

## College English Teaching in the Era of Big Data

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*Abstract: With the popularization of computers and the continuous innovation of the Internet, people's lives step into the era of electronic information transmission. The rapid and wide spread of the enormous electronic information constitute the era of big data. With the coming of the big data era, people's lives have been influenced a lot. Of course, it has made great effects to College English Teaching. In this paper, the impact of the era of big data on College English Teaching and the corresponding coping strategies are briefly discussed.*

*Keywords: Big Data, College English Teaching, Impact, Coping Strategies*

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### 1. INTRODUCTION

In recent years, the term Big Data is more and more widely known and widely used. People use it to describe and define the era of information explosion generated huge amounts of data, and these data have been involved in all aspects of human life, and has penetrated every industry and field, meanwhile, it has become an important factor of production. With the coming of the era of big data, each college student is exposed to a large number of electronic information. But not all of this information is helpful to college students, nor is it all right. To some extent, college students need to improve their ability to classify and distinguish the electronic information. The era of big data can provide more teaching materials for College English Teaching, and provides college students more ways to learn English and more related English materials. Therefore, it is of great value to explore the influence and corresponding coping strategies of College English Teaching in the era of big data.

### 2. THE CHANGE OF COLLEGE ENGLISH TEACHING IN THE ERA OF BIG DATA

The coming of the era of big data brings the reform of College English teaching methods and objectives. The teaching of College English has changed the traditional teaching method, and become a new teaching method which combines the computer with the classroom teaching. College English teaching begins to pay more attention to the cultivation of college students' English listening and speaking ability. In the College English classroom, teachers communicate with the students more and more, and the teachers are guiding them to develop the habit of learning English actively and independently. Meanwhile, the College English Test Band 4 and Band 6 changed some question types. For example, in the listening test part, short

conversations have been changed into news reports. And the dictation of words and phrases part has been cut off too. The part of listening test is more difficult than before. Besides, the oral test of College English Test Band 4 and Band 6 has been set up in order to strengthen college students' ability to speak English. Teachers' assessment of students' English learning for one semester becomes a combination of formative assessment and summative assessment now. In this way, the assessment of college students' English training and assignments becomes more careful now. Actually, the most important influence on College English teaching is that college students can learn English on the Internet at any time. Today, every college student has a smart phone, and through it, they can actively get the knowledge they need. And through a number of corresponding English listening apps, they can do a lot of practices. There are many famous English study apps, such as "Hundred Words Cut", "You Dao Dictionary", and "English Dubbing" and so on. In addition, with the continuous updating of these apps, students can communicate and learn from each other. There are some English learning apps which can promote competitions between students. For example, students can play word memory matches in "Hundred Words Cut". Thus, the students' interest in English learning is motivated by the students' initiative, so that they can actively learn the English knowledge by heart and avoid the situation that the students dislike English learning. The coming of the era of big data brings a great impact on College English Teaching. Therefore, College English Teaching should adopt some coping methods and strategies.

### **3. COLLEGE ENGLISH TEACHING STRATEGIES IN THE ERA OF BIG DATA**

With the advent of the era of big data, College English Teaching must work out a certain degree of coping strategies, so as to realize the change of College English Teaching methods. Firstly, for the leaders of colleges and universities, they should prepare certain material conditions such as special funds. Also, they should prepare the corresponding English teaching equipment, and the corresponding English teaching teachers should be familiar with these computers to a certain degree, so that they can carry out flexible uses in English classes. In addition, it is necessary to prepare some English teaching books or English learning software, so that students can learn English independently after the class. For example, the introduction of the Pigai System and the use of FIF Oral Training Platform are largely effective in helping college students to learn English independently after class. Secondly, for College English teachers, they should strengthen their knowledge accumulation. Especially, with the development of the times, many new English vocabularies and application methods emerge in an endless stream. Thus, English teachers should strengthen their study. Meanwhile, they should improve their teaching methods. Teachers should know that the university is not the same as high school; teachers cannot just carry on infusing of the knowledge, and they need to let the students learn by themselves. Let the college students' passive learning be changed into active learning. Meanwhile, they should guide college students to use their own mobile phones and the Internet to study English. In addition, about the teaching methods, teachers can use English teaching

methods to make some simple explanations in the course of the College English teaching. Teachers should avoid a single way of teaching, and they can organize some speech presentations. For example, before each lesson, teachers can ask students to take turns speaking in groups which have 3 or 4 students per group. One group gives a lecture in each class. The content and form of speech is not restricted and the students can present it freely. For example, they can do some formal speeches, interviews with students in the classroom or the performance of English programs, etc. Through such an activity, every student may have an equal opportunity to participate in, and this activity can improve students' courage and knowledge of English. In addition, we can also strengthen the students' listening ability and English communication ability, in doing so; they can make some preparations for the oral test of College English Test Band 4 and Band 6. In the course of English teaching, teachers can encourage students to answer questions initiatively and complete the interaction between teachers and students. For those who do not like to answer the question of the students, teachers can arrange the initiative to answer questions plus points' strategy, to encourage students to answer the questions actively, and develop their initiative to form good English learning habits. Besides that, English teachers should actively enhance their own personal charm, so that students can like their own teachers, and this plays an important role in improving students' learning enthusiasm. At the same time, the positive personality of teachers can affect the students, which is beneficial to the cultivation of students' comprehensive personality. Finally, we need to carry out the English teaching combined with the Internet. College students should make full use of the existing scientific and technological means to learn English, such as English learning software, mobile applications and so on, so as to promote their English ability. Teachers can use Pigai System to improve students' translation and writing ability. Arrange the related homework regularly so as to improve the students' ability through repeated modifications and practices. Meanwhile, teachers can use FIF Oral Training Platform to improve students' ability in English speaking. Give them assignments to practice oral English weekly, and set up an oral test at the end of each semester. Integrate College English learning with students' daily life. In addition, teachers can also organize some interesting English activities or competitions. Through these English activities or games, the students can not only study English in a happy atmosphere, but also gain more enriched lives.

#### **4. CONCLUSION**

In fact, the coming of the era of big data brings great impact on College English teaching. Not only universities, teachers and students should seize this opportunity, family and society should also make full use of the convenience of big data, and actively promote favorable English learning information, so as to make contributions to promote the overall level of China's English education. Colleges and universities should pay more attention to the opportunities brought by the big data Era. In the aspect of College English teaching, teachers should carry out educational reform in time, and do a good job of working out the coping

strategies. Teachers should improve personality charm and appeal as well. In addition, the big data brings a lot of benefits to college students, so teachers should make good use of these benefits, and prevent the students from using the big data to do some meaningless and helpless things. As for the students, they should comply with the requirements of the times, and actively cultivate the enthusiasm, initiative and creativity of English learning, to acquire new knowledge and improve their abilities. Family and society should also provide the necessary conditions, atmosphere and ways for college students to learn English. Finally, through the efforts of all the aspects, we inject new vigor and vitality into College English Teaching so as to go along with the development and changes of this age.

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