Research on the Optimization of Chinese Language and Literature Teaching Based on Big Data and Modern Educational Thought

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Abstract
With the development of multimedia and network technology, the traditional teaching mode has been unable to meet the needs of learning. In this paper, the author analyse the optimization of Chinese language and literature teaching based on big data and modern educational thought. Multimedia assisted Chinese language and literature teaching can promote the teaching process and dig out the blind spots of students’ inner knowledge. The teacher uses the multimedia to assist the Chinese language literature teaching, can create some life study situation for the student. It can be seen that the application of modern technology in Chinese language and literature teaching provides convenience for teachers to carry out teaching, and also improves the teaching efficiency.

Key words:Big data era, Online learning, Chinese literature, Modern education

1. INTRODUCTION
The promotion of quality education, the traditional teaching model has been unable to meet the need of study, can not meet the needs of personnel training. Chinese language and Literature Teaching in Colleges and universities as an important subject facing the social need for talents of Chinese language and literature. We should be clear that the Chinese language and literature major not only needs learners to understand the historical background of their major, but also should master and use Chinese language knowledge skillfully. Nowadays, Chinese language and literature teaching, it is necessary to the teaching method and the original model is improved to adapt to the reform of education and the demand of the university teaching, cultivating students' application ability in the process of teaching practice, in order to adapt to the needs of future society, people only need to adapt to the development of. With the increasing demand for talents in China, Chinese language and literature professionals have to work hard to improve their self-accomplishment. In order to realize the upgrading of the quality of talent in Chinese language and literature, university teachers are responsible to lead and teach the responsibility to a certain extent, which requires teachers to update the teaching idea, make full use of all in favor of Chinese language and literature teaching method to teaching. The new educational technology has spawned the application of multimedia technology in teaching. This new form of teaching has provided support for improving the teaching effect and quality of Chinese language and literature. In the teaching practice in recent years I have realized, the use of multimedia aided teaching of Chinese language and literature, to a large extent will stimulate learners' interest in learning, to create a full life situation for them in the classroom, in order to mobilize the enthusiasm of the learners learning interaction, improve the quality and application the level of teaching.

In the Internet era, the Internet technology has had a great influence on our work life and learning. Internet technology has greatly changed our way of life to learn the job, in the field of education, the Internet technology has also been applied comprehensively. The application of Internet technology in the field of education and the earth changed the traditional means of education, enriched the content of education, led to changes in the concept of teachers, students, education, learning, and greatly promoted the development of education. In modern Chinese education, also need to actively use the Internet technology to realize the modern Chinese education reform and innovation, actively use the network means to carry out the modern Chinese vocabulary teaching, and actively explore modern Chinese vocabulary multimedia teaching strategies, to enhance the teaching effect of modern Chinese vocabulary. The meanings of modern Chinese words are general, fuzzy and national. In the teaching of word meaning, if the content is simply explained by the textbooks, the content is abstract and the students' interest in learning is not high. But if we can use multimedia means to realize multimedia teaching, we can effectively increase the interest of vocabulary teaching. For example, in teaching the general content of the word sense, it is necessary to make the students understand the meaning of the word, to reflect the common features of the things it refers to, and to identify the scope of the object to be referred to. This kind of understanding is abstract and it is difficult for students to understand. Also, the students understand the meaning of the ambiguity also has a certain degree of difficulty, the fuzzy word meaning refers to the result of the continuity between words reflects the things and the connection of uncertainty, this concept is very abstract. But in order to make the students understand the meaning of the word effectively, the students must grasp the generality and vagueness of the word meaning. In order to achieve this breakthrough, the teacher can make use of the multimedia means.
2. THE INFLUENCE OF INTERNET ON MODERN CHINESE

2.1. Internet language culture

The traditional culture of China is a cultural ecosystem based on Chinese language, and all kinds of language and culture grow in this cultural ecosystem. With the emergence of Internet technology and the rise of Internet language, it has a great impact on modern Chinese. On the one hand, the rise of Internet based Internet language has a positive impact on modern Chinese. First of all, the emergence of network language has enriched the vocabulary of modern Chinese, and a large number of network language greatly complements the Chinese vocabulary library. In fact, any language needs continuous innovation and development. It is necessary to absorb the advanced cultural content constantly and keep pace with the times. Especially our modern Chinese is an excellent culture that keeps pace with the times. It is more necessary to keep up with the trend of the times and inject new blood into it. At the same time, the network language has enriched the modern Chinese culture, modern Chinese has excellent absorption and integration of network culture, in the process of absorption, fusion learn widely from others’ strong points, some new vocabulary, also enrich their own cultural system. Secondly, a considerable part of the network language has the characteristics of humor, humor, time saving, image and so on. It plays a great role in the daily life communication, and plays a positive role in the development of modern Chinese. For example, describe long not good-looking, can use the "dinosaur", describe a good-looking girl, can use "Meimei", both the image and the image vivid, specific and vivid language vocabulary development, network, not only will not hinder our society instead of our society today to development. We must keep pace with the times, keep up with the trend of the times, excellent vocabulary will have distinctive characteristics of the times to absorb in modern Chinese, active and enrich our daily life culture. On the other hand, the emergence of Internet language poses a challenge to the standardization of Chinese language. The emergence of Internet language has disturbed the standardization of Chinese language, especially for young people’s growth. Teenagers are in a critical period of learning knowledge, some non-standard network language appears in the daily life of teenagers, which is not conducive to the healthy growth of young people. This is mainly reflected in the following two points: first, the network language is not too stable, meaning and changeable, and its use of the network environment, some words are not standardized, in the communication process, it is easy to cause unnecessary misunderstanding, which will enable the young people in the process of learning Chinese. The original meaning can not grasp the vocabulary, the impact of Chinese learning; secondly, the network language in miscellaneous have no health a lot of uncivilized words and not standardized, the exchange complex has seriously affected the purity of the vocabulary of modern Chinese in china. Chinese culture is an important cultural carrier of our Chinese nation and an important cornerstone of China's advanced culture. The network language is jumbled, is not conducive to the purity of the Chinese culture, so in modern Chinese times, keep up with the development trend of the times at the same time, also want to selectively absorb network language, learn the essence, to its dregs.

