

Research on College English Writing Teaching Reform in Big Data Era

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Abstract: English writing is an important part of college English teaching, which profoundly reflects the breadth and depth of students' language knowledge. The era of big data requires a new teaching model and teaching methods for English writing. Based on the technology and concept of big data, this paper analyzes the impact of big data on college English writing teaching, and the lack of systematic writing teaching in college English writing teaching, lack of innovation in writing teaching and outdated writing teaching mode. The reform measures of English writing teaching in the era of big data in the university: we should reform the teaching mode of English writing, improve the information technology level of English teachers, give full play to the role of English writing corpus, conduct diversified evaluation of English writing teaching, and strengthen the cultivation of students' English writing with critical thinking ability.

1. Introduction

Big data refers to a large-scale data collection that is difficult to capture, store, manage, and analyze in a certain time. It needs to be updated methods and means to explore its advantages in decision-making and process optimization. Big data is another subversive technological revolution in the information technology field compared to small data. Big data brings a new concept of time and space, which in turn leads to new ways of behavior, ways of thinking and learning. In the era of big data, data comes from the cooperation between users. Users are both users of data and producers. Massive data enables humans to shift from exploring causality to focusing on related relationships. In the era of big data, it faces a huge and complicated data stream data set, but scientifically and reasonably analyzes and summarizes the data, which can be extracted into the information used. In the era of big data, it has the following characteristics: users are users and providers of information; collating and analyzing big data can find out existing rules, predict and analyze the future, and provide basis for decision-making. To confirm some of the conclusions, data was previously obtained through sample surveys, and now it is easy to implement by collecting data cloud computing. Big data has revolutionized people's traditional ways of thinking. The combination of big data and education and teaching can help predict and evaluate teaching behavior, promote scientific decision-making, and improve the rich teaching evaluation methods. Through the rich means provided by big data, combined with appropriate teaching reforms, students' ability to innovate will be improved, laying the foundation for the full realization of the training objectives at all levels.

As a form of written expression, English writing is more and more valued. It is a comprehensive expression of English language proficiency and an actual reflection of English learning. It profoundly reflects the breadth and depth of students' language knowledge. Through learning writing, students can improve their language organization skills, build a systematic English knowledge system, improve the accuracy of using English, expand their English vocabulary, improve their logical thinking and problem-solving skills, and at the same time, for reading, listening, speaking and translation have a positive effect. The characteristics of the era of big data, for college English writing teaching, including writing teaching resources, writing purposes, writing content and organization, writing aids and tools, writing evaluation and writing ability, bring about changes from concept to behavior, etc. It brings new opportunities and challenges to the reform of

college English writing teaching. Compared with the traditional writing teaching mode, the new teaching mode based on big data technology has better teaching effectiveness. This is due to the comprehensive integration of English writing and big data means, which simplifies the traditional teaching mode objectively, and stimulates the enthusiasm and interest of students in English writing while creating a fun atmosphere. It can be seen that under the current situation of colleges and universities, it is urgent to reconstruct the teaching process and teaching mode of writing teaching to ensure that big data technology is fully infiltrated into English writing teaching. In the process of teaching reform, teachers should fully understand the important role of big data, conduct in-depth research on network resources, and improve students' English writing ability.

2. Basic Characteristics in Big Data Era

The era of big data is based on modern Internet channels such as the Internet and the Internet of Things. It collects a large amount of data resources and applies information ages such as data storage, value refining and intelligent processing. In this era, people can get valuable knowledge that can be transformed into people's lifestyle changes from almost any data. The basic characteristics of the big data era are reflected in the following aspects:

(1) Sociality. In the era of big data, from a social point of view, computer networks have enabled more and more fields to replace product circulation with data circulation, to transform production into services, to transform industrial labor into information labor, and products of information labor do not need to leave the original possessors. It can be bought and sold and exchanged, and it can be copied and distributed in large quantities through computer networks without additional cost. The increase in value is realized by knowledge rather than manual labor. The main tool to realize this value is computer software.

(2) Universality. In the era of big data, with the rapid rise and widespread application of computer and Internet technologies, it not only promotes the development of related fields such as natural sciences and humanities, but also fully integrates into people's social life. People have collected and applied data in different fields to an unprecedented degree. At the same time, the way data is generated, stored and processed which has undergone revolutionary changes. With the in-depth promotion and wide application of big data, people's work and life will gradually become digitization.

