

Analysis of the Problems on the Construction of the Online International Course of Foreign Trade Correspondence

Lingling Yang

Zhejiang International Studies University, Hangzhou 310012, China.

Abstract

This paper discusses the construction of the international online course of foreign trade correspondence, mainly from the analysis of the ideological and political construction of the course, the course handouts and assessment standards, the innovation of the course construction, the course construction plan and the problem solving. The ideological and political construction of the course is of special significance. In the process of explaining foreign trade correspondence, the characteristics of China's foreign trade in the context of socialism with Chinese characteristics and the application of foreign trade correspondence are integrated; Handouts and assessment standards shall be reasonably arranged in combination with international courses; This paper analyzes on the innovation points of the course construction from three aspects of teaching methods, teaching contents and teaching effects. The course plan is formulated and put forward a solution based on students' feedback and teaching discussion.

Keywords

Foreign trade correspondence; Internationalization; Online course construction.

1. Introduction

Foreign Trade Correspondence is one of the core business courses for senior students on international trade majors, which combines English studying with foreign trade business. By introducing various English business letters, telexes, faxes and other forms of writing formats, business terms and various expressions in foreign trade practice, and by introducing specific practices in various links of foreign trade, students can master the basic terms and expression skills commonly used in foreign trade business while improving their English level, and finally students master the basic skills of reading and writing foreign trade letters and telegrams. Foreign trade correspondence is a discipline that focuses on the combination of theory and practice. The objectives of this course are: First, to introduce the writing formats and expression methods of various English business letters, faxes and e-mails in foreign trade practice, and the specific practices in various links of foreign trade, aiming to improve students' English level, enable them to master the basic terms and expression skills commonly used in foreign trade business, and cultivate and improve their foreign trade business ability; Second, foreign trade correspondence is one of the core business courses for international economy and trade majors and foreign trade English majors. Students need to learn to express foreign trade knowledge and handle foreign trade business in English; The third is to improve students' English reading and thinking abilities, cultivate their sensitivity to English culture, and strengthen the expression ability of foreign trade correspondence vocabulary through English teaching; Fourth, with the help of examples and practice of "combining theory with practice", improve students' application ability; Fifth, through international teaching, foreign students learned about the characteristics of different countries in foreign trade practice during the writing of foreign trade correspondence.

2. Analysis on Ideological and Political Construction of the Second Course

At present, the ideological and political construction of courses is in progress. How to realize the ideological and political construction of the international online course of Foreign Trade Correspondence is very important. This course contains the infiltration of the socialist core values of Chinese university education, and promotes the recognition, quality cultivation and recognition of foreign students with Chinese socialist characteristics in a subtle way. The main entry point and implementation path is to understand the specific practices of various links of foreign trade through teaching relevant knowledge of foreign trade correspondence, aiming to improve students' English level, while foreign students understand the characteristics and key points of regional international trade in writing foreign trade correspondence. By teaching how values and beliefs affect foreign trade between countries, students can develop good qualities of respecting cultures and customs of different countries and regions in the world, and identify with socialist characteristics and core values.

3. Course Handouts and Assessment Standards

This course mainly focuses on the construction of English teaching materials. Combining the experience and resources of the course compiled by Meiling Wang, Business Correlation in International Trade, China Machine Press, November 2015, the 1st edition. According to the teaching purpose of this course, the key problem to be solved is how to effectively learn international online courses for international students and undergraduate students. In terms of resource construction and application, we should optimize the teaching team. First, we should optimize the composition of the team, and focus on increasing it. Second, we should expand and encourage team members to carry out teaching research, conduct course exchanges abroad, and introduce advanced foreign courses, and optimize the evaluation method of course scores. This course is an examination course, which emphasizes process assessment. The total score consists of 40% at ordinary times and 60% at the end of the period. As follows: usual assessment (40%)=Assignment 1 (8%)+Assignment 2 (8%)+Assignment 3 (8%)+Assignment 4 (8%)+attendance rate and classroom performance (4%)+reading notes (4%). It is suggested that the international online course Foreign Trade Correspondence has 48 videos, including the enrichment of relevant content in the textbook and special presentation. The total duration is about 360 minutes, and the knowledge points cover the main content of foreign trade correspondence.

