The model innovation of English teaching in private colleges under the background of big data

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Abstract: *With the changes of society and The Times, technological innovation represented by cloud computing has made it easier to use data that was originally difficult to collect and use. With the continuous innovation of various industries and fields in China, big data can create more value for mankind. As the key place for the country to train outstanding talents, private colleges and universities should actively use big data to meet the development and change of The Times and innovate the teaching mode. Based on this, starting with the necessity of English teaching model innovation in private colleges and universities under the background of big data, this paper explores the changes brought by big data to English teaching, and then proposes the direction and strategy of English teaching model innovation in private colleges and universities under the background of big data.*

Keywords: *Big data; Private colleges and universities; English; teach*

1. Introduction

As we all know, big data has become the focus of the national government and the public, the various industries have begun to pay attention to big data and attach importance to big data, but also realize that the first grasp of big data is conducive to their own market opportunities, which plays an important role in the long-term development of industry enterprises, the education industry is exception. In essence, big data is also the key for college education, especially English courses, to transition from traditional teaching to scientific and innovative teaching. Under the new information era, China's public attaches more and more importance to the cultivation of higher education, and high higher education is not only significant for students' future study and development, but also relates to country's future economic development and training of English talents.

Under the background of big data, the use of English has become more and more popular due to the characteristics of diversified forms of knowledge transmission, rapid update speed and convenient channels[1]. Moreover, with the increasing trade between China and other countries, in-depth exchanges and cooperation, and the integration of different cultures, English, as a universal language, is an important medium of communication. All these have put forward new requirements and challenges for college English teaching, and the traditional teaching mode and teaching methods have been unable to meet the requirements of talent training in the rapidly developing new era. As an important part of the current private college education system, how to innovate the English education mode, change the teaching method and improve the quality of education? To cultivate English talents suitable for social development is an urgent problem for English education in private colleges and universities. The innovation and reform under the background of big data can effectively promote the integration of network information technology and new English teaching mode, give full play to the advantages of modern information technology, ignite the teaching enthusiasm of English teachers, achieve a sense of accomplishment, explore a new college English teaching road with modernization, informatization, diversification and internationalization, and cultivate excellent English talents.

2. Changes brought by big data to English teaching mode in private colleges and universities

First, the role of the teacher is changing. Under the background of big data, the traditional and monorail teaching mode can no longer adapt to the development and changes of The Times, and positioning of students in the classroom has changed, and they are no longer passive learners, but active participants. The educational task of teachers in the new era is to guide students to exert their own subjective initiative, cultivate students' ability of independent thinking, and promote the improvement education and teaching quality with positive interaction between teachers and students. For example,

teachers can use online Internet platforms to conduct distance teaching, and find online education resources to allow students to conduct simulations in class to improve students' oral ability.

Secondly, the teaching methods of teachers need to be optimized. In traditional English classroom teaching, the position and time of teachers and students are relatively fixed, and even the teaching mode does not change greatly. Teachers usually explain words, grammar and structure in class, and students only need to sit there and listen to the teacher's explanation and take notes. Occasionally, some small activities may be interspersed or students may be invited to answer the teacher's questions. In the classroom teaching, the usual teaching AIDS are blackboard and projector[2]. Traditional teaching mode is monotonous, if students lack the self-discipline of learning, it will lead to low learning efficiency. However, in the context of big data, information technology brings fresh vitality to classroom teaching. Teachers can use new devices to answer questions for students in class, and can communicate with students remotely through mobile terminal devices, such as mobile phones and computers, which are no longer limited by time or space. This kind of online and offline complementary teaching mode can effectively improve students' learning level. At the same time, under the background of big data, the channels for teachers to obtain teaching resources are becoming more and more diversified, such as micro-lessons, micro-blogs and even Tiktok. By integrating teaching resources obtained online into classroom teaching, teachers can effectively enhance the interest of classroom teaching, stimulate students' enthusiasm for learning, and exercise students' English ability.

3. The innovative teaching model of English courses in private colleges based on big data

It can be said that the current college English teaching should be an active and innovative teaching mode, which tightly focuses on students, truly considers students' internal English learning needs and levels, and then forms a new type of advanced teaching mode based on subjects and levels. In particular, students' applied English abilities such as learning ability and listening and speaking ability should be effectively paid attention to. The innovative teaching model of English courses in colleges and universities based on big data can be developed from three aspects: word teaching, oral teaching and corresponding writing teaching.

