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Research Article

High Quality English Teaching for Food Specialty in Big Data Era

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Abstract: Social network, electronic commerce and mobile communication have brought the human society into a big data era with "PB" as unit. The developing big data era has brought great changes in the fields of sociology, economics and politics. In this study, it takes the basic conditions of large data era as the starting point, discussing the implementation of high quality English teaching for food specialty in the era of big data, combining with the application of large data in the field of education.

Keywords: English teaching for food specialty, Era of big data

INTRODUCTION

The appearance of cloud computing can provide convenience for the English teaching for food specialty, it can make some difficult teaching content and cultural connotation be visually displayed that are difficult to be expressed by traditional means, deepening the students' understanding and stimulating students' language learning interest, this study discusses the several aspects in English for food specialty learning. Some effective solutions In order to improve teaching methods from through discussing the teaching quality and train high-level professionals for food industry.

After 2013, it can be called as "the first year of big data". After many years of accumulation, with the basic technology conditions, as well as the amount of data, business and profit model are developed to a certain degree and the impact of big data on human society has began to be appeared. And big data can not simply refer to the huge amount of data, it also means the arrival of the big data era, which did not only rely on the accumulation of years of data to form, but it had complex and objective basic conditions. Therefore, analysis on these conditions can be a premise for having comprehensive and correct understanding in the era of big data, as well as its generating reasons and developing prospect.

It can be seen from the trend of the development of computer hardware within the decades. The development of hardware development can play a solid foundation for improving the performance of computer, which can create the conditions for the amount of data accumulation and data processing capabilities. According to the statistical data, it shows, "until 2012, the data amount of human production of all printed materials is 200 PB, the data amount of all the words of human history that were said is about 5 EB, while in the past two years, the total data can account for 90% of the total human history data and it can be expected, till 2020, it can generate 35 ZB data, which can be equal to 44 times amount of the data in today." (Note: 1024 GB = 1 TB, 1024 TB = 1 PB and 1024 PB = 1EB, 1024 EB = 1 ZB, which can be shown in Fig. 1). The reason why the amount of human society data can be increased in level of growth in recent years than that of in the past lies in the great progress of digital technology. Information in the Printing Era of information can be easily realized stored and reproduced after the digital transition, which made "knowledge explosion" become reality, therefore, it can have the growing size of data that the data in the era of traditional media cannot be compared with naturally.

MATERIALS AND METHODS

Application of big data in the field of education: Big data can not only create economic value, but also can have potential scientific value and social value. Big data has shaken all aspects of the world, which can affect people's value system, knowledge system and life style. The typical application of big data in the field of education is MOOC.

Large scale online courses: MOOC is a kind of large-scale online courses, the concept was first proposed in 2008, in 2011 it had real development and caused widespread concern. In 2012, the top universities in the United States gradually set up network learning platform, which can provide free classes on the Internet. It was sourced in Stanford's Udacity, Coursera as well as EDX set up by MIT and Harvard, therefore, the three leading mainstream institutions of MOOC in the

