

Chinese Culture Education in College Chinese Teaching Based on Big Data

Lanqing Zhang*

Jiangxi Teachers College, Jiangxi 335000, China

1529199205@qq.com

**corresponding author*

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Abstract: With the advancement of society and the increase of computer, network and digital media technology, big data technology has become an indispensable part of the modern service industry. Big data technology has been developed in all aspects of the education industry, and the proportion of the value of products and services created has gradually increased. Big data plays an important role in technology in language teaching and other aspects. This article mainly introduces the research of Chinese teaching reform based on the era of big data. This article uses the research of Chinese culture education in Chinese teaching in colleges and universities based on big data, starting from the two aspects of Chinese teaching and Chinese culture, and rationally analyzes the feasibility of Chinese teaching reform. From the labor market in our country, the demand for Chinese culture talents is concentrated on applied talents, but the purpose of language teaching in many schools is mostly in traditional research-based teaching, resulting in a decline in the quality of education, and it is difficult to meet the market's demand for applied talents in Chinese culture and classroom reforms. It is the main body that determines the course content and teaching mode. The experimental results of this paper show that based on the research of Chinese culture education in Chinese teaching in the era of big data, the efficiency of Chinese teaching has increased by 18%. The current situation of Chinese teaching reform in the era of big data and the limitations of research are important to the cultivation of Chinese culture in the era of big data. Methods and approaches are analyzed, discussed and summarized so as to enrich the academic research results.

1. Introduction

At present, Chinese language teaching in our country has been vigorously developed and made great progress. It has deepened people's understanding of the relationship between the professional curriculum reform and the new Chinese curriculum reform, and clarified the goals and theoretical foundations of the professional curriculum reform, and the professional curriculum system currently exists. There is a clear understanding of the problem and its causes, so that the curriculum reform of

the major has more basis and connotation, rather than blindly proceeding [1-2]. And we must see the social factors related to Chinese teaching: such as educational policies, policies, teachers, school and family environment, regional economic and cultural foundations and other external factors, and even pay attention to learners' personalities, ages, cognitive styles and their learning Internal factors such as psychology [3-4].

Our country's educational history for thousands of years has always been exam-oriented education, not quality education [5-6]. In real life, despite the advocacy of quality education for many years and the fierce competition of the college entrance examination, students in colleges and universities are under great pressure to study, and they are in the afternoon self-study classes in ordinary colleges and universities [7-8]. Salem J believes that Chinese culture improves students' ideological and moral aspects during the teenage years, neglecting the cultivation of self-cultivation and the recognition of social responsibility [9]. And Basseri H R feels that the classics of Chinese learning after thousands of years of sand washing, still maintain a strong vitality, because it contains profound human business, philosophical life experience, delicate emotions and unique aesthetics [10]. Therefore, the education of Chinese culture for students in the middle school stage allows students to be deeply influenced by our traditional culture, which is conducive to cultivating our students' excellent moral character and the formation of correct outlook on life and values. However, there are errors in their experimental process, which leads to inaccurate results.

The innovation of this article is to put forward the research based on the reform of Chinese teaching in the era of big data. This article talks about the meaning of Guoxue from the connotation of Guoxue, based on the actual values of current Chinese college students, excavates the available resources from the Guoxue culture, and analyzes the significance and feasibility of the integration of Guoxue education into the cultivation of college students' values, analyzed the current situation and reasons of the lack of Chinese culture education in the cultivation of college students' values, and further proposed suggestions for integrating Chinese culture education into the cultivation of college students' values. This part proposes corresponding countermeasures for the problems existing in the reform of Chinese teaching, that is, formulating scientific talent training goals, innovating training models, and strengthening the construction of teaching staff, aim to find a new path suitable for the reform and development of Chinese teaching in the current big data environment through this research.

