



A Study on The Cultivation of Interdisciplinary & Application-Oriented Foreign Language Talents Based on Market Demand

Caiqiao Huo

Foreign Language Department, Baoding University, Baoding, China

Haiping li

PE Department, Baoding University, Baoding, China

ABSTRACT

With the development of global economic integration and the rapid development of science and technology, interdisciplinary integration has become an inevitable trend of social development. Cultivating the high-quality, innovative and application-oriented foreign language talents to meet the diversified development of social demand has become the inevitable requirement and important goal of undergraduate education in China's universities. Training foreign language talents to serve the local economy has become the consensus of people. According to the characteristics of local economic development, a new cultivation mode, which is to combine foreign language skills with professional knowledge should be adopted. In this paper, after the investigation including questionnaires, interviews and analysis of the recruitment information online, the author sums up the situation of the demand for foreign language talents and proposes some suggestions.

KEYWORDS : global economic integration , foreign language talents, cultivation mode

Introduction

With the development of world economic globalization and China's economy, the society needs more interdisciplinary foreign language talents , but at the present stage, foreign language talents' ability cannot meet the demand of the market. The current situation is that many foreign language talents can communicate with foreigners, but they are lack of cultural background knowledge other professional knowledge. Therefore, foreign language teaching in China is faced with enormous challenges. In order to make foreign language talents to contribute to China's modernization, foreign language teaching should pay attention to cultivate foreign language talents who are more adaptable to the market demand and who are ready for the competition in the international market.

Research Background

Theodore William Schultz, American economist found that an important reason to promote the rapid growth of the US economy is not land, labor or capital stock increase, but to improve people's skills and knowledge in long-term economic study. His conclusion was that the speed of economic recovery was due to a healthy and highly educated population; education makes people productive and good health-care keeps the education investment around and able to produce.

Professor Dai Weidong from Shanghai International Studies University emphasizes that under the background of economic globalization, foreign languages play an important and strategic role in improving our soft power. How to plan foreign language education and optimize the learning environment scientifically to promote the foreign language education develop soundly is vital.

Professor Wang Wei Li from Tangshan University points out that in the era of knowledge economy, education is the foundation, science and technology is the core and talents are the key. Foreign Language is the bridge connecting China's economic development and the world economic development and it is also the window for the world to know China. Training high-qualified foreign language talents is the demand of the knowledge economy era and the requirement of the international competition. As the messenger, foreign language talents play a unique role in the era of knowledge economy.

Study Design

In order to investigate the demand for foreign language talents in China, and to find out the gap between foreign language professionals and market demand, the author investigated different kinds of enterprises, such as private enterprises, foreign-invested enterprises, joint-stock enterprises, and government-owned places, such as institution, society, the administrative agency.

The survey was conducted from May, 2015 to November, 2015. The survey methods include questionnaire and interview. According to

the Beijing talent exchange market and classification information of industry on the Internet and with the reference of the standard for the classification of the national economy industry(GB/T4754-2002) issued by the National Bureau of Statistics, the industry investigated in the study is shown in table 1:

TABLE-1
INDUSTRY INVESTIGATED IN THE STUDY

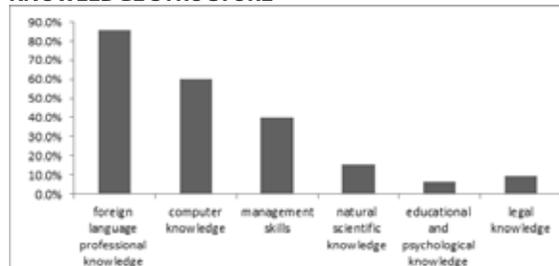
No.	Classification	Example
1	IT	scientific research, technical services, information transmission, computer services
2	retail	shops
3	catering tourism	restaurants and hotels
4	health care	hospitals
5	house building	real estate industry
6	manufacturing and mining	motor industry
7	finance	banks
8	culture and education	schools
9	logistics	express companies
10	public service	managers and administrators

Data Analysis

There are 1000 questionnaires handed out , with 990 effective questionnaires taken back. There are 500 companies in Beijing; 210 companies in Tianjin and 280 companies in Hebei province involved in the investigation. The result of the investigation on requirements of foreign language talents is that:

In terms of knowledge structure (see CHART-1), the order that companies or employers value most, in turn, is that foreign language professional knowledge (85.6%), computer knowledge (60.3%), management skills (40.1%), natural scientific knowledge (15.6%), educational and psychological knowledge (6.8%), legal knowledge (9.5%).