3.1 Innovative word teaching

College English based on big data environment can rely on mooc innovative words for teaching. Specifically, big data can encourage English corpus to feed back into students' daily word learning. For example, students select the vocabulary they want to learn in advance, which will become the key English vocabulary for students to learn, and then students can start vocabulary learning. The selected vocabulary will be displayed in different forms in front of learning. Only after students effectively master the meaning of the vocabulary will the system stop presenting the vocabulary[3]. This also means that students who have learned the vocabulary can move on to the next vocabulary. In addition, all the vocabulary can also be tested by the form of voice playback, if the students can not write or do not know the meaning of the words heard in the system, they can completely include the vocabulary into the system word book, and then they can have a good review. Each word in the system has a large number of example sentences to explain, and these example sentences are not deliberately made up sentences, but the original sentences of celebrity speeches and corresponding American TV series and English movies, and such example sentences can obviously create a good and effective learning environment for students, and promote students to understand the same vocabulary in different contexts in different applications. At the same time, students do not need to worry about the lack of English corpus in the system. The big data environment can effectively connect with the Internet to collect a large number of new words in time, which makes students' daily vocabulary learning more colorful. Moreover, teachers can recommend Internet-connected corpus systems to students in daily teaching. For example, apps such as "Hundred words chopping" and "Scallop words" on the market encourage students to actively carry out vocabulary learning and change the traditional vocabulary teaching model.

3.2 Innovative oral English teaching

Based on big data environment, college English can rely on interactive oral training platform to innovate oral teaching. Specifically, relying on the intelligent and effective analysis technology of speech, it can carry out a multi-level research on the volume and rhythm of students' spoken English and the corresponding spoken pronunciation, and evaluate them on the basis of the research, which can

also lay a solid foundation for students' independent learning to achieve the dual improvement of English listening and spoken English. This new oral English training platform can also accurately record the actual daily learning situation of students in detail, such as the daily online learning times and specific learning time of students, so as to help teachers maximize the learning goals and progress of students, so as to carry out targeted teaching for students at various English levels. In addition, teachers can also rely on the platform to assign oral homework to students, such as requiring students to conduct oral practice on the platform, the time should not be less than half an hour, and the assessment score should reach more than 85 points, and submit the score to the teacher after the test. This kind of English teaching based on the new oral English training platform can really improve students' oral expression ability, and teachers can also use various training platforms such as "advocate interaction" and "Oral partner" in daily teaching to carry out oral English teaching.

3.3 Innovative writing teaching

In traditional English writing teaching, teachers usually first explain theoretical knowledge, then analyze writing materials, then assign writing tasks, students complete writing training under the guidance of teachers, and finally teachers will evaluate students' homework one by one and correct mistakes. On the whole, the teaching of English writing in traditional colleges and universities is lagging behind, and the teaching efficiency is low. Students also resent this old-fashioned teaching method. Some students even cooperate with the teaching of teachers with the attitude of coping. However, in the environment of big data, teachers can first update and innovate the teaching materials of writing. Specifically, the teaching resources of writing are not only concentrated in textbooks, but also can be obtained from the Internet in a large and diverse manner. In other words, whether relying on search engines or retrieval tools, teachers can achieve good acquisition of dynamic and static materials, which undoubtedly lays a solid foundation for teachers to carry out effective writing teaching. In addition, in the actual writing practice, students can also consult materials at any time, and writing training is no longer limited to the classroom. Teachers can also prescribe life-oriented teaching at a fixed time after class, such as the appreciation and analysis of excellent English works online by teachers and students or the discussion of obstacles in writing

4. The innovation direction of English teaching model in private colleges under the background of big data

4.1 Changing ideas and improving teachers' ability

As the carrier of information transmission, teachers play an important role in teaching. However, the traditional teaching mode is backward, has a long and deep-rooted influence, and many facts have proved that it can no longer keep up with the needs of the development of information technology in the era of big data, and even hinders the improvement of English teaching quality. Therefore, renewing the concept is an effective way to transport qualified talents for the society. Under the background of "Internet +", in order to create new forms of English education activities that keep up with the development of information technology, teachers need to have the ability to use network data, integrate and optimize teaching resources, and formulate teaching content that meets the needs of students. Under the new teaching mode, students are the important participants, and teachers are responsible for designing, guiding and assisting students to complete classroom activities. The integration of emerging micro-lessons, online learning platforms and software requires teachers to actively improve their ability to adapt to the changes in classroom forms brought about by the information age. Only in this way can the advantages of big data be combined in a timely manner to innovate the teaching model, develop a more perfect teaching plan, and lay a foundation for students to adapt to the era of big data and apply English ability.

4.2 Enrich teaching methods and innovate teaching plans

In the past, teachers taught face-to-face in the classroom and students took notes. The new teaching method can make full use of network resources and realize diversified teaching system. For example, download the audio, video and images of relevant content from the Internet in advance and intersperse them into courseware, which can greatly improve students' interest in learning when explaining in class; At the same time, some activities or games can be set up in the class to intersperse the content to be mastered and additional knowledge, but the teacher should screen and sort out this in advance, so that

students of different degrees can participate in it. This can effectively increase the interaction between teachers and students, but also greatly exercise students' self-thinking ability and teamwork ability, and interesting content can let students truly experience the classroom. Outside the classroom, the development of information technology can be used to build a remote network learning platform or learning APP, classify and upload resources, and remotely guide and monitor students' learning status. This diversified teaching environment can increase the timeliness and convenience of supplementary teaching, and improve the interest and efficiency of English in many aspects. For example, many colleges and universities now use the intelligent writing assessment system, the correction network, teachers only need to assign questions in the system. Set the relevant writing requirements and deadlines, and then ask students to complete the upload interface. The system will later directly modify and give detailed guidance and repetition rate to students based on the enhanced corpus. This will not only save teachers from the heavy writing correction, but also urge students to better practice writing and improve efficiency[4].

