

# The Construction of College English Teaching Mode in the Context of Big Data Technology



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**Abstract:** Based on the comprehensive development background of economic globalization and technological integration, the comprehensive strength of China's politics, economy and culture has been rising, and the improvement of international status also means that the communication between China and the world is getting closer. English is the number one language in the world, and in the process of world integration, the need for comprehensive English talents is also increasing. Based on this major background of the digital age, broadening the teaching mode of English in universities to cultivate comprehensive quality talents has become the core content of the education of English subjects in universities at this stage. This paper analyses and discusses the construction of university English teaching mode in the context of big data technology, hoping that this can give advice and inspiration to the majority of relevant workers.

**Keywords:** big data era; university English; teaching reform

## Introduction

The development of science and technology has changed the way of production and life, and the relationship between education and technology has always been a complementary and mutually reinforcing one. The development of science and technology has broadened the content and form of education, while education has provided science and technology with better-qualified and more comprehensive talents. For the subject of English at university, which is a comprehensive and applied discipline, the demand for comprehensive English language talents is in short supply, based on the development of the domestic and international markets. However, at this stage, the quality and efficiency of university English teaching need to be improved. Therefore, it has become an inevitable development trend of university English teaching to implement the requirements of education reform and to interpenetrate and integrate big data technology and university English teaching.

## 1. Basic features of the Big Data era

The term Big Data is not unfamiliar to us, and various industries, whether education, production, commerce, catering, etc., are interpenetrating and interconnecting with Big Data technology to varying degrees. However, the definition of the term Big Data differs significantly from industry to industry, but in terms of its common features, Big Data has the advantageous characteristics of Volume, Velocity, Variety and Value, and is highly valuable in real-time with its advantages of an extremely large number of resources and multiple forms. Not only does it provide a convenient way of working for people from all walks of life, but it also provides a leap forward in the development of various industries in China. In addition, in the era of Big Data, users are both users and creators of data, and this dual identity means that the aggregation of all kinds of data generates a constant flow of old and new data, which provides a large amount of information for the development of various industries. Workers in different industries can make forward-looking business plans based on such laws. Based on the fact

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that the Big Data era is both a new product born out of the technological revolution and a new product brought about by the revolution in thinking, such as mobile banking, online teaching and so on, there is naturally no exception for the education industry in the Big Data era. As a result, the teaching of English at university has broken away from the traditional teaching model and is gradually developing towards a mix of online and offline teaching, three-dimensional teaching and multiple teaching. This shows that the informatization and digitization of teaching have long been an unspoken fact of development, driven by science and technology (Jin, 2021).

## **2. The current situation of university English teaching in the context of big data**

### **2.1 Teachers' teaching cognition needs to be improved**

At the present stage, the English teaching mode in some higher education institutions is relatively backward, their teaching philosophy is very traditional, and their recognition of new teaching equipment and various teaching resources is yet to be improved. This is understandable because, before the education curriculum reform, China's education career has long been influenced by teaching to the test, whether it is the teaching philosophy of educators, teaching methods and teaching content, etc., most of them are influenced by the stereotype of teaching to the test, focusing on students' achievements, that is, mastering their basic knowledge and basic skills, ignoring students' interests, resulting in a dull and rigid English teaching classroom. This, coupled with the fact that English is not originally a native language subject in China, has led to a wide range of English language skills among students. This is a direct result of the uneven use of new technological resources, which do not serve their practical purpose.

### **2.2 Single and stereotyped teaching mode**

At the present stage, some higher education institutions in China use network technology to expand and extend students' knowledge in their daily

English teaching activities. However, the Internet, its resources and forms are not only limited to the expansion and extension inside and outside the classroom. Both online and offline platforms can provide more possibilities for the development of students' overall qualities. However, at this stage, many online learning platforms are not used efficiently and students are unable to take advantage of the various resources to improve their overall quality. In addition, teachers dominate the teaching process, ignoring the fact that students are the masters of the classroom, resulting in students' passive acceptance of learning, causing students' interest in learning to be very low, which greatly limits the efficiency of the use of online platforms (Li, 2021).

### **2.3 The use efficiency of data resources needs to be expanded**

Based on the background of big data, the reform of university English education and teaching classroom should make use of various techniques of big data to make comprehensive evaluation and analysis of student's cognitive needs, psychological characteristics, teaching contents, teaching methods, classroom atmosphere and so on, to find suitable and effective education and teaching methods. However, at the present stage, many university English teaching staff do not make full use of big data technology to accurately analyse students' physical and mental development patterns and individual needs and make corresponding teaching plans, which leads to certain blindness and failure in the use of big data technologies.

