not pay attention to the practical ability of students, ignoring the different language skills requirements of English professionals in society. Therefore, it is very necessary to carry out professionalization and quality-oriented education of English majors in colleges and universities. Schools need to carry out professional English courses according to the actual needs of various professions in society, and gradually innovate college English teaching to solve the core problems of current education.

## **5. Research on the professionalization and quality-oriented strategies of English major education in colleges and universities**

### **5.1. Construct a reasonable teaching system and improve the cohesion**

The cohesion of English teaching has a significant impact on students' professional learning. Once there is a fault in the teaching of English majors, it will cause students to be confused in the learning process and unable to use the existing professional knowledge to overcome the problems they face. The lack of communication and cooperation between public English education and professional English teaching has led to the lack of teaching of some English courses. Therefore, the public English and professional English courses must coordinate and communicate well, establish a more scientific English teaching model, construct an appropriate teaching system, and change the problems of the unsmooth connection between public English and professional English in the traditional courses and the content gap. Therefore, for the same type of courses, professional English and public English should implement mixed courses, that is, the contents of the two courses should be interspersed with each other, and through the supplement of the courses and the integration of knowledge, the ultimate goal is to professionalize and improve the quality of teaching, so as to achieve the comprehensive cultivation of English professional innovation ability of college students.

### **5.2. Updating teaching facilities and enrollment plan**

Colleges and universities also need to strengthen cooperation with schools and enterprises, actively absorb external teaching resources, improve campus teaching equipment and professional instruments, build a perfect practical education and training base, and create a teaching practice platform for students; Secondly, we should further improve the admission standards and actively accept excellent students. In addition, the school also needs to improve the professional and quality-oriented education evaluation system, form a diversified evaluation system, and pay attention to the evaluation process, in order to strengthen the monitoring and control of quality, and focus on the assessment of the students' ability to use the theoretical knowledge of English majors and combine with the actual situation. Through the form of school-enterprise joint examination, we can improve the students' on-the-job professional and practical ability to use English, improve the teaching effect, and gradually promote the construction of professionalization and literacy of college English. Only by actively changing education concepts, adjusting teaching objectives, establishing reasonable professional and quality education orientation, and selecting scientific and reasonable English professional education means can we effectively improve the effectiveness of English professional and quality education, and lay a solid foundation for the cultivation of comprehensive technical talents.

### **5.3. Strengthening teachers' teaching ability and innovating teaching facilities**

In college English teaching, teachers need to have a clear understanding of examination-oriented education and quality-oriented education, distinguish them reasonably, and use quality-oriented education to guide students to speak, cooperate and communicate independently and actively in class, so as to cultivate students' innovative spirit and practical ability. This also requires that teachers must have profound professional knowledge of education and comprehensive teaching ability, guide students to combine basic English knowledge with professional English knowledge, and use textbook theoretical knowledge flexibly, examine and apply knowledge with innovative vision, in order to explore and master knowledge methods, and improve their business. In addition, we should improve teaching equipment, campus multimedia teaching facilities and modern information systems to achieve resource sharing. We should carry out English teaching methods in different grades to enable students to interact with each other and enhance their enthusiasm for learning.

#### 5.4. Changing teaching methods and improving teaching mode

At present, college English classes still follow the traditional teaching method, the results obtained by the cramming teaching method are not satisfactory, and students' weariness of learning is also very obvious. To completely change this situation, the teaching methods of English majors in colleges and universities must be constantly innovative and keep pace with the times. We should make the focus of classroom teaching gradually change from teacher-oriented to student-oriented, so that professionalization and quality-oriented education can be implemented. In the classroom, teachers should use more multimedia teaching to replace the previous blackboard class, create more harmonious and harmonious classroom environment, and improve teaching efficiency. In addition, teachers can also stimulate students to actively explore the fun of learning by assigning homework. Only by constantly innovating the teaching mode can we promote the professionalization and quality of English professional education.

#### 5.5. Establishing diversified evaluation mechanism

The traditional teaching evaluation mechanism has a relatively simple form. It usually only uses the final examination to evaluate the learning effect of students, which can only examine their short-term learning achievements, but it cannot fully know whether they have actually mastered the learning skills and applications in the whole teaching process. Therefore, schools should change this situation, build a diversified teaching evaluation system, and carry out teaching evaluation completely and effectively. First of all, universities and enterprises can carry out course evaluation in many ways to comprehensively assess the learning effect of students. It is necessary to examine the work performance ability of students in the company to see whether they can meet the company's job requirements. Only by forming a diversified ability evaluation system can we better understand the students' knowledge mastery, and at the same time can we more effectively mobilize students' learning motivation, so as to better supervise students and promote their development towards professionalism and quality.

### 6. Conclusion

The teaching of English majors in undergraduate colleges, whether it is curriculum design or teaching organization design, cannot be separated from the participation and guidance of scientific educational ideas and experienced experts. The teaching of English majors should aim at professionalization and quality-oriented education and implement effective reforms. Only through reform can the teaching of English majors in colleges and universities keep pace with the times, adapt to the needs of employers, and provide the society with a large number of excellent students and talents necessary to meet the needs of economic and social development.

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