

Research on Teaching Reform of College English Writing in Big Data Era

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Abstract: As the development of Internet and information technology, human has come into the big data era. The features of big data have also made great changes in the teaching of English writing. This change includes not only the teaching methods, but also the purpose of writing and the means of writing. At the same time, it brings us opportunities and challenges. In the current times of big data, how to combine the teaching reform of college English writing with the background of big data have become a hot issue and an irresistible trend. In this paper, the author analyses and think about the current situation according to the features of the big data times, and then puts forward the strategies of improving the teaching of college English writing .

As the rapid development of Internet and information technology, human has come into the big data times. In big data times, there are more information resources than anytime before, and the speed of information transformation is fast than before as well; therefore, the degree of people using data is becoming deeper and deeper. In the times of big data, big data has not only changed people's way of production and life, but also has made great changes to the methods of education and the ideology and behavior of receiving education. Traditionally, the teaching of college English writing in China is usually a "form-oriented rather than practical" approach, and it is difficult for students to really master the writing of English. In the times of big data, the features of big data have completely changed the teaching of college English writing. In this paper, the author will explore the teaching reform of college English writing in the times of big data.

1. Features of big data times

From the beginning of the big data time, it has been a hot issue. Its features can be concluded as below:

First, the sources of data are more diverse. Traditionally, the sources of data are recorded information and information on the Internet, but in the big data times, users are not only users of data, but also the producers of data, network technology can provide a wider range, richer content of information to the users, but also the user's information becomes a part of the network information. People can publish their own information via the network, and by the features of Internet ---- more open, more cooperative, the information can be integrated and linked together, at the same times, all users in different fields can share and use all the resources online; by the massive data, it can stimulate the creativity of the users and their creativity to the data.

Second, big data brings new conceptions of time and space. In the early developmental period of network, the integration of time and space has been formed, but in big data times, the concepts of time and space are more vivid and novel. By the functions of calculation and integration of big data, people can enjoy the convenient services in big data times according to their own living habits; for example, a certain user who likes a suit, then the online commerce platform will recommend appropriate products for users according to the user's preferences and stature. The same model is also can be introduced into English teaching. A certain student has a strong reading ability but a poor writing ability, for this student, the teacher can "tailor" the textbooks and practice cases which focus on the cultivation of writing ability for the student. This breakthrough of the concept of time and space brings a more convenient life to the people.

Third, Big data realizes the unified combination of prediction and strategy. By the virtue of big data, we can combine the existing situation and to find out the existing law of things, and we can

predict the development trend through the law and provide the relevant strategy of solution. For example, in many marketing activities, big data technology is used to calculate the market status, market prospects, and so on. By the calculation of the data, it helps enterprises to select appropriate marketing channels, marketing methods, marketing pricing and so on, so as to help the enterprises to achieve better marketing results. The same is true in English teaching. Big data can comprehensively develop the differences of different students according to the different characteristics of these students, and formulate specific teaching methods according to the differences of these students, so as to improve teaching efficiency and teaching quality.

2. Influences that brought about by big data times for English writing teaching

If we want to think about the teaching reform of college English writing under the background of big data times, we should first analyze the influences that brought about by big data times for English writing teaching.

The traditional teaching resources of college English writing mainly come from the textbooks and teachers' personal experience, so the teaching resources are limited. But in big data times, this kind of scarcity of teaching resource will no longer exist. First of all, there are rich data resources in big data times, it is easy to form the rich, diverse teaching resources of college English writing, and what's more, the forms of the resources are comprehensive and rich, no matter the form are document materials, video materials, and even modern VR technology materials. At the same time, by using the network technology, we can also use the function of "network teacher", and the network teacher can also become the "second teacher" of the students, it can provide the students with abundant writing materials and resources. And the network teacher and students can also form real-time interaction, so that the teacher can timely understand the actual situation of the students. On this basis, big data also can provide the database of dynamic language patterns and static language patterns for English writing, and can provide the comprehensive teaching resources for college English writing by the function of searching online.

In the teaching of college English writing, many students' writing purpose is not clear, for example, many students only follow the teachers' writing subject, but they do not have a clear understanding about the key points and difficult points, and the content of their practices, so the students often focus on the new patterns of language, the accuracy of the statement and grammars but ignore the content and theme of their writing. Some students lack of serious attitude to writing, they think that just is a test item, and they don't focus on improving their English writing ability, so that the teaching efficiency and quality of college English writing are not high. Writing is a kind of expression of language, compared with spoken English, English writing is more emotional, and it can not only practice English ability, but also improve English thinking. By the virtue of big data, students' English writing can be more closely related to oral English and reading, students are both English communicators and English writers, so as to more clearly improve the purpose of English writing. At the same time, under the background of big data times, teachers can also help students to carry out more creative English writing forms. For example, teachers organize students to discuss English writing, so that students can collect and find proper information based on their own professional knowledge by the function of big data, and eventually form their own opinions.

