

Research on English Teaching Model in Universities under the Perspective of Big Data

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Abstract

The advent of the information age has led to dramatic changes in the way people live their lives, and education has been affected by a great deal of innovation. However, the era of big data is a brand new era, and we have just entered it and have not yet made the most of it. And now, the teaching of English in colleges and universities is also like this, with insufficient ability to handle the massive amount of information to guide English teaching well. Therefore, the teaching mode of English in colleges and universities should be constantly innovated and reformed in order to meet the development trend of the information age and big data and to cultivate more English talents for our country. However, further research is needed on how to better carry out the teaching of English in colleges and universities under the vision of big data. The following is my opinion on how to solve this problem for reference.

Keywords

Big data, English in higher education, Teaching model

1. Introduction

In the 21st century, the world has entered a world of information technology, and science and technology and productivity have been greatly developed, which is called "the era of big data". In this era of big data, people's production, life and social changes are profoundly affecting English education in colleges and universities. English is currently the most commonly used foreign language in English teaching in China, but with the development of information technology, English teaching mode gradually reveals problems. In order to make English teaching in colleges and universities better meet the social development trend and the increasing demand for English ability of college students in the information age, colleges and universities must innovate English teaching mode in order to improve students' English learning skills.

2. The Concept and Characteristics of Big Data

Big data means that on the basis of information technology, a large amount of data collection, classification, analysis and feedback are carried out using computers and the Internet as the basis, and the data and information needed are quickly obtained using big data, thus playing an important role in information analysis, processes and decision-making. At present, big data is widely used in all walks of life in China, especially in enterprises. The advent of the era of big data has penetrated into people's lives, making subtle changes in people's lifestyles, and perhaps people's understanding of "big data" is not deep enough, but "big data" has brought more convenience to people.

3. The Current Situation of English Teaching in Colleges and Universities in the Perspective of Big Data

3.1 English Teaching Content and Methods in Colleges and Universities are Backward

At present, some key universities and universities in economically developed areas in China are vigorously promoting the use of big data for teaching and management, such as online teaching and digital library. The teaching content and methods of English in colleges and universities have some defects. The main content of English teaching depends entirely on the textbook, which can grasp the key and difficult points of teaching well, but the teaching content is single and lagging behind because the textbook is not updated in time, and teachers teach only by the textbook. In addition, English teaching in colleges and universities is still "fill-in-the-bag", with poor classroom atmosphere, lack of communication between teachers and students, and students' lack of thorough understanding of the key and difficult points, and reduced interest in learning. The English major is a comprehensive major, and students' ability to use and transfer language should be given priority. However, under the current teaching mode, students have good grammar, sentence and vocabulary reserves, but students are afraid to speak, which brings some difficulties to English teaching (Shen, Yuan-Yuan, 2022).

3.2 Outdated Teaching Mode

Through a survey of some colleges and universities, we found that most of them still adopt the traditional English teaching method, which is the "lecture method" in which the teacher lectures on the stage and the students listen to the lecture off the stage. The teacher is the main body of English teaching, and it is difficult to raise students' interest in learning. Under such a teaching mode, it is difficult for students to improve their English practical skills, and the learning effect is not good. If students have to integrate into society after graduation, but it is difficult to apply the English knowledge learned in this way to work and life well, and it is difficult to adapt to the students' work needs. Therefore, teachers rarely care about how students use English in real life. Because college students have to communicate in English when they go to work, they often feel overwhelmed and difficult to communicate with others.

3.3 Lack of in-depth Understanding of English Language Teaching in the Context of Big Data

English is the most spoken language in the world, and with the increasing frequency of international communication, the demand for English is getting higher and higher. When English learning is carried out in colleges and universities, the purpose is to strengthen international communication, deepen the understanding of world development and advance the understanding of the world. Therefore, English education in colleges and universities must keep up with the times. The era of big data has brought new opportunities for English education, in which vast amounts of information can be communicated and shared among individuals and countries. The Internet has become an important means for students to get information and communicate, and college students can go to the Internet to find more and better quality English knowledge. As college students' perception of big data and the Internet changes to make it better for English teaching, their English application skills will be significantly improved.

