

On the teaching mode of English major in big data environment

Hou Jing

Liaocheng University, Liaocheng, Shandong, 252000, China

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Abstract: College English teaching is an important way to improve students' comprehensive ability. With the continuous innovation of technology, the level of College English teaching is also constantly improving. Under the background of big data era, College English teaching has become more intelligent and informative. This paper analyzes and discusses college English Teaching under the background of big data era, aiming to improve the level of College English teaching.

1. Introduction

With the development of globalization, English, as the first language in the world, is of great importance. At present, the development of our country is gradually internationalized. As a pioneer in the follow-up development of our country, it is necessary for students to strengthen their English ability. However, in the actual development, there are still obvious deficiencies in the English education industry in China. In order to improve the English education environment in an all-round way, this paper makes a systematic analysis in the process of research combined with the actual big data environment.

2. Characteristics of big data environment

Big data mainly refers to that after system processing, users have more powerful decision-making ability and work efficiency, and at the same time have more abundant information assets. Under the influence of big data environment, people can form more far-reaching value significance in the process of acquiring knowledge and understanding the world, and gradually strengthen the science and rationality of organizational structure in the period of continuous market transformation. In terms of the development at this stage, the characteristics of big data can be summarized as follows: volume, variety, velocity and veracity. In the development of the era of big data, the integrated management of data makes it have more diversified development forms in the actual development process, and in the actual development process, it gradually improves the form of massive development, which has now been upgraded to Pb Level; diversity. In the era of big data, there are various forms of data information presentation, mainly including video, text, pictures, etc.; efficiency, due to the impact of the big data environment, in today's era, no matter what kind of documents, in the actual work process, they can be processed efficiently and accurately; authenticity, data has a strong accuracy, can be substantive Meaning^[1].

3. The current situation of College English Teaching in the era of big data

With the continuous application of big data, the current use frequency of big data in various fields is also relatively high. Colleges and universities are important places for students to learn, but also a place for scientific research. Many professors, teaching and research personnel are actively strengthening scientific research, and new information appears in various fields at any time. As a place of education, it contains rich information. Strengthening the mining of university information can effectively present university information. Under the environment of big data, College English teaching becomes faster and more convenient. Big data is based on the Internet, which can be used to achieve rapid information mining and dissemination purposes. For example, many college

students like to watch some excellent American dramas in the process of learning and living. American dramas generally have certain continuity and strong logical thinking, which is an important carrier to enrich students' spare time life. Moreover, students can also learn English from American dramas when they watch them, which can promote students' enthusiasm in learning English from the side. American TV plays a very important role in the life of the residents. We should strengthen the guidance and publicity of American TV, strengthen their understanding of English learning, so that they can actively participate in all kinds of English learning^[2].

Although the era of big data provides opportunities for the innovation and development of colleges and universities, looking at the traditional college English teaching, we can find that colleges and universities still face many challenges in the process of innovation and development, the most obvious is that the level of information is not enough, the application of various modern technologies is insufficient, and these information lag problems have been solved in the process of continuous application of big data, for example, many At present, colleges and universities have begun to strengthen the establishment of university network, and with the help of big data mining technology, the information of colleges and universities has been deeply mined and analyzed, and they are actively strengthening the application to integrate these data and information with the teaching process. However, it should be noted that the use of big data technology in Colleges and universities is not optimistic^[3].

4. College English teaching strategies in the era of big data

4.1. Changing the traditional concept of College English Teaching

Strengthening the innovation of College English teaching mode is a new requirement for the development of colleges and Universities under the background of big data age, and also an important way to improve the level of College English teaching. In the information age, colleges and universities which carry the function of information and knowledge transfer must reform the traditional English teaching concept. At present, the concept of English Teaching in Colleges and universities is still quite traditional, which makes the development of colleges and universities unable to adapt to the information age. In this regard, colleges and universities should take all kinds of measures to carry out a brand-new design of College English teaching system and reform the English teaching concept of College English teaching staff, so as to realize information-based and digital English Teaching in Colleges and universities and strengthen the application of various big data technologies^[4].

4.2. Using big data technology to understand students' English learning needs

In the era of big data, the whole society presents the trend of informationization. In this process, if colleges and universities want to improve teaching efficiency, they must strengthen the research on students' learning interest points. On the basis of studying students, they need to use big data technology to analyze some visiting records generated by students when using the retrieval function of the website, so as to effectively grasp the reading needs of students According to these information, we can find out the students' behavior and hobbies, and push more interested information to students. For example, some students search some English original works through the school library system, and the library system can push more materials related to British and American literature for students according to the corresponding retrieval and analysis technology, so that students can receive more information. Through big data analysis, the university is a kind of personalized English teaching when it pushes news. This kind of push mode has strong pertinence and directionality, and the success rate accepted by students is higher, which can also help the university to better realize English teaching. After using big data technology to understand students' learning needs and preferences, we should push more information to students, so that students can get more abundant resources in the learning process^[5].

4.3. Individualized English teaching based on students' needs

One of the biggest characteristics of the big data age is information flooding. Facing such a huge amount of information, many students will consider how to find the information they want. Therefore, students need to help them to analyze the potential needs, tap the tacit knowledge, push the required information, so as to meet their own information needs. In the university library, there are a lot of rich information, such as academic materials, literature materials, etc. in the era of big data, we should strengthen the use of university library, provide more personalized learning materials for students, so that students can strengthen the application of these materials in the process of learning and life, and improve their English learning level. For example, we can use American drama to provide a good media environment for the development of English learning. In order to guide students to have a more comprehensive understanding of English learning, the media still have the responsibility. All kinds of American dramas are not only to let students relax their lives, but also an important carrier to guide students to understand English learning culture^[6].

First of all, American TV series should have an accurate orientation of English learning, be able to understand the importance of English learning in the life of residents, and the significance of American TV series for the further promotion of English learning and education, so as to be able to publicize the English information concerned by residents in the process of media publicity, so that residents can use English learning to change their students in the process of life and work Way of life. Secondly, the government and the society should actively cooperate to introduce more excellent American dramas, so that the types of themes of American dramas are more and more, so that the masses can have more understanding of American dramas in different fields when watching American dramas, and also have a deeper understanding of English expressions in different fields and industries, so as to improve the residents' interest and interest in English learning. In the process of College English teaching, to strengthen the application of new media resources is inseparable from the sharing of various kinds of information. Students are an important sharing subject. In the process of new media teaching, the communication between students and teachers can no longer be the traditional face-to-face form. Teachers can share various new media resources. For example, teachers can integrate some college English resources together For example, by integrating some English interview programs and uploading them to the Internet, students can improve their listening and speaking ability by downloading and learning these information. Students can also become the carrier of communication, through a variety of new media platforms to transfer some new media resources to their classmates, so as to achieve the sharing of these new media information^[7-8].

5. Conclusion

All in all, big data is not only the main feature of the development of the current era, but also the promotion and application of big data technology has become an inevitable trend of social development. As colleges and universities, we must keep up with the pace of social development, give full play to the advantages of big data technology, and carry out the reform and innovation of English teaching mode, so as to ensure the smooth development of English education and teaching. At the same time, colleges and universities should also pay attention to the characteristics and requirements of the era of big data, and further expand the scope of English teaching, so as to promote the continuous improvement of College English teaching level and quality, and cultivate comprehensive application talents that meet the characteristics and requirements of the era of big data.

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A Study of Errors in English Majors' Writings from the Perspective of Hypotaxis and Parataxis
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