On the Construction of "Employment-oriented" College English Teaching Model in the Context of "Internet +"

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Abstract. This paper analyzes and elaborates on the exploration of constructing the "employment-oriented" college English teaching model under the background of "Internet +". Through reading related literature, the researcher finds out a wealth of teaching resources and equipment provided by the Internet and the practical necessity of "employment-oriented" College English teaching model. By adopting quantitative and qualitative research methods, it investigates and demonstrates several drawbacks of traditional college English teaching model and the reasons for lack of practical application ability of college graduates in independent colleges. Then it constructs the new teaching model "employment - oriented" under the context of "Internet +" from such aspects as teaching objectives, teaching contents, teaching methods and teaching evaluation, so as to enhance the practical use of English language ability of college students, thereby promoting the competitive advantage of college students in today's society.

Introduction

This section will elaborate on the background of the present research.

**Introduction to "Internet +" Concept.** Since 2012, the concept of "Internet +" has been widely concerned by the public. Premier Li Keqiang in the "Government Work Report" has mentioned Internet for 8 times, and for the first time put forward the action plan of "Internet +". "Internet +" concept being first written into the "Government Work Report" means that it has commended to become a significant strategy for the development of national economy and society. "Internet +" aims to promote the rapid development of e-commerce, Internet finance, Internet traffic as well as other industries so as to enhance the development of traditional industries. Professor Cheng Xiaotang pointed out that education is related to the growth of each individual and information technology is an inevitable issue that everyone need to confront. When "Internet +" combines with traditional teaching, it is bound to bring about tremendous changes in such aspects as the teaching content, teaching mode, teaching evaluation. In the context of "Internet +", how to change the traditional college English teaching mode to adapt to the trend of the Internet has become a major issue facing the college English teachers in independent colleges.

**The Practical Significance of "Employment - oriented" College English Teaching Model.** The requirements of the College English Course issued by the Ministry of Education make it clear that the goal of college English teaching is to cultivate students' English comprehensive ability, especially listening and speaking ability so that they can effectively make use of oral and written English in future work and social interaction. In the meantime, students' self-learning ability is supposed to be enhanced to meet the needs of China's economic development and international exchange. The report of the 16th CPC National Congress pointed out that employment is the foundation of people's livelihood. The expansion of employment is a major and arduous task in China's current and future long periods. The employment of college students is difficult in recent years, a prominent problem plaguing our society. Therefore, "employment-oriented" college English teaching model has very important practical significance.
The Situation of Current College English Teaching. The traditional college English teaching model has followed the principle of teacher-centered that it takes into account in such aspects as teachers' careful preparation for lessons, rich teaching content, organized lectures, being an important symbol to measure the effectiveness of teaching. Some teachers may repeatedly give examples to illustrate the meanings of words and the usage of grammar in fear that students may not understand. While other teachers even focus on the translation of the entire text, hardly giving students adequate room for thought and absorption. Students are only occupied with taking notes, mechanically following the thought of teachers but not really participating in language practice, from which we can conclude that the traditional model of college English teaching has been unable to meet the actual needs of students, nor can it meet the social development of the demand for talent.

To sum up, it is foreseeable that under the background of "Internet +", the reform of college English teaching mode is an urgent task for university educators.

Literature Review

The rapid development of Internet technology has brought new opportunities to college English teaching. In the "Internet +" educational background, the traditional classroom teaching model can not meet the students' needs for personalized and differentiated learning regardless of time and space constraints. In fact, as a key development strategy for the nation, "Internet + education" exploration and research has attracted many domestic scholars. Li Hongye proposed that teachers only have to combine their theoretical knowledge and teaching experience with the advantages of new technology to control the types of media, the amount and difficulty of information, the subject of the task, the effectiveness and evaluation of each lesson in order to design the best teaching strategies[3]. Hong Xiaoqin put forward the idea of establishing several new models to promote the efficiency of teaching, such as MOOC, micro class, flip classroom, WeChat + mobile network and other platform for students' self-learning so as to achieve individualized learning and improve the comprehensive English ability of college students[2]. Wang Lili et al. proposed to take the Internet and intelligent equipment and other modern information technology as the support for the construction of mixed teaching model "MOOC + micro class + flip class" and they also consider building the multi-interactive learning environment based on "WeChat + mobile network", both It is an inexorable trend of college English teaching reform and development to realize students' individualized and active autonomous learning and improve the quality of college English teaching[5]. Zhao Bing et al. explored the changes brought by "Internet +" in college English classroom teaching from the aspects of classroom teaching mode, mobile assistant teaching tools and teaching methods[7]. On the topics of "employment-oriented" model of college English teaching research, Yu Xiuqin demands of the reform of college English teaching model based on "employment-oriented" principle and provides the theoretical guidance[6]. Liu Hong explored the college English curriculum system and teaching model which is oriented to enhance the students' employment competitiveness by combining the independent college's talent cultivation goal[4]. Bian Lizhi discusses the "employment-oriented" college English graded teaching mode[1]. Zhao Shengxue supplies several advice to promote college students' English practical ability on the basis of "employment-oriented" mode[8].

