

Significance of “Printing English” in the Curriculum Setting of Business English Majors (Publishing Direction)

LIN Xuecai

Shanghai Publishing and Printing College, Shanghai, China

With the development of the global economy and the quick growth of international exchanges, Business English major plays an increasingly important role in higher education. The training goal of Business English major (publishing direction) has gradually shifted from the improvement of students' language abilities to the cultivation of more specialized business knowledge and publishing skills. As an important course for Business English majors (publishing direction), Printing English is of great significance for cultivating students' professional quality, professional competitiveness, career development, and practical ability. From the perspective of curriculum setting, it is necessary to re-understand the importance of Printing English in the curriculum setting of Business English major (publishing direction), and put forward corresponding teaching methods and strategies.

Keywords: Business English major, Printing English, curriculum setting, teaching strategies

Introduction

Business English major (publishing direction) aims to cultivate professionals with good English language skills, publishing knowledge, and cross-cultural communication skills. With the advent of the digital age, the publishing industry is becoming more and more internationalized, and this field is facing great changes and challenges. In this context, the curriculum setting of Business English major (publishing direction) needs to keep pace with the times and the industry development.

With the development of society and economy, international exchanges are becoming increasingly close, the printing industry is also accelerating development, and the role of printing professional English in the communication process is becoming increasingly prominent (Wang, 2023). As a part of the course of Business English major (publishing direction), Printing English is of great significance to the cultivation and improvement of students' professional quality, career development, practical ability, and employment competitiveness.

Principles of Curriculum Setting of Business English Major (Publishing Direction)

The setting of Business English curriculum is of great significance for cultivating talents with good language ability, cross-cultural communication ability, and business knowledge. The dynamic curriculum system is reflected in the establishment of courses to keep up with the needs and changes of vocational abilities (Huang, Zhang, & Liang, 2023). The principles of curriculum setting for Business English majors (publishing direction) should be based on industry orientation, with comprehensive practice as the main line and internationalization and innovation as the characteristics.

Combination of Comprehensiveness and Professionalism

The curriculum should not only focus on cultivating students' comprehensive qualities, such as language expression ability, cross-cultural communication ability, teamwork ability, etc., but also focus on cultivating students' professional knowledge and skills in the field of publishing. The course contents should include not only general Business English courses, such as business writing, business speaking, business negotiation and other language skills training, business knowledge learning, and cross-cultural communication, but also professional courses in the field of publishing, such as publishing market analysis, digital publishing, editing skills, copyright management, publishing editing, publishing marketing, etc.

Combination of Practice and Theory

The curriculum of Business English majors should pay attention to the combination of theory and practice, classroom teaching, and practice teaching, so as to cultivate students' theoretical thinking ability and practical operation ability. Course objectives should be clear. On the one hand, the curriculum should cover the basic knowledge and skills of Business English, improve students' listening, speaking, reading, writing, and translation skills, and cultivate professional vocabulary and grammar knowledge of Business English. On the other hand, the curriculum should include the study of the international publishing market and the practice of international publishing cooperation, so as to cultivate students' ability of cross-cultural communication and cooperation.

Combination of Practicability and Operability

The curriculum should focus on cultivating students' practicability and operability, so that students can successfully find employment and be competent for work after graduation. Whether it is Business English language skills course or industry skills course in publishing and printing field, both courses should pay attention to practical teaching so as to improve students' practical operation ability and problem-solving ability.

The curriculum of Business English major (publishing direction) should be closely combined with the needs of the industry, comprehensive practical teaching, international vision, focus on the cultivation of innovative ability, and make full use of teaching resources and teacher quality, so as to cultivate skilled talents who adapt to the new situation and new requirements.

The Significance of “Printing English” in the Curriculum Setting of Business English Major (Publishing Direction)

Based on the Business English major (publishing direction) aiming to cultivate talents with good Business English communication skills and professional knowledge in the publishing industry, the curriculum setting of Business English major (publishing direction) needs to be in line with international standards. As a part of the course of Business English major (publishing direction), Printing English plays an irreplaceable role in improving students' professional quality and career competitiveness.

To Improve Students' English Language Ability

Printing English is offered in the course of Business English major (publishing direction), and through the study of printing professional English, students can increase their professional vocabulary, expand their reading scope, and make their printing professional knowledge systematic and professional, so that students can better understand the latest development trends in the international printing industry (Liu, 2021), and can help improve their language ability of listening, speaking, reading, and writing English. Although there is no boundary between the printing professional English vocabulary and the basic English vocabulary, it has its own unique

characteristics (Yao & Li, 2018). By learning English vocabulary, English terms, expressions, and industry norms related to printing business, students can better understand and use English, improve their language expression skills and business communication skills, be proficient in reading and writing documents and reports related to the printing industry in English, and improve their understanding of relevant literature and materials.

To Cultivate Students’ Professional Quality

Business English (publishing direction) majors need to have a solid foundation in the English language, but also need to understand the relevant knowledge and skills in the publishing industry in order to work in the publishing field. The printing industry is an important part of the publishing industry, and mastering the professional terms and knowledge of the printing industry is an important support for students to work in the publishing industry in the future.

Printing industry involves machinery, design, technique, typesetting, plate making, binding and other links, covering printing machinery, pre-press technology, printing plate making, post-press processing, digital printing, and other different processes (Chu, 2016). Printing English can help students understand the basic principles, main processes, professional terms, printing technology, equipment operation, and quality control of the printing industry. By learning the relevant knowledge of printing business, students can better understand the operation mechanism of printing and publishing industry, strengthen the overall understanding of printing and publishing industry, cultivate printing and publishing professional quality, and improve their competitiveness in the publishing industry.

