Problems and Countermeasures of Undergraduate English Teaching in the Big Data Era

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Abstract: With the advanced education in the era of big data, English teaching is pushing forward. Under the background of big data, traditional teaching mode has been changed, and the standard of college students' English ability teaching has been constantly improved according to the needs of the society. At present, undergraduate English teaching focuses on the future direction of talent development, so as to devote itself to the training of professionals. This paper focuses on the problems faced by undergraduate English teaching in the era of big data, and puts forward corresponding solutions to promote the development of undergraduate English teaching in a higher direction.

1. The Impact of Big Data Era on College English Teaching

With the development of the Internet, big data emerges and has a profound impact on the field of education, which has important practical significance and application value. The teaching of English under the big data is of great significance. In terms of learning efficiency, it can promote students' initiative in learning English. As far as English teaching is concerned, a lot of energy and time have been saved. A platform between teachers and students has been set up through the Internet to organically integrate education and technology. Innovatively, Internet teaching has taken shape in many university campuses. And it has been studied and applied by English teaching and learning institutes with a new model. At the same time, in the era of big data, English learning can capture many new resources, increase students' fun and sense of design, and also guide students to learn online independently. Similarly, this mode also promotes the innovation of network technology and makes it make effective progress under the language platform. Big data, that is, the explosive use of information, brings forth new ideas to the traditional education model, which can better promote students to master learning habits and acquire learning information through data analysis. Open Internet education has received widespread attention and attention. Various network courses have also come at an opportune time, bringing many opportunities for big data in the field of education. Teachers are no longer simply instilling grammar for students. Words and vocabulary, but through network resources to tap new teaching models, stimulate students' enthusiasm and interest in learning English, while giving students more opportunities and platforms to show their abilities. Teacher-led transition to student-centered. In the era of big data, more emphasis is laid on students' individualized English learning. By means of differentiated learning modes, students can gradually make up for their shortcomings, which can quickly improve the efficiency of English learning and further expand the space for English learning. But at the same time, it also makes challenges coexist, such as challenges to traditional teaching mode, psychological acceptance of teachers and students, and the disadvantages of the Internet itself. Under the influence of big data, undergraduate English teaching needs further exploration and innovation.

2. Problems of Undergraduate English Teaching in the Big Data Era

2.1 The traditional English teaching concept is deeply rooted.

Traditional teaching mode is the product of the times when education developed. Dozens of students gathered in a large classroom. Teachers used the classroom teaching mode to transfer what

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they knew to students one by one. Teachers have the right to decide what to do at each time of a class. With the advent of education mode in the era of big data, teachers are not the only source and channel of knowledge. Students can learn search courses online, and the network has become the engine of students' learning. More learning resources are available for students to choose for free. But it is also the dominant factor of exam-oriented education in our country, which makes many colleges and universities not really integrate English education into the network, and also has formed a comprehensive impact on this new education model. In addition to recognizing the hard core indicators of English teaching expertise, schools need to recognize information-based teaching to a certain extent, change the traditional teaching mode of thinking, change the roles of students and teachers, and put forward new requirements for students and teachers.

2.2 It is easy to lead to serious polarization in students' English learning.

In the past classroom teaching, students were forced to learn passively. For some students with poor self-control ability, classroom teaching is an indirect constraint. The big data network teaching mode provides students with enough free learning time. For the students with stronger binding force, they can clearly realize where their shortcomings are and study and train with pertinence. The effect may be multiplied with half the effort. Compared with traditional teaching, it plays an optimized and upgraded role, and can really let students understand and apply. But similarly, for the students with weak self-control, under the supervision of teachers, students may achieve a good result in the atmosphere of learning together. But let oneself study online, one is that the concept of time is not well grasped, and can not set goals and plans for oneself like classroom learning. On the other hand, although online learning is efficient and convenient, it is full of all kinds of unhealthy things, which will also induce students to fall into online games. Therefore, the big data teaching mode is extremely easy to lead to serious polarization of students.

2.3 The assessment standard is a Challenge

English teaching assessment system includes attendance, homework, classroom questioning, random performance and so on. It is very difficult for big data English teaching to form a systematic assessment mechanism for students, and it is impossible to make a fair analysis of the learning effect of each student's learning time. Students' English proficiency is uneven. Some students may spend half an hour to complete an hour's workload, and the rest of the time is not supervised. It is extremely easy to form inertia mentality. Teachers have no way to witness each student's learning state, which causes great difficulties in assessment.

2.4 English is not very valuable in teaching.

The ultimate goal of English teaching is to highlight the value of language use and communicative use. At present, although English teaching effectively incorporates Internet technology, it still can not get rid of the shackles of examination-oriented education. Even though most of the content is presented in the form of ppt, students still spend most of their time taking notes. Emphasis is placed on vocabulary and grammar learning, but neglect of classroom communication, resulting in mechanization of English learning, so that students do not have the ability to use English language.

2.5 It is Lack of innovation in English teaching methods

Although multimedia technology is integrated into undergraduate colleges and universities, it still follows the model of copying. In undergraduate English teaching, most students' English reading ability is poor. In the examination, Mongolia is the main method. The teaching of reading can not fully arouse the enthusiasm of students. Students' participation is not strong. They lack English learning methods and enthusiasm.

