

Study on Cultivating Comprehensive Talents as a Goal for Teaching Professional English

Taking English Teaching as an Example in Jiangxi Institute of Fashion Technology

Li Yu

Jiangxi Institute of Fashion Technology
Nanchang, China 330201

Taohua Xiao

Jiangxi Institute of Fashion Technology
Nanchang, China 330201

Abstract—After China joined the World Trade Organization, more and more clothing enterprises have been participating in international cooperation and competition. Clothing enterprises urgently need the talents who are not only familiar with the knowledge and skills in the field of clothing, but also have a good command of professional English. In order to adapt to the current situation, we should innovate the traditional English teaching, improve the students' English level, and cultivate more comprehensive talents for the clothing enterprises.

Keywords—listening teaching; oral English teaching; translating talents training; clothing professional English teaching

I. INTRODUCTION

With its large population and relatively low labor costs, the clothing industry not only provides a large number of employment opportunities for China, but also makes a great contribution to China's economic development. But profit margins will grow smaller and smaller if only by relying on lower Labour costs. As China's clothing industry faces both opportunities and challenges, it is trying to shift from "made in China" to "designed in China". Since the clothing industry joined the WTO, it has witnessed more and more opportunities for international cooperation and competition. Therefore, to adapt to the development of China's garment industry, new talents not only need to master the clothing technology in line with international standards, but also have the ability to timely obtain information on international fashion trends and keep abreast of international market trends, and have the ability to communicate directly with foreign counterparts. At present, there are many clothing colleges in China, which provide a valuable talent pool for the development of China's clothing industry. Training students with both professional and language abilities is the key to China's clothing industry to be in line with international standards and even to compete with its international counterparts.

II. THE REQUIREMENTS OF CLOTHING ENTERPRISES FOR ENGLISH

According to the survey of the domestic recruitment of some enterprises and well-known recruitment website, for

example www.51job.com, showing that many companies have special requirements for English, such as contact and maintenance of foreign business, the development of new Overseas customers, negotiation and signing foreign trade orders, foreign trade export documents, tracking and management of foreign trade orders and other jobs, candidates are required to pass CET 4 (or equivalent) or above, be proficient in English reading and writing, being required to be able to communicate with customers barrier-free. Some require foreign language fluently, being able to communicate smoothly with foreign investors, and deal with English mails independently. There are many clothing enterprises that require candidates good at English as well as textile majors, which is the top priority for clothing enterprises. However, many college students, even though they majored in clothing, passed the college English level 4, and only a few students passed the level 6. In this way, the garment enterprises cannot meet the requirement of talents, which is unfavorable to the international development of China's clothing industry.

III. MARKET-ORIENTED, IMPROVE STUDENTS' ENGLISH LEVEL, AND CULTIVATE COMPREHENSIVE TALENTS IN THE CLOTHING INDUSTRY

Basic English and English for Fashion are generally available in the national clothing colleges. The undergraduates majoring in textile and clothing in our school are offered Basic English and foreign oral courses for the first two years, focusing on lexical and syntactical structures and listening training to lay down a solid language foundation. In their junior year, students have learned and mastered clothing-related expertise and are the best time to start a professional English course for clothing.

A. Basic English Teaching Phase, Strengthening Listening and Speaking Training

Listening, speaking, reading, writing are the four skills, and listening places the first and we have repeatedly emphasized in language learning. This shows the importance of listening. Therefore, to learn a good foreign language, reading and writing training not only have to be carried out, but also the training of listening and speaking ability have to be strengthened. In the traditional English teaching process,

we pay more attention to the explanation of vocabulary and grammar, while listening has been neglected, so listening has always been a weak point for students. How to improve the students' listening ability? First of all, perseverance is the prerequisite for students to improve their listening ability. When they are frustrated or intend to give up, they should be promptly encouraged and guided. Secondly, the appropriate choice of listening materials is important. According to the students' listening level, Listening practice should start from the level B of Practical English test since the listening part is relatively simple, which can increase students' confidence and then improving their listening ability. The preferred materials later are the VOA Special English; with the improvement of students' listening ability, they are overextended to the normal speaking speed. And then correct method is to ensure that, when doing the listening exercises, I asked the students to listen to, with a dictation way, that is to say when playing the listening materials, students have to write down every word they heard, practicing listening, thinking and writing in sync. Every week 2-3 period of listening homework assigned, about 150 words or so, can let the students within a week non-stop practice, as long as adherence to the one semester, living up to the listening part of the CET 4. Listening is the prerequisite; the improvement of listening will lead to the improvement of spoken language.

