Goal Connotation and Level Orientation of British and American Literature Teaching under the Background of Big Data

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Abstract: With the continuous development of market economy and curriculum reform, English and American literature teaching, as a pillar course for English majors, is facing unprecedented pressure and challenges. Only by clarifying the target connotation of English and American literature teaching under the new situation can we find out the level orientation and curriculum of English and American literature teaching. With the rapid development of information today, the emergence of big data has provided a new research perspective and opened up a new research field for the study of British and American literature. The study of British and American literature should break through the limitations of history, cross the gap of regional, ethnic and cultural differences, and take massive data as a reference, so as to open up new research space and provide new research ideas for the study of British and American literature. With the background of big data as a reference, this paper analyzes the target connotation and level orientation of English and American literature teaching, aiming at creating new value for the study of English and American literature and helping schools at all stages find the core elements of English and American literature teaching.

1. Introduction

Big data refers to the massive, high growth rate and diversified information assets that need new processing mode to have stronger decision-making power, insight and process optimization ability [1]. Under the trend of high development and increasing popularity of information technology, British and American literature research, which originated in the United States and was impacted by globalization, is trying to adapt to the "new normal" of cultural education and research [2]. English and American literature teaching is the key content of English major curriculum reform, and it is also the key course to optimize and improve students' English professional knowledge level as a whole [3]. In the actual teaching, some teachers do not understand the teaching objectives and levels of British and American literature, which leads to the teaching effect is not outstanding, and students can not learn the corresponding theoretical knowledge through classroom teaching [4]. The study of British and American literature should not follow the rules and hold back, but keep pace with the times. In this kaleidoscope society full of pictures and texts, big data and cloud computing, the study of British and American literature should break through the limitations of history and cross the gap of regional, ethnic and cultural differences [5]. Today, with the rapid development of information, the emergence of big data provides a new research perspective and opens up a new research field for British and American literature research [6]. Effective English and American literature teaching not only helps to improve students' English language skills, but also plays a positive role in improving students' English general awareness.

Whether it is the change from professional training to generalist training in Colleges and universities, or the demand for talents in the external market, the status of English is rising. However, due to the implementation of general education, many students focus on the practical English direction. With the continuous development of market economy and curriculum reform, British and American literature teaching as a pillar course for English majors is facing unprecedented pressure and challenges [7]. British and American literature helps students to understand the literary development and humanistic customs of British and American countries, and enables students to better understand the differences between Chinese and Western cultures. The new analysis and positioning of the target connotation of British and American literature teaching is

not only the objective requirement of the in-depth development of market economy and curriculum reform, but also an important measure to improve the teaching level and enhance students' Comprehensive English strength [8]. The new results of the rapid development of science, technology and Culture Revolution have posed severe challenges to the established teaching methods and teaching conventions. Therefore, educators must rethink the impact of the era of big data on the traditional teaching methods of British and American literature and seek new countermeasures [9]. Based on the background of big data, this paper analyzes the target connotation and level positioning of British and American literature teaching, aiming to create new value for British and American literature research and help schools at all stages find the core elements of British and American literature teaching.

2. On the Connotation of the Teaching Objectives of British and American Literature

In the era of big data, British and American literature research has become diversified. However, due to the subjectivity of network technology and data statistics, literature research has not always been in a highly accurate state of information under the influence of big data, and the data mining is not as thorough and comprehensive as expected. The development of reading habits is long. If we can form good reading habits at the beginning and gain better reading experience, it is possible to stimulate students' desire to explore the depth of British and American literature. Through reading English and American literature, students actively participate in the process of searching, discovering and creating the meaning of the text, gradually develop a keen sense, master rigorous analysis methods, and form an accurate way of expression. On the basis of reading experience, we should promote the collection and accumulation of basic reading knowledge. Every British and American literary work is a huge humanistic system. In the process of reading, without the support of reading knowledge, it is difficult to achieve the desired effect. The textbook of literature history is written in all aspects, and the knowledge points are too trivial and complicated, so the students are trapped in the boundless ocean of knowledge and have no time to look around. Literature reading courses often start from classical works, students do not have the language ability to read English classical works, coupled with the limitation of class hours and classical literature reference books, students' self-learning ability is limited, teachers can only interpret the classics word by word, sentence by sentence. Basic reading knowledge is a rational level. Its main purpose is to guide students to understand the development history of British and American literature and the specific literary phenomena in special historical periods, so as to obtain more general knowledge of British and American literature and lay a knowledge foundation for wider reading. The course of British and American literature for undergraduates must aim at enhancing life experience, enriching cross-cultural knowledge, cultivating aesthetic ability, cultivating spiritual sentiment and improving language and thinking ability through reading experience and interpretation of classic texts. Only in this way can most students really understand the "usefulness" and "significance" of literature course.

