

# Reflections on "Internet+" Innovation and Entrepreneurship Talent Training

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**Abstract:** *In the context of "Internet plus", information technology is the key technology to lead social development and progress. It is essentially changing the way of production and lifestyle of society. All walks of life are constantly adjusting their development models to adapt to the Internet era and achieve their own rapid development. Therefore, education should follow the trend and provide more practical talents for the society through education. Combining the current needs of social development and the requirements of the "Internet plus" era for talents, the article has carried out in-depth thinking on the training of "Internet plus" entrepreneurial and innovative talents and explored effective training strategies.*

**Keywords:** Internet plus; Entrepreneurship and innovation; personnel training.

## 1. INTRODUCTION

Information technology, Internet technology and computer technology as the current "Internet+" The leading technology of the era is constantly infiltrating into China's education. As the hope of the future development of the motherland, college students are the main force of "Internet plus" innovation and entrepreneurship, and the driving force for China to achieve stable and sustainable development in the "Internet plus" era. During the development of education, we should recognize the importance of cultivating "Internet plus" innovation and entrepreneurship talents, and adopt effective training strategies, Constantly improve the ability of talents and the level of information technology, adapt to society, create more value, and realize the prosperity and development of the whole nation.

## 2. PRACTICAL SIGNIFICANCE OF "INTERNET PLUS" ENTREPRENEURSHIP AND INNOVATION TALENT TRAINING

A text is a language unit with function and meaning. It can generalize the text as a simple combination of unrelated sentences, but a semantic unity, which organically combines some meaningful sentences through a variety of relevant cohesive devices [2]. The basic composition of the text is the word. And if the semantic relationship between the word and the object is clear or not is an important factor in whether the meaning of the text can be understood by the reader. The relationship between the word and the referential object is called referential cohesion, also known as anaphora. (It is an invisible force of life. So long as there is life, the force will show itself.).

As can be seen from the example sentences, anaphora generally refers to the consistent reference of noun subjects, echoing each other, and replacing nouns with pronouns for repeated nouns. Therefore, in addition to anaphora, it can also use pronouns to replace nouns, or even omit nouns that have been repeated many times. For Chinese students, the first person is often used in the composition, and repetitive pronouns will be used in English writing, so there will be too many repetitions in the article. In addition, Chinese sentence patterns are mostly short sentences, scattered sentences, lack of obvious logical words, students are easy to ignore the use of logical transitional words in English writing, resulting in the lack of hierarchy and logic, and the central idea has not been highlighted.

### 2.1 Cultivating "Internet plus" entrepreneurial and innovative talents is the requirement of modern social development

In recent years, the popularity of the Internet has made daily production, office and life learning rely on the Internet, highlighting the network penetration effect, fundamentally changing the way of production and life, and constantly changing and upgrading network technology in the process of development, which requires more entrepreneurial and innovative talents to use network technology to create richer economic wealth for social development. Therefore, in the face of social requirements, the education industry is the main channel to transport talents, We should assume the responsibility of cultivating entrepreneurial and innovative talents, and cultivate practical talents that meet the requirements of social development in the era of "Internet plus". We can create more economic growth points according to the development laws and characteristics of network technology, and realize the steady improvement of social economy [1]. The negative transfer at the syntactic level refers to the use of Chinese syntactic thinking in English writing, resulting in English language defects [3]. In order to find out the causes of negative transfer at the syntactic level, scholars at home and abroad usually study the differences between the syntactic structures of the two languages. Due to the different cultural and historical backgrounds of English and Chinese, they represent the characteristics of their respective language families, and there are differences in sentence composition and syntax. Chinese is a typical bamboo structure ( its structure shapes like a bamboo ), while English is a typical tree structure ( its structure shapes like a tree ). Therefore, most of the English sentences are complex sentences. English is a morphological language with clear

structure, clear hierarchy and strict logic through the use of a large number of relative words and leading words [4].

## **2.2 Cultivating "Internet plus" entrepreneurial and innovative talents is of great significance to improving China's economic competitiveness**

