

Brief Introduction to Employment-oriented Teaching of Chinese Language and Literature

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Abstract: Nowadays, with the development of higher education in China, the demand for Chinese language talents is increasing, and the society pays more attention to the comprehensive ability of Chinese language talents. However, the traditional Chinese language and literature teaching cannot keep pace with the demand for talents, so it is really necessary to transfer teaching mode and cultivate a large number of Chinese language talents combining the current teaching situation and social requirements.

Introduction

Chinese Language and Literature is an important arts speciality and many industries need Chinese Language and Literature talents. At this stage, the popularization of higher education in China is particularly obvious, and the society has put forward new requirements for Chinese Language and Literature talents. Traditional Chinese Language and Literature major teaching needs to keep pace with the development of the times and cultivate professional talents that are compatible with social development.

Current Situation of the Higher Educational Development

At present, the popularization trend of China's colleges and universities has clearly increased, and more attention has been paid to the cultivation of students' professional ability in the training of talents in colleges and universities. As an arts speciality, Chinese Language and Literature should actively change the previous education and teaching model, and conform to the new trend of higher education development. Mass higher education makes the number of college students increase sharply, the scale of school education is obviously expanded, and the diversity of school running mode is more obvious. Therefore, many colleges and universities have adopted a variety of different talent training modes in education and teaching. The teaching mode of Chinese Language and Literature needs to be innovated and optimized.

The Demand of Social Development for Talents of Chinese Language and Literature

The number of students in colleges and universities in China has increased year by year, and the employment of graduates has attracted widespread attention. In social development, higher requirements are set for the comprehensive ability of practitioners. The same is true of the Chinese Language and Literature major. In Chinese Language and Literature teaching, on the one hand, students' 'aesthetic ability, writing ability, and language communication ability must be enhanced; on the other hand, students' humanistic qualities must be cultivated. In Chinese Language and Literature majors in many colleges and universities, the traditional education model is still adopted. The practical experience of students in the process of employment is relatively scarce, which has adversely affected the employment of students.

Effective Strategies to Improve the Education of Chinese Language and Literature with the Guidance of Employment

Set up a reasonable training target for Chinese Language and Literature. Firstly, in the process of training talents of Chinese Language and Literature, various training objectives should set up. Up to now, industry integration has become the main trend and language workers cannot meet the basic requirements of this times. Therefore, in the education of Chinese Language and Literature, it is necessary to combine the requirements of various fields and industries of the society for the comprehensive quality and ability of talents, divide them into multiple training directions, and create a talent training mode of foundation plus characteristics. For example, Chinese Language and Literature can be divided into Broadcasting News, Teacher Education, Secretary and Overseas Chinese Education. Students can choose different professional courses according to their own interests.

Secondly, monolingual talent-training mode should be changed to bilingual talent-training mode. China's international influence has significantly increased, and Chinese and Chinese culture have also received widespread attention from the world. The role of the Chinese Language and Literature in Overseas Chinese Education has also become increasingly prominent, which has also imposed stricter requirements on Chinese language talents in China. Chinese language and literature talents with solid basic knowledge and flexible application of more than one foreign language will surely be welcomed. For this reason, in the actual education and teaching, bilingual teaching courses can be established in combination with the current actual situation to significantly enhance the social competitiveness of Chinese Language and Literature students.

Establish a systematic and perfect professional curriculum system. Some students hope to continue their further education after graduation. Therefore, the school should set up courses for students to meet their needs for further education, and set up courses in two directions of language and literature according to their needs, so as to expand their knowledge reserve and stimulate their interest in learning Chinese Language and Literature. Some students are determined to enter the technical post after graduation. In this regard, schools can set up application courses closely related to social needs. Many students learn Chinese Language and Literature mainly from their love for secretarial work and editing work. Therefore, the school should offer practical courses such as writing, editing and so on. The above occupations pay great attention to the writing ability of practitioners. When setting courses, schools need to make students skillfully do their jobs at a faster speed according to the post requirements.

Moreover, some students hope to become a teacher after graduation. To this, schools can set up courses related to education. Some students of Chinese Language and Literature major regard teachers as their first choice. In order to meet the employment needs of students, professional courses such as lecture skills, psychology and speech can be set up in the process of talent training, so as to continuously improve the comprehensive quality of students and make them have the quality that professional teachers should have.

