

Analysis of the cultivation path of English talents in colleges and universities based on the 1+X certificate system

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Abstract: *1+X certificate system is a system design for talent cultivation and evaluation mode in the framework of modern education system, and the proposal of 1+X certificate system can promote the reform of college education to realize the deep-level development. The article first analyzes the 1+X certificate system, then introduces the guiding significance of the 1+X certificate system for the cultivation of English talents in colleges and universities, and finally puts forward the path of cultivating English talents in colleges and universities under the 1+X certificate system, including clarifying cultivation objectives, promoting curricular reform, strengthening the construction of teaching staff, innovating the evaluation system, and strengthening the cooperation between schools and enterprises, in the hope that it can provide effective references to the relevant people.*

Keywords: *1+X certificate system; college education; English talents; cultivation path*

1. Introduction

With the comprehensive promotion and implementation of the 1+X certificate system, the cultivation of English professional talents in colleges and universities should also actively explore the path of transformation and development, and constantly improve the quality of talent cultivation. To this end, we need to take effective measures to promote the smooth convergence of academic certificates and skill level certificates, carry out pilot work based on the 1+X certificate system, promote the comprehensive docking of social training and academic education through the mutual matching of professional courses and job skills, and cultivate excellent skilled talents to meet the actual needs of the industry. To this end, it is necessary for English majors in colleges and universities to strengthen teaching research, accurately grasp the demand for talent cultivation in the new period, strengthen the cultivation of applied English talents, and constantly innovate and expand the particle size of English talent cultivation.

2. 1+X Certificate System Analysis

The 1+X certificate system, i.e. 1 academic certificate plus X vocational skills level certificate, is also an important measure to realize the reform of the academic certificate system in our country, which can guarantee the value of the academic certificate while highlighting the function of the vocational skills level certificate. 1 represents the basic prerequisite for the academic certificate, and X is the basis of the academic certificate for the students to expand the cultivation of their own vocational skills to promote the smooth reform and development of college education and improve the value of the academic certificate. The 1+X certificate system focuses on students' mastery of professional skills and expertise, obtaining academic certificates, and expanding their learning of related vocational skills on the basis of these certificates to obtain the corresponding vocational skills level certificates. Under the background of continuous optimization and innovation of industrial structure in the new period, the social demand for skilled English talents is expanding successively, and students need to have basic academic qualifications, but also need to fully grasp the professional and technical capabilities to meet the needs of social positions. Based on the 1+X certificate system, it can promote the integration of students' abilities and qualifications, and enhance students' social adaptability, which requires colleges and universities to strengthen talent training, change the mode of professional training, help students to reasonably master a variety of vocational skills, improve students' competitive advantages, and promote students' vocational skills and vocational literacy to achieve comprehensive development. The integration of vocational skills certificates and academic certificates can optimize the recognition,

conversion and accumulation of students' learning achievements. For this reason, talent cultivation in the new era should adhere to the integration of competence and academic qualifications to improve students' social adaptability.

3. 1+X certificate system on the value and significance of college English talent cultivation

The 1+X certificate system is integrated into English education in colleges and universities, which can highlight the vocational foundation, focus on the core orientation of employment goals, and help to strengthen the cultivation of application-oriented and skill-oriented talents. Based on the 1+X certificate system to provide effective guidance for the cultivation of English talents in colleges and universities, it can meet the demand for English talents in society, especially the development of China's foreign trade, cross-border e-commerce, foreign tourism and other industries, the demand for practical and compound English talents is more urgent. In addition, under the guidance of 1+X certificate system, English education in colleges and universities can further contact the industrial pattern and social demand, and implement targeted cultivation of students' vocational skills, which can help students get more vocational skill certificates, and fully meet the market demand for diversified English talents. 1+X certificate system under the innovation of English talent education mode in colleges and universities can promote the successful realization of the cultivation goal of complex English talents, and enhance the comprehensive competitiveness of the talent market. Under the 1+X certificate system, English education in colleges and universities is required to focus on the core foundation of job skills, actively adapt to the transformation and development of the times as well as the requirements of economic development, accurately design talent cultivation objectives, optimize the professional teaching program, and make use of the school-enterprise collaborative education mode to improve the quality of English talent cultivation, enhance the practical and vocational skills of English majors, and actively adapt to the development of the society. Academic certificates and vocational skills certificates belong to the relationship of mutual integration and interconnection, not two independent certificate systems, of which the basis is the academic certificate, skills level certificate is an effective complement to the academic certificate, expansion and strengthening. In the new period, colleges and universities need to actively promote teaching reform in talent cultivation to provide effective talent support for national industrial innovation.

