

Research on the Practice and Enhancement Strategy of Brand Building for Student Work in Foreign Language Majors in Universities—Taking the School of Foreign Languages at Sichuan Normal University as an Example

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Abstract: With the promotion of the "the Belt and Road" strategy, there is a stronger demand for high-end foreign language talents. In the new era, if foreign language majors in colleges and universities want to achieve the goal of educating people, the student work brand project is one of the important focuses. Therefore, the article introduces the practice of building a "three-dimensional empowerment" brand for foreign language majors, including the "Foreign language festivals", the "Vocational skills competitions", and the "Foreign language Bangbangbang" volunteer service project. Secondly, the article analyzes the characteristics of the "three-dimensional empowerment" student work brand in foreign language majors. Once again, the article elaborates on the value and significance of the "three-dimensional empowerment" student work brand building. Finally, the article proposes strategies for enhancing the brand building of student work in foreign language majors, including strengthening integration with the first classroom, enriching activity design, adapting to the development needs of students in the new era, leveraging online resources, increasing ideological and political work in brand building, focusing on integration and promotion, strengthening theoretical research related to brand building, and promoting the transformation of educational model achievements.

Keywords: Student work brand; Enhancement strategy; Foreign Language Majors

Brand strategy is a heavy part of student work, an important carrier for improving the quality of work and educational effectiveness in university student work, and an important way to meet the needs of students for knowledge and talent.^[1] Establishing brand awareness, building distinctive brands, and taking the path of distinctive development in college student work is not only an inevitable requirement to comply with the trend of higher education development, but also a reasonable choice for innovative talent cultivation models. It has become an important symbol of high-level student work.^[2]

1. Practice of Building Student Work Brand in Foreign Language Majors through "Three Dimensional Empowerment"

The School of Foreign Languages at Sichuan Normal University actively carries out brand building practice for students majoring in foreign languages, and has constructed a unique foreign language brand activity and education model. The Foreign Language Festival is jointly organized by multiple departments and is aimed at all students on campus. It covers five special foreign language activities and one city, which integrates language and culture. The Foreign Language Vocational Skills Competition comprehensively enhances students' vocational skills such as teacher training and translation skills, and expands their professional literacy and job seeking abilities through various competitions such as the Three Pen One Painting Competition, Lecture Competition, Simulation Job Seeking Competition, and Multilingual Dubbing Competition. The "Foreign language Bangbangbang" volunteers outstanding students from the School of Foreign Languages to provide public English proficiency assistance and minority language interest counseling for students from other colleges.

2. Characteristics of Student Work Brand of "Three Dimensional Empowerment" in Foreign Language Majors

2.1 Achieving significant results in educating people

The student work brand for foreign language majors is based on three brand activities, with distinct characteristics and clear goals. High students participation, attracting numerous teachers and students to participate after a long period of development, continuously improve the professional level and core abilities, which has a passing rate of professional foreign language exams far exceeding the national average. They have repeatedly won awards in related subject competitions such as the "Foreign Language Research Press" Cup, and continuously made new breakthroughs in high-quality employment. They have also received mainstream media coverage, fully demonstrating the effectiveness of education.

2.2 Innovative concepts and models

In the new era, the college's brand projects keep up with the pace, innovating educational concepts and work models, combining brand activities with the first classroom, efficiently carrying out activities, complying with the requirements of the times, and meeting the needs of students. It also emphasizes the integration of domestic and foreign elements in brand activities, inherits the red gene, and cultivates patriotism.

2.3 Extension pathways and replicability

Brand activities have expanded the avenues for student work, making ideological and political work cover daily learning and activities, which is conducive to the development of ideological and political work and promotes the construction of the counselor team. The project has formed a mechanism for school planning, departmental coordination, and grassroots implementation, with strong replicability of results and a replicable educational model.

3. The Value and Significance of the Student Work Brand Building Practice of "Three Dimensional Empowerment"

3.1 Consolidating the excellent academic atmosphere of the college continuously

To cultivate the brand of ideological and political education in universities, it is necessary to scientifically set the cultivation process in order to achieve the expected results.^[3] Brand activities have enriched and improved the "Five in One" talent training system, enriched the second classroom for students, created a learning atmosphere for foreign language majors, consolidated classroom teaching achievements, and actively participated by all teachers and students, effectively promoting the purity of the college's class atmosphere and a strong academic atmosphere.

3.2 Assisting talent cultivation through three dimensional empowerment

How to handle the relationship between professional competence and academic branding in theory and practice, and find many integration points between the two, is a major issue currently facing university educators.^[4] Therefore, the design of the brand activity system always serves the talent cultivation system of the school and helps to cultivate excellent foreign language professionals. Brand activities continuously enhance students' professional level and core abilities from three dimensions: interest, skill, and action.

3.3 Constructing ideological and political work platform effectively

Counselors can leverage the development of brand projects, conduct in-depth research, enhance theory through practice, continuously improve scientific research level, optimize work methods, and achieve the effect of mutual benefit between teaching and learning.^[5] Therefore, we believe that brand activities provide new ideas and models for ideological and political work, extending it from the first classroom to the second classroom, creating an effective carrier and powerful grip. It is beneficial for counselors to elevate practice into theory and promote their professional development.

3.4 Serving the National Strategy and Backfeeding Society

Relying on brand activities, thousands of bilingual volunteers have been selected to serve large-scale international competitions, providing a wide range of services with good results and lasting over tens of thousands of hours. The project actively organized volunteers to teach in Liangshan to assist in rural revitalization, and the related deeds were reported by mainstream media, demonstrating the social responsibility of foreign language majors.

4. Strategies for enhancing the Student Work Brand Building in Foreign Language Majors

4.1 Strengthening integration with the first classroom

The construction of the student work brand in foreign language majors in universities should improve the brand system, strengthen the integration of brand activities and the first classroom, enrich and improve brand design, innovate content, form, methods, and carriers, and design hierarchical and classified designs to meet the needs of students at different levels and positions, continuously improving their professional level and core abilities, and enhancing the effectiveness of ideological and political work.

4.2 Leveraging online resources to further enhance brand reputation

The construction of the student work brand in foreign language majors should fully develop and utilize online resources, try to carry out brand activities online and offline simultaneously, do a good job in "cloud promotion" and "cloud competition", expand the influence and coverage of brand activities, attract more students to participate, and enable more students to benefit.

4.3 Intensifying ideological and political work in brand building

During the project implementation process, efforts should be made to strengthen ideological and political work, and counselors should be involved in various activities to provide students with more ideological guidance. At the same time, it is important to strengthen professional training for project team members and promote the improvement of the quality and ability of the ideological and political work teams for college students.

4.4 Theoretical research on strengthening brand building

The construction of the student work brand for foreign language majors conforms to the characteristics of the new era and its new requirements for foreign language talents. Based on the relevant experience of other universities and the actual situation of the school, this study explores the path and countermeasures for building foreign language brands with school characteristics, and theorizes and systematizes them.

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