

Research on Regional Economic Development and English Teaching in Local Applied Universities

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ABSTRACT. English major teaching in local colleges plays an important role in local social and economic development, and plays an irreplaceable role in the process of popularization of higher education in China. China's higher education can no longer meet the needs of economic development, so we should train applied talents based on the needs of enterprise talents. According to their own school-running orientation, local undergraduate colleges aim at training applied talents and rely on serving regional economic and social development to realize transformation and development through reform and continuous innovation. English Teaching in local colleges and universities should adhere to the educational concept of serving the regional economy, take the cultivation and transportation of English application-oriented talents as its educational goal, and take the market demand as its education orientation. In the process of transformation and development of local colleges and universities, College English teaching conforms to the trend, closely combines the talent needs of local social and economic development and students' professional needs, actively explores reform, and strives to cultivate applied talents with core competitiveness in the workplace.

KEYWORDS: Local colleges and universities, Regional economy, English teaching

1. Introduction

With the continuous increase of the pace of reform and opening up and the continuous development of the market economy, the society's demand for English professionals is increasing. At the same time, the society's requirements for the quality of English professionals have also undergone tremendous changes [1]. Local undergraduate colleges and universities occupy a large proportion in my country's undergraduate education system, both in terms of quantity and the scale of students, and especially provide valuable human resources for the development of my country's local economy [2]. With the acceleration of the process of global economic integration, the development trend of the regional export-oriented economy has become prominent, and more and more interdisciplinary talents with high English ability are required [3]. Earth-shaking changes have taken place in my country's economic construction and social outlook, but our higher education ideology and educational concepts have not changed much, and the concept of cultivating elites is still adopted in personnel training. In the process of transforming local undergraduate colleges to application-oriented universities, it has gradually become clear that its basic function is to cultivate application-oriented talents, but how to construct a perfect talent training system as a guarantee for the training of applied talents is an urgent problem to be solved [4]. Language can promote economic development, and local colleges and universities English teaching should uphold the educational philosophy of serving the regional economy, with the goal of cultivating and delivering practical English talents, and market demand as its educational orientation [5].

With the continuous development of science and technology, the continuous acceleration of knowledge innovation, and the increasingly fierce social competition, the contradiction between talent training and social needs has become increasingly prominent [6]. The establishment of local applied universities should focus on the needs of local or industry economic development, vigorously promote teaching construction and reform, and strive to cultivate practical and technical applied talents [7]. As a new force for cultivating qualified English professionals for all levels of local social and economic development, the English majors of local colleges and universities are facing tremendous pressure and challenges in the professional foreign language education market [8]. The development trend of regional economy also directly affects the development of college English teaching in local applied universities. How to build a special talent training system for English majors in local colleges and universities based on the actual situation of colleges and universities under the new situation is a major issue facing many local college English majors [9]. In the current process of transformation and development of local colleges and universities, college English teaching conforms to the trend, closely combines the talent needs of local social and economic development and the professional needs of students, actively explores reforms, and strives to cultivate application-oriented talents with core competitiveness in the workplace, thereby helping the region The economy continues to develop.

2. Problems in the Training of English Majors in Local Colleges and Universities

2.1 The Target of Talent Training is Not Clear

Colleges and universities in all regions regard the syllabus of college English majors as the guiding goal of personnel training. Regardless of students' entrance level, the curriculum and training methods of schools are the same. The teaching of theoretical courses depends on classroom teaching. Traditional classroom teaching focuses on the selection of teaching materials and teachers' teaching. It is inevitable that there will be overlapping and duplication in the content between courses. Students will devote most of their energy to learning basic theoretical knowledge. With the society and students paying attention to English learning, the requirements of the job market and the implementation of CET-4 and CET-6, the English level of non-English majors has been greatly improved in recent years, which has formed direct competition for English majors. When a region's economic development is in good shape, more funds will be invested in the construction of local material and spiritual civilization, especially in the field of education. The ultimate goal of college English teaching is to promote the improvement of students' practical English application ability, meet the specific requirements of related industries and professional fields for English ability, and have more professional competitive advantages in society [10]. Local colleges and universities should take local economic development, industry and enterprise demand as the guidance, take professional post ability as the training goal, scientifically formulate the training system of applied technical talents, and build a platform conducive to cultivating students' innovative spirit and practical ability. The development of regional economy inevitably requires local college English education to provide qualified talents, and college English education in turn requires regional economy to provide support for its development. With the development of regional economy, compound talents with English ability in various majors are more suitable for the market demand, which is more conducive to improving the employment rate of local college students, thus arousing the enthusiasm of college English teaching and improving its teaching level steadily and continuously.

2.2 Unbalanced Curriculum for English Majors

Whether the curriculum is scientific or not will directly affect the effectiveness of personnel training, which involves not only the curriculum name, hours, credits and other issues, but also the personnel training concept, market positioning, professional construction, educational philosophy and other issues. With the rapid development of network information technology, modern scientific and technological means are more and more applied to traditional classroom teaching, which makes traditional classroom teaching glow with new vitality, and students' learning enthusiasm and initiative are obviously improved. However, the application of modern scientific and technological means in classroom teaching has not fundamentally changed the traditional teacher-centered classroom teaching mode, the dominant position of teachers has not changed, and students are still passive recipients. According to the special needs of regional economic development, college English teaching should set up courses and majors, actively carry out reforms, and cultivate graduates with certain practical communicative application ability. Because of the advantages of non-English majors in their respective majors, the improvement of their English level directly leads to the shrinking of employment space for English majors. Regional economic development can provide policy, capital and technical support for college English teaching. It is an urgent task for English majors in local colleges to construct a scientific, reasonable and distinctive curriculum system. With the local government's great attention and policy assistance, the education of local colleges and universities can develop healthily and rapidly in the right direction, and the quality of English education and teaching can be continuously and significantly improved.