Network technology is the most advanced productivity in the current global development, and is also the competitive point and growth point of global economic development. To achieve long-term stability of the country based on the international community, training more excellent entrepreneurial and innovative talents is the basic means to improve China's comprehensive strength in the global competition. Therefore, as an important participant in the development of the Internet economy, vocational college students should recognize the needs of social development and constantly achieve innovative development, so as to accurately control the opportunity in the tide of the Internet economy and make due contributions to the economic development of the motherland [2]. There are similarities and differences in word meaning between English and Chinese, which can be divided into three cases: complete correspondence, incomplete correspondence and vacancy. It is easy to grasp the exact correspondence of word meaning and find words or phrases with exact matching meanings in English and Chinese, such as sun, moon, mountain. When it comes to the expression of a specific thing, the scope of English and Chinese is different. There are more hyponyms in English than that in Chinese, but there is a relative lack of hyponym in Chinese. For example, the word "scenery" in Chinese refers to natural scenery, cultural landscape. However, "scenery" in English contains many synonyms. For example, scenery (the overall appearance of a country or region), scene (a specific scene and character activity), view (scenery seen from a distance or window), landscape (natural scenery). As a branch of hyponym, hyponym in English represents different meanings, so it is particularly important to choose the right words in the process of writing. The situation of word meaning vacancy is easier to deal with, generally, when writing, students can explain the specific words in detail through understanding. After analyzing and comparing the differences between English and Chinese at the lexical level, the common negative transfer of vocabulary can be divided into the following situations: simple correspondence (Chinglish), confusing parts of speech and misuse of collocation.

## **2.3 Cultivating "Internet plus" entrepreneurial and innovative talents is a practical need for talent development**

As the fundamental driving force for the development of science and technology, talents can highlight the value of individuals only by complying with the trend of social development in the face of the current highly competitive environment. Therefore, in the context of the "Internet plus" era, the Internet thinking of cultivating talents can make Talents adapt to the Internet economy, and discover and create new things and economic growth points in the development of the Internet, which is of great significance to the development of talents and economic progress. It is not uncommon to have a simple correspondence between Chinese and English. Many students are used to using Chinese thinking to associate different expressions of meaning between English and Chinese, resulting in many language problems. For example, many students will translate it into "Give you some color see see" word for word according to Chinese. Although the literal meaning of this sentence is translated, it doesn't understand its deep meaning. The correct translation should be "I'll teach you a lesson". And it is also common to confuse parts of speech when students write. The misuse of part of speech can also include the mixed use of nouns and verbs, transitive and intransitive verbs, and the mixed use of personal and subjective pronouns. The misuse of collocation is also worthy of attention. Verb-object collocation is the most common error in writing. some noun objects have specific verb collocations, so they are not consistent with the meaning of verbs in Chinese.

## **3. PROBLEMS IN "INTERNET PLUS" INNOVATION AND ENTREPRENEURSHIP TALENT TRAINING**

The phenomenon of negative transfer of mother tongue is common in English learning of college students in China, which involves listening, speaking, reading, writing and so on. This phenomena of negative transfer in writing are typical, including lexical level, grammatical structure level and text level. There are many reasons for the negative transfer of mother tongue, including subjective factors of students themselves and teachers, as well as some objective factors. The negative transfer of mother tongue is the main problem that should be overcome in the process of language learning. If it can not be solved effectively, college students will have many grammatical errors in the process of English writing, and the content and structure of the article will be chaotic and lack logic. It seriously hinders the improvement of their writing ability, thus affecting the overall effect of college students' English learning. This thesis will review the theory of language transfer and related studies, and on the basis of a brief overview of the theory of mother tongue transfer, it tends to analyze the main factors of mother tongue negative transfer on college students' English writing and the specific performance of mother tongue negative transfer in college English writing. Besides, targeted strategies will be proposed to solve the phenomenon of mother tongue negative transfer in English writing.

### **3.1 Incomplete teaching content**

At present, many colleges and universities in the process of cultivating "Internet plus" innovative and entrepreneurial talents, the teaching content is too simple and backward, and the formalization problem is very prominent. The main reason is that too much theoretical knowledge and teaching material content are taught, ignoring the impact of the combination of theory and practice on students, and thus unable to effectively improve the teaching effect and teaching quality. Fundamentally speaking, due to the

language differences between Chinese and English, the phenomenon of negative transfer of mother tongue is reasonable. Since the concept of negative transfer of mother tongue was put forward in the 1950s, it has become the focus of attention of English educators. In recent years, scholars at home and abroad have carried out research on the phenomenon of negative transfer of mother tongue, including reading, listening, writing and speaking. Starting with the understanding of mother tongue transfer, it is considered that language transfer exists in the process of second language acquisition, and learners have difficulties in learning by transferring some sentence structures and habitual expressions of their mother tongue to the target language under the influence of their mother tongue [3]. As the interference of previous knowledge hinders the learning of new knowledge, there will be active inhibition. This is a conscious or unconscious behavior, which should be explained by factors such as the universal characteristics of language and human cognitive psychology. The purpose of studying the phenomenon of negative transfer of mother tongue is to find feasible solutions and reduce English writing errors. Some scholars have put forward corresponding measures according to the actual situation of the research, such as the perspective of writing teaching methods, it is believed that drawing mind maps in the process of writing can not only deepen students' understanding and mastery of vocabulary, phrases, sentence patterns and other knowledge, but also improve students' writing ability [4]. From the lexical level, the quality of language input should be improved in the teaching of English writing teaching, because the quality of input has a great influence on the effect of English learning. From the above research, it can be found that studying the phenomenon of negative transfer of mother tongue can effectively reduce college students' word errors and language errors in English writing and enhance the logic of the article, so that students can flexibly master written writing skills and be proficient in English writing.

