

Developing Students' English Pragmatic Abilities Based on English Literature

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Abstract: *In recent years, with the accelerated process of globalization and closer international exchanges, English, as the common language of all countries, plays an important role in culture, politics and economy. This article analyzes the pragmatic issues encountered in English teaching and explores strategies for cultivating students' English pragmatic abilities based on English literature, with the aim of providing new ideas for English teachers to innovate teaching modes and providing theoretical and practical references. In the city propaganda work, Litang city image marketing realized by "Ding zhen" symbol is a very representative successful case. The work focus of this case can be summarized as follows: taking the new media as the carrier, taking the local characteristics as the foundation, taking the realization of the city image "going out" as the development premise, and realizing the goal of local humanities promotion through individual symbols. This provides a constructive guiding scheme for urban development and urban image construction in the new media era. In addition, attaching eye-catching "labels" to cities through symbols can not only increase the exposure of individual symbols, but also make cities more widely publicized. Nowadays, the development of "cultural, tourism, sports, agriculture and business" industrial integration is a new exploration of industrial development in Litang County in the new era.*

Keywords: English literature; Students; English; Pragmatic competence.

1. INTRODUCTION

In the context of accelerating globalization, various universities in the country are also paying more attention to the education of language courses. However, there are still various problems in the actual process of English education, making it difficult for students to make significant progress through learning, especially in terms of their weak pragmatic abilities. The function of English lies in communication and communication, emphasizing pragmatic competence. Chinese higher education institutions should clearly identify the shortcomings of the current teaching system, break free from the constraints of previous educational ideas, explore new ideas and approaches, take English literature as the guide, innovate English teaching content, and strengthen the cultivation of students' pragmatic abilities. Social development is the top priority for preschool children's development, and cultivating good interpersonal skills in this stage can help children develop more smoothly in their socialization in the future. At present, with the development of economy and the rapid spread of the Internet, people's minds are gradually open, and the Divorce demography is on the rise, especially the marriage of young people, becoming "weak". The changes in family environment and structure have had a certain negative impact on children's interpersonal communication. Faced with the harm caused by family changes to young children and the incorrect educational methods of some caregivers, children from single parent families may exhibit more or less introverted, selfish, and sensitive personalities. Through extensive interviews and observations, the author found that the problems in children's interpersonal communication are inseparable from their parents' relationships and family education, and that caregivers neglect the cultivation of children's interpersonal communication skills. To help young children from single parent families overcome interpersonal barriers and actively engage in communication, it not only requires the efforts of teachers and society, but also the support and cooperation of parents. Parents should establish correct educational concepts, optimize family structure, create a warm and harmonious family atmosphere, and promote the comprehensive development of young children.

2. PRAGMATIC PROBLEMS ENCOUNTERED IN ENGLISH TEACHING

When observing the interpersonal interactions of children from divorced families, the author found that some "domineering" children compete for their peers' toys in games. These single parent children do not know how to share with others, and they usually have a domineering mindset of "as long as I want it, it must be mine". The problems in interpersonal communication among young children are not conducive to the cultivation of their prosocial behavior. The "Guidelines for Learning and Development of 3-6 Year Old Children" issued by the Ministry of Education of China proposes to create a warm, caring, and equal family and collective living atmosphere for young children, establish good parent-child, teacher-student, and peer relationships, and enable them to gain a sense of security, develop confidence, and self-esteem in positive and healthy interpersonal relationships. It can be seen from this that young children have the importance of good interpersonal relationships. In order to investigate the impact of parental divorce on children's interpersonal communication, the author conducted extensive follow-up observations in kindergarten and found that there are some problems in children's interpersonal communication from divorced families.

The accounting skills competition in vocational colleges not only showcases the achievements of accounting education and teaching, but also provides reference for school teaching reform. Management accounting, as an important branch of enterprise accounting, is increasingly valued by enterprises with the development of the economy. The major task of providing high-quality management accounting applied talents for enterprises falls to management accounting education. In order to

complete this task and take into account the current situation of school management accounting education, it is necessary to reform the teaching of current management accounting.

2.1 Deviation from English usage habits and deviation in expression usage

Due to the constraints of thinking patterns such as mother tongue and dialect, most students often directly apply expressions from their mother tongue or dialect in language application, without truly understanding the special grammar rules in English, resulting in deviations from English usage habits and deviations in expression methods. For example, when shopping mall guides and restaurant waiters receive customers, the appropriate and correct expression should be: "Can I help you" or "What can I do for you. However, in actual English teaching, students often express themselves as "What do you buy?" or "What do you want?", which clearly deviates from English usage habits. However, English literature is not only a concentration of the author's personal thoughts, but also a reflection of the author's thoughts on life, life, and society. It reflects the past, present, and even future value orientations of a certain nation. Whether it is in the fields of economy, politics, or culture, it can be inspired in literary works. By reading excellent English literature, students can not only understand Western culture and master its thinking patterns, but also enhance the accuracy of language expression.