3. Strategies for Undergraduate English Teaching in the Big Data Era

3.1 Break through the traditional English teaching idea and try the network teaching mode

First of all, we should improve the awareness of network teaching and encourage teachers and students to accept Internet teaching on the basis of traditional teaching. Use the Internet to make courseware and use multimedia to disseminate lecture content. Through the network system to summarize the context of knowledge, so that students can more clearly understand and digest the content of the teacher's lecture. Once confusion arises, courseware content can be copied to U disk and hard disk. It is convenient to study after class. In addition, online learning will have accurate English pronunciation, so that students can read English intensively and master English audio-visual content more professionally. Internet English teaching mainly focuses on online teaching. Face-to-face teaching is confined to the space. Students sit in class and teachers speak face to face. Electronic products have become a tool to assist teachers in teaching in the learning environment. Forming a state of combination and complimentarily, the classroom is still dominated by teachers. Online teaching, no time limit, location and audience groups. Using technology-driven, online recording courses, can achieve "learning" and "learning" as one. When learning difficulties arise, the video courseware can be repeated for review. Generally speaking, under the influence of big data internet, English teaching is based on the teaching object, characteristics, teaching content, equipment and other derived teaching mode system, which integrates multi-media operation, teacher teaching, group discussion, computer experiment, network learning and other modes, and has strong plasticity and teaching significance.

3.2 Focus on opportunities for interaction between teachers, students and students

The shortcoming of internet teaching is that the chances of communication between teachers and students are reduced. Teachers can not clearly understand each student's knowledge shortcomings, nor can they clearly know the degree of students' knowledge. Therefore, under the influence of the Internet big data platform, students are given more practical opportunities. Including English scene simulation teaching. Given a scenario, let the students play freely, in the form of group display, let the students have as many opportunities as possible to perform on the stage. Divide the students of different levels into a group, so that they can grow together with advantages and disadvantages. In addition, there should be a three-minute presentation of English speeches before individual classes to enhance the ability of individual English language expression and guide students to watch online courses with a correct attitude. Take the essence from it and stop students' wrong thinking: "we can not listen to teacher in class, but use multimedia to help us after class". Encourage micro-class teaching and cooperative teaching mode. Set up the AAP's entrance of the independent English teaching system of the school, the students of the school can login freely, update the contents of the system in time, and form a complete online English teaching standardization system. So that English can be truly learned and applied. To stimulate students' enthusiasm and desire to explore knowledge and create a healthy and positive atmosphere for English learning. Let the students know English positively, make the thinking of English learning more flexible, take the cultivation of students' individual English ability as the starting point, improve the English teaching level of undergraduate colleges and universities in an all-round way.

3.3 Strengthen English Learning Objectives and Establish Reasonable Evaluation and Assessment Mechanism

In undergraduate English teaching, stratified teaching method is applied to teach students in accordance with their aptitude in the process of learning. According to the actual needs of employment, we should timely supplement and improve the new content. Reasonable application of multimedia technology will make the hard English vivid, let students experience the essence of English with their senses, use Internet technology to design courseware, open up a variety of English teaching concepts, expand and update classroom content. At the same time, it is necessary to establish a reasonable evaluation mechanism. On the one hand, we should select excellent

English teaching courses for English teachers and excellent courses, and carry out regular English open class learning. We should set up teachers' role models, formulate corresponding incentive policies, and mobilize teachers' enthusiasm in English teaching. It is necessary to establish a performance appraisal system for teachers in line with the laws of education and teaching and the characteristics of teachers' profession, so as to provide a system guarantee for the distribution of performance wages to better reflect teachers' achievements and contributions and better play the incentive function. On the other hand, the perfection of the student evaluation system does not blindly encourage the students who rank in the top several grades each time, but is divided into progressive awards, individual skills awards, best learning ability awards and so on, to give more people performance and award-winning opportunities, so as to achieve all-round coverage of English teaching.

3.4 Highlighting the Use Value of English Teaching and Innovating Teaching Methods

To improve the practicability of English teaching, should fully consider students' acceptance level and ability, pay attention to students' English communication and use. At the same time, we should innovate English teaching methods to cultivate students' ability to learn and use in daily life. For example, in view of students' interest in English learning, according to the characteristics of English curriculum, reform the content of English teaching curriculum. Produce PPT courseware and provide voice room for students to practice English. With multimedia equipment as the medium, students can answer questions and solve puzzles, improve teaching methods, make English classroom more targeted and focused, and make students more easily accept and understand the English language. To cultivate the sense of "innovation" in English teaching. Starting from the actual job needs of enterprises, we should cultivate compound, open, innovative and applied English talents. Emphasis should be placed on cultivating students' creative thinking ability and stimulating their imagination in learning English. Establish a school-enterprise joint system, with the training of enterprise-oriented applied talents as the orientation, change the revised curriculum according to the needs of enterprises, pay attention to the training and cultivation of students' practical ability, and investigate the situation of industry English, so as to make English teaching in undergraduate colleges and universities more employment-oriented.

4. Conclusion

The advent of big data era provides an opportunity for college English teaching. Make full use of the advantages of Internet technology to lead students to learn knowledge actively. At present, there are still some loopholes and problems in English teaching in undergraduate colleges and universities in the era of big data. It is necessary to combine Internet technology with the actual situation of undergraduate colleges and universities, innovate teaching mode, change traditional educational thinking, integrate English teaching with the real society, maximize the effect and serve students better in employment.

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