Optimize the quality evaluation system and personnel training mode. First of all, talent quality evaluation system of internal evaluation + external evaluation should be established. Under the guidance of employment, the teaching reform of Chinese language and literature major in Colleges and universities is mainly devoted to improving the quality of personnel training, striving to cultivate professional talents to meet the market demand, and playing a positive role in the construction and development of social economy. In order to achieve this goal, when formulating the quality evaluation standards for talents, for one thing, it is necessary to accept the evaluation of the internal quality characteristics of higher education. For another, the evaluation of the quality characteristics of education by the society is also very important. The establishment of a comprehensive and systematic quality evaluation system for talent cultivation should use the internal quality characteristics of higher education as the main basis for evaluation, and determine whether students meet the regulations and requirements for talent cultivation in schools. At the same time, the external quality characteristics of higher education are used as the basis of talent quality evaluation to evaluate the quality of talent

training, and to evaluate and judge in detail whether students can fully meet the needs of society and market. Based on the evaluation system, scientific talent training programs are formulated, teaching activities are organized and carried out, so as to achieve the goal of reform.

Secondly, it is good to actively implement a highly integrated talent training model in-class, extra-curricular, school, and society. Colleges and universities need to achieve a high degree of integration between in-class training and extra-curricular training. The classroom is an important place for education and teaching, and educators in colleges and universities should set the position of the classroom and face the role of classroom teaching. Educators should choose more advanced teaching content that is more in line with the development of the times, and learn advanced and perfect teaching experience, so as to ensure that the main content of education and teaching meets the market's basic needs. At the same time, extra-curricular practice is also very important. It is an important extension and supplement of the classroom. It extends classroom teaching to extra-curricular practice and realizes the organic combination of in-class and extra-curricular learning.

When organizing various forms of extra-curricular practice activities, educators need to understand deeply, apply the knowledge and theory learned in classroom teaching flexibly, and realize the transformation from knowledge to ability. In addition, educators should combine school education with social education. Society is the most valuable university, and social education is an significant supplement to school education and family education. In order to cultivate practical and comprehensive talents to meet the needs of market and economic development, higher education workers should fully understand the market demand for talents, master the market development trends, and train students' practical ability by means of probation, practice and cooperative school running, so as to improve students' professional quality and social adaptability. School education and social education can also establish a more harmonious interactive relationship and promote the innovative development of talent training modes.

Assist students to make and implement career plans to meet social challenges. Chinese Language and Literature majors have more employment directions after graduation, so it is easy for students to enter misunderstandings in career positioning and career planning. Therefore, students need to define their career positions based on future career choices and hobbies. For Chinese Language and Literature graduates, it takes three to five years to adapt and integrate into the society. The cost is high, and students need to pay a high price for it. Therefore, schools should pay close attention to students' career planning, education and teaching. After students enter school, they should receive employment guidance education in stages. Based on the concept of scientific development, the school should guide the students to understand themselves correctly. In the systematic employment guidance, the school should make the students quickly adapt to the society, integrate into the society and promote the career development of the students.

Establish a sound evaluation mechanism. The establishment of a sound evaluation mechanism ensures that teachers can understand students' study more comprehensively and accurately. Schools can also make clear the deficiencies of courses and adjust them in time on the basis of comprehensive analysis, which has a very positive significance for the construction of specialized courses and can improve students' professional quality. In addition, the school can change the evaluation mode which takes examination as the evaluation standard in the past. Teachers should actively reform the recitation questions, keep the key knowledge of the recitation exam, and add personal understanding questions in the exam, and integrate professional concepts and knowledge related to future employment into the questions, so as to test students' learning situation more comprehensively.

In the process of reforming and innovating the examination mode, on one hand, it can increase the attention of college students to the curriculum; on the other hand, it can realize the high combination of theory and practice, improve the professional quality of students, and enhance their professional ability. In the process of establishing a sound evaluation mechanism, it is necessary to take a variety of measures to establish a sound evaluation mechanism. Teachers can form a high-quality team, record and analyze students' examination papers, so as to make clear the examination situation of students, analyze students' learning situation and the main reasons for the evaluation situation. Moreover,

teachers need to explore and study together, and formulate targeted solutions in combination with the actual situation, so as to improve the professional quality of students and make them better adapt to the needs of the society.