2.2 Neglecting cultural differences between China and the West, resulting in deviation in the use of communicative language

Chinese and Western cultures have both commonalities and personalities that present their own cultural characteristics of the motherland, and this phenomenon undoubtedly leads to differences in language usage. Moreover, due to the limited opportunities for students to deeply understand and master this difference, language errors occur in actual communication. For example, as a Social phenomenon that all ethnic groups have, language taboos involve different contents due to the differences in national culture and background. For people whose native language is English, issues such as marital status, age, and income are considered personal privacy. If students rashly ask each other about privacy issues without sufficient understanding of Western culture, it can lead to a more awkward situation. Therefore, in practical teaching, English teachers can use English literature to enable students to have a clear understanding of the pragmatic habits and related cultures of Westerners, which has a promoting effect on improving students' pragmatic abilities.

2.3 The "Ding zhen" Symbol Traffic Realization

With the rapid popularization of fragmented streaming media platforms, the advantages and disadvantages of traffic are also extremely obvious. On the one hand, streaming media platforms have a large number of audiences and a wide range of communication, so they can gain a high degree of discussion in a short period of time; On the other hand, if there is no new content to maintain the short-term high popularity, the traffic will be lost quickly. Maintaining exposure is an important way to stabilize personal traffic, and Ding zhen's business activities have been adhering to this principle. Litang County Culture and Tourism Company uses the name "Ding zhen Pearl" as a registered trademark for 26 categories of goods. Ding Zhen attended the tourism roadshow promotion meeting of "Best Destination of Tibetan Cultural Tourism - Litang 2021" in Chengdu as a tourism ambassador. His personal IP is transformed into a commercial brand, and through his personal influence, he names products with regional characteristics, which not only promotes the sales of products, but also actively promotes the expansion and publicity of regional cultural symbols.

At the beginning of 2021, Ding Zhen participated in a number of local Spring Festival parties, showing national culture through the stage, and the heat continued to radiate. Ritang became a hot spot, with a 620% increase in searches on Ctrip, a 89% increase in hotel bookings in Ganzi Prefecture compared with the same period in 2019, and a nearly 20% increase in ticket orders to Kangding Airport and Daocheng Yading Airport as destinations [4]. In the following year, Ding Zhen frequently appeared in various variety shows, maintained regular exposure, promoted Tibetan culture, and showed the simplicity and generosity of the Tibetan people through his personality charm. Under the positive influence of Ding Zhen, compatriots from Ding Zhen's hometown spontaneously promoted the beauty and food of their hometown through the Internet platform, and jointly built a bridge between the plateau and the outside world.

3. STRATEGIES FOR CULTIVATING TH ENGLISH PRAGMATIC ABILITY BASED ON ENGLISH LITERATURE

Parents are the first teachers of children, and the family is an educational place for young children. Family education has the characteristics of subtle influence, emotional orientation, and diverse educational methods. Children who grow up in a divorced family environment often witness scenes of emotional discord or big fights between their parents, and various family conflicts have a certain negative impact on the psychological health of young children. According to research, children from divorced families may experience some psychological or personality problems. Some single parent children may develop behaviors such as inferiority, silence, timidity, lack of security, and irritability over a period of time. Social partners may move away due to the personality issues of single parent children, and the frequency of interpersonal communication among single parent children may decrease. However, with the passage of time and proper education and care from caregivers, The harm caused by parents'

divorce to young children is gradually diminishing, and the interpersonal skills of single parent children have improved; There is also a single parent young child who, due to insufficient self-awareness and educational methods of the caregivers after their parents' divorce, ignores the psychological changes caused by single parent young children. Long term neglect can lead to a significant change in their personality, spending their entire life in extreme, solitary, eccentric, irritable, and even leading to crime.

