

# Analysis of Innovation in the Development of Chinese Language Education in Universities

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**Abstract:** In language teaching in colleges and universities, the teaching materials selected are both literary and artistic, and many of them are exemplary masterpieces recognized in China and abroad, which contain beautiful intentions, beautiful language, vivid images and noble ideals. Some articles move us, some verses shock us, some allusions make us feel, and some characters make us admire. Language teaching workers in colleges and universities should require themselves to be able to appreciate the beauty contained in these teaching materials, and then guide students to learn and feel. Therefore, teachers should not only aim at completing the teaching task, but also make students feel the charm of literature and art through language teaching, and gradually improve students' own literary literacy through the inculcation and cultivation of language teaching, so as to enhance the quality of humanities. The purpose of this paper is to discuss the development and innovation of language education in colleges and universities at this stage based on the background of humanistic quality cultivation. By analyzing the current situation of language education in colleges and universities, it focuses on how to achieve innovation and development in the field of language education in colleges and universities under the premise of guaranteeing the quality of education, so as to improve the students' humanistic literacy and the quality of talent cultivation.

**Keywords:** Humanistic Literacy; Chinese at University; Educational Development.

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## 1. Introduction

Language is a basic subject, and the knowledge-rich language classroom can make people who have not received systematic education feel something, touch something, and be infected, which is the charm of the language subject and the humanistic role that the language subject has and that is difficult to be replaced by other subjects. Language educators should give full play to the humanistic feature of the language subject and guide students to gradually develop a sound personality in language learning. Students need to learn honesty, so as to ensure their popularity in co-operation with others; students need to learn loyalty, so as to be firm in their thinking and to love the Party and the country; students need to learn filial piety, so as to be filial to their parents and to love and care for their family members; and students need to learn gratitude, so as to love life and to be confident and humble. Language teaching can have a great impact on the personality of students, so language teaching work must not be just a formality, superficial, but to ensure that students can feel the charm of literature, so as to enhance their own humanistic qualities. This article will focus on the cultivation of humanistic literacy based on the current stage of language education in colleges and universities to explore the development of innovation.

## 2. Based on the Cultivation of Humanistic Literacy under the Current Stage of Language Education in Colleges and Universities Briefly Described

### 2.1. The Importance of Language Education in Colleges and Universities

Language education is the basis for cultivating high-quality talents. Language is the most basic tool for people to

exchange ideas and transfer information, and language education is one of the most important ways to improve people's language ability. For modern high-quality talents, it is indispensable to have good language expression ability and thinking ability, which needs to start from the language education in colleges and universities to comprehensively cultivate students' language literacy, in order to ensure that they are more competitive in the future social life and work. [1]

Language education in colleges and universities is inseparable from the cultivation of humanistic quality. The purpose of language education in colleges and universities is not only to enable students to master the skills of language and text use, but more importantly, to improve their knowledge and understanding of literature, history, philosophy, art and other humanities fields by cultivating students' humanistic qualities, so as to enable students to develop comprehensively in terms of their thoughts, emotions and morals.

Language education in colleges and universities is of great significance for improving the level and quality of education and teaching. Language education in colleges and universities is not only related to the academic achievements of students, but also to the improvement of the quality of education and teaching. By constantly innovating teaching content, methods and means, improving teachers' teaching level and ability, and enhancing students' participation, we can further promote the reform and development of language education in colleges and universities, and improve the level and quality of education as a whole.

### 2.2. The Significance and Role of Humanistic Literacy Cultivation

The rapid development and changes in modern society have enabled people to gain great satisfaction in material life, but they are facing unprecedented challenges in the spiritual dimension. Therefore, the cultivation of humanistic literacy is

particularly important in modern society, and its significance and role are mainly reflected in the following aspects:

Enhance the comprehensive quality of human beings. Humanistic literacy cultivation emphasises the comprehensive development of human beings and focuses on cultivating human qualities such as thought, morality, beauty, interpersonal relationship, communication ability, etc., which helps to form a comprehensively-developed personality and is very important for enhancing the comprehensive quality of individuals. Humanistic qualities emphasise people's moral cultivation, such as benevolence, righteousness, courtesy and wisdom, which are qualities that people should possess. By cultivating people's moral quality, it can improve people's self-restraint and social responsibility. Humanistic literacy cultivation focuses on the development of people's interpersonal and communication skills. While cultivating humanistic literacy, students learn practical skills such as how to get along with others, how to communicate effectively and how to solve interpersonal conflicts. In addition, the cultivation of humanistic literacy allows people to have better contact with and understanding of art, and learn to appreciate and evaluate all kinds of artworks, whether it is music, calligraphy, painting, sculpture or architecture, which can make people improve their aesthetics, so that they can better feel the beauty of life. The cultivation of humanistic literacy provides people with a wide range of cultural knowledge and ways of thinking, and through the study of the humanities, people can better understand themselves and the world, enrich the content of their own thoughts, and improve their mental capacity. [2]