4. 1+X certificate system under the path of cultivating English talents in colleges and universities

4.1. Clarify the cultivation goal

The 1+X certificate system is integrated into English education in colleges and universities to further highlight the level of students' vocational skills. Under the background of the continuous increase in the demand for English talents in enterprises and society, the vocational skills of talents also put forward higher requirements. For this reason, in the cultivation of English professionals in colleges and universities, we should further optimize and adjust the cultivation program of English talents by combining with the market demand orientation. Actively change the direction of English talent training in colleges and universities, based on the specific requirements of the 1+X certificate system, take the national occupational standards as the basic guidelines in the cultivation of professional skills and professional knowledge, and promote the professional cultivation of English talents whose vocational skills and comprehensive qualities are highly in line with the needs of enterprises, so as to lay a good foundation for the promotion of career development. English courses in colleges and universities can optimize the design of talent training objectives in relation to the requirements of different professional X certificates. For example, based on the ultimate cross-border e-commerce operation certificate and the Cambridge English junior certificate to provide effective guidance for teachers' related teaching activities. Based on the 1+X certificate system, combined with the regional economic development, the English talent objectives covering cross-cultural communication, job innovation expansion, good English knowledge, practical skills and English language ability are reasonably designed, and the focus is determined to be English vocational skills. Based on the guidance of X certificate, we conduct a comprehensive research in the talent market, grasp the demand of industrial talents, choose the appropriate X certificate, and ensure that the relevant level certificate meets the requirements of English professional construction. By promoting the smooth implementation of the 1+X system, perfecting English education in colleges and universities, promoting deeper cooperation between schools and enterprises, further improving the level of English talent education under the 1+X system, and realizing the goal of skill-oriented talent training.

4.2. Promote curriculum reform

Under the 1+X certificate system, all kinds of level certificates have different level standards. In the optimized design of college English courses and teaching contents, it is necessary to promote the comprehensive integration of vocational skill levels and professional teaching standards, so that the professional teaching contents and the level certificate training can be integrated with each other. For example, based on the practical English communication certificate, English majors in colleges and universities can refer to the certificate's vocational standards at the primary and intermediate levels to optimize and adjust the content of professional courses, curriculum standards and teaching evaluation. In terms of curriculum teaching content, it is necessary to promote the comprehensive integration of curriculum content and certificate training, optimize and reorganize the curriculum and VETS certificate competency programs, and implement project-based teaching, so as to help students receive professional knowledge smoothly, and to promote the transformation of relevant knowledge into students' own experience and skills. In terms of curriculum, it is necessary to strengthen students' comprehensive ability training in listening, speaking, reading, writing and translating based on the 1+X certificate system to help students make up for their deficiencies. For the English courses in the lower grades of colleges and universities, it is necessary to focus on cultivating students' basic English ability, and improve their basic ability with the help of audio-visual speaking and reading courses. In order to highlight the effectiveness of English majors in colleges and universities, skills and knowledge courses can be added for sophomore students, such as Integrated English, Intercultural Communication, Overview of the United Kingdom and the United States, Business Audiovisual Speaking and Marketing, etc., so as to cultivate all-round knowledge and skills for students, and to strengthen students' vocational skills.

Based on the 1+X certificate system, the content of English courses is innovatively designed to promote the effective connection between the English teacher and the professional skills level assessment. For example, in the professional courses of English reading, English speaking, practical English writing and English audio-visual speaking, we can reasonably design the competence projects of product research and development, operation and affairs arrangement, embedding the corresponding knowledge points. In the affairs arrangement project, we can design the English contracts and regulations to organize and summarize the key information; prepare the notices of daily activities and work arrangements by contacting the instructions; organize the activities through English, and handle logistic affairs scientifically, etc.; the corresponding level certificate is the certificate of the English teacher and the professional skills level assessment. The corresponding level certificate is the Practical English Communication Certificate, which is divided into two levels: elementary and intermediate. As for the operation of product research and development, students can be guided to collect product information through English manuals, answer all kinds of technical consulting questions through written or oral language, and prepare and design product description documents, which corresponds to the certificate of practical English communication level.

4.3. Strengthen the construction of teachers

Based on the 1+X certificate, it is reasonable to build a high-quality teacher team. In order to improve the professional skills of English teachers in colleges and universities, it is necessary for schools to form a targeted strategy to support teachers' systematic study of relevant professional courses, to contact students with different majors, and to improve interdisciplinary degrees as well as academic qualifications. To strengthen the cultivation of English major teachers, it is necessary to improve the teacher construction system by enhancing the comprehensive professional level of the teacher team. This can be achieved through various channels such as practical research in enterprises, exchange visits and studies, and on- and off-campus training. Moreover, certification of professional teacher competence can also play a role in this regard. It is important to build a two-teacher team for the English major in a reasonable manner, which includes backbone teachers, teaching representatives, professional leaders, and part-time lecturers. Additionally, professional English teachers should be guided to undergo attachment training in enterprises and actively engage in various practice programs to enhance their practical skills. To promote teaching through competition, organizing teachers to conduct practical training competitions can be beneficial. From the teacher level analysis, it is essential for overall English teaching to systematically acquire diverse professional knowledge and participate in various professional training to compensate for any shortcomings in other professional teaching areas. In addition, they need to actively strive for the BEC Advanced Vocational Skills Level Certificate through continuous learning, so as to promote the comprehensive integration of the X certificate and teaching, and improve the overall practical ability of students. In addition, it is also necessary to

actively employ enterprise personnel with rich practical experience and professional teaching ability to participate in teaching activities, assisting students to systematically understand the new industry knowledge and demand for consulting, and to improve their practical ability through intensive exercise. Colleges and universities need to further improve the training system for English teachers, motivate college English teachers to systematically study relevant professional courses, and successfully obtain relevant skills certificates [1]. Colleges and enterprises need to participate in the cooperation between schools and enterprises in teaching and lesson planning activities, the whole process constitutes collective lesson planning, and promote the comprehensive sharing of teaching resources and lesson plans.