2. Chinese Teaching in the Environment of Big Data

2.1. Chinese Teaching Environment

The reform of college Chinese teaching focuses on how to improve students' comprehensive English ability. This is also the requirement of the society and the job market for the cultivation of university talents. "Xiu Qi Zhiping" is derived from "cultivating one's body, aligning the family, governing the country, and pacing the world" in "The University". Its meaning is obvious. He emphasizes the relationship between self-cultivation and governance of the family, governing the country, and calming the world, and shows the harmony of society, the stability of the country requires the joint maintenance of people in society. People must first consciously cultivate themselves. Whether it is a commoner, a nobleman, or an emperor, everyone must abide by the principle of self-cultivation. Only when self-cultivation makes oneself talented can he manage it. Good one's own manor, and then assist the monarch to manage the country well, to achieve the ultimate goal of peace in the world. This is in line with what our modern society advocates. Only when a small family is safe and happy can we concentrate on everyone's cause.

The relevance of Chinese culture and audiences, in addition to content fun, modern communicators, in order to make the culture more popular and accepted by the audience, media

culture producers pay more and more attention to the relevance of culture and audiences. Traditional Chinese culture teaching is a model that focuses more on "learning" rather than "teaching". Students turn from passive receivers of knowledge to active builders of knowledge and the main body of learning activities. Appropriate application of this function can design an effective algorithm in internal path planning, which has the following form.

$$X'_{ij} = \frac{x_{ij}}{x_{i \max j}} \quad (1)$$

An autoregressive AR(P) model of Chinese classroom education refers to time series and has the following form.

$$X_t = \sum_{i=1}^p a_i x_{t-i} + \varepsilon_t \quad (2)$$

Where is ε_t the learning impact factor, which can be expressed as:

$$X_t = \sum_{j=0}^q \theta_j \varepsilon_{t-j} \quad (3)$$

2.2. Methods of Chinese Teaching Reform

The reform of college English teaching focuses on how to improve students' comprehensive English ability. This is also the requirement of the society and the job market for the cultivation of university talents. In the reform of English teaching, teachers should emancipate their minds and actively learn advanced educational theories and teaching methods; students should work hard to learn independently, improve their comprehensive ability to use English, and improve their comprehensive knowledge of English speaking. Teachers should cultivate college students' comprehensive ability to use English, and cultivate more English talents according to the needs of society and the job market. The comprehensive ability to use English is mainly manifested in two aspects, first is the language communication ability, and second is the cross-cultural communication ability. After nearly ten years of English learning, college English learning can be said to be a continuation of the English learning state in the middle and high school era. Most of the training and development of listening and other skills, "Dumb English and Deaf English" has not been improved; English classes have become dispensable; English learning is based on motivation and goals for English test. This has led to the comprehensive use of English for many college graduates, and even the two-minute personal introduction in English has become difficult.

Under the traditional teaching model, the knowledge of English is unreasonable, and the comprehensive ability of English can not meet the needs of the society. American linguist Thrall pointed out that language cannot exist without culture, because it does not require the improvement of college students' cultural literacy. This is not only a requirement of the times for college students, but also in line with our direction of training foreign language talents. Because language itself is a part of culture, it plays an important role in the learning and dissemination of culture. The ability to use English of university students is the top priority of English teaching research. Such as the input of English knowledge, how to improve the ability to use English language, how to learn autonomous and individualized learning ability of college students and so on.

3. Chinese Culture and Education under Big Data

3.1. Status Quo of Traditional Chinese Culture Education

It is said that teaching is like "crossing people". It is a systematic project. It should not only pay attention to the production of the raft, but also the purpose and meaning of the person to be crossed. It involves many factors such as the determination of goals and meanings, the production and selection of carriers, the way of transition, and the achievement of transition goals. This article makes a systematic combing of the development process of domestic and foreign curriculum concepts from ancient times to the present, found that before the beginning of the 20th century, the connotation of the word "course" in both Chinese and English refers more to the relatively static "learning content"; in the early 20th century, the concept of "course" began to include "The elements of process design; since the middle and late 20th century, curriculum concepts such as "curriculum as teacher's experience" and "curriculum as student's experience" have emerged, and they have begun to pay attention to the initiative of teachers in the context of educational practice and the "master plan" Realization of students.