3.4 Low Level of Informatization and Insufficient Use of Modern Technology

At present, a remarkable feature of English teaching in colleges and universities is: the level of informatization is low, the use of various modern technologies is low, the teaching concept is old and has not yet been changed from the traditional teaching concept. Although the traditional methods of teaching English are compatible with the previous times, with the advent of globalization and the increasing demand for English, the traditional teaching methods can hardly meet the needs of students. However, there are still cases of teaching using traditional teaching methods in colleges and universities, especially in rural and less developed areas in the west, where there is a lack of advanced teaching methods, not to mention the use of big data of modern college English. At present, only a few colleges and universities have proficiently applied a large amount of information technology and advanced electronic technology in English teaching, but there are still many effective teaching concepts that have not been changed or said to be of low level of educational informatization.

4. The Significance of Reforming and Innovating the Teaching Mode of Colleges and Universities under the Perspective of Big Data

4.1 Big Data Technology Helps Enrich Teaching Contents and Forms

With the support of big data technology, micro-classes and other domestic and foreign online teaching platforms are

open to major universities to realize the sharing of teaching resources. For teachers, it is a combination of teaching materials, they can find relevant teaching materials from the Internet, select valuable videos, audio, and the latest English grammar and English scenarios from the Internet, thus making up for the shortage of teaching materials, which can enrich classroom teaching methods. The use of modern teaching methods can enliven the classroom atmosphere and increase the motivation to learn English (Wang X., 2022).

4.2 Big Data Technology Provides Students with more Opportunities for Language Transfer and Application

To meet the needs of society for human resources requires improving the practical use of English. In English teaching, the main goal is to improve vocational skills and focus on developing skills in English listening, reading, writing and so on. At present, English teaching in many colleges and universities still focuses on theory, resulting in many students entering the workplace only to find a disconnect between English knowledge and the requirements of the workplace. The reform of the teaching model under big data has given students more learning opportunities to use the data resources of the Internet to achieve online connection of remote video and audio, communicate with teachers and foreign teachers in English, and improve their English communication skills. At the same time, many software developers have used the vast amount of data to develop a large number of English learning software, exercise speaking, cell phone applications that allow students to simulate English, situational simulations, etc. In addition, many colleges and universities do not have many professional English courses, and the Internet makes up for this deficiency by using the Internet, which allows students to master the terminology and use of English, thus improving their ability to find jobs.

5. Research on English Teaching Mode in Universities under the Perspective of Big Data

5.1 Updating Educational Concepts

In the era of big data, the development of English education in colleges and universities needs to be deepened, and changing the traditional English education concept is an important means of English education reform. In the era of big data, colleges and universities have the role of information transfer and knowledge transfer. In order to improve the quality of English education in colleges and universities and cultivate better English professionals, the traditional concept of English education in colleges and universities must be changed. Through the research on English teaching in colleges and universities, we can see that the English education concepts of many teachers in colleges and universities in China are relatively conservative, which makes it difficult for English teaching in colleges and universities to adapt to the development of the information era. In order to adapt to this situation, colleges and universities must adopt various ways to adjust and design the English teaching system in colleges and universities according to the special needs of the era of big data, and reform the applied teaching concepts of college English teachers in order to achieve the purpose of digitalization in schools. In addition, teachers should know that in the era of big data, information is very easy to obtain and they don't need to worry about teaching resources. Here, teachers can save their energy by using multimedia, but using chalk can cause great damage to their bodies. To make teachers accept the new educational concept, it is necessary to make them realize the benefits of the big data era for English education.

5.2 Innovative English Teaching Methods to Capture Students' Interests and Teach According to their Abilities

In English teaching in colleges and universities, the traditional English teaching mode will be greatly affected. Teachers can use a variety of interesting ways to improve the enthusiasm of English learning. For example, before the class starts, ask a student to explain the main points of the previous class, let the students recall the content of the previous class, and let them practice more in English class, so that they can exercise their courage and better understand the content of the previous class. Teachers can also play American dramas in class at the right time to promote oral training in English, which is good for exercising students' listening and enhancing their overall English proficiency. Also, this kind of teaching will be more effective and make students more interested in learning English. Interest is the best way to control English, so this step is crucial to make students master English well (Wang Y, Li Shuyan, & Yang Lu., 2022).

