

On Countermeasures of How English Education in Colleges and Universities Serves the Development of Chengdu Economic Zone—Taking Leshan City as an Example

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Abstract—The purpose of English education is to cultivate competent English talents who can meet the need of society. Guided by how English education in colleges and universities serves the development of Chengdu Economic Zone, and based on the characteristics of Leshan economic development, the paper is to analyze the English talents demand in Leshan City and to analyze the problems in how English education of colleges and universities in Leshan serves the development of Chengdu Economic Zone, as well as to study the countermeasures accordingly, aiming to promote English education in colleges and universities in Leshan City and to improve the construction and development of Chengdu Economic Zone.

Index Terms—English education in Colleges and Universities, Chengdu economic zone, countermeasures study, Leshan City

I. INTRODUCTION

Economic globalization is the inevitable trend in the current world. Most countries in the world, developing countries or developed countries, all want to do business with each other so as to improve their economic power and improve their people's living standard. For China, in order to develop foreign trade with other countries, English has to be put to an important place. Students, especially graduates from colleges and universities have to master a good command of English. Under this circumstance, the link between English education in colleges and universities and regional economy is becoming closer and closer. English education is the vital basis of the development of regional economy. For Leshan City, which is subordinate to Chengdu Economic Zone, the rapid development of economy renders a higher demand for practical English talents and English talents of comprehensive capabilities. A win-win situation should be established between English education in colleges and universities of Leshan City and the development of Chengdu Economic Zone.

II. INTERACTION BETWEEN ENGLISH EDUCATION OF COLLEGES AND UNIVERSITIES IN LESHAN CITY AND THE DEVELOPMENT OF CHENGDU ECONOMIC ZONE

The important goal of English education of colleges and universities in Leshan City is to cultivate professional talents for the construction and development of Chengdu Economic Zone. Only when English education of colleges and universities in Leshan City develops coordinately with Chengdu Economic Zone can it serve Chengdu Economic Zone better, conversely, the better development of Chengdu Economic Zone can promote English education of colleges and universities in Leshan City.

1. The positive effect of English education of colleges and universities in Leshan City on the development of Chengdu Economic Zone: To help to introduce the abundant tourism resources like Leshan Giant Buddha and Emei Mountain to the world in a better way, thus to promote the development of Leshan tourism industry and to further improve the development of Chengdu Economic Zone; To help to promote the development of the export and import trade of specialty products in Leshan City, thus to make Chengdu Economic Zone keep pace of the world more fluently; To help to improve the attraction of foreign investment of Leshan City, thus to promote the foreign cooperation of Chengdu Economic Zone.

2. The positive effect of the development of Chengdu Economic Zone on English education of colleges and universities in Leshan City: The better development of Chengdu Economic Zone means higher government revenue, and consequently higher capital investment in Leshan higher education, which is good for the development of English education of colleges and universities in Leshan City; The better development of Chengdu Economic Zone means more employment opportunities, and consequently higher job market for Leshan graduates from colleges and universities, which is good for the development of English education of colleges and universities in Leshan City; The better development of Chengdu Economic Zone means quicker development of high-end technology, which promotes the cultivation of high-level talents by English education of colleges and universities in Leshan City.