Effective Measures of Teaching Reform of Chinese Language and Literature with the Guidance of Employment

Attach great importance to practical teaching. In order to bring more practical talents to the society, in the teaching of Chinese Language and Literature, teachers need to actively change the emphasis on theoretical teaching, ignore the current situation of practical teaching, and create more opportunities for students to practice in society. In many social practices, students' ability of application and practice is constantly enhanced, and a large number of Chinese Language and Literature talents who meet the requirements of social development are sent to the society. In addition, colleges and universities should take various means to cultivate students' innovative spirit, organize various practical activities, and guide students to participate in them. In the process of social practice, students can find their own shortcomings in time, and then take flexible and diverse solutions to problems.

When teaching Chinese Language and Literature, on the one hand, teachers should pay attention to the theory teaching, on the other hand, they should combine the theory teaching with the practice teaching, and strengthen the students' practice ability. Teachers should not only arrange classroom teaching reasonably, but also realize the seamless connection between in class and out of class, actively establish a lively and interesting classroom, and assist students to smoothly transition to the workplace. Or schools can also build training bases. Students should do a good job of training before entering the job. School enterprise cooperation is also an important way of talent training. School-enterprise cooperation is also an important way to cultivate talents. The school can encourage students to enter in-house internships during holidays, thereby enhancing students' knowledge application and practical ability.

Actively innovate teaching methods. In the teaching of Chinese Language and Literature, the continuous innovation of teaching methods is an important way to improve the quality of classroom teaching. At this stage, many college students majoring in Chinese Language and Literature lack the ability to adopt a negative learning attitude. In this regard, teachers should take individualized teaching methods according to the actual situation. The commonly used teaching methods are guided teaching method and heuristic teaching method, which can create a good working atmosphere, mobilize students' enthusiasm for learning, and improve the efficiency of Chinese Language and Literature teaching. At the same time, teachers need to assist students to make career planning, guide students to fully integrate their main characteristics with career development path, and determine future career development planning and direction. In the long-term accumulation and learning, students make themselves become comprehensive and practical talents needed by the society, and enhance their competitiveness in the employment market. Or in the classroom teaching of Chinese Language and Literature, teachers can reasonably use multimedia technology to create a good classroom atmosphere and stimulate students' enthusiasm for learning, so as to improve the quality of teaching of Chinese Language and Literature.

Improve the comprehensive quality of teachers. The influence of individual teaching ability and comprehensive quality of Chinese language teachers on students can not be ignored. Nowadays, Chinese Language and Literature teachers in China have profound literature and cultural background, but some teachers are still influenced by traditional teaching, which can not guarantee the effectiveness of education. Students' professional ability is relatively weak, and their professional quality needs to be improved. Therefore, teachers need to enhance their own teaching ability, break the limitations of traditional teaching mode, improve teaching methods, in order to cultivate students with high professional quality and strong professional ability, so that they can meet the development needs of today's society.

In addition, teachers should make use of various resources to enhance their practical ability. In the stage of education and teaching, teachers should actively participate in various professional training activities held by the school, step into the front line of social practice, accumulate experience in practice, and apply their own experience to education and teaching, so as to guide students to master more rich practical skills. In social practice, teachers can also fully grasp the changes in social needs for Chinese Language and Literature professionals and quality requirements. Then teachers can adjust the teaching plans in accordance with the social requirements for talents in order to cultivate more Chinese Language and Literature professionals who adapt quickly and better to social development.

Summary

Now, the pace of social progress is speeding up, the social needs of Chinese Language and Literature have changed significantly, and more practical talents are needed in many fields of society. But the professional talents of Chinese Language and Literature can not meet the basic requirements of social development. In this regard, the school should continue to optimize and reform the education and teaching of Chinese Language and Literature, integrate the practical teaching into the teaching of Chinese Language and Literature, actively change the teaching concept and teaching methods, and constantly improve the comprehensive quality of teachers, so as to cultivate more practical talents in line with the development trend of the times.

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