(3) Openness. In the era of big data, it shows a multidimensional picture from the disclosure of information to the evolution of data technology. As technology continues to evolve, more and more data will be opened and cross-used. In this process, although the protection of user privacy will be considered, the open and public network environment is the general trend. This openness and publicity depends on several open web platforms or cloud computing services, as well as a range of legally supported or socially recognized data standards and specifications.

(4) Dynamic. People use the computer and Internet technology to enter the era of big data, fully embodies that big data is real-time dynamic data based on the Internet, rather than information generated under historical or strict control environment. Since data can be generated anytime and anywhere, not only the collection of data materials is dynamic, but also data storage technology, processing technology and analysis technology can be updated at any time, that is, the tools for processing data are also dynamic, ensuring data application in timeliness.

3. Existing Problems in College English Writing Teaching

For a long time, college English education has attached importance to knowledge learning and despised the status quo of knowledge output, resulting in students' writing level is not high. There are still many problems in the actual teaching processes; the specific performance is as follows:

(1) English writing teaching lacks systemic. The writing of English writing materials is insufficiently focused and lacks systematic planning. In English teaching, writing is as important as vocabulary accumulation and reading comprehension. It should be given enough attention to fully improve students' English proficiency. However, in traditional English teaching, many teachers do

not pay much attention to the cultivation of students' writing ability, which leads to students not being able to write independently. Only relying on a small amount of writing practice in the teaching materials cannot effectively improve the writing ability.

(2) English writing teaching lacks innovation. Traditional English writing teaching, mainly in the classroom, is mainly taught by teachers. Students can only practice after class, ignoring the subjective initiative of students and narrowing the space for innovation. The teacher's explanation is mainly based on excellent essays. Students are more imitations of excellent essays, and it named "finished teaching method." If the student does not follow the teacher's rules, the score will be lower. This kind of writing teaching method limits the innovation of students and makes students lose interest.

(3) English writing teaching model is outdated. Writing is a continuous process of finding the most effective language for the exchange of thoughts and feelings. It is a cycle of complex psychological cognition, thinking creation and social interaction. The traditional teaching model lacks guidance for students and does not input enough information for students. The writing process is simply a process of material translation, lack of dialogue and collision of ideas, lack of creative thinking and internalization of knowledge. Students' ideas cannot be opened, writing interests are blocked, and writing motivation and creativity are suppressed.

(4) Teacher-centered writing evaluation. Teacher correction and student writing are two separate stages and lack direct interaction. Due to the lack of effective supervision measures for teachers, the corrections are as a form. The teacher's revised composition does not attract the attention of the students. The students only care about the results, rarely study the comments and revisions, and rarely rewrite the teachers' comments on the content. Students lose the opportunity to improve their writing skills through teacher evaluation, and the same mistakes will still appear in next essays.

4. Influence of Big Data on College English Writing Teaching

The wide application of big data technology has broadened the horizon of English writing, changed the rigid writing ideas, and also helped to present diverse writing resources. Specifically, the impact of big data on college English writing teaching is as follows:

(1) Plentiful writing resources. Traditional college English writing teaching, writing resources mainly from textbook knowledge and daily life, writing resources are very limited. Big data provides rich network resources for teaching work, and also includes a variety of corpora and search engines, creating conditions for obtaining a large amount of writing materials, and making the composition more plentiful. In the process of writing, you can also read through the Internet, master more writing skills, improve writing level, and make writing resources more flexible.

(2) Changed the way of writing. Traditional English writing relies on pen and ink, and the teacher collects the assignments. After the review, the students return to the students, and the students can see the comments, wasting time, and adding intermediate links. In the era of big data, teaching is not limited by the classroom, using the network to expand the teaching space, using the graphic and textual way to write English in the virtual space, using social software to develop interaction between teachers and students, using WeChat group to exchange materials, push essays and modify sentence patterns. Writing ability has improved significantly.

(3) Inspired the enthusiasm for writing. The English writing method in the context of big data can realize online interaction. In a sense, online interaction is a kind of "game". After the student submits the work, the revised comments and specific scores will be available soon, and the changes can be submitted again. This way of human-computer interaction enhances self-efficacy in the process of continuous modification and submission. This interesting interactive environment created by big data can effectively stimulate students' writing enthusiasm.

(4) Improve writing efficiency. Traditional English writing lacks real situations and emotional factors. The writing feedback and evaluation forms are too monotonous to stimulate students' interest and write inefficiency. Based on the big data platform, the English writing teaching is fully integrated, providing students with independent learning, multiple interactions, cooperative learning and resource sharing. The students' initiative and enthusiasm are fully mobilized, so that students'

innovative thinking and practical ability are the integration process has been effectively improved.

