Research on ESP Teaching Theory and Practice of College English for Special Purpose

Ying Nie
Foreign language department
Qiqihar Medical University
Qiqihar 161006, China

Abstract—In the research setting of College English curriculum, the EGP teaching model no longer meets the requirements of the application oriented English course for personnel training, and ignores the communicative competence of College students.On this basis, the improvement of the College English curriculum into the ESP teaching program, in Special English EsP teaching under the guidance of the theory, analysis of the advantages of ESP teaching and practice strategy, the positive role of ESP teaching into full play.

Keywords—College English for special purpose, teaching theory, teaching practice

I. INTRODUCTION

On the basis of shaping international English practical talents, it is the key point of realizing the popularization of special purpose English and deepening the reform of College English education to give full play to the teaching advantages of EsP.Practical purpose and methods of College English for special purposes mainly for the effectiveness of EsP teaching and operational improvement, constantly to cultivate students' ability of application of learning English, strengthen teachers' knowledge and teaching level.

II. UNIVERSITY SPECIAL ENGLISH ESP OVERVIEW

ESP for special purpose English is what we often call ESP or esp. Literally, it refers to English that is specific to a particular industry and describes its principles and processes.Therefore, we call it an "English" which is related to the behavior of an industry. All uses of language are for a particular purpose.Whenever we want to express ourselves, we will form our own language organization form according to our communication needs. When we speak or start writing, we try to express ourselves in the most effective way, so that the communicating subjects can fully understand what they mean.Because of this, language has the function of communication. In this regard, the special use of ESP is the purpose of all English communication.Business English, managerial English, banking, English, etc., as well as a variety of industry skills, as a result of historical accidents, for those professional language communication insiders, is proficient in language.The purpose of these practitioners is to tell others how to act.Yet these jargon is a mystery to outsiders. That's why we need English for special purposes.These professional terms have a huge impact on the lives of outsiders. In daily life, if you want to maintain legal rights, you should consult a lawyer; if you want to invest, you should consult a stockbroker.The more specialized knowledge is, the more exclusive the communication is. This is nothing to be surprised at, and society relies on this division of labour.In English, the status of the lingua franca in the world is maintained by the service of a particular industry.In this sense, English can become the lingua franca of the world and is the result of the development of ESP. Language itself does not have hegemony.Language is only external manifestation, not the reason why it becomes a lingua franca.It is not difficult to see the usual pragmatic conditions for effective communication.Words are special and meaningful only to specific communication circles. This is a typical feature of ESP. Therefore, the higher the efficiency of language communication, the stronger the exclusiveness.This is because communicators share common assumptions, beliefs, and values.In short, people in communication have a common culture. When culture changes, the language of service changes as well. So we can conclude that we're not talking about business English

III. THE DEVELOPMENT OF COLLEGE ENGLISH AND ITS HIDDEN PROBLEMS

A. Students Ignore the Cultivation of Communicative Competence and Application Ability in the Process of Book Learning

College English teaching curriculum for a period of two years, the students' English learning is mainly in order to break the four English and English six levels of difficulty, is actually the graduation certificate in order to ensure the smooth hand, making plans for a job after graduation. It is not difficult to find, for college students to learn English is a trend of "Gaofendineng", communication ability is generally not pass, especially the ability of listening and speaking and translating ability, formation of shaping English application talents obstacles.

B. Bilingual Teaching has Encountered Some Difficulties

Start the college bilingual teaching curriculum and English Teaching of the difficult reason in practice. There are two main one is the absence of students' professional knowledge of English, the two is the lack of the students' practical ability. It is difficult to carry out the bilingual teaching, and the teaching effect of the College English course has not been very obvious. It has not met the needs of the training target of College English teaching.

IV. THE REALIZATION OF ESP EFFECTIVE TEACHING RELATED STRATEGIES ANALYSIS

The basic strategy of EsP effective teaching can be divided into the following contents related to teaching, one is to enrich teaching preparation, two is to strengthen the teaching implementation, and three is to standardize the teaching evaluation.

A. The Rich Teaching Preparation of EsP Teaching Strategy

The teaching preparation consists of three major parts: teaching objectives, teaching design and the processing of teaching materials. First of all, the teaching objectives set to the internal relations between the learning needs of students, students' quality and professional knowledge and skills, job prospects and harmony in the planning, strengthen the practical English teaching theory. EsP special use English teaching objectives embodied in the skills cultivation, knowledge rich, shaping emotion three aspects, EsP special use English students' ability of English communicative competence and English application in different situations, especially pay attention to students' translation, expression, writing form, at the same time, ESP emphasis on training of English for special purposes students' innovation ability and reflection consciousness.

B. Enhancement of EsP Teaching Strategy and Teaching Implementation

In the course of EsP teaching practice, it is the focus of attention in the reform of College English curriculum to make English teaching dynamic and innovative teaching methods. The implementation of teaching principles is embodied in the teaching guidance activities, and the teaching principles guide and inspire the improvement and optimization of the teaching methods of teachers. In the classroom of EsP English teaching, teachers should correctly control the rhythm and process of the class, and guide students' English learning at the same time. Stimulate students' creativity and initiative, and train students' ability to learn according to circumstances.