Behind every literary work, there is a unique culture and national character of that region or country. To some extent, literary works are like a window. When it is closed, we can only observe its structure and form through its shape, but when we have a basic understanding of it and know how to open it, we can see another world behind the window. British and American literary classics are no longer a few lines of dry and obscure words in books. The emergence of graphic and image art makes literary classics show infinite scenery, and also provides unique research and thinking space for British and American literature researchers. This is the role of British and American literature teaching. When students have mastered the connotation and spiritual value of relevant literary works, they can consider the culture and national character of British and American countries, and deeply analyze the humanistic history of a country [10]. While enjoying the honey brought by big data, we should also make feasible countermeasures for its potential negative effects. Therefore, while actively absorbing the halo effect of big data, we should also take reasonable measures to deal with its negative impact. When students have a deep understanding of a country's humanistic history and national character, their perception ability and insight ability will be

improved, so as to enrich their own life knowledge and perception of life, and finally achieve the goal of improving the comprehensive humanistic feelings and sentiment, and promoting the improvement of comprehensive quality. Scholars in the field of British and American literature research can no longer be conservative. They should meet the impact of big data era on traditional British and American literature research and seek new research countermeasures.

3. Innovative Research Measures of British and American Literature under the Background of Big Data

3.1 Making a Reasonable Teaching Plan

With the advent of the information age, there are more and more ways for students to obtain effective information. If teachers just adopt old and rigid teaching methods, they simply cannot meet the learning needs of students. Indirectness and generality are important features of the thinking process. According to the dependence of thinking and the way to solve problems, the arrival of the era of big data has brought great challenges to the traditional thinking of British and American literature researchers. In order to enhance the effectiveness of curriculum setting, teachers should fully combine students' interests and ask their opinions when choosing courses, so as to ensure the harmony of the whole teaching. As researchers in humanities, British and American literary circles have a certain talent for language because they pay close attention to the knowledge in the field of language for a long time. After a relatively clear division of the target connotation and level orientation of English and American literature teaching, we can start with making a reasonable teaching plan and implement the target of English and American literature teaching. After teaching, teachers recommend some related bibliographies for students to read according to the specific teaching content, so as to consolidate the teaching effect and expand the reading range of students. Teachers should have an understanding of the students in this class, and arrange the class hours and teaching contents scientifically according to the teaching plans of other subjects and students' comprehensive qualities. If there are scenes, in order to deepen students' deep understanding of literary works and background, teachers can simplify literary scenes effectively, design key parts into short and concise scenes, and organize students to simulate scenes.

3.2 Adopt Diversified Teaching Methods

Teachers can use multimedia to show students the life of important writers in British and American literature, and attract students to study in the form of pictures and texts. They can also play some famous works that have been remake into film and television works, so that students can compare the text with film and television works and feel the difference between words and images. Big data requires scholars not only to understand the knowledge framework of their own disciplines, but also to dabble in the basic knowledge of other disciplines. In order to improve academic accomplishment, it is necessary to properly supplement the knowledge of mathematics, that is, to learn the ability of induction, generalization and analysis of problems. After students finish a stage of extracurricular reading, teachers can also guide students to sort out their reading notes, compare authors or literary works with similar styles, and be able to compare and analyze these texts with the contents of textbooks and the knowledge they have mastered, so as to dig out the humanistic feelings in the works and gain enlightenment from life. As a leader in scientific research, if you want to find a breakthrough in innovation and collect and process data from different perspectives, you will get new gains. Scholars should be good at constantly adjusting their own perspectives and integrating with new theories and research methods. Only new ideas and ideas can make their own voices heard in academia and create new achievements.

4. Conclusions

Nowadays, the global spirit of dialogue has brought opportunities and challenges to the teaching of English and American literature in universities, and the teaching reform of English and American literature is imperative. Influenced by the unprecedented era of big data, the teaching of British and

American literature takes on a new look, which puts forward new requirements for both teaching and learning. Meeting this requirement is of great significance to improve the teaching quality of this course. With the help of big data, the study of British and American literature has been further expanded, but it has also been challenged to some extent. The study of English and American literature is not only to improve one's English scores, but also to improve one's aesthetic ability. To a certain extent, it changes the traditional Chinese cramming teaching mode and makes English learning no longer difficult. Researchers can change their thinking mode, critically treat massive data and cross-disciplinary research to increase their ability to discriminate, so that massive data can play its due positive role. The existence of big data promotes the spread of British and American literature to a certain extent, so that it can keep pace with the times. In the connotation and level orientation of English and American literature teaching objectives, teachers should improve their professional quality and professional ethics, and make contributions and efforts to improve the quality of English and American literature teaching in colleges and universities.

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