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## Exploration of the Online Teaching Method of English Production and Education Integration Based on Big Data

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**Abstract:** In the context of my country's sustained economic development, big data has also been developed to a certain extent, and has now become an issue of great concern to all industries. In the field of education, English is a very important subject. It carries out the entire study life of students. In order to cultivate English professionals, broaden students' horizons, and achieve integration of production and education, it is necessary to draw lessons from big data. As a basis, online teaching methods are implemented in the process of English teaching to improve student learning efficiency and better realize the integration of production and education. Based on this, this article analyzes the online teaching of English production and education integration based on big data, hoping to provide a certain degree of reference for the research of latecomers.

**Keywords:** big data; English; integration of production and education

### Introduction

Online teaching itself has advantages that traditional teaching does not have. In reality, it is mainly based on big data, and it is more targeted and individualized. It can reasonably innovate existing teaching. Therefore, it is necessary to explore in the situation. In addition, the national big data strategy has been implemented. The existing planning requires that big data be used as a basic strategic resource to deepen the application of big data in various industries, and then develop in coordination with traditional industries. Therefore, college English Teaching also needs to be based on the development requirements of educational modernization, and constantly innovate to improve the level of modern English education. Only in this way can it meet the development trend of educational modernization. Based on this, this article analyzes the online teaching method of English production and education integration based on big data, which has a certain degree of theoretical value.

### 1. Difficulties faced by online English teaching

The reason for exploring the online teaching method of English production-teaching integration based on big data is mainly to better improve the teaching quality in the real situation,

play the role of teaching, let students apply what they have learned, and promote their development, but it is undeniable. Yes, English online teaching is now facing a certain degree of dilemma. In the specific methods of college English professional teaching, both online and offline teaching are more important. Offline English teaching mainly includes classroom teaching and professional practice teaching. Theoretical teaching is more basic, while professional teaching is more important. There is a relatively important position in higher vocational English teaching. Professional practice teaching mainly includes English professional knowledge and ability goals, knowledge goals, etc. It can cultivate students' knowledge goals and provide help for students' future employment. In the process of English teaching in higher vocational colleges, students are not only required to master theoretical knowledge and achieve learning goals, but also must be combined with specific industries to improve their ability to practice knowledge, including flight attendant English, English etiquette, etc. Only by carrying out practical teaching can we improve students' abilities and cultivate their quality. Compared with theoretical teaching, practical teaching is more important. Only relying on teachers to carry out teaching activities in the classroom, it is difficult for students to practice the knowledge they have learned, so online teaching must

be carried out appropriately to promote the transformation of the knowledge learned by students from a theoretical to practical perspective.

During the development of online teaching, although the specific content of classroom teaching can be changed, there are many problems in the process of professional teaching transforming to online. Practical teaching is mainly for integrating with industry and facing various industries. Specific professional training, including catering training, reception training, tour guide training, etc. These specific training modules want to be transformed into online teaching, which is relatively difficult in terms of collaboration. Teachers must realize the coordinated development and organic integration of many aspects of knowledge in the teaching process, and carry out close collaboration with practical courses. Only in this way can the students' professional ability be improved. In addition, it is relatively difficult to construct online professional practice courses. Nowadays, offline practice courses in many colleges and universities have been built, and there are also rich training scenarios and environments. Online courses It will be limited by many factors, including limited resources and limitations in the implementation space. It is difficult for students to participate in it well, and teachers may also be unsuitable in the teaching process. Furthermore, it is also difficult for teachers to make reasonable evaluations of online practical courses, because in the traditional English teaching process, teachers can evaluate students' language and actions, but online teaching is difficult to complete the evaluation. process. Facing the current difficulties, teachers must build an online teaching system based on the goal of integration of production and education, with students as the main body, and big data as the core, so as to better achieve the specific goals of English education.

## **2. The online teaching method of English production and education integration based on big data**

### **(1) Improve online and offline teaching mechanisms and coordinate development**

The online teaching method of English production and education integration based on big data mainly focuses on three aspects. The first is to lay the foundation for teaching, the second is to escort the teaching process, and the last is the specific practice of teaching and its specific value. From a basic point of view, both schools and teachers have the obligation to improve online and offline teaching mechanisms. Relevant personnel should conduct research on the characteristics of big data and college English major teaching, clarify the specific positioning of each role in teaching, use big data to evaluate students reasonably, and combine data analysis including teaching students in accordance with their aptitude. There are certain differences between the big

data teaching model and the traditional teaching model. Nowadays, developed countries have better integrated big data and subject teaching, which provides a good model for the implementation of education in our country. Relevant people in our country should make a reasonable comparison of the advantages and disadvantages of teaching models before and after the intervention of big data, absorb successful experience from abroad, and if they find problems in the teaching process, they should conduct in-depth analysis.

