

Research on the Teaching Model Development of ESP and the Intercultural Communication Theory Fusion Trend under the Internationalization of Higher Education Background

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Abstract

In this paper, we conduct research on the teaching model development of the ESP and the intercultural communication theory fusion trend under the internationalization of higher education background. Of English for specific purposes, because the restriction of the register degree is high and the ESP teaching focuses on analysis of language context and the register. Context refers to the discourse of the whole social cultural background while it gives the author's writing purpose. With the development of international business, the study start civil, since then, the meaning of intercultural communication generalization for the different culture background of the effective communication between individuals and groups. This paper integrates the intercultural communication theory fusion to propose the suggestions for English education that is meaningful.

Keywords: Teaching Model, Development, Intercultural Communication, Higher Education.

Introduction

With the development of global economic integration, the rapid and convenient communication increase in the number of world affairs and international agencies, which needs professional employees who know the specific English, so that the problem of the development of higher education internationalization has become increased. The internationalization of higher education is university education concept of emerging world in the 21st century. At present, with the development of the internationalization of higher education around the world, the people to study the internationalization of higher education also increased rapidly.

With reference to the literature survey, the internationalization of higher education could obtain positive feedback from the listed aspects. (1) The internationalization of education is the request of the ages. In the age of globalization, globalization is the nature for each country between depending on the each other and competing against each other, and the various countries cooperation, competition, in final analysis to rely on international talent. (2) The internationalization of education is the requirement for law of the education development. Practice has proved that the international exchange and cooperation is main carrier of promoting education internationalization. At the regional level or at the school level, no matter which kind of forms of expression of education internationalization is done through the exchange and cooperation. (3) The internationalization of education is the requirement of education reform and the development in our country. To realize the modernization of education and inherit the outstanding achievements of our country in education reform, It is a very important way to learn

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and draw lessons from international advanced education ideas, education experiences and innovation [1-3].

Intercultural communication is the kind of communication such as discipline theory, on the basis of the anthropology, psychology, linguistics, culturology and sociology etc. Cross-cultural communication ability is appropriate and uses language cultural knowledge effectively and appropriately. The different cultural communication practice ability is the decisive factor in cross-cultural communication activity. Culture has not born, but through interaction with others learning, communication is the people in the context of a certain commentaries on the process of creating the shared meaning symbols transformation, when the major cultural differences between satisfied with how to communicate with the different interpretation and anticipation will produce the cross-cultural communication. Especially, for the ESP English, we should focus special attention on the intercultural communication activities. Under the market economy environment, the traditional general English teaching and the needs of the society, there is a growing gap between the continuing impact and challenges such as the content, concept, and learned English for many years after the university graduates can't work in practice to practice. Therefore, college English teaching must make significant reforms, so as to adapt to the constantly changing social needs, in this context the rise of English for special purposes become inevitable.



Figure 1. The Keywords of the Teaching Model Development of ESP.

In this paper, we conduct research on teaching model development of the ESP and the intercultural communication theory fusion trend under the internationalization of higher education background. In the later sections, we will introduce our perspectives in details.

Our Proposed Methodology

The Characteristics of the Higher Education. The talent training quality is the eternal theme in the development of the higher education. As the world's major developed countries into the era of mass higher education makes the popularization of higher education quality the topic of common concern around the world. Education and economics will be higher education investment, which is defined as the whole society for the higher education sector is engaged in the activities of the total manpower and material resources of monetary form. Different is, from higher education into pedagogy perspective research problems, purposes focus on realizing the fair education. From the economics perspective research into problems of higher education, the purpose is biased toward minimizing input, output maximization, so as to improve investment benefits [4-5].

Quality standard of higher education personnel training is the basic premise of quality evaluation, as knowledge, ability, quality is the basic concepts of the current quality education theory research is also the basic indexes for evaluation of higher education personnel training quality. Under this core basis, the necessity of conducting higher education can be reflected from the listed aspects.

- We must adhere to scientific outlook on development, conscientiously implement the strategy of developing the country by relying on science and education, the education on the strategic position of basic priority development, deepen the education reform, advancing the education innovation constantly improve the quality of higher education personnel training.
- Under the condition of market economy, the system is a kind of modern society to participate in market competition to adapt to the competitive selection while competition the survival and the general development of the system.
- Whether the management team in the colleges and universities, teachers constantly update or scale expansion must have a high quality innovative talents flowing added. This is an urgent need to improve the quality of talent cultivation in order to meet the needs of the development of higher education itself.

The Intercultural Communication Theory. Intercultural communication is originated in the United States, composed of multiple disciplines emerging discipline, the original research purpose is for the U.S. army troops overseas and foreign military service. With the development of international business, the study start civil, since then, the meaning of intercultural communication generalization for the different culture background of the effective communication between individuals and groups. Throughout the development of the intercultural communication, there is no denying the Chinese cross-cultural communication research is under the influence of the research results, at the same time as a result of objective environment differ in thousands ways, the research has its own characteristics, there are differences on many unique levels.

Language communication or communication need to the language, however, does not bear all the features of the effective communication. Communication needs culture as support, bearing culture, because language is a part of the cultural system, human emotional system is controlled by its own cultural system and behavior patterns which can be reflected from following angles. (1) Discourse patterns and behavior patterns based on culture, culture for the purpose of understanding determines the communicator's understandings of the discourse mode and behavior patterns and acceptance, and is the basis of empathy. (2) Communication is a complicated process it is the communicator encodes communicative purpose form or way to convey information through certain channels to the receiver, the receiver decoding process of feedback. (3) Language is one of the main means of communication to grasp the purpose of cultural communication system master target language culture. The language here includes not only language knowledge but also pragmatic knowledge. (4) Emotional ability is an important part of cross-cultural communication ability, requires the communicator with intercultural communication consciousness attitude, respect other cultures, to overcome the national centralism, racism, etc. and the ability of communication barriers [6].