4.3 Strengthen the application of various interactive modes in professional classroom teaching

Under the background of big data, some information-based teaching methods begin to appear, and various interactive modes have become the main classroom teaching methods. For example: human-computer interaction mode, which mainly refers to a new teaching mode implemented through existing or self-developed Windows or Web applications. If it is applied to English classroom, it will effectively improve students' learning efficiency. The main reason is that it also has the simultaneous control function of voice and text, which means that multimedia information and text information can be automatically integrated and played simultaneously. When students listen to relevant English articles, they can also see corresponding text, notes, new words, background materials and other knowledge points. In addition, the network interactive teaching mode has also been widely used, which is mainly suitable for good network environment occasions, and both sides of the interaction should have multimedia network terminals. However, in this kind of teaching background, a virtual communication space can be formed between teachers and students through Skype, MSN, etc., through this process, teachers will timely find the phonetic and other problems existing in the English learning process of students, and students' learning ability will be more effectively improved.

4.4 Create a good learning environment for students. College English teaching model realization

Innovation, in the context of the impact of big data, to create a corresponding learning environment and atmosphere for students is particularly important. There are two points that can be used for reference: the first is the open school network, which mainly encourages teachers to set up their own course homepage, and requires each student to install a client on a laptop or desktop computer, as long as the corresponding identity verification, they can browse the teacher's course homepage through the campus network at any time. Considering that the learning style of college students has changed, teachers can also encourage students to use relatively convenient communication tools, such as mobile phones, tablet computers and laptops to access relevant resources on the campus network. The second is to build more diversified online learning platforms. The key is to encourage teachers to learn how to use various resources or commercial software tools, such as setting up course homepage, and there are many software tools that can be used to create course homepage, but teachers can make simple web pages as long as they master the simple use of MSWord tool.

4.5 Construct and make reasonable use of data platform

The development of information technology makes the corresponding data learning platform or software enter the innovative teaching mode. At present, there are more popular micro courses, MOOCs, flipped classroom, wechat and so on. Teachers can make reasonable use of it to extract useful materials to carry out teaching. A few examples will be selected here to expand the narrative. First, wechat. This has become the most popular way of communication at present, so the communication and timeliness can be used to build a wechat English learning platform. Teachers will upload the prepared teaching outline, content and courseware to wechat, get in touch with students in real time, and publish relevant audio and video screenshots to assign tasks. For tasks that are too late to be completed in class or classroom information that students need to know in advance, teachers can also create a public account and push interesting learning materials and good methods on the public account in a timely manner, such as how to expand vocabulary, recommendations from reading comprehension secretaries, and ways to improve oral English. Creating a virtual English corner on the platform,

releasing information about speech contests and cutting-edge knowledge can arouse interest, stimulate learning morale and promote communication to a certain extent. Second, mobile learning software. There are many forms of learning and rich content, which can meet the needs of students at different levels. For example, word APP - 100 words chop, Jinshan Word Ba, you can design word recitation plans according to your personal situation, and will also push cultural anecdotes from time to time to expand your knowledge. In addition, "Rain Class" and "Learning Pass" can make use of online functions in class: roll call, quick answer for questions, class group discussion, real-time test, so that students can participate in class and exert their learning initiative; Because the class time is limited, offline teachers can upload courseware, tasks, audio and video, etc. Students can preview and review at any time, and those who cannot understand in class can also be repeatedly listened to and watched. All these can enhance the classroom atmosphere and cultivate the consciousness of independent learning.

4.6 Increase students' participation in class

In the new teaching mode, the teacher is no longer the leader of the class, but the student should be the center of the whole class, that is, the student should give full play to their independent initiative and actively participate in the classroom activities. In the process of participation, the student can not only in-depth content, find problems, solve problems, stimulate interest, but also exercise the ability of group discussion, cooperation, thinking and innovation. Therefore, teachers should let go appropriately and give students more time to prepare and review after class. For example, each group collected online materials, assigned tasks, explained the usage of certain key words or sentence patterns, analyzed paragraphs, or translated sentences, and then combined pictures, audio and video to make clear and understandable PPT courseware to explain to everyone in class and answer the questions raised. In this process, teachers should listen carefully, record the problems in time, give timely guidance after the exhibition, solve the problems and doubts of students on the spot, teach students according to their aptitude, teach through lively activities, and teach students to learn.

5. Conclusion

In fact, the innovation of college English teaching mode is the inevitable result of the development of The Times. Only in this way can colleges and universities make full use of modern teaching methods to train more excellent talents, otherwise they will lose a certain market competitiveness. This paper explores this issue, hoping that big data can continue to play its role in college English teaching and other professional disciplines.

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