

# Strategies for the Development of Vocational English Education in the Information Age

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**Abstracts:** In the information age, information technology is mainly used to develop information resources to promote learning exchange and knowledge sharing, and to maximize the use of teaching resources. “Internet plus education” has given new vitality to modern education. Education informatization has developed rapidly, and the comprehensive integration of information technology and English classroom has promoted the development of vocational English education. This paper discusses the current situation of vocational English education and vocational English education in the information age, and briefly summarizes the development strategy of vocational education in the information age.

**Keywords:** Information Age; Vocational Education; Development Strategy

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## 1. Introduction

With the development of modern information technology, the large-scale application of MOOC, micro class and virtual reality technology marks the gradual transformation of English education informatization from 1.0 to 2.0. With the integration of information technology and English classroom teaching, big data, cloud platform, cloud computing, human intelligence, etc. are gradually emerging in English education. The information age has promoted the development of vocational education, further optimized the teaching objectives, teaching methods and teaching contents of vocational English education at this stage, and effectively implemented vocational English practical education to meet the needs of talents at this stage.

## 2. The current situation of vocational English education and its influencing factors

### 2.1 Current situation of vocational English education

In recent years, China's comprehensive national strength has improved significantly, domestic industries have developed rapidly, foreign trade has grown steadily, the national economy has been in line with the international economic and social standards, and the development of domestic and foreign free trade has improved significantly. The improvement of comprehensive national strength has promoted educational innovation, scientific research and technological innovation in various industries to a certain extent. In order to further accelerate the globalization of economy and trade, promote the development of professional English talents in various industries, and meet the needs of enterprises for compound talents who are proficient in language skills, at this stage, China's vocational English education reform program has been deeply implemented, and all colleges and universities have made overall planning on professional post English, so as to promote the improvement of students' vocational English ability. However, the current development is still relatively slow, with a series of problems such as teaching content, teaching methods and assessment methods, which hinder the development of vocational English education in China.

### 2.2 Problems in vocational English education

#### 2.2.1 Ambiguous English education objectives

Vocational English education is different from general full-time English education. It emphasizes the improvement of English teaching in various professional courses, and promotes students' proficiency in professional English terminology to meet the employment needs in the future. At the present stage, vocational English education has a vague goal, which is specifi-

cally shown as: teachers do not focus on designing teaching goals in combination with the needs of various majors, overemphasize students' mastery of the content of textbooks, ignore students' professional skills development, fail to meet the needs of professional knowledge reserves, which is not conducive to students to combine theoretical knowledge with practice, not yet meet the needs of enterprise talents, and weak social adaptability.

### **2.2.2 Single English teaching method**

The development of vocational English education in China is relatively short, and the teaching materials and teaching methods are relatively backward, which does not meet the development goal of talent training at this stage. The teaching content, teaching methods and teaching tools limit the development of vocational English education to a certain extent. Without the support of professional textbooks and teaching tools, it is difficult for teachers to carry out effective teaching work, which leads some teachers to adopt a single teaching method with a conservative teaching attitude, that is, to inject textbook knowledge into students in a general way, which leads to students' mechanized memory, and their grasp of relevant knowledge is too one-sided to be flexibly used in practical activities.

## **3. The influence of information age on the development of vocational English education**

### **3.1 Optimized teaching objectives, teaching methods and teaching contents**

Vocational English education in the information age focuses on the needs of talent cultivation in the new era, emphasizes the cultivation of academic English ability and cross-cultural communication ability of students of all majors, and clearly adds the English for purposes series as an important part of vocational English education. Its daily teaching content includes general English and English for special purposes, which complement each other and promote students' English ability. At the same time, it has changed the traditional classroom teaching methods, carried out teaching activities with the assistance of information technology, attached importance to the dominant position of students in learning, and realized the effective transfer of knowledge. The emergence of "Internet plus education" and "platform+education" has accelerated the development of education informatization, and promoted the development of vocational English education with richer teaching content and more flexible teaching methods.