4.4. Innovative Evaluation System

Based on the X certificate assessment standard, implement diversified evaluation and optimize the existing teaching evaluation system. 1+X certificate system pays more attention to process evaluation. For this reason, it is necessary for English majors in colleges and universities to build a diversified evaluation system based on the X certificate standard. Starting from the pre-course, in-course and post-course, the whole process of evaluation should be implemented. Based on the relevant guidelines of the vocational skills standard, and with the help of the informatization course platforms such as Superstar and Cloud Class, teachers, enterprise personnel and students as the subject of evaluation, evaluation activities should be carried out reasonably to mobilize the students' enthusiasm for learning, and to deepen the students' sense of identity and self-accomplishment. For example, in the teaching of spoken English, actual negotiation scenarios can be set up for simulated assessment, and evaluation and assessment can be implemented for project design, negotiation text and enterprise case assessment. Combined with the 1+X certificate system, we can create a curriculum integration evaluation and assessment method, which will encourage students to devote more energy to obtaining English communication VETS related level certificates. After students successfully obtain the 1+X certificate, they can reasonably replace the final examination of the relevant courses, enhance students' practical skills and professional knowledge on the basis of the certificate instead of the examination, and help to improve students' competitive advantage [2]. Based on the 1+X certificate system, it is necessary to reasonably create assessment sites, reasonably carry out assessment and certification activities, assist universities to implement the relevant pilot work, and optimize the design of evaluation criteria in relation to job requirements and industry prospects. Different levels of competence and different degrees of vocational competence can be evaluated in relation to the characteristics of English majors and the actual situation of cooperative enterprises, relying on off-campus internships, project teaching, classroom assessment tests and other ways of assessment and evaluation [3].

4.5. Strengthen school-enterprise cooperation

Enhance industry and education integration and optimize school-enterprise cooperation. School-enterprise cooperation is an important link and basic means to promote the innovation of English in colleges and universities under the 1+X system, based on the school-enterprise cooperation can promote the comprehensive integration of theoretical knowledge learning and practical skills requirements, and promote the smooth implementation of the 1+X system, and the students, by going to the enterprises to participate in the practical training, can further accurately understand the actual skills requirements of the professional positions and stimulate the students to participate in the assessment of the certificate of vocational skills to achieve the educational objectives [4]. Based on the 1 + X certificate system to attract all sectors of society to participate in educational activities, the integration of industry and education as an important measure of education in the new era, can help colleges and universities to reasonably cultivate excellent English professionals. Reasonable design of the integration of industry and education training mechanism, to promote the college English from knowledge transfer into skills exercise, improve the quality of personnel training. Because the development of X certificate is mainly implemented by different vocational training and evaluation organizations, which are familiar with the types and standards of X certificate, we can invite relevant organizations to implement X certificate training for students, actively explore the methods of cooperation with industry and enterprises, build off-campus practical training bases as well as industry-teaching fusion bases, enhance students' English professional skills, and promote the comprehensive integration of English courses and X certificate in colleges and universities. For example, the English program in colleges and universities and cross-border enterprises in the society carry out school-enterprise cooperation, and the enterprises provide professional skills training for students. To promote the seamless connection between graduation and employment, a branch within the

campus should be created and guided by enterprise teachers. This branch will lead students to participate in practical operations such as store operation and promotion. Students will undergo specific training to improve their practical skills and familiarize themselves with the relevant workflow of the enterprise. Moreover, the creation of enterprise studios on campus will attract industry leaders to the campus. Through collaborative efforts with industry representatives, teachers, and staff, school-based materials will be developed, integrating the latest industry advice and actual job requirements into the teaching of English majors. In the school-enterprise cooperation, enterprises need to send professional instructors, and at the same time, they can sign professional employment agreements with the corresponding cooperative colleges and universities, directly absorbing excellent graduates into the enterprise, helping enterprises to smoothly recruit excellent English talents [5].

5. Conclusion

To sum up, in the reform of English teaching in colleges and universities, it is necessary to actively invoke the 1+X certificate system, cater to the needs of enterprises and the market for talents, clarify the educational objectives and training reform direction of talents in the transformation of English teaching, continue to innovate and expand the mode of school-enterprise cooperation in nurturing, optimize the level of teachers in colleges and universities, create a new mode of cultivating English talents in colleges and universities, and promote the sustained and stable development of English education in colleges and universities.

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