In addition, referring to high-level network resources as supporting materials, the following is next: <https://byt.xiebao18.com/special/waimaohandian/> Model Foreign Trade Correspondence, <https://www.52by.com/article/2483> Foreign trade correspondence knowledge

base, <https://wiki.mbalib.com/wiki/%E5%A4%96%E8%B4%B8%E5%87%BD%E7%94%B5> Analysis of Foreign Trade Correspondence Model, <http://www.bjdcfy.com/fanwen/wmhdscyfw/>.

4. Course Construction Innovation

The first one is the innovation of teaching methods. The whole English course of foreign trade correspondence adopts international online resource construction in course construction. In combination with the early online excellent courses, teaching tasks, students' discussion problems and relevant class expansion materials will be released online. Students need to complete it after class, and arrange the content of the next class according to the quantity and quality of the completed courses. Online teaching will make quick lessons, so that students can complete relevant homework and learning tasks while self-study. Secondly, the innovation of

teaching content. In the construction of online resource courses, we carefully studied teaching notes, case analysis and question bank. After each class, we reviewed and previewed through the question oriented method. The early results can summarize foreign trade correspondence scenario plays and dialogue videos, foreign trade correspondence test question bank, 50 foreign trade correspondence model articles, network resource to foreign trade correspondence knowledge, foreign trade correspondence knowledge bank, foreign trade correspondence model article analysis, etc; Finally, the innovation of teaching effect. During the course construction, the final teaching results of the English course of Foreign Trade Correspondence were generally good. Through a large number of exercises, teamwork and offline presentations, students became very interested in the English course of Foreign Trade Correspondence.

5. Course construction plan and problem solving

The construction of the international online course of Foreign Trade Correspondence should have a clear plan. First, continuing to develop and improve on the basis of the existing online resources of high-quality online courses, promote and apply them on a larger platform, and test the overall effect of online resource construction. Collect and sort out feedback from students, other teachers and peer experts to form a complete set of teaching plans and guidelines for international online resource construction. Secondly, we will continue to test and evaluate the international online courses, learn more about the needs of foreign students, form a complete international curriculum system, create a national first-class course, enrich the online resources of international courses, form the international online resource courses into theoretical achievements, complete 1-2 teaching reform papers, and apply for 1-2 international teaching reform projects. There will be some problems in online resource construction. For example, how to promote international online courses and select courses across schools? How to communicate with foreign students about the application of online resources, create flexible and diversified teaching methods and means, and improve the teaching effect and recognition of international online resources teaching? The solutions are mainly from the following two aspects: 1. Attending the conference on the construction of English courses and international online resource courses, learn and master more cutting-edge theories and methods of the construction of international online resource courses, and promote the international online resources of undergraduate courses. 2. In the construction of international online resources, we should learn more about students' needs, do a good job in questionnaire survey and feedback analysis, and combine the suggestions of relevant teaching experts to form an effective international online resource construction system, so as to create a first-class English course construction of international online resources.

Reference

- [1] Li Yao, Ji Dekui. Classroom cultivation of core literacy from the perspective of ideological and political education [J] Journal of Tianjin Normal University (Social Science Edition), 2021 (4): 88-92.
- [2] Zhang Jingyuan, Wang Na The Construction of "Ideological and Political Courses" in Foreign Languages--An Analysis of the Connotation, Principles and Paths [J]. China Foreign Languages, 2020, 17 (5): 15-20, 29.
- [3] La Fauci H M, Richter E E. Team Teaching at the College Level[M]. Boston MA: Pe-rgam on Press,1970.
- [4] Li Minchao, Wang Daoxin, Lan Jian. Analysis of the key links in English teaching of diagnostics [J] Exploration of Medical Education, 2008,7 (7): 721-723.
- [5] Xie Rong, Liu Qiong, Lu Bing. All English Teaching Reform of Artificial Intelligence Course [J] 2013(19): 62-67.

- [6] Changyutian Foreign Trade English Translation [M] Beijing: University of International Business and Economics Press, 2006.
- [7] Song Chenchen. Research on the Application of Foreign Trade English Correspondence in Cross border E-commerce [J] English Square, 2021, (26): 70-72.