Cultivate innovative consciousness and creative ability. The cultivation of humanities is not only concerned with the inheritance of traditional culture, but also with the development and progress of human civilisation. Through it, people are able to think about and analyse historical and real problems, innovate by combining advanced science and technology, and discover and realize new values and meanings. The cultivation of humanistic literacy can make people understand some interdisciplinary knowledge and ideas, which will stimulate students' innovative thinking, broaden their horizons of thinking, and improve their creative consciousness and innovative ability. Humanistic literacy includes art, literature, philosophy, history and other fields, the contents of which can help people cultivate aesthetic ability, enhance observation, understanding, imagination and expression, which is crucial to the enhancement of innovation ability. Through the study of cultural knowledge, people can understand the ways of thinking, values and lifestyles of different cultures, which can expand their cognitive scope and enhance their ability to cope with complex problems. Humanistic literacy focuses on the relationship between the individual and the society, emphasising that people should be responsible for the society, which is also very important for the cultivation of people's innovative consciousness and innovative ability. Only with a sense of social responsibility and a sense of mission can we promote the power of innovation to make greater contributions to society.

Improve the sense of social responsibility. First of all, the cultivation of humanistic literacy helps to improve people's sense of social responsibility, promotes the harmonious development of individuals and society, helps people recognise their responsibilities and missions in the development of human society, stimulates the emotions of patriotism, love of family and love of society, and contributes

to the development of society and human civilisation in a more positive way. The cultivation of humanistic literacy focuses on people's understanding of and concern for society, and enables people to recognise the various problems and contradictions existing in the development of society, so as to enhance their sense of responsibility towards society and stimulate a sense of positive social participation. The cultivation of humanistic literacy enables people to understand the social norms and values, understand the values adapted to the needs of social development, enhance the sense of identity and belonging to the society, and thus stimulate a deeper sense of social responsibility. In addition, the cultivation of humanistic literacy focuses on interactions and cooperation between people, cultivates interpersonal skills and abilities, strengthens people's sense of cooperation and the spirit of mutual assistance, and enhances the sense of social responsibility. The cultivation of humanistic literacy emphasises understanding and respect for different cultures and ethnic groups, so that people can fully understand their own cultural traditions and national characteristics, thus building up their self-confidence and participating in the development of society with a more proud attitude. To sum up, the role of humanistic literacy cultivation is very important for improving the sense of social responsibility, which can help people understand the significance of social responsibility more deeply, improve the enthusiasm and initiative of participating in social affairs, and make positive contributions to promoting social harmony and progress. [3]

### **3. Analysis of the Current Situation of Language Education in Colleges and Universities at this Stage**

#### **3.1. Inadequacies and Limitations in Curriculum Setting**

In language education in colleges and universities, many curriculums and teaching methods tend to be orientated towards examination requirements, lacking in the cultivation of students' actual needs and emotional needs, which is not conducive to cultivating the improvement of students' comprehensive literacy. The content of textbooks is out of touch with students' real life, which is not conducive to stimulating students' reading interest and emotional resonance. At the same time, the content of traditional teaching materials is not updated in time to meet the needs of language education in the current social context. The cultural elements of today's society are constantly changing, but the content and teaching methods of language education in colleges and universities fail to incorporate the elements of the times in a timely manner, resulting in a lack of students' awareness of and ability to think about global issues. In language education in colleges and universities, many teachers have deficiencies in their professional knowledge and teaching abilities, and are unable to meet the needs of students. At the same time, some teachers also have knowledge blind spots and limitations in the curriculum, which affects the educational effect of students. Finally, language education in colleges and universities focuses on students' ability to write words, but it also lacks all-round language education, such as the connotation of language culture and language thinking.

### **3.2. Single and Conservative Teaching Methods**

At the present stage of language education in colleges and universities, the phenomenon of single and conservative teaching methods still exists. On the one hand, language education in many colleges and universities still emphasises traditional teaching methods, such as lecturing, note-taking, training, etc., ignoring the stimulation of students' independent thinking, creative thinking and interest in learning. This kind of teaching method is not only boring, but also fails to meet the needs of modern students for education. On the other hand, although some colleges and universities are aware of the single and conservative nature of the teaching methods, the reform is moving slowly. Because teachers are facing the limitations of curriculum pressure, students' expectations, teaching resources and many other dimensions, it is difficult for them to have enough time and energy to explore new teaching methods and adapt to new needs. Therefore, language education in colleges and universities needs to pay attention to the problem of single and conservative teaching methods and actively seek more teaching modes and methods. For example, diversified teaching resources can be introduced, such as multi-text analysis, course study and cultural experience, in order to promote students' creative thinking and cross-cultural dialogue beyond traditional disciplinary boundaries. Through improved teaching methods, students' independent learning ability and creativity in the field of thinking can be cultivated. [4]

## **4. Innovative Strategies for the Development of Language Education in Colleges and Universities Based on the Cultivation of Humanistic Literacy**

### **4.1. Optimise the Curriculum and Enrich the Content of Humanistic Education**

Language education is a discipline that pays special attention to the humanistic spirit, so teachers should emphasise the humanistic attributes of language education through various ways, such as lectures, seminars and other forms, to improve students' understanding of and attention to humanistic literacy. The curriculum needs to be reasonable. For language education, it should focus on the three aspects of "Dao, method and technique", namely, theory, method and practice. Students should be made aware of the nature and importance of language knowledge, so that they have a systematic and rational understanding of language knowledge. In language education, the transmission of cultural connotations is crucial. In the curriculum, reading of classic literature and activities on culture can be arranged as a way to deepen students' understanding and awareness of cultural knowledge. It can be combined with some professional education platforms, such as scientific research platforms and art platforms, etc., so that students can cultivate their comprehensive qualities and skills while learning languages, which is conducive to improving their humanistic qualities.

