

Study on the Problems and Countermeasures of Business English Listening Teaching

Xiaokun Li

Yunnan College of Foreign Affairs & Foreign Language, Kunming, Yunnan, 651700, China

ABSTRACT. With the development of economic globalization, the communication between countries is becoming more and more frequent. In the communication activity, English plays an important role in promoting the cooperation among countries. Therefore, the teaching of business English in higher vocational colleges also occupies a really important position, but in listening teaching there are many problems which results in the poor learning effect of students. Because of insufficient comprehensive abilities of teachers and other elements, the efficiency of listening teaching has been affected, which restricts the development of students' comprehensive literacy. In view of this situation, teachers need to deeply analyze reasons, adopt targeted solutions, and construct an efficient business English listening class so as to improve students' comprehensive literacy.

KEYWORDS: Business english, Listening class, Teaching strategies

1. Introduction

In Business English teaching, listening is an important part, which is related to the improvement of students' English comprehensive literacy. Listening teaching is significant to develop students' ability of using English in practical communication. However, in terms of the current situation of listening teaching, there are still such many deficiencies as insufficient vocabulary accumulation of students, the lack of professional ability, the relatively outmoded teaching ideas of teachers, and the single teaching mode, which affect the quality and efficiency of listening teaching. Therefore, higher vocational colleges should pay more attention to business English listening teaching, solve the current problems, and construct an efficient listening class to improve students' listening ability.

2. Problems in Business English Listening Teaching

2.1 For Teachers

2.1.1 Teachers' Professionalism Needs to Be Improved

The professionalism of teachers determines the learning effect of students in business English class. Most teachers attach importance to the explanation of theoretical knowledge, but ignore the training of students' listening practices, which affects the improvement of students' oral ability. Then students will have many problems in pronunciation and grammar and dare not communicate with others in English. In addition, teachers' relatively backward teaching concept and the lack of implementation of treating students as individuals in the classroom limits the overall development of students. Only through continuous learning and improving their professionalism can teachers provide a strong guarantee for the improvement of the efficiency of listening teaching.

2.1.2 Single Teaching Mode and Inefficient Class

In listening teaching, teachers devote less energy and leave little time for students. Most of the time is dominated by teachers, such as, playing relevant listening materials and guiding students to practice English listening. In this process, teachers lack the infiltration and implementation of listening skills, ignoring the main position of students in the class. It is difficult to choose different teaching modes according to the teaching needs and construct multiple classes for students to improve their interest in listening, thus students can master more listening skills, which leads to low efficiency of the class and difficult to achieve the expected results in teaching.

2.2 For Students

2.2.1 Students Have Small Vocabulary and Poor Foundation in English

The accumulation of professional vocabulary is an important foundation for improving listening. It is necessary to master more professional vocabulary to understand insurance, commerce, finance, e-commerce and other professional terms through reading and learning in and out of class, so as to gradually improve listening ability and learn to analyze and judge. However, most business English majors are difficult to break through the limitations of the textbook content, ignoring the importance of reading in and out of class. Therefore, the accumulation of vocabulary is not enough and the foundation is poor.

2.2.2 Lack of the Learning of Professional Phonetic

English pronunciation and intonation are very important teaching contents. Students can improve their listening ability and extract important information out of listening materials only when they master the appropriate pronunciation and intonation and improve their ability to distinguish pronunciation. However, in the daily teaching, there is a lack of teaching and implementation of professional phonetic knowledge, and the students do not attach great importance to it, just blindly carry out dictation training. Moreover, students cannot make exact pronunciation, which makes students vulnerable to subjective or objective factors in listening, then making some wrong judgments, which limits the improvement of students' listening ability.

