

# On the Goals and Countermeasures of College English Education

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**Abstract:** Education is a unique social activity of human beings. College English education is the fastest way for a country to cultivate talents and see the world. The development of college English in our country has gone through many years, and the problem of college English is one of the focus issues that the domestic masses pay attention to. And with the development of economy, people put forward higher requirements for college English. Therefore, studying the development of college English in our country, and putting forward corresponding improvement measures on the basis of the research, plays an important role in improving the current situation of college English in our country and promoting the adaptation of Chinese people's needs for English to the development of college English.

**Keywords:** College English; Development status; Improvement countermeasures

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## Introduction

College English has experienced thousands of years of development in our country, and it is closely related to the development of our country's political exchanges, economic development, cultural exchanges and other aspects. College English in our country has gone through a stage of development from passive acceptance to active learning, which is an increasingly critical manifestation of English in the development of the country. At present, the level of my country's opening to the outside world has entered a higher stage, which requires the support of more talents with English proficiency. Therefore, it is particularly important to solve the problems existing in the development of college English in our country.

## 1. The Development and Existing Problems of College English in my country

### 1.1 The shortage of educational resources

Teachers are not clear about the purpose of teaching. Due to the shortage of educational resources, English teachers in junior high and high schools can easily take the test-taking path in English teaching. Under the pressure of teaching goals, teachers pay more attention to exam-oriented education. Improve students' scores by means of questioning tactics and reciting a lot. College English teachers tend to ignore the purpose of English teaching when teaching English majors. In the classroom, high school education is still the main method, and the closed-book examination at the end of the term is used as the driving force to force students to continue learning English, which greatly weakens the enthusiasm of students to learn English<sup>[1]</sup>.

### 1.2 Problems existing in students learning English

At present, although there are many problems in our country's college English in terms of teachers, as the recipient of education, students' problems can not be ignored.

From the perspective of students, the main problems are as follows. First, lack of initiative in English learning. As a student, the mind is not mature enough before entering the society. Basically, you can learn English only when someone pushes you. However, as a highly specialized and difficult subject, English alone is useless. The lack of students' initiative in learning has led to the ineffectiveness of college English. The second is to pass the course assessment. The purpose of students' English learning is the key to learning English well. For students, if the purpose is to pass the assessment, they will not spend their time studying the course, let alone develop their interest in English. Therefore, in college English classes, there are frequent occurrences of cell phone use, unexcused absences, and

non-answering of questions. Third, there is no good English learning atmosphere. For students, the practical application of English seems to be far away in life. Therefore, it is difficult to form a good English learning atmosphere in middle school or university. This is one of the crucial issues for college English.

## **2. Suggestions on measures to improve college English in my country**

### **2.1 Improve the enthusiasm of students to learn English**

For students who do not have the initiative to learn English, this is not only a problem that will exist in English teaching, but also a problem that will exist in various disciplines. However, English as a language has its unique teaching advantages. Improving students' enthusiasm for learning English is inseparable from the support of schools and the help of teachers.

Schools should play a major role in students' college English and actively create a good English learning atmosphere. College English class should be active and lively, which is a compulsory course for an English teacher. Seizing the forty-five minutes of class is the key to teaching English. However, college English cannot be limited to only forty-five minutes in the classroom, and schools should sum up experience how to integrate English teaching into students' lives. For example, Shanghai International Studies University invests special funds every year to carry out activities such as English Culture Festival, English Music Festival, and students' self-directed and self-performed English dramas, so as to promote students to learn English through continuous practice. Extracurricular activities play a vital role in shaping a good English atmosphere<sup>[2]</sup>.

### **2.2 Improve and diversify college English channels**

With the development of science and technology and the development of network technology, college English is more and more not limited to the classroom, but to the school. At present, there is still a shortage of college English teachers in our country, and it is difficult to meet the needs of the Chinese people for English teaching in the future. We should give full play to the power of the Internet, fully publicize learning platforms such as Chaoxing Xuetong and MOOCs, and promote high-quality English teaching classes to more students. Internet promotion of high-quality English teaching classrooms is one of the ways of English teaching.

For more and more students tend to one-to-one English tutoring, the market is difficult to meet the situation. The government should take more measures to improve college English. The government can introduce more preferential policies to promote the combination of artificial intelligence and college English. Promote technology companies to develop artificial intelligence to spar with English, and promote the teaching of more small languages. It can not only promote the development of technology enterprises, but also meet the needs of the college English industry.

As for the advantageous resources of college English in other countries, we must fully introduce, take the essence and get rid of the dross. English is not just a language, it is also a culture. Therefore, in terms of curriculum arrangement and syllabus design, each English teaching center should adjust and optimize the imported advantageous resources according to the particularity of the English subject, and finally put the resources to the students.

Furthermore, the role of teachers cannot be ignored in developing a diverse college English pathway. Because neither online classes nor artificial intelligence can replace the direct communication between teachers and students in offline classes.

## **3. Conclusion**

College English is an important part of quality education in our country. It not only affects the development of the country, but also reflects the soft power of the country's culture. After years of development, college English in our country has experienced numerous ups and downs, and now it is also facing huge changes. How to develop college English steadily in the change requires the joint efforts of many parties. It is not only necessary to strengthen the construction of teachers and improve the enthusiasm of students to learn English, but also to improve a variety of college English approaches. Write a new chapter of our college English in the new challenge.

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