The main reason for the poor spoken English is the lack of a language environment, the lack of practical opportunities for practicing spoken English, as well as reasons of thinking mode, expression habit and cultural differences. In order to improve students' oral English, we should establish a complete teaching system, innovative teaching mode and teaching concept. In order to improve students' oral English, teachers should start from the beginning to create a good language learning environment for students. Second, students as the main body, individualized. In the process of teaching, teachers do not teach ready-made knowledge. Instead, they create a situation where students can explore independently to help students develop their speaking ability. Finally, reforming the teaching content, enrich the oral English teaching form. Teachers should fully understand the students' English level and characteristics, based on the actual situation to provide students with teaching content. The teaching content should be designed to cultivate students' ability of language use and communication. Apart from the content of teaching materials, teachers can design some effective scenarios and put forward some hot topics to stimulate their inspiration and encourage students to speak English. From easy to difficult teaching contents, students develop self-confidence. In addition to teaching materials, teachers can also use the multimedia to watch the original sound film, English teaching films, listen to the songs and so on, teaching in fun. Our school also pays more and more attention to the students' oral English teaching, and employs foreign teachers to improve their oral English. The students of the clothing majors are arranged for the foreign teacher's oral classes for one academic year in the freshman year, a total of 68 hours class. Oral English teaching is necessary. In foreign teaching classes, students can learn how to speak English with foreigners, correct pronunciation and tone, cultivate language sense, and make

their English more authentic. Besides, there are some better ways to improve your oral English, such as imitating the movie and TV series. It should read English articles, dialogues, reciting famous speeches. English corner is a good place to practice spoken English, where students can not only practice spoken English, but also exchange learning experience and improve their interest in learning English. To improve oral English, first of all, we should dare to open our mouth, and be thick-skinned and seize every opportunity to speak English. As long as we keep working hard, the spoken English will be fluent, accurate and appropriate.

B. Cultivation of Translators

With the rapid economic globalization, China's foreign trade has developed rapidly, and the clothing industry has been continuously expanding and participating in international competition. Therefore, the demand for translation talents has been increasing. In December, 2013 college English tests, CET4 and CET-6 were reformed, the translation part from the original sentence to the present paragraph translation, with a score of 15% (106.5 points), which shows that translation is getting more and more attention. The specific contents of translation work in the clothing industry are: daily communication with customers; translating orders, dimension tables, customer feedback to the factory, etc.; reception of visiting customers; documentaries; making shipping documents, customs clearance documents, etc. How to train translation talents? First, we will focus on cultivating students' professional level and professional quality, including listening, speaking, reading, writing and translating. Secondly, it urges students to study independently and change their study habits. Then, let students participate in social practice activities, improve social practice ability, and apply the knowledge learned in school to practical activities; finally, the students' own quality improvement, such as psychological quality, responsibility, team spirit and other comprehensive qualities.

Listening, speaking, translation are based on a lot of vocabulary and correct and complete sentence structures. If the vocabulary and grammar are not well mastered, it is impossible to have a good command of English. Therefore, in the process of teaching Basic English, Teachers should encourage students to recite a large number of English words and repeated practice of sentence structure. Again, pay attention to cultures. Professor Ji Xianlin once said that "language does not study well without involving the history, culture and social customs of a country, etc. This is the basic principle of learning a language. All those who study foreign languages must integrate language learning and culture learning together. "Therefore, we should not only cultivate students' knowledge of English, but also enhance their understanding of many foreign cultures. Otherwise, students who are dealing with foreigners or foreign affairs will be at a loss about what to do.

C. Teaching Stage of Clothing English

The students majoring in clothing in our college have set up an English course for clothing in the third year. Clothing English is a kind of English for Special Purpose (ESP),

which is different from popular English in vocabulary and grammar. Teaching of ESP should emphasize professional vocabulary. However, it is impossible to get good results by rote memorization. Therefore, in the English teaching of clothing, teachers mainly adopt the situational teaching method. By putting words in a certain context, students can have a clear understanding of its use and usage, and it is easier to master and memorize. Textbooks have been selected in our school including "New Concept Clothing English" and "Clothing English practical teaching materials", which set a certain context, let the students understand and grasp Knowledge including clothing business introduction, costume history, fashion design, clothing materials, clothing technology, garment production, classification of clothing, clothing merchandiser, clothing sales, business letter knowledge, students can not only master the professional vocabulary and sentence patterns, but also have a certain understanding of the clothing enterprises. In English teaching process, take full advantage of the school's simulation factory, studio, showroom, exhibition hall, version of the clothing store and other shops, clothing English classes, etc., can make the English classroom transferred to the training, practice base, English site operation and interpretation of the clothing. In these environments, students can be more impressed by the clothing English, and improve students' interest and enthusiasm in learning clothing English.

There are some problems to be solved in the English teaching of clothes. First, most of the clothing major students are art students, with weak English foundation and uneven English proficiency. Therefore, in the process of teaching, teachers should teach students in accordance with their aptitudes, teaching contents should be from easy to difficult, educating students with a long-term perspective on English; to help students build confidence and improve their interest and initiative. Second is the lack of teachers with professional knowledge of clothing and English. The most ideal method is training or practicing in clothing enterprises, or selecting some professional teachers to learn English at home or abroad.

IV. CONCLUSION

Clothing professional English teaching should conform to the development of market economy. We should timely improve the clothing professional English teaching mode, innovative ideas and teaching methods to guide students to see the development trend of the clothing industry and understand the requirements of talents; to help students lay a solid foundation in English and to cultivate a group of talents who are good at knowledge in their own field as well as speak fluent English for the clothing industry.

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