

Research and Exploration on the Application Transformation of Chinese Language and Secretary Major

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Abstract

The applied practice teaching of Chinese Language and literature and secretary major needs to construct and practice a "trinity" comprehensive practice teaching system. It is of great significance to the cultivation of innovative secretarial professionals, social development, economic construction and the construction and development of Chinese language and literature. In recent years, with the in-depth development of higher education reform, especially the emphasis on the cultivation of innovative applied talents, the development of the application of Chinese language, literature and secretary major is also facing the problem of transformation, that is, from the past emphasis on theory and light practice to strengthen the cultivation of innovative applied talents. In order to successfully complete this transformation, the ideas and ideas of practical teaching reform should be implemented into specific teaching practices, and the previous teaching concepts of emphasizing theory over practice and knowledge over ability cultivation should be truly changed.

Keywords

Chinese language; Secretary major; Application transformation; To study; Strategy.

1. Construct The Curriculum System and Adapt to The Teaching Methods

The teaching purpose of modern Chinese course is to systematically teach the basic theory and knowledge of modern Chinese, strengthen the training of basic skills, and cultivate and improve students' understanding, analysis and application ability of modern Chinese, so as to lay a solid foundation for future language work such as modern Chinese scientific research, language education and secretarial public relations.[1] The characteristic of modern Chinese teaching in colleges and universities is still knowledge reserve rather than knowledge application. At present, the modern Chinese curriculum basically adopts the teaching mode of Chinese major, focusing on the teaching of theoretical knowledge and seldom considering the needs of society. It is particularly noteworthy that in order to avoid the outdated and simple content and give students a sense of freshness, a large number of linguistic theories are introduced into the teaching, deliberately seeking innovation and depth. This practice ignores students' practical abilities and social needs. The key to the success of modern Chinese teaching reform lies in whether learning is useful. The first problem to be solved is to grasp the connection point between social needs and students' internal needs, so that students can feel that the knowledge they have learned is closely related to their future work, so that learning is dynamic.[2]

2. The Scope of Secretarial Work Has Been Expanded Comprehensively

In recent years, the service scope of secretarial work has expanded comprehensively. Facing the complex economic situation, the secretary should not only write the original manuscript, do a good job in reception and public relations, but also give advice to the leader and do a good job in decision-making assistance. This requires the secretary not only to have strong

professional knowledge, but also to have a higher comprehensive quality and strong working ability. The vast majority of students engaged in secretary work are in private small and medium-sized enterprises, and in private small and medium-sized enterprises, people in other positions generally have not received special written training, so the proofreading, writing, revision of manuscript is completed by the secretary, so the secretary shoulders the important task of text control unit. Text proofreading, revision and processing are the basis of good manuscript writing, which leads to the division of labor between modern Chinese courses and writing courses.[3] Therefore, the teaching purpose of modern Chinese curriculum should be to cultivate students' ability to sort out and deal with words by learning Chinese related knowledge, and cultivate students' sense of responsibility and mission to promote the standardized use of Chinese in society.

At present, the great situation of China's economic development urgently requires the secretary major of higher vocational colleges to train high-skill secretary talents to meet the needs of economic development. Society's demand for secretarial talents presents a diversified trend, and secretarial work is increasingly modernized, scientific and professional. It is playing an increasingly important role in assisting leaders at all levels in overall management, establishing corporate image, communicating internal and external relations, and dealing with information exchange. First of all, the service objects are diversified, that is, the employers have expanded from the past single government organs, state-owned enterprises and institutions to collective enterprises, joint ventures, sole proprietorship enterprises, joint-stock enterprises, etc. Different clients have different requirements on the work content, professional knowledge and ability of secretaries. As shown in Figure 1.