3. Effective Measures to Optimize the Teaching of Business English Listening

3.1 Pay Attention to Basic Consolidation Teaching

Some students are weak in English, so during the process of business English listening teaching, some teaching plans of teachers are limited, which affects the efficiency of teaching. In view of this situation, teachers should pay attention to the consolidation of students' basic knowledge, guide students to carry out independent learning, accumulate more vocabulary, master the correct pronunciation of these words and master the pronunciation skills of phonetic symbols, so they can make adequate preparation for the improvement of listening ability. For example, in daily learning, teachers could guide students to read an article repeatedly, cultivate students' sense of language, mark some new words in the reading process, look up related books and ask teachers to master their correct pronunciation. Teachers could also guide students to read aloud to each other, find out mistakes in vocabulary pronunciation, point out and correct them. In addition, students can also be encouraged to communicate online, consolidate the listening foundation and improve their listening ability through their expression.

3.2 Strengthen Listening Training

Strengthening the listening training of students is the basis of listening learning, which is good for students to master appropriate listening skills, analyze, judge and infer listening materials, integrating the knowledge they have learned, and gradually improving their listening ability. In the daily training in the class, teachers can teach students some listening skills, such as viewing the stem before listening and understand the general direction of the listening. Be good at catching the key words in listening and using the key words to infer the answers. In the pre training, teachers can slow down the speed of listening and train students' ability of information capture. After a period of training, we can speed up, gradually improve students' listening speed, and master short-hand methods. This is a long process, teachers and students need to have enough patience, step by step, be good at using listening skills to solve problems, then students could continuously improve listening ability.

3.3 Cultivate Students' Self-Confidence and Stimulate Their Interests in Learning

Teachers need to pay attention to the cultivation of students' self-confidence in English learning, strengthen students' communication and interaction, be good at discovering students' advantages, give students objective and pertinent evaluation, and gradually establish students' interests in listening. In listening class, teachers could also create a good oral communication atmosphere for students and encourage them to speak English. In this way, it can attract more students to participate in listening practices, and gradually improve students' listening ability.

3.4 Promote Innovation in Class with the Help of Multimedia Teaching

In business English listening teaching, teachers can also use multimedia to construct an efficient classroom, and present students with rich and varied listening content. In the classroom teaching, teachers can make micro-lectures videos according to the content of listening teaching, and play these videos for students, so as to stimulate students' interests in learning. It is convenient for students to practice all kinds of listening skills and gradually improve the efficiency of classroom teaching by using multimedia to create situation. For example, when learning insurance, finance and other industry terms, teachers can show students vivid images of these terms, deepen students' impression, play audios for students, and guide students to identify those pronunciation. This process gives full play to the advantages of multimedia, stimulates students' interests in learning business terms and exercises their listening ability.

3.5 Broaden Cultural Knowledge and Learn More Cultural Background Knowledge

In business English listening teaching, there are a lot of cultural background knowledge teachers need to teach students these cultural knowledge broaden the cultural knowledge of students, help them understand more cultural background, and enrich the cultural connotation of students. Only when students have a certain understanding of western culture, can they have a deeper understanding of English cultural connotation and narrow cultural differences. In English listening, after abstracting the relevant cultural information, students can make some transformation and understanding, and gradually improve the students' English listening ability.

3.6 Reform the Assessment Method of the Course

The traditional way of course assessment is mainly the examination paper, which is not comprehensive and affects the overall development of students. In view of this situation, it is necessary to reform the existing way of course assessment and change the result assessment into the process assessment. Each semester is divided into different stages. In each stage, teachers give objective and pertinent assessment according to the specific performance of students. Teachers can also guide students to evaluate each other. In the final examination, we can master the development of students in this period by synthesizing the evaluation results of each stage. Guide students to realize their own shortcomings and advantages, guide students to develop correctly.

4. Conclusion

All in all, English listening teaching plays a very important role in business English. Higher vocational colleges have formulated a series of solutions to the problems existing in the current teaching. They attach great importance to the reform and innovation of teaching, change teachers' ideas, use diversified teaching modes to build an efficient classroom, guide students to pay more attention to listening learning and broaden learning knowledge, accumulate more vocabulary and master listening skills. In the process of continuous training and learning, we should gradually improve students' comprehensive English literacy and promote their all-round development.

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