C. The Normative Teaching Evaluation of ESP Teaching Strategies

ESP English teaching evaluation should reflect the objective evaluation attitude of teaching efficiency, teaching effect and teaching benefit, and realize the positive significance of ESP English teaching evaluation.ESP English teaching evaluation mainly exists in the teaching activities of students' mutual evaluation and mutual evaluation of teachers and students. In this process, teachers constantly improve their teaching level and reflect the educational value of TeachersAt the same time, students find themselves inadequate, continue to improve the learning style, continue to carry forward the advantages, to mobilize the learning of English emotion, to achieve the purpose of effective teaching EsP english.

V. ESP ENGLISH TEACHING PRACTICE RESEARCH

A. Practice and Application of Task Teaching Method

The practical application of task teaching method fully embodies the authenticity principle of EsP teaching.Task based approach is a method of learning and teaching that takes students as the main body and aims at cultivating students' independent learning ability.Is that in the process of learning, with a clear learning goal as the center, in the problem of motivation vigorously driven, teachers help students, application of various active and useful learning resources, active exploration and cooperative learning. Teachers should help students achieve their learning goals and guide students to participate in all kinds of practical activities. In the whole process, to guide the students in motivation drive and teachers get Everfount sense of achievement, thus greatly stimulate their desire to learn and practice, and the courage to explore and actively cultivate the ability of autonomous learning.Students in the process of completing the task of classroom teaching,Constantly generate and exercise their own design ability, thinking ability, hands-on ability and learning abilityForce provides the development space for students to study autonomously.For example, in English class, students are required to imitate "product promotion". First of all, students should chooseChoose what you want to sell. Students can also sell themselves as a commodityEnterprises and institutions, and then design advertising language and marketing words, repeatedly modified, and continue to practicePractice, then you can repeat the contents of the sales to their partners. Find the problem, and contentRefining, and finally to teachers and other students to display "product promotion" results, complete the teaching task.

B. The Practical Application of Case Teaching Method

Case teaching method is one of the manifestations of EsP of teaching, the teaching process by creating a real situation, will appear in the target situation problem as a case, the object needs through discussion, to find a solution to the problem, training needs analysis, object judgment and the ability to solve problems.There are mainly two kinds of practical methods of case teaching, a teacher is provided directly to the student related teaching cases, analysis and explanation of teaching cases, teaching content will be taught to students, to meet the requirements of the teaching purpose and teaching effect; two is in accordance with the taskThe implementation standard of the model teaching enables students to find effective and real cases in continuous research and exploration. Finally, a case study is carried out.For example, "study the difference between Chinese and foreign festival culture", students search their own, focus on the festival, JapaneseTo analyze and summarize their respective characteristics and differences, students are required to make oral presentations to improve their English communicative competence and expressive ability.

C Practical Application of Communicative Approach

The application of communicative approach in ESP English teaching is mainly to emphasize the social communicative function of language and to achieve fluent communication and communication in different communicative situations. ESP English teaching not only requires students to master English communication skills and related communicative vocabulary and sentence patterns in different situations, but also requires teachers to develop good social etiquette and standard social habits.

D The Practical Application of Comparative Teaching Method

EsP teaching method gradually generate contrast teaching method effectively in the process of evolution in recent years, not only for teachers to carry out teaching, but also provides a convenient method for students to learn English, the advantages of the comparison and analysis of vocabulary, syntax, style of English learning content. The particularity of EsP has appeared in various aspects of language on Improving College English teaching collocation of consciousness. For example, "seller 'sresponsibility" is the common English expression of the seller's responsibility, and "seIler' s liability" is the standard expression in English communication. There are some differences in practical application.

VI. SUMMARY

In a word, in the teaching process, it is necessary to deepen the reform of the teaching method of EsP according to the study status and development needs of students, and ESP teaching theory gradually into the practice of EsP teaching process, teachers and students realize the effective operation of ESP College English teaching, a new English Teaching Reform, open up the field of EsP teaching broad.

ACKNOWLEDGMENTS

REFERENCES

[1]Widdowson ， H ． G ． Learning Purpose and Language Use ［M ］ ． Oxford ：Oxford Univesity Press ， １９８３．

[2]Widdowson ， H ． G ． Aspects of Language Teaching ［M ］ ． Oxford：Oxford University Press ， １９９０．

[3]Craig Raine ． A Martian Sends a Postcard Home ［M ］ ． Oxford ：Oxford University Press ， １９７９．

[4]William Golding ． The Inheritors ［M ］ ． Montana ：KessingerPublishing ， ２００９．

[5]Henry Widdowson ． Definging Issues in English Language Teaching ［M］ ． Oxford ：Oxford University Press ， ２００３．

[6]Swales ， J ． Genre Analysis ［M］ ． Cambridge ：Cambridge UniversityPress ， １９９０．

[7]Bhatia ， V ． K ． Analysing Genre ． Language Use in ProfessionalSettings ［M］ ． London ：Longman ， １９９３．

[8]Dudley-Evans T, St. John M J .Developments In English forSpecific Purpose: A Multi-disciplinary Approach ［M］ .Cambridge：CUP, 2005.

[9]T.Hutchinson ,A.Waters.English for Special Purposes［M］.Shanghai：Shanghai Foreign Language Education Press,2002.