

# On the Problems and Strategies of College English Language Teaching

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**Abstract:** Language is the key content of English teaching in colleges and universities, which is closely related to the improvement of students' English ability and thinking construction. English language teaching includes grammar, oral language and other different types. Under the educational concept of the new era, language teaching is not only to improve students' performance, but also to cultivate students' good language habits and transform theory into practical application, so it is necessary to innovate the existing teaching mode. This paper expounds the problems in English language teaching in universities to discuss the specific measures to strengthen English language teaching.

**Keywords:** College English; Language teaching; Problem measures

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## Introduction

Under the trend of globalization, the importance of English is self-evident. In English teaching in colleges and universities, it is mainly to improve students' vocabulary, master English grammar, and clarify the correct expression method of oral language. Language teaching has a certain comprehensiveness, which needs to improve students' sense of participation and form an effective interaction with teachers in the classroom. Moreover, in the English teaching of English in colleges and universities in the new era, it is necessary to apply the practical classroom to it, set up the English language teaching environment for students, effectively correct students from the language thinking, avoid the emergence of "Chinese translation", "Chinese pronunciation" and other phenomena, and start from the classroom teaching to strengthen the optimization of all aspects.

## 1. Problems existing in English language teaching in colleges and universities

### 1.1 The subject status of students is not high

Through the observation and analysis of the current English language classroom teaching, most of them are dominated by teachers, lead students to learn the English grammar and language characteristics, students need to according to the teacher's thinking and learning and memory, but this teaching mode may limit the students' English thinking ability, lead to passivity in learning. The main cause of this problem is that the teacher's teaching idea has a certain lag, and no reasonable positioning for students, themselves, the students' subject status is not high, not fully mobilize their enthusiasm and initiative, some students even have inattention phenomenon, this for the long-term development of English language teaching has adverse effects.<sup>[1]</sup>

### 1.2 A single teaching method

Language teaching in colleges and universities mainly focuses on the content of teaching materials, expounds grammar and other related contents to students, and exercises through English exercises. In the development process of The Times, some teachers did not strengthen the method of innovation and diversified development. From the observation of language teaching, teachers focus more on written language, and ignore the students' oral ability and practical ability. Teachers do not apply information technology to it in class, and do not help students to establish an interactive language learning environment. On the other hand, English language teaching has a certain long-term nature, which needs to cultivate students' habits through thinking infiltration. However, at the present stage, the single teaching method also makes students' interest in learning can not be effectively improved, and they cannot better participate in it.

## **2. Specific measures to strengthen the optimization of English language teaching in colleges and universities**

### **2.1 Improve the subject status of students**

In the process of English language teaching in colleges and universities, teachers should change the past teaching ideas, make classroom teaching plans from the perspective of students, improve students' main body status, and take the cultivation of students' English language thinking as the core point in teaching. First of all, teachers should strengthen their understanding of students in the pre-class preparation process, including their English ability, personality characteristics and learning ability, divide students into different types, adopt hierarchical teaching mode, provide students with targeted training methods, and promote the improvement of students' independent learning ability. In addition, in the classroom language teaching, the teachers should consciously improve the students' sense of participation, by designing different problems, strengthen the effective interaction with the students, or let the students ask different questions to the teachers, and the students lead the language classroom. At the same time, we regularly collect the evaluation of language classroom teaching from the students, and optimize and rectify it according to their suggestions.<sup>[2]</sup>

### **2.2 Create different teaching situations**

In English language teaching in colleges and universities, practice and innovation play an important role. Teachers should set up the English language environment for students according to the actual situation of students, which can cultivate students' correct language thinking in the daily penetration, and also is the exercise of students' oral ability. Then we can change the single teaching mode by creating the situation. First of all, teachers can set different themes, such as "Halloween" as situational elements, let students can set around Halloween scene, teachers can also participate in it, by dress up the classroom, dress up yourself, create the atmosphere of Halloween, and then at the same time, teachers can tell students some Halloween stories, from the aspect of culture to achieve effective penetration of students, stimulate their interest in learning. In addition, in the creation of the teaching situation, teachers should also pay attention to the guidance of students' English thinking, try to use English as the communication subject, and develop good habits.

### **2.3 Strengthen the application of information technology**

In the optimization process of English language teaching in colleges and universities, teachers can apply information technology to it, which can present different language elements for students, and achieve the purpose of improving the teaching efficiency and quality through the construction of micro-class and intelligent classroom. First of all, the application of micro-lessons to English language teaching can strengthen students' independent learning ability, use after-class time to learn the key points and difficult points in the language, and apply pictures, videos and other contents to them, so that students can feel the charm and fun of the language. In addition, teachers can also build an intelligent classroom model, through the application of intelligent technology, to present students with real-time interactive classroom, with the help of IPAD and other devices, to enhance students' sense of participation, can be objective evaluation according to students' ability level, to provide a basis for their subsequent learning direction.

## **3. Peroration**

To sum up, in the English language teaching in colleges and universities, teachers should analyze the problems existing in classroom teaching, from the perspective of ideas, methods, to create different teaching situation, improve students' subject status, strengthen the application of information technology, from different angles to stimulate students' interest in learning, cultivate students' English language thinking, promote the effective development of English teaching work.

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