Barriers to intercultural communication

- Anxiety
- Assumptions about differences and similarities
- Ethnocentrism
- Stereotypes and prejudice
- Incompatible communication codes
- Incompatible norms and values

Figure 2. The Intercultural Communication Theory.

The English for Specific Purpose. The professional experts who know English communicational skills well and the specific English are needed nowadays. So English teaching should optimize the knowledge structure on the basis of actual demand in specific areas and cultivate students' ability in different industries to use the specific English to study and deal with the problems. ESP teaching will be professional and the integration of English, make more targeted and practical, higher vocational English teaching to cultivate interdisciplinary talents social needs more effectively. In view of the current Chinese college English teaching with the deficiencies and disadvantages, and therefore is very necessary to develop the special use English teaching, it is also the direction of China's college English teaching reform and the inevitable.

The study of language is communication tool and language is the study of language communicative and functional. ESP has its specific communicative environment and functional, used by a particular social group, with a strong professional language, is an effective integration of operation skills and professional knowledge. With the progress of science and technology and the development of the times, ESP in today's more and more important in higher vocational English teaching, its necessity embodies in the following respects. (1) ESP teaching pays more attention to take the student as the center, to observe and to emphasize the students' thoughts and ideas. In classroom teaching requires teachers to a greater extent to discover the students' professional potential, and actively create a good learning atmosphere and environment, strengthen the situational teaching. (2) English as a language, the learning methods differ from that of natural and other kinds of subjects. Because of its wide read, their learning increases the difficulty of the special purpose is correspondingly, involving economic, political, cultural, environmental, cultural, artistic and other aspects of professional foreign language also arises at the historic moment. (3) ESP teaching goal clear, strong applicability, pertinence, and higher vocational colleges of the higher technology applied talents training target is consistent, ESP teaching while maintaining the characteristics of the English language teaching at the same time also involves the field of a color professional knowledge connotation.

The Internationalization of Higher Education. The internationalization of higher education is refers to the institutions of the higher education in the process and results of open and international exchange. It includes the institutions of higher education, personnel, learning and research activities, courses and the internationalization of general social services, etc. The internationalization of higher education is the development trend of the international education, and an internal requirement of the development of higher education in China [7].

Internationalization of education is overall characteristics and the historical trend of contemporary education, it is not only a historical category, and it is a development concept, while it is to solve the problem of common human face and the background of globalization, competition between countries, in order to realize the internationalization as target, with a variety of international communication and cooperation as the carrier is different countries

education idea, education method, education system, education pattern of the process of learning and exchanges and cooperation with each other. With the increase of international migration, including educator and the educated in international movement of increase, various education system needs to meet the needs of the different background and different education personnel. This is the performance of the internationalization of education, education of the international competition. Traditional national education must have a more inclusive and diversity that have to cope with the new students and their requirements. Through the international education communication can promote the mutual understanding between the countries and nationalities, for the maintenance of world peace and promote common prosperity of the human progress have extremely profound influence which can be reflected from the listed sides.

- Internationalization of education to promote modern national education quality has improved significantly. Internationalization of education to promote internationalization of education reform, we will find that the original education in international field of the vision of some deficiencies, through advanced experience for reference to eliminate these deficiencies.
- The internationalization of education so that people from the perspective of human common prosperity, using the knowledge of cultural knowledge and modern science and technology to enhance the consciousness and ability of sustainable development of all members of society.
- Education internationalization of education in the world to promote common prosperity and development. Internationalization of the education is in the world, under the impetus of the economic globalization and the trade liberalization in international education trade under the premise of open markets, education resources in international configuration.

The Suggestions for College English Education. As a kind of the effective discourse analysis theory, the evaluation theory and college English teaching for college English teaching in terms of the realization of the purpose to provide theory and method of support, the combination of the two will produce constructive effects. In addition, as a teaching and the research work of first army, English teachers can not only acts as the role of teaching, but should grasp scientific research methods, and from the teaching of specific research, truly to research for teaching and teaching [8].

In design of college English curriculum should follow some basic principles: attaches importance to students' experience; Follow the students form the phased characteristics of the cross-cultural idea; Meet the demand of students in cross-cultural study of recessive; Coordination of language ability, communication ability and the relations between and among social cultural ability. Its basic principle is that must be followed in order to promote the development of the students as the center, balanced society, students, the curriculum design rule of the relations between and among knowledge.

Conclusion

In this paper, we conduct research on the teaching model development of the ESP and the intercultural communication theory fusion trend under the internationalization of higher education background. ESP has a unique vocabulary, syntax and structure pattern, and the

different English usage. English is a language for special purposes; its teaching not only contains the English language skills training, but also has obvious professional connotation that is the combination of language skills and professional knowledge learning. In order to improve the quality of teaching, the cultivation of higher vocational students better and faster to adapt to the work, the English curriculum in higher vocational colleges should be in constant reform. Under this background, this paper proposes the new perspective of the enhanced ESP education paradigm with the intercultural communication theory fusion, which is effective and significant.

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