By studying the literature in recent years, it can be found that although most of the scholars in the country are supported by Internet information technology and create a diversified modern teaching model to improve the students' ability, few scholars study the "employment-oriented" college English teaching model under the "Internet +" context. This project aims to reform the traditional college English teaching model by adopting the Internet + resources for college English education in order to establish application-oriented talent cultivation mode based on employment-oriented in independent colleges to improve the students' Language ability, and enhance its core competitiveness in the job market.
Research Content

This part will center around the contents discussed in this research.

Research Objectives

This paper takes the non-English majors of Liaoning Normal University Haihua College as the research object to study the new mode of college English teaching under the background of "Internet +". By changing the role of teachers in the traditional college English class, it establishes the new guiding role of college English teachers to introduce the Internet into the classroom to facilitate students anytime and anywhere. Besides, students may have easier access to a wealth of authentic language materials and significant explanation from language experts, entirely smashing the constraints of textbooks so as to effectively reform the traditional College English "spoon-feeding" teaching mode. Most crucially, students’ interest in language learning can be intensified so that they can actively use language to listen and speak, and ultimately their practical ability and competitive advantage can be enhanced as well.

Overall Framework

Under the background of "Internet +", "employment-oriented" college English teaching model is guided by independent system, practical application principle and market adaptability. It mainly aims at reforming the following aspects: teaching plan, teaching content, teaching method and teaching evaluation.

Firstly, the reform of teaching plan mainly obeys the principle of difference. To be specific, it determines the teaching program according to different majors of college students to cultivate students' English autonomous learning ability and language practical application ability; Secondly, take practicality as a criterion for the selection of teaching content. In the Internet context, it should center around teaching objective of "employment-oriented" to select practical language teaching materials closely related to employment; Thirdly, teaching methods follow the principle of integration. It should mainly adopt "listening and speaking "approach and the interactive teaching methods are penetrated through all the teaching process to establish teachers’ "guide" model. Teachers instruct students to take full advantage of valuable network resources, such as guiding students to obtain useful learning sites, browse free learning journals and participate in related activities such as online English communication. Fourthly, teaching assessment should introduce diversity principle, in which student's learning activities, the test for learning effect and emotional attitude are evaluated in the meantime. In this way, the effective and comprehensive learning results of the students can be acquired in order to facilitate teachers to adjust teaching strategies and targeted method appropriately.

Research Methods and Implementation Steps

This research adopts quantitative research and qualitative research methods. It mainly uses the questionnaire and interview, while selectively checking students’ assignment and test reports are taken as the supplement in order to investigate current situation of college students' employment and the cultivation mode of college English. First of all, under the guidance of domestic and foreign relevant theoretical research, the questionnaire will be designed, and the related data are collected and statistically analyzed to get the feedback of students and teachers on the new model of college English teaching. Secondly, according to the principle of random sampling, students' language expression and the forms of their lack of communicative competence will be investigated. Thirdly, by analyzing the sample, this paper may put forward the hypothesis of "employment-oriented" college English teaching model under the background of "Internet +" in the era of Internet. At the same time, it adopts the methods of horizontal contrast and vertical contrast to effectively analyze the employment ability, innovation ability and application ability of previous graduates so as to carry out an effective analysis to improve teaching model of the "employment-oriented" training system for independent college English; In addition, employers will also be investigated to determine the social needs for innovative talent of college English and the basic quality for students’ potential...
development. Finally, through collecting original data and summarizing the previous teaching experience, this study conclusively analyzes and studies the teaching and management of college English in Liaoning Normal University Haihua College in recent years, so as to promote the talent cultivation model, college English teaching model and experience to other similar institutions.

Results and Discussion

Through the above investigation, the following results are obtained. Firstly, both teachers and students hold positive attitude toward the adoption of "employment-oriented" college English teaching model under the background of "Internet +", for abundant language learning resources are available for them to learn; Secondly, the learning contents are closely associated with students’ future job-hunting and the skills they acquired are especially helpful for their individual development. What’s more, the innovative teaching model has reformed the traditional tedious college English teaching and learning atmosphere and brought life to language class. Thus, the learning and teaching efficiency can be promoted simultaneously.

Conclusion and Future Work

This paper is a tentative study on constructing a new model of "employment-oriented" college English teaching with the help of the opportunity of "Internet +". Through investigating and analyzing the drawbacks of the traditional college English teaching model and the reasons for the lack of practical application ability of college graduates in the independent college, it put forward college English teachers’ new role of “guiding-teaching-assessment-skills" by reforming such aspects as teaching objectives, teaching contents, teaching methods and teaching evaluation. Since this is only a theoretical research, there are several issues to be resolved: how to practice the new teaching model in real class, identify the problems in the implementation process as well as the reflections afterwards. Therefore, the further work need to consider those aspects.

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