### **3.2 The teaching mode is not scientific**

At the present stage, "cloud entrepreneurship platform", "progressive", "mentors, projects, teams" and other entrepreneurship and innovation talent training models have been applied in vocational colleges, but these models are not scientific in the actual implementation process, many models are still in a deformed state, the form is very similar, but the actual content is very scarce, and the characteristics and advantages of each model are not highlighted to achieve the training of students' different abilities [3]. Scholars at home and abroad mostly use the method of contrastive analysis to study the phenomenon of mother tongue negative transfer at the lexical level in college students' English writing. The following is mainly explained from two aspects: the methods of word formation and the meaning of words in English and Chinese. In terms of word formation, there is a difference in the composition of morphemes between Chinese and English. In Chinese, a word can be formed into a single word. In addition, two or more morphemes can also form words. English words are composed of root affixes, and the common ones are prefixes and suffixes. English can directly arrange entries according to phrases, such as: germ, germiculture, germinate, germinative. It can be seen that the forms of English derivative words are varied, which are composed of basic affixes and roots to form cognate words with different meanings and parts of speech.

## **4. "INTERNET PLUS" ENTREPRENEURSHIP AND INNOVATION TALENT TRAINING STRATEGY**

The word transfer refers to the influence of one kind of learning on another kind of learning. On this basis, the transfer theory of the mother tongue was put forward in the 1950s, which usually appears in the primary stage of language learning, referring to a phenomenon that learners are accustomed to using the language thinking of their mother tongue to express information when using the target language [1]. Based on the understanding of language transfer, transfer occurs not only in the process of learning, but also in the process of communication, which is both a process and a result [2]. In addition, the transfer is not one-way, and the reverse transfer from the target language to the mother tongue may occur, and the transfer may not only occur between two languages, but also between multiple languages. Therefore, transfer can be classified according to its conditions, nature and impact. Based on different classification criteria, scholars divide them into positive transfer and negative transfer, forward transfer and reverse transfer, intralingual transfer and interlingual transfer, language transfer, meaning transfer, phonetic transfer, syntactic transfer, pragmatic transfer and so on.

According to the existing English proficiency tests, the score of writing accounts for a certain proportion, and gradually shows an upward trend. Thus it can be seen that the school and society have higher and higher requirements for college students' English writing levels. Therefore, it is particularly important to have certain English writing skills. Fundamentally speaking, due to the language differences between Chinese and English, the phenomenon of negative transfer of mother tongue is reasonable. Since the concept of negative transfer of mother tongue was put forward in the 1950s, it has become the focus of attention of English educators. In recent years, scholars at home and abroad have carried out research on the phenomenon of negative transfer of mother tongue, including reading, listening, writing and speaking. Starting with the understanding of mother tongue transfer, it is considered that language transfer exists in the process of second language acquisition, and learners have difficulties in learning by transferring some sentence structures and habitual expressions of their mother tongue to the target language under the influence of their mother tongue [3]. As the interference of previous knowledge hinders the learning of new knowledge, there will be active inhibition. This is a conscious or unconscious behavior, which should be explained by factors such as the universal characteristics of language and human cognitive psychology.

The purpose of studying the phenomenon of negative transfer of mother tongue is to find feasible solutions and reduce English writing errors. Some scholars have put forward corresponding measures according to the actual situation of the research, such as the perspective of writing teaching methods, it is believed that drawing mind maps in the process of writing can not only deepen students' understanding and mastery of vocabulary, phrases, sentence patterns and other knowledge, but also improve students' writing ability [4]. From the lexical level, the quality of language input should be improved in the teaching of English writing teaching, because the quality of input has a great influence on the effect of English learning. From the above research, it can be found that studying the phenomenon of negative transfer of mother tongue can effectively reduce college students' word errors and language errors in English writing and enhance the logic of the article, so that students can flexibly master written writing skills and be proficient in English writing.