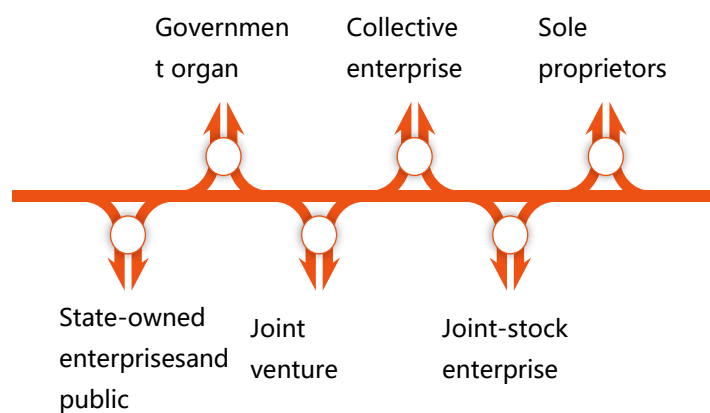


Figure 1. Scope and diversity of secretarial work

3. Difficulties and Problems in The Application Transformation of Secretarial Major at Present

At present, in the process of secretarial education and teaching, the talent training mode of secretarial major in many colleges and universities is still based on school education, combining work with work, and the cooperation between schools and enterprises is not smooth; Due to the influence of traditional educational thinking habits, teaching methods and means are outdated, teaching is still using the traditional simple classroom teaching methods, it is difficult to respect the dominant position of students in teaching; The curriculum setting and teaching content of secretary education are disconnected from the actual needs of enterprises; Some professional teachers lack of professional skills and practical ability, teaching more theory than practice; There are dislocation and deviation in the concept of higher vocational education, and

the "applicability" of secretarial subject is insufficient.[4] The inaccurate grasp of the key points of the professional knowledge structure and ability structure of secretary leads to the poor quality of the cultivated students and the lack of competitive advantage in the market. It is difficult for graduates to find the corresponding major, which seriously restricts the development of secretary major. In order to survive and develop secretarial major in higher vocational colleges, it must adapt to the new situation of economic and social development, cultivate high-quality compound secretarial talents for the market, and fundamentally solve the contradiction between supply and demand in the current secretarial talent market.

4. Secretarial Professional Application Transformation

The secretary's main job is to organize documents, meetings and affairs around the leadership center, and its main responsibility is to assist management and comprehensive services. Secretary major in determining the training objectives, first through research to understand the industry secretary positions or job groups, and then the analysis of these positions or job groups, and then according to the needs of the enterprise and the college of teaching resources to determine the professional training objectives. Therefore, to train students to develop morally, intellectually, physically and aesthetically in an all-round way to meet the needs of social economy, have a wide range of cultural and scientific knowledge, solid professional knowledge of secretary, master the basic skills of middle and senior secretaries, have strong language expression ability, have the ability of office management, archives management, information management, business public relations activities management, and be able to do clerical work. Assistant, customer service, planning, public relations and other highly skilled applied talents.

In practical courses, colleges and universities need to bring students into enterprises to experience the daily work of secretarial work. During this period, the enterprise secretary can set work problems for students, stimulate students' desire to explore, improve students' ability to solve practical work problems. In the process of quality development, enterprises can send experienced secretaries to colleges and universities to explain the relevant knowledge of secretaries.[5] In addition, schools and enterprises can optimize instructional design, tap students' potential, improve students' learning ability and creativity. In a word, schools and enterprises need to improve the practical ability of student secretaries for the concept of cooperation talent training. Realizing the connection between talent training objectives and posts can shorten the adaptability period of graduates and realize zero-distance employment.

5. Conclusion

The vast majority of students engaged in secretary work are in private small and medium-sized enterprises, and in private small and medium-sized enterprises, people in other positions generally have not received special written training, so the proofreading, writing, revision of manuscript is completed by the secretary, so the secretary shoulders the important task of text control unit. Therefore, text proofreading, revision and processing are the basis of good manuscript writing, which leads to the division of labor between modern Chinese courses and writing courses. Therefore, the purpose of the application of modern Chinese language and secretary major should be to cultivate students' ability to sort out and deal with words by learning Chinese related knowledge, and cultivate students' sense of responsibility and mission to promote the use of Chinese in social norms.

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