In the times of big data, students in the process of writing can search the relevant content to the subject, the network search engine also can provide students with more specialized search tools, at the same time, and the convenience of searching is greatly improved. Information network provides more abundant resources for students' English writing, and it also facilitates the communication and discussion between the students. For example, after assigning a writing task, not only between students and teachers but also between students and students can fully discuss the writing content, so as to stimulate students' thinking ability and improve the students' interest in learning. In addition, all kinds of software that relate to the big data technology can also provide students with more convenient writing operations. For example, the software "WordNet" can provide students with interesting writing content by means of providing some relevant information, so that the students can write some articles that are more wonderful.

3. Countermeasures of teaching reform of English writing in big data times

In the big data times, the teaching of college English writing has been provided with a variety of methods and channels for reformation, which can be reflected in the following aspects:

As a part of higher education, the essence of teaching of college English writing is to enable college students to truly master the application of English language. Writing is one of the forms that express language, in the times of big data, the teaching of college English teaching should help students to clarify the essence of English writing and finally achieve the real good application of English.

In fact, English writing is a kind of individual behavior, but in college English teaching, English writing can also be a group behavior. Students need to master and understand English more vividly and accurately by the virtue of writing, rather than to accomplish the test goal by writing. In combination with the features of the times of big data, students are not only the learners of English writing, but also a writer; this requires the teachers to comprehensively design to the teaching plan from different and more aspects. Taking the writing topic of reading report for example, in the traditional college English teaching of writing, teachers may teach the form and structure of reading report to their students, but in the times of big data, teachers can let their students write their works freely, and even the content of the reading report could be chosen by the students. After this, the teachers let their students to accomplish their works by summarizing the cases and thinking about how to write this report. In the process of writing, students can improve the quality of their works by looking up the relevant materials online and revising their works according to the online evaluation, so as to improve the students' personal writing ability. After the writing, students can also release the articles on Internet for communicating and exchanging comments with other students of other schools or English writing enthusiasts in society, so as to improve students' English writing awareness and writing ability.

In the times of big data, teaching resources for writing is closely related to the big data technology, both the query of writing materials and the implementation of classroom teaching are close related to the big data technology. The teaching of college English should not only include the teaching content, but also include evaluation, by which the teachers can find out more problems of their students in writing, so as to solve these problems and improve the quality of teaching of English writing.

In most of the current large databases that specialize in English teaching and English resources, the teaching system and the evaluation system are separate, and few has formed a unified process of teaching and evaluation, and even some databases do not have an evaluation system, so that under the background of big data, the teaching and evaluation of college English writing cannot be combined scientifically. Therefore, it is necessary to combine the teaching and the evaluation. For example, a university uses online grammar help, online index and other technologies as a way to look up information, at the same time, the university adopts the duplicate checking system of the university as the evaluation system, So it is necessary to combine the data access mode of the external station with the evaluation system in the school, so as to form a vivid connection between teaching and evaluation. Moreover, in the process of evaluation, we can also use the unique "comprehensible input" of big data technology, by means of calculation and analysis in the process of evaluation, and find the different problems of different students, so as to give them the targeted evaluation and comprehensively improve their writing ability.

As the direct transmitter of teaching activities, in the teaching of college English writing under the background of big data times, teachers' ability of information technology has become a direct factor that influences the quality and efficiency of teaching. So, it is necessary to improve the teachers' ability of information technology. At present, the information technology is developing too quickly, and different technologies have different characteristics and operation methods. Therefore, the teachers need to learn and improve constantly, so as to take the best use of big data technology and improve the teaching quality of college English writing.

In the times of big data technology, everyone is not only the transmitter of information, but also the receiver of information. Therefore, the teachers must change their traditional teaching ideas and

regard themselves as students in the classroom, and positively face the challenges that come from the teaching reform in big data times; secondly, it is feasible to improve the teachers' relevant practical skills of information technology by means of training and learning the modern teaching ideas and teaching behavior. For example, in intelligent evaluation, teachers should be good at using the evaluation results that comes from the calculation of big data, and finally take the best use of the evaluation and promote their teaching results.

4. Summary

In short, in big data times, it has brought great changes to the forms and methods of college English writing teaching, so the teachers and workers need to learn and think constantly. In order to improve the teaching efficiency and teaching quality, the teachers should actively deal with the reform of college English writing teaching in big data's time.

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