It can be defined from different angles. For example, scholars such as Long Anbang and Fan Wei define curriculum reform from two perspectives: the level of reform and the path of reform. They believe that from the perspective of the reform level, there are personal-level curriculum reforms, school-level curriculum reforms, regional curriculum reforms, scholarly-led experimental curriculum reforms, and national-level curriculum reforms; from the reform path Look, curriculum reform has two different paths, top-down and bottom-up. There have always been different views on the elements of curriculum reform, that is, what main content should be included in curriculum reform. This is mainly because people have different understandings of the concept of "curriculum" and its elements.

3.2. Methods of Chinese Learning Teaching Reform

The literature research method refers to various literatures related to Chinese culture education and value cultivation, conducts research, analyzes the essence of Chinese traditional culture-Chinese culture, and integrates the meaning and function of the cultivation of college students' values. Use various effective ways to inquire relevant literature on Chinese culture education and value cultivation, further sort out the valuable and helpful materials for the article, and use the guidelines and policies issued by the country as the basis to choose favorable ways to make reasonable suggestions. Investigation and research method, choose a combination of questionnaire survey and interview survey. Due to the limitations of various aspects, I use sample questionnaires to investigate the key content involved in the article, and only colleges and universities are the representatives. The questionnaire does not need to be signed in order to obtain a true answer.

In addition, we use the method of interview and investigation to talk with college Chinese education experts and teachers. In addition to understanding the basic information related to the paper, conduct a more in-depth investigation of the core issues that need to be studied in the article. The case analysis method combines the research purpose of this article, and takes the author's university as an example to explore the role played by the education of Chinese culture and the values of college students. Guide colleges and universities to combine their own actual conditions, give full play to the advantages of Chinese learning, formulate talent training programs that are conducive to student growth and talent, and integrate them into the corresponding ideological and moral education-related curriculum system. Thereby, the development of Chinese studies education in colleges and universities is targeted, and further exploration and research are carried out. The

specific results are shown in Table 1.

Table 1. Functional syllabuses

Function	Identifying	Enquiring
Agreeing	Suggesting	Greeting
Offering	advising	Warning
Notion	Time	Existence
Direction	Ownership	Cause

4. Classroom Reform under Big Data

4.1. Development Process of Chinese Teaching Reform

Traditional Chinese culture communication mostly uses books as the dissemination carrier, and the audience obtains the Chinese culture culture through text reading; audio-visual cultural works based on new media technology enrich the audience's senses. The spread speed is fast. Text breaks the time and space constraints of language transmission, but books and magazines also have time and space restrictions: the publication time is periodic, and the publication of the publication needs to go through several channels before it can be purchased by consumers. New media communication is network communication. The "immediateness" feature ensures that the audience can obtain the Chinese culture at any time and anywhere, and is easy to obtain and save. The preservation of books and newspapers requires a lot of space. Information technology makes cultural storage more convenient and has a huge capacity: cultural communication through television and radio is restrictive, and cultural materials are difficult to save after the television film or radio audio is played. The specific results are shown in Figure 1. Nearly 60% of the survey respondents used TV dramas as their first contact with traditional culture. Books and special programs accounted for similar proportions. The visual communication of Chinese culture was more than written.