III. THE CHARACTERISTICS OF LESHAN ECONOMIC DEVELOPMENT AND THE ENGLISH TALENTS DEMAND IN LESHAN

1. The characteristics of Leshan economic development: Economic aggregate increases rapidly (In the first half of 2016, the total output value in Leshan reached 59.46 billion RMB, with a growth of 5.2%. The increase value of above-scale industries grew by 4.7%. Fixed assets investment in Leshan reached 46.95 billion RMB, with a growth of 8.7%); Industry power increases gradually. Industries like electronic information, new energy and modern equipment manufacture develop better. The production of glyphosate ranks the first in Asia. The scales of stainless steel and construction ceramics rank the first in West China. And there are 5 key provincial cultivation parks, 5 parks of 10 billion scale, and 649 above-scale industries and enterprises; The service industry prospers. Industries like tourism, finance and trade develop maturely. Tourism economic aggregate and the number of banks and financial institutes are second to Chengdu in the range of Sichuan Province. Now, Leshan is trying its best to develop the modern service industry based on tourism industry as the leading industry and trying to create the second-level financial center in Sichuan Province; Modern agriculture develops quickly. There is National Agricultural Science and Technology Park as well as 6 leading enterprises of national agriculture industrialization. Comprehensive development level of tea industry ranks the first in Sichuan Province, with a reputation of "Home of China Green Tea"; Regional technology talents highland has been established at a preliminary level. There are one National High and New Tech Development Zone, one National Agricultural Science and Technology Park, one National Sustainable Development Experimental Zone, and one National Silicon Material Base. There are 10 scientific research institutions and colleges as well as universities. There are 34 national engineering research centers of provincial level and municipal level. There are 39 National High-tech Enterprises. And there are 50 provincial innovative enterprises.

2. The English talents demand in Leshan: The author made a survey about the English talents demand in many companies and enterprises in Leshan such as Leshan Giant Buddha Administrative Committee, Mountain Emei Administrative Committee, Leshan Phoenix Co, Ltd., Leshan He Bang Group, etc. And it was found that all the companies and enterprises' demand for English talents quality is higher and higher. Actually, companies and enterprises need graduates with professional skills as well as professional English without the on-the-job training. In the fast-paced world, efficiency means everything. So the graduates should be adaptable to the work as soon as they graduate from the colleges and universities. That means they have to prepare themselves for this in the four years' study in colleges and universities. To be specific, the English talents demand in Leshan lies in the following 3 aspects: the first, basic English skills and communicative abilities, especially in business English; secondly, knowledge of foreign culture background, especially etiquette concerning foreign affairs; finally, professional English (such as computer English, logistics English, electronic business English, finance English and hotel English, etc.), especially in English listening and reading skills. Above all, the rapid development of Leshan economy demands practical English talents with high quality. Thus, English education pattern in colleges and universities in Leshan should take it as the guidance and enhance the cooperation between schools and companies, facing all kinds of profession, so as to meet the actual need of the construction and development of Chengdu Economic Zone.

IV. PROBLEMS EXISTING IN THE WAY ENGLISH EDUCATION IN COLLEGES AND UNIVERSITIES OF LESHAN SERVES CHENGDU ECONOMIC ZONE

The author carried out a survey in the several colleges and universities in Leshan City, such as Leshan Normal University, The Engineering & Technical College of Chengdu University of Technology, and Leshan Vocational & Technical College, etc. And it was found that there are still several problems existing in the way English education in colleges and universities of Leshan serves Chengdu Economic Zone as follows:

1. Vague orientation of transformation from common colleges and universities to practical colleges and universities: On October, 2015, Ministry of Education clearly put forward the guidance and instruction that local colleges and universities are to transform from common colleges and universities to practical colleges and universities. But the truth is that in colleges and universities in Leshan City only several science majors have the consciousness of serving local regional economy, while English major fails to serve Chengdu Economic Zone cultivating English-major students in a traditional way. So in this case, the graduates fail to adapt themselves to the work when they graduate from the colleges and universities because they lack the skills and professional experience demanded by the companies and enterprises that have no time and patience to train the graduates.

2. Inconsistence between the curriculum setting and textbooks selecting and the need of companies and enterprises: The curriculum setting of English education in Leshan's colleges and universities is mostly about basic English courses, without offering professional English courses. What's more, textbooks in the colleges and universities are solely that of College English, instead of that collaborated by schools and companies. In this case, the students, especially the non-English majors, lack interest in English study, which causes the students' poor communicative ability in English and inability to serve the development of Chengdu Economic Zone. So in this case, the graduates fail to keep pace the world even if they have a good command of professional knowledge in that the lack of English competence hinders their work in a big way.