### **4.2. Teaching Method Innovation, Emphasising Students' Participation and Experience**

The development of innovation in language education in

colleges and universities needs to be realised through the innovation of teaching methods. Students are guided to think and explore problems through cases, and their practical ability and innovative thinking are enhanced in the process of solving problems. The use of game mechanisms and elements to involve students enhances students' initiative and enthusiasm, and at the same time enhances students' interest in learning and experience. Divide students into teams and carry out targeted project research to enhance students' teamwork, innovative thinking and practical ability in practice. Establish an online teaching platform to provide diversified and interactive teaching content, and enhance the quality of teaching and experience through online interaction and understanding of student feedback. Students are allowed to learn on their own by putting them through reading materials or watching videos first, etc. Discussions and interactions are held in class to help them understand and digest what they have learnt. By mobilising students' active participation and practical experience in these ways, it can help students to better develop their humanistic literacy in language education.

### **4.3. Strengthen the Construction of Teachers' Team and Improve Teachers' Quality and Ability**

Strengthening the construction of language teachers in colleges and universities and improving teachers' quality and ability is a necessary strategy under the cultivation of humanistic literacy. Provide professional training for language teachers to strengthen their knowledge and understanding of language teaching and improve their teaching design ability and teaching practice. To promote teachers' self-selection of research topics and encourage them to participate in subject research and project development, so as to improve their teaching research and innovation abilities. Encourage teachers to discuss and share with each other, and implement the mechanism of "mentoring by master teachers and teaching by masters and apprentices" to promote the improvement of teachers' business level. With the help of the existing computer network technology, a diversified educational resources sharing platform is built to provide diversified resources such as teaching methods, cases and teaching designs to help teachers improve their teaching quality and ability. Through teaching assessment and teaching feedback, deficiencies in teaching are found in a timely manner, while teachers are encouraged to face problems and continuously improve their teaching ability through reflection. [5]

### **4.4. Open up the Channels of School-Enterprise Cooperation and Promote the Integration of Production, Learning and Research**

Promoting school-enterprise cooperation is an important strategy for the development and innovation of language education in colleges and universities under the cultivation of humanistic literacy, which can open up the channels for the integration of production, learning and research, and provide students with a broader development platform and practice opportunities. Colleges and universities can set up a school-enterprise cooperation office or a full-time team responsible for promoting the implementation of school-enterprise cooperation, formulating guidelines and policies for school-

enterprise cooperation, and actively communicating with enterprises on cooperation matters. Colleges and universities can adopt the teaching mode of "industry-orientation and vocational training", closely integrate the curriculum with the needs of enterprises, and implement the teaching of "learning by applying", so as to help students better adapt to the needs of the society. Colleges and universities can set up school-enterprise exchange platforms, offer special lectures and forums, organise students to participate in enterprise practice activities, and encourage enterprises to send professionals to schools to give lectures and guidance to students. Colleges and enterprises can build laboratories, studios and other practical teaching platforms for joint training, so that students can learn knowledge, skills and experience in the actual work of the enterprise, and follow the enterprise tutors to carry out practical operations and project development, and constantly improve their practical ability and independent innovation ability. Universities and enterprises can carry out basic research and industrialisation innovation cooperation, jointly research technical problems, explore new development directions, and provide new impetus and direction for promoting the integration of industry, academia and research. Through the establishment of university-enterprise cooperation mechanism, the promotion of the integration of production, learning and research teaching mode, the establishment of a two-way communication platform for university-enterprise cooperation, the implementation of "joint training, common education", and the development of cooperative research and technological innovation and other measures, we can effectively open up the channels of cooperation between universities and enterprises, and promote the integration of production, learning and research, and provide effective support for the development and innovation of university and college language education. Support.

## 5. Conclusion

Nowadays, the humanistic quality education of students in

colleges and universities is not carried out satisfactorily, and the classroom of language teaching, as the main battlefield for improving students' humanistic quality, naturally has to shoulder the great responsibility of improving students' humanistic quality. Language education has a unique disciplinary advantages, educators should give play to the advantages of the language discipline, in order to ensure that the basic tasks of language teaching and learning of high quality, and gradually put more energy into enhancing the humanistic qualities of students. The current language education in colleges and universities urgently needs to innovate and develop in terms of content, methodology, teachers and co-operation in order to meet the requirements of humanistic quality cultivation at this stage. The results achieved in practice have initially verified the feasibility and value of innovative exploration, but still need to be further deepened to explore and promote.

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