3. Ways of Coordinated Development between Regional Economy and College English Teaching in Local Applied Universities

3.1 Regional Economy Provides Comprehensive Support and Guarantee for College English Teaching

The regional economic structure has changed from labor-intensive to technology-intensive, and the demand for high-skilled and compound applied talents is increasing. In the curriculum, we should not attach importance to theory but not practice, and we should not attach importance to practice but not theory. According to the training objectives and specifications of professional talents, the relationship between theory and practice should be well coordinated, so that the students can have a solid professional theoretical foundation and strong practical ability. The core of human resources development in local application-oriented universities lies in the development and management of teachers and management teams. English teaching in local applied universities is one of the most direct and close forms of higher education to serve the regional economy and connect with the leading industries in the region, and the talents it trains are of great significance to the development of regional economy. The unclear orientation of English teaching

objectives in application-oriented universities will lead to the lack of operability in the implementation process. Generally speaking, it is assumed that the relationship between the three-dimensional expression of teaching process and the three-dimensional expression of learning effect is consistent with the observed data. Fig. 1 is a path analysis model for building an effective college English classroom environment and determining the learning effect.

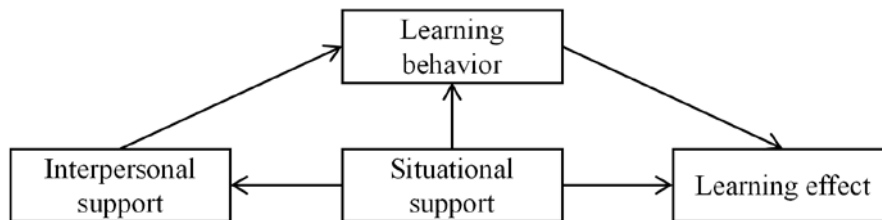


Fig.1 Path Analysis Model

Local undergraduate colleges are generally funded by local governments. Therefore, they should run schools according to local economic and social development status and local people's needs for higher education [11]. Local social circles should give more understanding and attention to English teaching in local colleges and universities, help them solve difficulties, expand their employment channels and support their transformation and development. The core of human resources development is to develop people's potential and ability, so that people with various skills can get the most appropriate use. Only by getting more funds can colleges and universities be equipped with higher-end English teaching facilities, further improve the English teaching environment, attract more excellent English teachers, and promote the scientific and modern college English teaching.

3.2 On College English Teaching Combined with Regional Economy

With the sustainable development of regional economy and the prominent export-oriented economy, the practical application ability of English plays an increasingly important role in the local social, economic, industrial and cultural undertakings. With the development of social economy, some basic courses can not meet the requirements of social and economic development, so we should appropriately reduce the class hours and contents, and set up courses that meet the needs of quality education and regional economic development [12]. Local undergraduate colleges should pay attention to the construction of experimental centers on campus and practice bases off campus, and build virtual simulation centers according to the needs of social employment ability, so as to improve students' practical ability and vigorously promote school-enterprise cooperation. While continuing to consolidate English language knowledge, English teaching should seek to transform basic language knowledge into language communication skills and pay attention to improving students' practical English application ability [13]. The teachers and scientific research level of local colleges determine that its main task is to train applied talents. In the process of long-term historical development, leading enterprises, characteristic enterprises or advantageous industries with different characteristics have been formed in various places, and historical and cultural accumulations with different characteristics have been formed.

Local enterprises should provide a platform for English education in colleges and universities, so that English education-related talents can get more practical opportunities, communicate with colleges and universities frequently, discuss the talent training mode together, and improve the effectiveness of English teaching. Local application-oriented universities should always take local application training as an important form of running schools and an important channel to strengthen social and economic benefits. According to the analysis of local economic and social development, the demand for talents in different regions has both commonness and individuality. It is the bounden duty of local colleges to meet the human demand, especially the individual talent demand, and it is also the basis and premise for local colleges to form talent training characteristics, enhance core competitiveness, and then occupy a place in China's higher education system.

4. Conclusion

The practice of college English teaching fully shows that the reform of college English teaching must aim at serving the development of regional economy, which is the foundation of the existence and development of college English education, and the two are interdependent and mutually promoting. The relationship between regional economic development and college English teaching in local application-oriented universities is increasingly close, and they influence and promote each other. The regional economic structure has changed from labor-intensive to technology-intensive, and the demand for high-skilled and compound applied talents is increasing. There is a close relationship between language teaching and regional economic development. As an important place to learn English, local colleges

and universities play an important role in promoting foreign trade, attracting foreign investment and promoting regional tourism. While continuing to consolidate English language knowledge, English teaching should seek to transform basic language knowledge into language communication skills and pay attention to improving students' practical English application ability. With the development of regional economy, compound talents with English ability in various majors are more suitable for the market demand, which is more conducive to improving the employment rate of local college students, thus arousing the enthusiasm of college English teaching and improving its teaching level steadily and continuously.

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