### **3.2 Promoting the development of vocational English education**

The information age has brought new development to vocational English education, breaking the time and space limitations of traditional English classroom teaching. With the development of micro classes and MOOC classes, students can use extracurricular time to learn independently, check and fill gaps, and effectively solve the disadvantages of offline learning. The information age emphasizes the effective integration of information technology and the classroom. By creating an online and offline two-way teaching mode, on the basis of improving students' English knowledge and skills, it has effectively promoted the improvement of teachers' professional ability and teaching ability. It requires teachers to strengthen their learning of information based teaching methods, practice and apply them, and reflect on and improve the existing problems, in order to further promote the development of vocational English education.

### **3.3 Implementing practical education of vocational English**

Today, with the continuous development of national economy and domestic and foreign trade, various industries have put forward higher requirements for professional talents, and tend to demand compound talents. Therefore, vocational English education should strengthen the cultivation of students' practical ability, and require students to flexibly apply the knowledge of English for professional purposes on the basis of mastering the knowledge of English for professional purposes, so as to meet the needs of professionals in various enterprises at this stage. In the information age, practical education of vocational English has been effectively implemented. With information technology as the medium, an interactive platform between enterprises and schools has been established, practical teaching activities have been actively carried out, students' ability to use English for professional purposes has been cultivated, employers' needs for students' English communication, official document writing and other aspects have been met, students' social adaptability has been improved, and students' all-round development has been promoted.

## **4. Research on the development strategy of vocational English education in the information age**

### **4.1 Innovating classroom teaching methods**

Traditional English teaching is generally conducted in classroom time. Some students are weak in independent learning

after class. It is difficult to grasp knowledge points simply by relying on classroom time. There are time and space limitations, and students' learning effect is poor. The information age provides more teaching methods for vocational English education. Teachers can use the Internet platform to combine online and offline teaching, choose appropriate teaching methods according to students' professional English needs, and promote the development of students' comprehensive English ability. Multimedia teaching can be used in the classroom to improve students' enthusiasm for learning and enrich the content of classroom teaching with the help of admiring lessons; After class, we can flexibly use micro class, MOOC class, wisdom tree, etc. for after-school tutoring and supervision, upload classroom teaching videos for students to learn, and assign relevant learning tasks to urge students to strengthen understanding and memory.

#### **4.2 Developing school-based teaching platform**

At this stage, MOOC class, micro class, flipped class, etc. are widely used in education and teaching activities. Their teaching resources are rich, and students can achieve extracurricular independent learning based on the content they like to promote their all-round development. However, its teaching content is mainly aimed at students across the country. It is not designed for a certain college or a certain major. There may be a problem of emphasis in its application, which cannot meet the requirements of English education in vocational colleges. Although teachers have initially acquired the ability to apply information technology in teaching, their development in teaching resource development, teaching platform design and innovation ability is limited due to their professional limitations. In order to develop a school-based vocational English teaching platform as soon as possible, schools and teachers can cooperate with relevant technical units to create a school-based vocational English teaching platform by comprehensively using big data, the Internet, cloud platform, artificial intelligence, etc. , to carry out effective teaching for students of all majors, establish a good self-learning environment, and promote the development of "platform+education".

### **5. Conclusion**

In the information age, the application of big data, cloud computing, cloud platform, artificial intelligence, etc. in education and teaching has gradually become stable, bringing new opportunities for the development of vocational English education, in order to effectively promote the informatization of vocational English education, accelerate the improvement of students' vocational English ability, and improve students' social adaptability. Teachers are required to strengthen learning, timely update teaching concepts, improve classroom teaching content, and integrate various teaching resources based on network big data, so as to expand classroom teaching, implement the development plan of vocational English teaching platform, broaden students' access to knowledge, and achieve online and offline two-way learning. At the same time, it is necessary to improve teachers' professional ability and teaching ability, we should reasonably use modern information technology to carry out teaching, and implement the informatization of vocational English education, to improve the teaching evaluation mechanism, and effectively promote the development of vocational English education.

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