3. Teaching faculty fails to meet the demand of regional economy: As a matter of fact, the teaching faculty of English education in Leshan's colleges and universities is weak, with a low percentage of teachers with double certificates. The

English teachers have only English knowledge, lacking professional knowledge and practical experience corresponding to the non-English majors they teach, which in a big way hinders the cultivation of practical talents and talents of comprehensive capabilities. So in this case, the teachers of English can only teach English and the students fail to get involved in the professional English which is closely related to their major. This is also an important reason for the graduates from the colleges and universities fail to meet the demand of the companies and enterprises in Chengdu Economic Zone.

4. Practice base construction in Leshan's colleges and universities has limitations: The construction of practice base in Leshan's colleges and universities lacks scientific preparation and long-term planning thus is limited in some way. English major does construct practical practice base off campus, but non-English majors' practice is only limited in listening practice in language lab, which causes their poor practical ability in English. Although non-English majors have practical classes, the classes are directed only by their professional language without involving practical English practice. So in this case, the graduates lack badly professional skills and experience that the companies and enterprises in Chengdu Economic Zone demand.

V. COUNTERMEASURES OF HOW ENGLISH EDUCATION IN COLLEGES AND UNIVERSITIES SERVES THE DEVELOPMENT OF CHENGDU ECONOMIC ZONE

After analyzing the above-mentioned problems existing in the way English education in colleges and universities of Leshan serves Chengdu Economic Zone, the author concluded the following countermeasure of how English education in Leshan's colleges and universities serves the development of Chengdu Economic Zone:

1. The colleges and universities in Leshan should make clear the orientation of education, that is, to serve the regional economy: to adjust the orientation of education from the common universities and colleges to practical and technical colleges and universities. The colleges and universities can not follow the traditional way of cultivating students any more; instead, they should try to cultivate what the companies and enterprises in Chengdu Economic Zone demand. The colleges and universities should firmly stick to the idea that the quality of practical talents is the most important thing for the school's survival and development and the cultivation of talents is the center. To be specific, the orientation of education should be "being guided by job market; cultivating talents of comprehensive abilities and practical talents of high quality with equal stress on integrity and ability, with healthy mind and body, with competent professional abilities; being adaptable to the transformation from common colleges and universities to practical colleges and universities and to the demand of regional economy in order to serve local regional economy." Some specific countermeasures are as follows: the colleges and universities set up specialized institute for cooperating with the local companies and enterprises, in charge of all the business between the colleges and universities and the local companies and enterprises, in charge of the technology transfer, service, consulting business, co-establishing talents cultivation base with the local companies and universities, in charge of the co-establishing scientific research base, in charge of the construction and management of the platform of scientific and technological fruits transfer, and in charge of establishing assessment system for the colleges and universities' local service, with a purpose of promoting the cooperation of colleges and universities and local companies and enterprises, supporting cultural education, scientific technology and talents of all kinds so as to serve the local economic development on the whole.

2. The colleges and universities in Leshan should set up English curriculum system oriented to job market and Chengdu Economic Zone: The colleges and universities in Leshan City should follow the need of the country and regional economic and social development, adjusting the overall arrangement, optimizing the structure, with a purpose of striving to set up practical English curriculum system. The English curriculum system should be transformed from "theory orientation" to "practice orientation". The colleges and universities in Leshan City should give up the traditional way of setting up English curriculum system and selecting the textbooks solely according to the theory and knowledge. Instead, they should analyze in a scientific way the professional ability and English competence according to the employment positions in the job market and consequently setting up English curriculum system in a way that the English curriculum system has its professional characteristics with both expertise professionalism and flexibility. What's more, the colleges and universities in Leshan City should actively and positively invite the local companies and universities to collaborate the textbooks and set up English curriculum together so as to make both the textbooks and curriculum practical and efficient as well as oriented to the demand. And finally, the colleges and universities should make sure that the curriculum system can enable the students to practice what they learn in the class by establishing practice base, internship practice and other flexible approaches, so as to let the students to get a clue by themselves about what kind of talents and graduates the Chengdu Economic Zone need. Only in this way can the students know how to prepare themselves in the school for the future job hunting and work.

