

The Strategic Management on Social Communication Capability for Vocational College Students

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Abstract: Strategic management is the management of the process of determining strategy and realizing strategic objectives. This research analyzes the relevant elements of English language phonetic capability through current research and literature research, which combines with the advantages of intelligent speech system, and puts forward the practical application of intelligent speech system to support the cultivation of college students' English listening and speaking ability, which will realize the strategic objectives.

1. Introduction

1. Basic concepts of strategic management

Strategic management is the management of the process of determining strategy and realizing strategic objectives. The narrow strategic management concept includes four key strategic elements: Resource allocation; Business portfolio; Competitive advantage; Synergy advantage.

2. Main characteristics of strategic management

Enterprise strategic objectives reflect the interests of enterprise owners;

The strategic objectives can be achieved only when the enterprise management unanimously recognizes and makes joint efforts;

The strategic objectives can be achieved only if the enterprise management unanimously recognizes and makes joint efforts. All levels responsible for the strategic objectives in the enterprise should become the strategic makers;

Enterprises should have the ability to actively respond to the environment;

The enterprise has the ability to reasonably assess the strategic performance, and can obtain and enjoy the strategic performance Value from performance.

3. Objects of strategic management

Starting from the key strategic elements: including business combination, resource allocation, competitive advantage and collaborative advantage, as well as the relationship and changes among the four key strategic elements.

Starting from the strategic management model: including the various components affecting the formulation and implementation of the enterprise strategy and their relationship, involving the external environment, internal strategic levels and business departments.

Starting from the strategic management process: including strategic analysis, strategic formulation, strategic implementation, strategic evaluation and strategic control.

From the scope of strategic issues: including various departments, levels and businesses within the enterprise, as well as the relationship between the enterprise and the environment and the relationship between the enterprise and other related enterprises.

2. Basic framework of strategy

Strategic management process is shown in Figure 1.

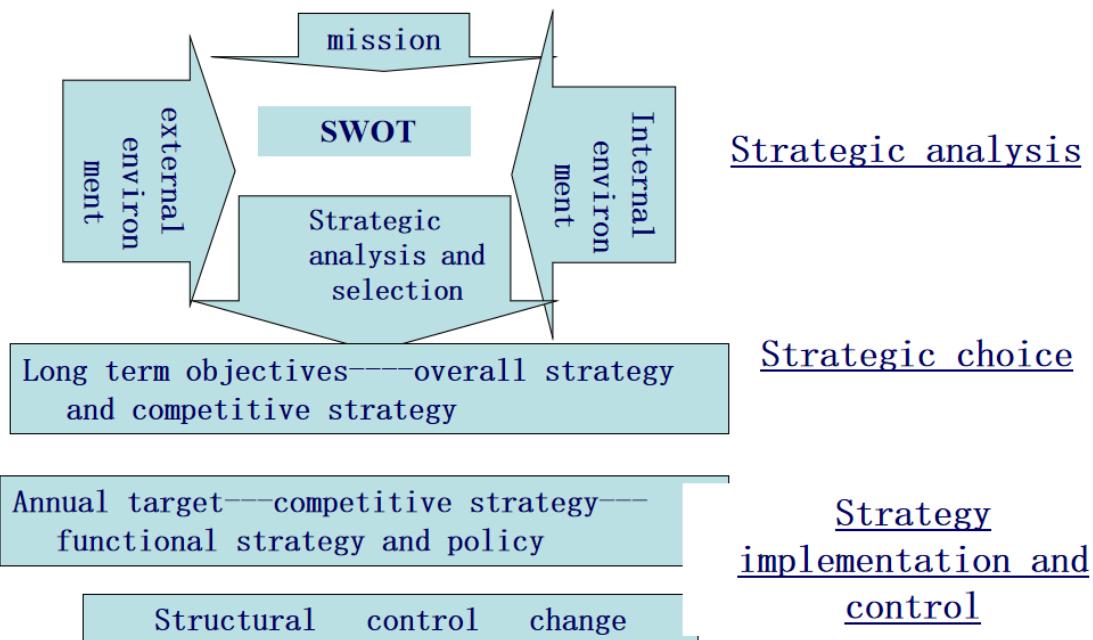


Figure 1. The Strategic management process

Determine the market "position" that should be reached in the future according to the current market "position" and development opportunities. The analysis includes:

Determine or review the mission of the enterprise and determine the development vision. Analyze the characteristics and change trend of the external environment, especially the favorable opportunities and threats provided by the environment for the survival and development of enterprises, and find out the necessary elements for enterprises to achieve strategic success in a specific environment.