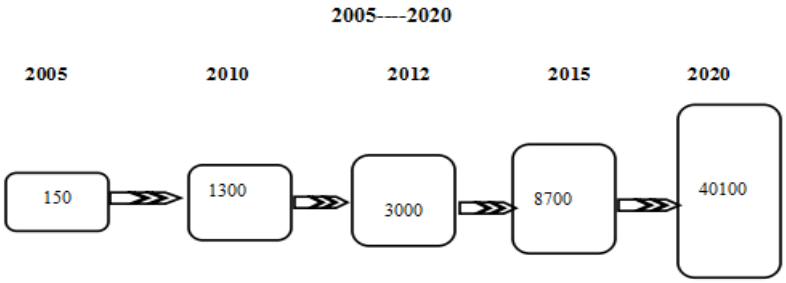

Fig. 1: The development of the volume of global information data

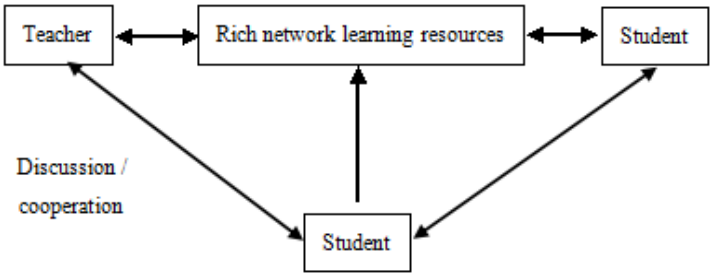

Fig. 2: Teaching mode in big data era

worldwide are also engaged themselves more and more in the universities' online course (Fig. 2). MOOC can integrate with the digital resources with the various social networking tools in a variety of forms, so as to form diversified learning tools and abundant course resources. It breaks through the restriction of traditional curriculum time, space, as well as the number of class, relying on the Internet, which can enable learners around the world to be free to learn at home and abroad from the well-known colleges and universities curriculum. MOOC is a complete teaching mode, with the aspects of participation, feedback, homework, discussion, evaluation, examination and some other aspects. MOOC platform can acquire large amount of the process data automatically during the process of teaching, including the required time that each student complete the knowledge point, the times of proposing question and having communication, as well as the completion of homework and so on. Therefore, teachers can dig data through mining and analyzing mass data of these systems, which also can make an assessment and make prediction on students' learning behavior. The three leading mainstream institutions of MOOC in foreign countries are just the new trend of network course and a typical representative. There are some other institutions in the rapid rise, which are mainly for the elementary education, lifelong education, vocational education in different areas of online learning website. There is micro class and the micro course that is related with the MOOC. Colleges and universities with good quality should conform to the trend of social development, absorbing the nutrition from the flipped classroom, so as to enter the micro class and micro courses under the impetus of the storm of MOOC, engaging themselves into the education forms namely, flipped classroom, MOOC as well as the micro course in big data era.

RESULTS AND DISCUSSION

The realization of personalized education: The researching object of pedagogy is people, who is the subject of teaching and learning. It is an open, complex and existing system with many differences, therefore, it is difficult to obtain quantitative data from a large number of teaching and learning process. Therefore, most of the traditional teaching research is mainly based on qualitative analysis, aided with some quantitative analysis. While the appearance of MOOC can enable researchers to obtain large and comprehensive data, moreover, it can combine the qualitative research and quantitative research through data digging, so as to make the research more systematic, targeted and scientific. The arrival of big data era can make the field of educational research transform from the macro group to micro individuals, therefore, tracking each learner data is no longer difficult, which can realize the meticulous personalized education in the real meaning, thus, it can be shown as Fig. 3.

Development direction of high quality English teaching for food specialty: The high quality English teaching for food specialty is targeted to provide service for the training of high skilled personnel in production, construction, service and management of the first line, so as to cultivate students' comprehensive quality which is also an important course to improve the vocational

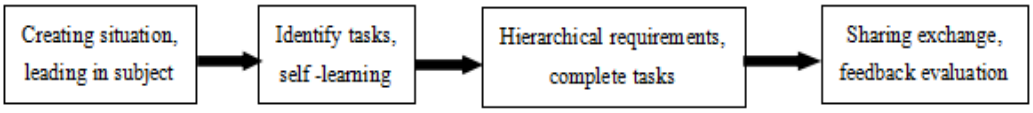

Fig. 3: Teacher-student interaction model in big data era

ability of the sustainable development. Frawley and Lantolf (1985) at present, the high quality English teaching for food specialty in Colleges and universities should follow the new standards, which is not so clearly required by the standard "practical oriented, use enough". Now the high quality English education should focus on improving students' language application ability, professional skills as well as professionalism, so as to promote students' all-round development; secondly, it should also pay attention to the integration of English with industries for different professional students during the learning process, so as to promote and strengthen the practice and the profession features for learning English, according to the characteristics of different professions, as well as the career needs, taking the students' development as the basis for meeting different teaching requirements, providing students with a variety of learning options, which can fully reflect the principle of teaching students according to their aptitude, as well as the principle of classification guidance (De Guerero, 1987).

The realization of high quality English teaching for food specialty in big data era: The large-scale online courses in big data era have brought a great impact on the traditional education. The development of high quality English teaching for food specialty is under the background of such an era, if it can not follow the laws of development, it will soon be eliminated by the era of big data (Saville-Troike, 1988). It can essentially change the traditional mode of education and learning. Based on cloud computing technology, remote foreign language teaching can be realized through many kinds of channels (network virtual classroom, online communication, e-mail, etc.) with flexible teaching modes. For example, when it carries on the oral English learning based on cloud computing, students can decide and choose their own discourse theme on the basis of autonomous learning demands, taking advantage of the spoken English corpus of the corresponding learning resources collection, then students can have training sessions on the network completely in the context of the target language. Based on the Web corpus and cloud computing, we can also analyze the errors that students made in English writing. Then, English teachers can analyze and sum up the weak points of the students by using the network data for individual and group, so as to make a targeted teaching improvement and adjustment in the classroom.

High quality English teaching for food specialty course design: According to learning resources integration and service concept of big data era, the main content of high quality English teaching for food specialty curriculum design should be including teaching objectives, syllabus, courseware, exercises and Q and A, exchanging and discussion (Pinker and Bloom, 1990). Then goal of high quality English teaching for food specialty is to cultivate students' ability to use English, so as to meet the needs of their oral and written communication in work and society. The curriculum outline should ensure that students are in the main body position during the teaching process, which can fully mobilize the enthusiasm of both teachers and students (Aljaafreh and Lantolf, 1994).

CONCLUSION

The content of courseware should use online resources to increase the freshness of reading materials, by using multimedia technology to assist teaching, with the form of network session, group collaboration and other forms of teaching. The design of practice should be from the shallow to the deep, generating exercise library, so as to make students with different basis choose suitable exercises for their own level, communicating with teachers by means of sending e-mail. Thus, teachers can also create a discussion group among the students, so as to provide students a space for the exchanging mutual learning experience and discussing the learning experience.

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