3. The colleges and universities in Leshan should perfect its teaching faculty: The colleges and universities should offer all the teachers related training and further-study-program, in order to establish a team of teachers of double certificates with both good professional knowledge and a good command of English. In addition, the colleges and universities in Leshan should encourage all the teachers go out of campus to get to know the front-line work of the companies and enterprises in order to accumulate practical experience. The colleges and universities should improve the professional level of the teachers through many ways, such as teachers' working in companies and enterprises and special training, etc. Meanwhile, the colleges and universities should actively cooperate with the companies and

enterprises, probing into new developmental systems such as “joint teaching and scientific researching”, “mutual employment” and “positions transfer”, etc. The colleges and universities should employ the professionals and experts as well as talents of high technology from the companies and enterprises, in order to further perfect the teaching faculty. Finally, the colleges and universities should amend the title evaluation method for the teachers, further perfect the requirements of the quality and quantity in the teachers’ teaching and scientific research, attach equal importance to teaching index of the teachers, social service index of the teachers, and scientific research index of the teachers, be in favor of the teachers of double certificates in terms of teachers’ title evaluation and performance assessment, so as to direct the teachers to put their time and energy into improving the teaching quality. Only in this way can the interest of the students be aroused and the quality of the graduates be guaranteed.

4. The colleges and universities in Leshan should enforce the cooperation with the companies and enterprises in the cultivation of talents through different ways, such as jointly establishing practice base, jointly cultivating practical talents by order of the companies and enterprises. In addition, the colleges and universities should actively invite the companies and enterprises to take part in the curriculum setting and textbooks selecting of the school. On the other hand, the companies and enterprise provide the practice base and practice equipment for the students, and also arrange special technicians regularly instruct the students’ professional knowledge study to make sure that the students can learn different knowledge beyond what they can learn in their books. What’s more, the colleges and universities should adjust the practice courses and practice plan according to the position requirements of the companies and enterprises, regularly arrange the students’ visit to the front-lion work in the companies and enterprises and appoint the teachers to work with positions in the companies and enterprises in order to get the practical experience which is beneficial to both the teachers and the students. And finally, the colleges and universities should make full use of the professional teaching faculty and the advanced equipment of the companies and enterprises to jointly establish practice base for the students. Through jointly establishing the practice base, the colleges and universities can not only enable the students to link the theory with the practice, and enforce the students’ practical abilities, but also enable the students to feel the culture of the companies and enterprises by themselves so as to accumulate valuable experience to prepare themselves for the future job-hunting and work.

VI. CONCLUSION

In recent years, Leshan City witnesses a quick development in its economy, with increasingly obvious characteristics of tourism economy and export-oriented economy. Under this circumstance, Leshan City and the whole Chengdu Economic Zone render a higher and higher demand for English graduates in colleges and universities especially in their practical abilities and communicative capabilities. English education in Leshan’s colleges and universities can promote the development of Chengdu Economic Zone, especially can promote the development of foreign trade economy and foreign cooperation and communication, which helps to make Chengdu Economic Zone keep pace with the world better. English education in Leshan’s colleges and universities must follow the characteristics of the construction and development of Chengdu Economic Zone, guided by job market of the graduates of Leshan’s colleges and universities, meet the demand of the companies and enterprises, set up goals of talents cultivation in a rational way, set up English courses in a scientific way, actively collaborate textbooks with companies and enterprise, and strive to cultivate teaching faculty with double certificates. Only in this way can the English education in Leshan’s colleges and universities and the development of Chengdu Economic Zone reach a win-win situation. And only in this way can the graduates from the colleges and universities become talents of comprehensive abilities and practical talents who are badly needed by the companies and enterprises.

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