#### **4.1 The government should give full play to its leading role**

At present, with the improvement of the social development level, the Chinese government has gradually increased its emphasis on talent training. For the training of "Internet plus" innovation and entrepreneurship talents, it has also issued a number of guiding documents to guide colleges and universities to develop scientific talent training programs, and has provided many preferences and facilities through educational policies. However, in the actual implementation process, the effect of many policies has been greatly discounted. Therefore, the government administrative department should constantly adjust relevant policies in light of the development of the times, give more detailed guidance to college talent training, increase policy support, and create a good policy environment for the "Internet plus" innovation and entrepreneurship talent training. For example, we will provide more convenience for college students to register for entrepreneurship, simplify various review processes, provide targeted and fair guidance, help college students solve various problems encountered in the process of entrepreneurship, and constantly encourage college students to start businesses bravely, and gradually improve their ability to resist more risks [4]. If appropriate, special funds for college students' entrepreneurship support can be set according to local development conditions to provide legal and compliant micro-credit funds for college students' entrepreneurship, thus solving problems such as capital turnover difficulties.

#### **4.2 The school gives full play to its educational function**

The continuous development of Internet technology and the deeper integration of education have provided great impetus for the reform of teaching methods and teaching models. Learn The university also realizes that the development of Internet technology is an irreversible trend, and continues to actively apply Internet technology in office and teaching mode innovation, so that students can adapt to the Internet and understand the Internet in their study and life. This is an important help for schools to cultivate "Internet plus" entrepreneurial and innovative talents. Teachers should reasonably adjust their teaching strategies to fully play the role of "Internet plus". On the one hand, in the process of talent training, according to the students' major, entrepreneurial direction and entrepreneurial needs, combined with the existing network technology and information technology, develop scientific talent training programs, effectively develop students' potential and cultivate students' abilities. However, it should be noted that the change of teaching mode also puts forward higher requirements for teachers' professional quality and ability. Teachers should constantly improve their personal ability in order to provide correct guidance for students [5]. On the other hand, the development of the Internet economy clearly requires that future talents must master a large amount of information technology, understand the Internet economy model and industrial procedures. Therefore, the main direction of the school is to cultivate composite "Internet plus" innovation and entrepreneurship talents. The school should adjust talent training strategies from multiple aspects such as thinking, ability and environment, create a good entrepreneurial platform for students, and combine theory and practice, so that students' innovation and entrepreneurship ability can be effectively developed.

#### **4.3 Enterprises give full play to the auxiliary role**

Enterprises are the second cradle of talent cultivation. Through the cooperation between enterprises and schools, it provides students with a practical operation platform to enable students to adapt to the entrepreneurial environment in advance and understand the specific content of entrepreneurship, which is of great help to improve students' ability. Therefore, colleges and universities need the assistance of enterprises in the process of cultivating "Internet plus" entrepreneurial and innovative talents. In the specific operation process, colleges and universities should find suitable enterprises according to the training direction and future development direction of students in different majors. Through school enterprise cooperation, colleges and universities should provide students with opportunities such as post practice, pre post practical training, etc., to help students transition from campus to society, In the process of practice and training, students are required to have a clearer understanding of their own abilities and qualities according to the standards of social posts and social development, so that they can make scientific planning for individuals according to their own development needs [6]. At the same time, enterprises can provide entrepreneurship platforms for students, and with the help of professional administrative teams, legal teams and funds, students' innovation can be realized. This way not only injects new strength into the development of enterprises, but also strengthens the vitality of social economy, so that more creativity and innovation can be realized in society.

#### **4.4 Strengthen risk prevention and control in uncertain times**

The "Internet plus" era is full of uncertainties, and various risks seriously affect the innovative development and entrepreneurial enthusiasm of the contemporary young generation. Therefore, in the process of talent training, we should not only focus on training talents' professional qualities and abilities, but also Realize all-round development of talents. For example, the strong physique and fast-paced lifestyle make the body of most contemporary young people in a sub-healthy state, unable to cope with high-intensity work, and when difficulties come, the body will fall first before the consciousness; Moreover, due to the fierce social competition, people are in a high intensity and high pressure working state for a long time, and their body is in fatigue for a long time, which increases the probability of disease. At the same time of entrepreneurship and innovation, we should pay attention to guiding students to form healthy living habits, and highlight their own value in the development of the times with strong physique [7]. At the same time, we should have a healthy psychology, and be able to face social injustice and setbacks in entrepreneurship with a positive and optimistic attitude, so as to reduce the impact on our own spiritual will, and can always strengthen entrepreneurship.

## 5. CONCLUSION

To sum up, the new development environment and new development opportunities require more advanced talents to create and innovate more development content. Therefore, in the process of cultivating innovative and entrepreneurial talents of "Internet plus", the government, schools and enterprises should clarify their obligations and responsibilities, and comprehensively cultivate talents from the three perspectives of professional knowledge, ability and quality, so as to effectively improve the level of talents and achieve China's prosperity while creating more economic wealth for social development.

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