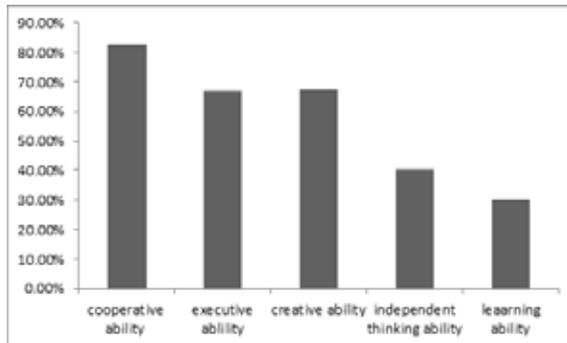
CHART-1
KNOWLEDGE STRUCTURE



In terms of comprehensive ability (see CHART-2), the order that companies or employers value most, in turn, is the cooperative ability (82.6%), the executive ability (66.9%), creative ability (67.3%), inde-

pendent thinking ability(40.2%), learning ability (30. 5%).

CHART-2
COMPREHENSIVE ABILITY



In order to confirm this conclusion, I extracted parts of the interview with employers of the companies(E stands for Employer):

E1 (head of a state-owned company) : It depends. If it is a technical post, we will pay more attention to technical ability. But if it is a position in marketing department or business department, applicants must be good at foreign languages. To be honest, if all employees can be good at English, it must be very helpful for the development of our business in the future.

E2 (head of a private sector): Employees proficient in foreign languages will become leaders in our company to open the international market. If the company wants to gain a foothold in the overseas markets, we will have to hire qualified international talents. They have to know both English and professional knowledge, so as to bring the company profits. From the above referenced parts, we can learn that in modern society, although the employers take different attitudes to the requirement of college students’ foreign language ability, they think if graduates can both have foreign language ability and professional knowledge, it is much better.

E3 (head of a state-owned enterprise): English is very important in the field of business. Our business have consumers in many countries. Therefore ,we require our employees to read and write in foreign languages and to communicate with foreigners in English.

E4 (head of a joint venture) : We need qualified employees. They should not only be good at reading and writing foreign languages, but also have higher English communicative competence.

E5 (head of state-owned company): Because we are closely related to the enterprises in the overseas market, we usually communicate with foreigners and English is a basic tool. We need to hire foreign language graduates with fluent communicative ability and business knowledge.

Suggestions

For universities in China, in order to cultivate foreign talents who are good at foreign language and other professional knowledge, universities need a certain number of qualified interdisciplinary foreign language teachers. At present, most of the teachers are foreign language professionals who are masters of foreign languages but lack of cross-disciplinary knowledge. Therefore, it is urgent for universities to optimize and strengthen the construction of teaching staff. First, the foreign language departments or colleges can cooperate with other departments or colleges and share resources; Second, establish and improve the teachers’ training mechanism to encourage teachers to get cross-disciplinary training; Third, according to the needs of subject construction, hire other experienced experts or professionals as teachers to give lectures or guidance to students.

For foreign language majors, listening, speaking, reading, writing and translating ability are basic skills they have to master. In addition, broaden their international horizon through attending different kinds of lectures, such as lectures about literature, history, philosophy and classics. Foreign language talents should absorb the essence of world culture and inherit excellent traditional Chinese culture to meet the

demand of the international communication under the background of globalization.

Conclusions

Foreign Language is the bridge connecting China with the world and it is also the window for the world to know China. Training high- qualified foreign language talents to meet the demand of the knowledge economy is necessary to participate in the international competition. As foreign language talents, they play an important role in the global economic integration. For foreign language educators, they have to make efforts to cultivate talents who can meet the demand of the new era in order to make contribution to the economic development.

Acknowledgements

The paper is under the project of Research on the Training of Foreign Language Talents Based on Regional Economic Development---Take Baoding as the Case(project No. 151021). All the project members made their contributions to the paper. I also thank all my friends and classmates who work in different universities, which made the investigation possible.

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