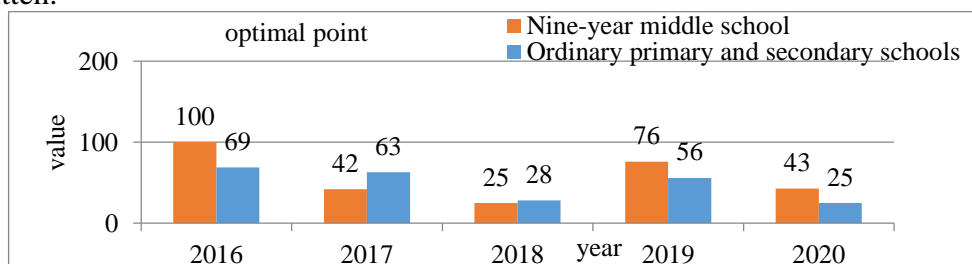


Figure 1. Interviewed students' participation in artistic ability training

4.2. Status Quo of the Education Reform of Chinese Studies

The cultural dissemination of new media has greatly improved this problem. Most of the Chinese culture materials (except those with copyright requirements) can be retrieved and downloaded via the Internet terminal. The abstraction gradually weakened, and the concreteness gradually strengthened. The traditional Chinese culture communication mostly uses words as the main carrier, and words have a strong abstraction. For example, in classical music and dance, the audience often knows the five-tone system of classical music in our country, and can skillfully say the "gong, Shang, Jiao, Zheng, and Yu" that make up the five tones, but most people don't know what exactly these five notes are. An audio-visual work of Guqin performance can intuitively introduce classical music to the audience, turn abstraction into concreteness, and promote cultural dissemination. The

requirements for cultural professionalism are reduced. The dissemination of Chinese culture tends to be entertaining and interesting, which reduces the cultural foundation requirements for the audience, enhances the legibility of the text, and meets the cultural needs of more audiences. The specific results are shown in Table 2.

Table 2. Survey results

Classification	Percentage	Sort
Performance	75.31%	1
Story	71.63%	2
Nursery Rhymes	66.3%	3
Painting	62.8%	4

Chinese Language and Literature Education College Chinese Language and Literature is a literary undergraduate major set up by Chinese universities. It includes the basis of contemporary science and humanities knowledge, subject knowledge and related knowledge subject history, and the grasp of its development trend, grasp of subject methodology, education subject knowledge and educational practice ability, the awareness and ability of educational research, the needs and ability of lifelong learning, ability to communicate with others and manage, etc. "Educational wisdom" is the synthesis of the above-mentioned requirements, and is the advanced level of teachers' professional competence. This research agrees with Professor Ye Lan's views on the professionalism of teachers in the new century. The specific results are shown in Figure 2. It can be seen from the figure that 47% of the people are generally interested, only 27% are interested in Chinese studies, less than 1% are very interested, and there are still 25% of students who are not interested in Chinese studies at all.

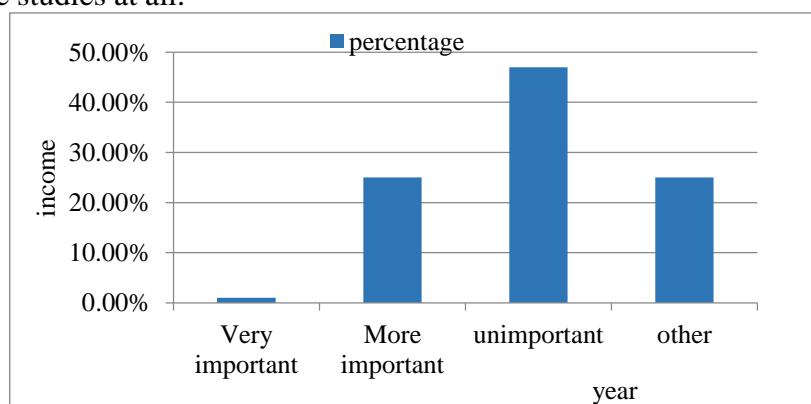


Figure 2. Information on the content of ideological and political teachers through the internet

5. Conclusion

Although this article is in the study of Chinese culture education in college Chinese teaching based on big data, there are still many shortcomings. Chinese teaching reform not only requires reformers to have extensive theoretical knowledge, but also a solid theoretical foundation and competence. Used to inspire young people to bravely climb without fear of hardships and hardships. Many schools promote Confucianism and combine the ethics and morals advocated by Confucianism with the social economy. For the organic combination of Chinese culture education and the cultivation of college students' values, foreign countries have gradually realized its enthusiasm and have begun to try to promote Chinese culture education. There are places worthy of emulation and learning in its practice. Based on the research of Chinese teaching reform in the era of big data, there are still many in-depth contents worthy of study. There are still many steps in the

research of Chinese teaching reform analysis because of space and personal ability, etc., which are not covered. In addition, the actual application effects of the related experiments of education reform can only be compared with traditional models from the level of theory and simulation.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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