Evaluate the internal ability, determine the competitive advantages and disadvantages of the enterprise relative to the key competitors, and find out the core competitiveness of the enterprise.

Determine the order of strategic key tasks of the enterprise in the strategic period as the goal of the strategic period.

3. Objectives of the program

This research analyzes the relevant elements of English phonetic ability through current research and literature research, which combines with the advantages of intelligent speech system, and puts forward the practical application of intelligent speech system to support the cultivation of college students' English listening and speaking ability. Based on the above analysis, the research questions of this study mainly focus on the following aspects:

1) What is the current research status of the application of intelligent voice systems in teaching?

What are the main elements related to English listening and speaking ability?

What is the status quo of the application of intelligent speech system in college English listening and speaking teaching?

2) What is the role of intelligent speech learning system in the cultivation of English listening and speaking ability?

How to use the advantages of the intelligent voice system to solve these problems?

Propose a strategy based on the intelligent voice system to promote the English listening and speaking ability of junior high school students.

3) What are the elements of the intelligent voice learning system to promote the teaching of English listening and speaking ability for junior high school students?

What is its teaching structure?

Therefore, the program is designed to:

A. Investigate the learners' deep learning situation in the online learning space of this course.

- B. Analyze the reasons that affect their deep learning status.
C. Propose deep learning strategies based on network learning space to stimulate learners to understand and think about deep learning.
- SWOT analysis will be carried out from Strengths, Weaknesses, Opportunities and Threats of the net work learning space and deep learning.

Table 1. SWOT Analysis

Strengths	It is the research trend and the theory is in great bloom.
	The great amount of learning resources is stored in the network space and platform.
Weaknesses	The platform and network learning space cost money for students' using.
	The research members are lack of the ability to deep learning practice.
Opportunities	The covid-19 virus calls for the online learning research.
	Many top universities made significant achievement in the deep learning.
Threats	Students in vocational college differ from those in top universities.
	The analysis method may not proper to support the result.

Preliminaries of the program:

- 1) Surf the Internet (usually CKNI in China) and search the related keywords to download the literature.
- 2) Read the literature and make comparison.
- 3) Make notes of deep learning and network learning space.
- 4) Write thesis on the deep learning from different angles. The title of the thesis is Application Data Analysis of FIF Oral Training System Platform—FIF: FOR IDEAL FUTURE.
- 5) Identify a kind of software application (FIF software for oral practice and evaluation in Figure 1) for further study and research.

Program proper

- 1) In the first phase of the research, hundreds of questionnaires will be distributed to university students. The first part is the basic information of the subject, including the gender, age, and English Language proficiency. The second part is the FIF software application using situation for college students.
- 2) Before the data collection, the validity of the research tools was established and identification of the study participants was undertaken.
- 3) Then the researcher will receive valid questionnaires. In addition, about 10 teachers and students will be listened to by the classroom observation method and involved in the interview method.
- 4) The data obtained from the questionnaire and interviews will be treated through appropriate data analysis tools.

4. Conclusion

The data obtained will be treated using the following data analysis tools:

SOP 1 is about thematic Analysis. A method for identifying, analyzing and reporting patterns within data. The thematic Analysis will be used to analyze the factors that influence the students' deep learning ability.

SOP 2 is the mean and scale. This will be used to analyze the participants' opinion about network learning space. Participants choose the options that meet the conditions according to their own situation. Each question is divided into five options, among which: 1 represents "strongly disagree"; 2 represents "disagree"; 3 represents "uncertain"; 4 represents "agree"; 5 means "strongly agree".

SOP 3 is the narrative analysis which contains frequency and percentage. Frequency will used to present the profile of the participants.

SOP 4 is also about thematic Analysis. Thematic analysis is simple to use which lends itself to use for novice researchers who are unfamiliar with more complex types of qualitative analysis. It allows

for flexibility in the researchers choice of theoretical framework. Some other methods of analysis are closely tied to specific theories, but thematic analysis can be used with any theory the researcher chooses. Through this flexibility, thematic analysis allows for rich, detailed and complex description of the researcher's data.

The document of the whole research is finished, including the reference and appendix. The conclusion of the paper is listed below.

- (1) The English listening and speaking teaching process based on the intelligent voice system has been effectively verified.
- (2) The online learning arouses students' interest in listening and speaking.
- (3) According to learning needs, appropriate audio-visual resources are recommended.
- (4) It promotes students' independent listening and speaking practice and expands listening and speaking space.
- (5) It improves students' English listening and speaking skills.

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