5. Measures on College English Writing Teaching Reform in Big Data Era

Based on the technology and concept of big data, aiming at the problems existing in college English writing teaching, combined with the influence of big data on college English writing teaching, the reform measures of college English writing teaching in the era of big data in this paper are as follows:

(1) Constantly reform the teaching mode of English writing. The purpose of English learning is to improve the ability to use language. Writing is the concrete expression of language use. The writing process is also the process of language use. The traditional teaching mode cannot meet the needs of the era of big data. Teachers must make changes, take students as the main body of teaching, use informational big data, reform teaching modes, stimulate students' interest, and lead students to break through writing limitations. The reform of college English writing teaching in the era of big data must use language as an important foundation for English learning, help students to fully understand the content of English writing, and introduce the distinctive features of the era of big data into the teaching of college English writing, so that students can actively carry out Writing, changing the passive situation of tradition. Teachers need to have a broad teaching thinking, design teaching programs from all angles, and carry out diversified writing teaching.

(2) Improve the information technology level of English teachers. College English writing teaching should make full use of big data technology to improve the effectiveness of writing teaching, and also need to improve the information technology level of teachers. If the teacher does not know how to operate the relevant platform, the teaching method will not be effectively improved. Teachers should actively adapt to the development of the era of big data, actively change the original teaching methods, and experience the joy brought by the new teaching methods as soon as possible; strengthen the basic information processing technology training for English teachers, so that they can quickly and effectively search for information used in teaching to form a language. The teaching plan of teaching rules; the application of information technology in college English writing teaching requires cross-border cooperation between English teachers and information workers. English teachers must understand the rules of teaching and understand the characteristics of information technology to technicians and propose specific requirements for developing new systems, new applications, or new features.

(3) Give full play to the role of the English writing corpus. The corpus is the basic unit that constitutes the corpus. The corpus is the basic resource that carries the language knowledge based on the computer. The corpus represents a large database formed by the integration of information technology in English learning information. It has the characteristics of large capacity, authenticity and fast retrieval. It is applied to college English writing. Students can search for materials related to writing content and use information technology. The content of the writing is quantitatively analyzed to solve the problem in a targeted manner. You can also read English articles in the corpus, and learn more writing methods in a subtle way to effectively broaden your writing horizons. Under the guidance of teachers, students use the corpus to search before writing, obtain relevant writing materials, and conduct in-depth research in a targeted manner. The corpus can also be used to analyze the writing structure, transform the way of writing, and ultimately improve the English writing ability.

(4) Conduct a variety of English writing teaching evaluation. Writing evaluation is an organized activity designed to improve writing teaching. In the era of big data, the connotation of writing ability has changed, and the goal of writing teaching has to be adjusted accordingly, emphasizing the diversification of writing evaluation methods. The subject of writing evaluation changes, teachers are still the most important subject in writing evaluation. Teachers' feedback plays an important role in improving students' writing level. Students are another important subject of writing evaluation. Student mutual evaluation and student self-evaluation have complementary functions. It is implemented the educational philosophy of cooperative learning. Changes in writing evaluation methods, formative evaluation, evaluation of works of different genres, can fully reflect

students' comprehensive writing ability; summative evaluation, evaluation of written products submitted by students, provide corpus for subsequent teaching and research; portfolio evaluation, collecting students' works at different stages, is conducive to observing the entire learning process and more comprehensively reflecting the improvement process of students' comprehensive writing ability.

(5) Strengthen the cultivation of students' thinking ability in English writing. The ability to think has both cognitive and emotional factors, and also accepts the supervision of metacognition, including understanding, analysis, synthesis, judgment, reasoning, application and evaluation. In English writing, language ability and speculative ability complement each other. While emphasizing language accuracy and rhetoric richness, we should pay more attention to the critical excavation of the subject, the accurate grasp of the logical form and the creative use of language. Emphasis on the cultivation of speculative ability and the improvement of writing teaching methods will help to abandon the shortcomings of traditional teaching and open up students' innovative thinking. The ability to think with the help of big data provides a more effective training model: with plentiful network resources, collect inspiring and targeted writing topics; make fully use of the analysis and synthesis of big data, predict learning behavior, improve teaching methods; relying on the convenience provided by network technology, actively carry out teacher-student interaction; enrich teaching methods and explore new models to stimulate students' thinking.

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