5.3 Innovative English Learning for College Students in the Perspective of Big Data

In the era of big data, the era of people's informatization is coming gradually. The above analyzes some problems in English teaching in colleges and universities at present and explains the reasons for these problems. From the above, we can see that the English teaching mode under the perspective of big data, the need to constantly enrich the teacher's teaching methods and improve the effective way of the teacher's foreign language use ability, which is an important

indicator of a teacher's teaching level. In order to improve their teaching level and efficiency, English teachers in colleges and universities must master advanced teaching instruments and use various teaching tools. For example, a teacher who uses multimedia, micro-lessons, etc., is more popular with students than a teacher who uses the traditional ones such as verbal, questioning, and slate, and the students are more motivated to learn. In the era of big data, teachers should make full use of information technology to combine the teaching content of English with students' interests and real-life needs, and guide students to use modern scientific methods for English learning. In order to enrich students' vocabulary, teachers can also show English-related videos to make students interested in English and increase their English vocabulary, improve their English listening, and improve their oral expression skills while watching English films. In addition, English films can promote the sense of language, understanding and use of English among college students.

5.4 Use Big Data Technology to Understand College Students' English Learning Needs

Big data can collect and analyze data, and the accuracy of data analysis is very high and has high reference value. Colleges and universities can make full use of this characteristic of big data to collect and organize the actual needs of English of college students. Usually, colleges and universities can use search engines to understand students' interests and needs, find out what students are interested in English, and then combine students' interests to develop suitable teaching programs and courses. Colleges and universities can find out students' English needs based on information about them that they can find in the library and purchase the appropriate books to meet their needs. Also, students can be consulted about English teaching through an online questionnaire and suggestions can be made based on the actual situation.

5.5 Personalized English Teaching Based on Students' Needs

In the era of big data, the flood of data and information is a very prominent feature, and in the face of the massive amount of information, it is especially important to select the information you need correctly. English teachers need to cultivate and improve students' information selection ability, while students need to analyze their potential needs and dig out the knowledge they need with the help of external forces. A variety of study materials, literature, and academic materials exist in the libraries of colleges and universities. Therefore, colleges and universities should make full use of their library resources to provide more personalized services for students, so that they can make full use of various resources in their study and life and promote their English learning. Meanwhile, teachers should make full use of multimedia to stimulate students' interests and create a good English teaching atmosphere through the form of multimedia. Through the form of English conversation, students can get the fun of English after school. In college English teaching, students are regarded as the main body of information, and teachers should make full use of students' information to achieve resource sharing between teachers and students and between teachers and students. For example, teachers integrate different English materials and share them online so that students can learn by downloading them. In this process, not only can students' autonomy be improved, but also teamwork can be promoted (Liao Xuelian, 2020).

5.6 Build an Intelligent Platform for English Teaching in Colleges and Universities

In the era of big data, English education in colleges and universities is developing towards scientific and other trends. Therefore, colleges and universities should grasp this development opportunity and make use of the unique advantages of big data to build an intelligent platform in English teaching, such as flipped classroom, etc. This new teaching mode is developed gradually under the environment of big data. At the same time, the change of teaching methods is conducive to students' active acceptance of English knowledge, and the intelligent platform of English education plays a good role in spreading and sharing English teaching and improving students' learning efficiency (Sun Jianchun, 2018). Therefore, universities should organically combine computer technology, network technology and English teaching to build an efficient and intelligent English education platform. Only in this way can the traditional teaching methods be changed to a certain extent, so that students can better adapt to the needs of today's society for English proficiency and better adapt to the needs of society.

6. Conclusion

In conclusion, in recent years, information-based teaching methods have emerged in higher vocational English teaching. Through practice, it has been proved that information-based teaching can not only effectively solve existing traditional teaching problems, but also enrich a single teaching classroom in a variety of ways to optimize teaching objectives and help teachers organize and implement each teaching session. By introducing multimedia means, it can im-

prove the interest of the classroom, promote students' interest in learning and advance their enthusiasm for learning. In addition, facing many problems in English teaching in colleges and universities at present, educators must deeply study the development status and characteristics of the big data era, deeply understand the connotation of the big data era, and carry out English teaching reform by combining the background of the big data era. Only in this way can colleges and universities cultivate more excellent talents and have the advantage of talents. The road ahead is long, and every college should study hard to create a new model of English education that meets the development trend of the times.

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