## **3. The significance of the reform of university English teaching under the background of big data**

### **3.1 Broadening the content of education and teaching and opening up students' horizons**

Based on the reform of university English education and teaching in the context of big data, teachers can make full use of the various resources and platform advantages of the Internet technology to screen out the teaching resources suitable for this

stage for extension, not only to expand students' cognitive horizons but also to cultivate students' core English literacy. In addition, the use of big data technology combined with the actual English teaching activities can break the traditional time and space limitations, free and fragmented learning, students can also use various resources for cross-regional or cross-territory learning activities, which has become an important mode of sharing teaching information at this stage. This not only cultivates students' independent learning ability but also improves the efficiency of learning English(Wang, 2021).

### 3.2 Innovative teaching methods and a good teacher-student relationship

It is not difficult to find that traditional English teaching activities are mostly dominated by teachers, and students are always in the state of passively receiving knowledge, which leads to less and less effective communication between students and teachers, resulting in the low timeliness of college English high classroom. To reform the teaching mode of English at university based on the background of big data, the first step is to correct the main position of students to cultivate their interest in learning and their ability to learn independently. In the process of teaching, teachers should change their traditional role as the dominant person and take advantage of the platform and various resources to teach the classroom to students, to achieve unified teaching online and offline. This is not only to allow students to give full play to their subjective initiative and subjective consciousness but also to form a good teacher-student relationship(Xu, 2021).

### 3.3 Optimising the teaching environment

The university English teaching environment mainly includes classroom teaching content, teacher-student relationship, classroom atmosphere, teaching methods and so on. The reform of English teaching classrooms based on the background of big data is not only to activate the classroom atmosphere but also to use various platform technologies to build an online and offline English network learning platform. Students can choose suitable learning

content according to their actual needs as well as their individual needs, to cultivate their comprehensive development, which is more realistic(Ma, 2021).

## 4. The path of university English teaching reform under the background of big data

### 4.1 Building a data analysis system

Big data has strong analytical and data collation capabilities, so in actual English teaching activities, big data technology can be used to filter and analyse teaching contents, means, resources and so on, and the results obtained are of great reference value, so that corresponding common English teaching plans and individual English teaching plans can be made according to student's physical and mental development rules, needs, interests and so on(Liu, 2021). Generally speaking, students can choose their preferences by searching through the engine, and then the teacher can use the online applet survey, which is pushed to the students through the WeChat public number, and the students complete the questionnaire according to their actual situation. After completing the questionnaire, feedback is given directly to the teacher to develop a corresponding teaching plan, which is not only a way to improve the efficiency of English teaching, but also to foster the overall development of students' personalities. In addition, you can also push different English knowledge and content to students with different needs by establishing a college APP, to build an effective English learning and communication platform, students can also teachers can also keep abreast of students' inner activities and better help them develop physically and mentally so that Jian can form a sound personality(Zhou, 2020).

### 4.2 Creating an online learning platform

With the help of various platforms of big data technology, an integrated online and offline learning platform can be built for students. In addition to this, the time and space limitations of traditional English (Ma,2021)three-dimensional and personalised independent learning platform. This is not only to stimulate students' interest in learning but also to

develop their independent learning skills. For example, Harbin Institute of Technology has created a platform for students to learn independently, such as the "Yaxinda Digital Language Learning Platform" and the "ITEST University English Test and Training System". These platforms not only provide students with a rich variety of resources to meet their individual needs, but they also contain English culture, teaching videos, chapter tests, revision modules and so on, which provide a wider space for students learning.

#### 4.3 Innovative teaching modes, online and offline hybrid teaching

As mentioned above, the development of science and technology has broadened the content and forms of education. Therefore, the reform of the university education classroom based on the background of big data can break the traditional teaching mode and adopt a mixed online and offline teaching method to enhance the stickiness of the English teaching classroom and carry out a combined online and offline teaching method according to the actual teaching content and teaching needs. The premise of this model is that educators must change their teaching philosophy and take into account the various challenges that exist in English teaching, to help students develop a more comprehensive and systematic English teaching system. Another advantage of this teaching model is that it can record problems in real-time in the classroom, give feedback directly in the platform, invite various English experts other than teachers to analyse and discuss, and answer questions promptly, not only to consolidate the timeliness of students' mastery of basic knowledge and skills but also to develop students' ability to integrate English knowledge and core English literacy(Wen, 2019).

#### 5. Concluding remarks

In conclusion, based on the continuous development of various information technologies under the background of big data, it can be said to be everywhere, and education is also influenced by

science and technology, not only to broaden its teaching form but also to improve its teaching efficiency. Therefore, the reform of university English teaching is an inevitable development trend. On the one hand, educators should pay attention to actively changing their teaching philosophy and improving their comprehensive quality, on the other hand, combining online and offline mixed teaching modes to cultivate students' independent learning ability to improve the overall development of students comprehensive quality.

#### Conflict of Interest

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

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