In addition, from the perspective of higher vocational English teaching, its specific characteristics should be analyzed in depth. Only by analyzing the application characteristics reasonably can it be better combined with big data and lay a solid foundation for the development of overall teaching. In the overall teaching process, students and teachers are important roles, but in addition to teachers and students, it is also necessary to integrate big data analysis tools into teaching. Only by applying big data analysis tools and analyzing them in detail can they be able to Collect and analyze relevant data and information to solve specific problems in the teaching process.

For traditional college English teaching, it is completely based on teachers' theoretical teaching, and students do not have the enthusiasm for autonomous learning. In response to this situation, it is necessary to use big data to complete the analysis of academic conditions and formulate targeted teaching plans , To enhance the personalized strategy of teaching. Integrate offline classroom teaching and online professional teaching, continuously improve the shortcomings of the original teaching, and enhance the modern level of modern English education and the integration of production and education.

### **(2) Constructing course outlines, training rooms, and strengthening school-enterprise cooperation**

Big data-based online teaching of English production and education integration requires attention to the specific process of teaching. In the teaching process, it is more important to construct a curriculum syllabus. Teachers need to conduct detailed research on the curriculum framework to ensure that the development of online curriculum construction will not deviate On the right track, it is also necessary to combine the specific characteristics of online teaching to implement course tasks and goals, improve course content, strengthen course construction, and determine hierarchical goals. Different goals include different courses, whether it is basic courses or practical courses. All need to be included. Modern English teaching should pay more attention to the related issues of practical courses. Teachers need to guide students so that students can apply the knowledge they have learned to practical applications in specific scenarios.

In addition, the school should actively construct the virtual

training room. According to the specific goals of the practical class, the virtual training room should be constructed through the means of information technology, so that students can devote themselves to it, master English knowledge and understand it. Conduct meticulous English. In order to realize the integration of production and education, the school must strengthen specific cooperation with enterprises, and jointly build online practical courses that meet the actual conditions. The two sides jointly research and summarize the needs, and build a professional ability evaluation system based on the needs of industrial talents. Targeted data analysis includes narrowing the specific gap between students and professional needs, and providing a full range of assistance for the reasonable implementation of teaching.

### **(3) Pay attention to teaching details, take students as the main body, and use data analysis as the means**

Finally, English teachers must pay full attention to the details of teaching. In actual situations, students are the main body, and data analysis is used as specific means to carry out high-quality online teaching of English production and education. For English teaching, it is not only a specific language teaching, but also a cultural teaching. In carrying out teaching, we can not only train students mechanically, but also need to allow students to use English flexibly, so as to better meet the specific needs of professional learning and be better qualified for future positions. Teachers need to pay attention to students' specific majors and train students to use English to spread Chinese culture. At the same time, they also need to expand students' international vision and cultivate students' national pride and self-confidence.

In view of the basic characteristics of different industries, teachers need to summarize and explain to students in English so that students can apply what they have learned. In addition, by building specific 3D situations, students can learn to express English images through various techniques and improve their practical ability. Companies should participate in the process of English teaching, grasp the points of agreement between their specific work and English, and create a practical training environment with the school to achieve a win-win situation. In reality, schools can use cross-school resource sharing to strengthen curriculum construction, improve student abilities, and shape the school brand, while companies can use specific training platforms to let students understand companies and specific industries. On this basis, companies can select some outstanding fresh graduates to lay a solid foundation for the future development of the company.

English is closely related to many industries, such as hotel etiquette English, tea culture English, tourism English, etc. In the future, to realize online teaching integrating production and

education, teachers should use platform big data as the core to clarify the individual learning situation of students. According to the overall learning situation, the existing data analysis report is summarized in a targeted manner, and the students are guided to better meet the professional needs through learning. If the professional needs cannot be met, the teacher can also combine the data report to let the students know their current ability and there are specific gaps between professional needs, and continuous innovation of teaching strategies in the teaching process, applying some more suitable methods for student learning in vocabulary teaching, etc., to optimize the teaching plan.

In the specific stages of the assessment and evaluation of students, since the information displayed in each stage has the characteristics of fragmentation, it is difficult for teachers to integrate it, but only the detailed integration of the specific information in the online teaching process can it improve the teaching process, understand the learning status of students, guide students, and teach students in accordance with their aptitude.

### **Conclusion**

In summary, English teaching in colleges and universities must be based on the development requirements of educational modernization, continuously innovate, and improve the level of modern English education in order to meet the development trend of educational modernization. Therefore, the online teaching method of English industry-education integration based on big data needs to improve the online and offline teaching mechanism, construct the curriculum syllabus, training room, and pay attention to teaching details, so as to continuously improve the online teaching of English industry-education integration. Specific level.

### **Conflicts of Interest**

The authors declare that they have no conflicts of interest to this work.

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