3.1 Enhancing Pragmatic Awareness through English Literature Reading

When teachers use English literature to develop pragmatic competence, they should pay attention to the diversity of educational forms. At the level of strengthening pragmatic awareness, English teachers can guide students to search for the expression forms of sentences with the same meaning in literary works in different situations, and use the comparison and analysis of different sentences to influence and influence the context of famous songs for students. At the same time, teachers should require students to study the expressions and tones of characters in English literary works in different situations, and explore the impact on people's speech. For example, factors such as different professions, social status, and relationships between people of different classes, as well as familiarity, have an impact on the speed, urgency, and severity of speech. In addition, it can also guide students to pay attention to the expressions and body movements used by the speaker to enhance language expression. Admittedly, teachers can further guide students in analyzing the personality characteristics of the characters in the work, and explain how these characteristics are presented using language and which languages are used. Through the analysis of language elements, students receive not a single theoretical content, but through this direct understanding of English literature, they recognize the importance of language application in shaping character traits and achieving English literature, thus achieving the goal of enhancing students' language meaning. While many researchers have documented the characteristics of China's growing tourism market, a comprehensive image scale of city brand for tourism has not yet been developed[1]. Lippmann, a famous American scholar, first put forward the term "mimetic environment" in his book "Public Opinion" in 1922. He believed that the formation of mimetic environment is not a "mirror" reproduction of the real objective world, but a new structured environment formed after the selection and processing of different information transmission chains. Specific communication space has a significant restriction and guidance effect on public cognition and behavior [2]. In the new media era, with the rapid development of streaming media software, the construction and operation mode of "mimetic environment" have changed accordingly. The "mimetic environment" is not only dominated by a single communication subject, but also has a richer connotation. The main mode includes "individuals + information with communication power", "influential people + information" and so on. The above two modes have been skillfully used by major brokerage companies to shape the image of Internet celebrities, and gradually improve the industrial chain of "network platform person-setting shaping - stable flow - live delivery with goods". However, for the purpose of promoting regional development and construction, the establishment of symbol image is still in the stage of development and exploration. How to make character symbols become regional symbols and then show cultural symbols to the outside world can be found from Ding zhen's case.

3.2 Utilizing the radiation of literary works to strengthen students' pragmatic abilities

Any literary work has a diversity of forms of expression, and English teachers should fully utilize this feature and advantage, focus their attention on elevating the presentation form of English literary works, and implement various literary activities to strengthen students' pragmatic abilities. For example, through the use of multimedia technology, the radiation of literary works can be strengthened. In the process of English education, teachers cannot ignore the role played by multimedia technology. The form of English literature is not limited to books, and many classic English literary works have been remade into films. Therefore, English teachers should choose meaningful English films for students to appreciate and improve the quality of learning, truly achieving the effect of activating the classroom atmosphere. Compared to directly reading English literature, movies have sound and visuals, which can more intuitively and vividly present the characteristics and language expression of characters. With the wonderful performances of actors, English literary characters can be endowed with a new soul. And students can more conveniently and effectively experience and experience pragmatic skills from the screen, thus realizing the importance of pragmatic ability in language expression. Based on English literature remakes, students can learn language knowledge according to the language expressed in the film and the real context, thereby strengthening their pragmatic abilities.

In November 2020, photographer Hu Bo chose Ding Zhen to complete his shooting and uploaded the seven-second short film to Douyin platform, where it was widely disseminated. It has been widely shared on social media platforms, with the topic being read by 5 billion people on Sina Weibo [3]. In the video, Ding Zhen is dressed in traditional Tibetan costume and has a childish smile on her dark face. The video breaks the stereotype of men in the plateau region as burly and rugged. Ding Zhen has become an Internet celebrity phenomenon. The construction of mimetic environment was initially composed of the natural scenery of Ganzi region presented in a single video and Ding Zhen's honest character image, which initially delivered the keywords of beautiful scenery and honest people in Ganzi region to the audience of streaming media platforms.

Until he signed a contract with Litang Cultural Tourism Investment and Development Co., LTD., a subsidiary of the State-owned Assets Supervision and Administration Commission of Litang County, and became the tourism image ambassador of Litang County, the simple image publicity of Internet celebrity was given a more profound meaning. On November 25 of the

same year, the short documentary "Ding Zhen's World" was released on the Internet, turning the spotlight from Ding Zhen to the land behind Ding Zhen. On November 27, the hashtag "Actually Ding Zhen in Sichuan" hit a new high with a photo of Ding Zhen. In the "battle of Ding zhen" between Tibet and Sichuan, netizens not only have a further understanding of Ding zhen's hometown, but also feel the beauty of various places through the interaction of official microblogs in major cities. Thus, the "Dingzhen" symbol has realized the transformation from individual to regional symbol.

4. CONCLUSION

In summary, the main purpose of language learning lies in the use of language, so English teachers should attach importance to the cultivation of students' pragmatic abilities. If you want to fully master the language of English, you should first understand its cultural background, and English literature can provide a real context. Through learning and experiencing the language expression in English literature, you can experience the real context in literary works, which can effectively cultivate students' pragmatic abilities. The accounting skills competition in vocational colleges is based on current management accounting laws and regulations, and creates a simulated work environment according to actual professional requirements, in order to maximize the possibility of integration with actual work. Higher vocational colleges carry out course teaching according to the standards and requirements of the accounting skills competition, so that students can experience the job operation requirements and processes of management accounting, which can lay the foundation for future professional work. However, internalizing skill competitions into curriculum teaching requires continuous practice in teaching, using skill competitions to promote teaching reform, and using teaching reform to promote the development of professional theoretical and practical abilities, in order to improve teaching quality and cultivate highly skilled applied talents.

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