To Strengthen Students’ Career Competitiveness

The course of “Printing English” can help students improve their employment competitiveness, understand the development trend and market demand of the printing industry, learn about the operation mode and management methods of printing enterprises, and improve their competitiveness. Through the study of “Printing English”, students on the one hand gain the communication ability of Business English; on the other hand, they also have the professional knowledge and skills related to the printing and publishing industry, and can better adapt to the needs of the industry.

With the continuous development and application of printing and publishing technology, the printing and publishing industry has become an important economic pillar industry. With the continuous development and improvement of the “Belt and Road” initiative, the demand for the quantity and quality of Business English professionals has gradually increased (Ren, 2023). For Business English majors (publishing direction), mastering the relevant knowledge and professional skills of printing English can increase employment opportunities and improve their career competitiveness.

To Intensify Students’ Cross-Cultural Communication Abilities

In the context of globalization, the publishing industry is becoming more and more international, and the students in this field need to have good intercultural communication skills to adapt to the international business environment. It is clear that in cross-cultural communication, only by understanding the development and cultural differences of the printing industry in different countries and regions, and understanding the cultural background and industry norms of the partners, can practitioners carry out effective communication and cooperation with international partners.

Printing English can help students understand the characteristics and norms of the printing industry in different countries and regions, master the printing habits and traditions in different cultural backgrounds,

cultivate their cross-cultural awareness, broaden their international vision, and improve their cross-cultural communication ability.

Teaching Strategies

Based on the importance of Printing English in the course setting of Business English major (publishing direction), it is timely and indispensable to adopt effective teaching strategies and methods.

Designing of the Teaching Content

In the design of the teaching content of Printing English course, it is important to pay attention to the combination of theory and practice, focusing on the basic knowledge of printing industry, printing technology, printing equipment, printing materials, printing process, industry norms, as well as the currency and development trend of printing and publishing industry in different countries and regions. Integrating the latest printing industry information into the classroom teaching content can enrich the classroom teaching. The teaching focuses on learning how to understand and express professional terms and vocabulary in English, and analyzes and discusses practical cases to improve students' language knowledge abilities, professional knowledge abilities, and skill practice abilities.

Selecting of the Teaching Methods

The teaching method is an important link to improve the teaching effect, and the case teaching method is the main strategy adopted in the course of Printing English. Practical cases are introduced to stimulate students' learning enthusiasm and motivation, allow students to participate in relevant learning activities, better understand and apply the knowledge they have learned, especially to apply the knowledge of Printing English to actual situations, improve the practicability and pertinence of learning, and expand students' learning vision, which can cultivate students' practical abilities, problem-solving abilities, and comprehensive communication abilities.

Organizing Practical Teaching Activities

Practice teaching is an effective way to learn Printing English. Only by applying what has been learned, can the final learning goal be achieved. It is necessary to comprehensively consider and properly arrange students' visiting practice activities when making teaching plans. Relatively, Printing English is a highly practical course. Students can learn about the working process and practical operation of the printing industry by visiting printing enterprises, and understand the printing process and technology, so as to strengthen the theoretical study of textbook and improve their practical abilities and innovation abilities.

Arranging Related Industry Lectures

In order to keep up with the pace of the times, and quickly adapt to the work environment and work rhythm, Business English majors (publishing direction) need to understand the latest trends and development trends of the publishing and printing industry. It is well-known that clear direction can get twice the result with half the effort. When developing the talent training program, it is essential to invite relevant industry experts to participate in teaching activities and textbook construction. In related teaching activities, a series of related industry lectures on the currency and development trend of the industry should be arranged, so that students can timely understand the latest technology and development direction of the industry, so as to improve their professional literacy and comprehensive skills.

Conclusions

“Printing English” has important practical significance in the course setting of Business English major (publishing direction). By learning “Printing English”, the majors can improve their English communication abilities, cultivate professional knowledge and skills, and enhance cross-cultural communication abilities. On the other hand, it can improve their employment competitiveness, broaden career development space, and adapt to the international business environment.

In order to give full play to the important role of “Printing English”, the teachers should pay attention to the designing of teaching contents, choose appropriate teaching methods, make full use of teaching resources, strengthen the practice of language ability, highlight actual case analysis, and expand cross-cultural communication ability, which will improve the final teaching effects and students’ learning results, and achieve the purpose of talent training.

References

- Chu, L. L. (2016). Characteristics and translation strategies of printing professional English vocabulary. *Chinese Science & Technology Translators Journal*, 29(2), 8-11.
- Huang, X, Zhang, L. B., & Liang, Y. (2023). Reconstruction of higher vocational business English curriculum system for cross-border e-commerce new media development. *Journal of Hubei Open Vocational College*, 36(13), 147-148+151.
- Liu, M. (2021). On teaching “Printing Major English” course. *Guangdong Printing*, 43(6), 57-59.
- Ren, S. Y. (2023). Demand and training path of talents of business English major under the background of the “Belt and Road Initiative”. *Heilongjiang Science*, 14(19), 109-111.
- Wang, S. S. (2023). On printing professional English translation research in view of translation teleology. *China National Exhibition*, 32(1), 217-220.
- Yao, Y. Y., & Li, X. Q. (2018). Characteristics and methods of printing professional English translation. *Guangdong Printing*, 40(1), 23-25.