Figure 1. Internet communication

2.2. Internet Education

The Internet technology has triggered a new round of the reform era in today's society, especially the organic integration of mobile communication and Internet technology, it not only changed the traditional mode of education and teaching methods, to subvert the people's educational and teaching concepts, and teaching of modern Chinese has had a great impact. First of all, the combination of Internet technology and mobile
communication technology enables people to acquire knowledge at anytime and anywhere through mobile terminals, which broaden the space for students to learn Chinese cultural knowledge. Students can whenever and wherever possible from the mobile terminal access to learning materials, so as to obtain more professional knowledge to answer their doubts, to complete the teacher leave homework, students can also make full use of WeChat, QQ and other learning exchange group interactive learning, greatly broaden the space of Chinese learning. Secondly, the Internet technology makes inquiry Chinese learning process become a possibility, rich learning resources on the Internet, for students to explore personalized and independent inquiry learning provides favorable conditions. Students can learn by themselves according to their mastery of knowledge, reinforce their own short boards, and expand their advantages. Through the Internet actively communicate with teachers and students, so as to achieve the purpose of learning. Once again, the Internet technology provides a broad space for the students' individualized learning, the traditional Chinese teaching mode, only a certain topic to students and teachers on the teacher proposed are discussed, and the Internet technology is making between different regions, different gender, different ethnic students to communicate through the Internet, independent planning, selection they are interested in the topic and direction, it is helpful to cultivate students' ability of self exploration and exploration spirit.

Figure 2. Internet Teaching

### 3. MULTIMEDIA ASSISTED CHINESE LANGUAGE AND LITERATURE

The single mode of the teachers to impart knowledge, learners passively accept the knowledge in the form of now is gradually replaced by flexible, vivid and interesting information technology, especially the application of multimedia technology to carry out teaching, teachers' wings, became a teacher in love. The new mode of students are willing to accept, the use of multimedia aided teaching of Chinese literature, not only can effectively and quickly transfer of knowledge points in teaching resources, saving, but also can fully mobilize students to participate in the interactive teaching, the rapid acceptance of knowledge of the influence of its advantages in promoting students to enhance memory knowledge, enhance the ability to judge, has a very large role in improving the teaching quality etc.. The application of multimedia technology in the teaching of Chinese language and literature, the problems of traditional teaching, teaching content is thin, the slow progress of teaching methods rigid improved, with its unique advantages of multimedia teaching has changed the traditional teaching mode, provide strong support for the quality education.

Multimedia Assisted Chinese language and literature teaching can promote the teaching process, dig out the blind spots of students' internal knowledge, and expand their knowledge intake. In the use of multimedia in Chinese language and literature teaching, teachers should make courseware by PPT software, will be marked out key contents of the course, is conducive to learning to real-time display in the course of teaching, let the past class to handwritten form of writing history, because teachers in preparing time have made multimedia courseware the classroom, taken directly visible content, this would greatly increase the classroom knowledge time. Compared with the traditional one to many teaching method, the multimedia courseware can display the content of the course, and it can realize the increment of the teaching content, let the limited class time, and get more knowledge content teaching. Accept the knowledge of students in multimedia under the guidance of the relevant knowledge, can obtain more overall, for multimedia teaching, teaching is reflected in the first is to promote the progress of teaching, expanding the knowledge capacity, expand the students knowledge of the field of uptake.
The use of multimedia teaching can arouse the students' interest, enhance their classroom knowledge intake, teachers use the multimedia assisted teaching of Chinese literature, can create some life learning environment for the students, especially in the production of multimedia courseware, teachers should combine the content of the text, the text can be downloaded and adapted to the background music and related the image, through the reasonable layout, the courseware become both words and pictures and music teaching content, which makes the content of teaching presents the characteristics of audio-visual capabilities, make teaching more three-dimensional, realistic, so it can greatly stimulate students' interest in learning self-study, mobilize the enthusiasm of students to learn is beneficial to the development of teaching.

Multimedia teaching can effectively improve the students' practical ability and practical ability, consolidate the students' learning and practical results. We know that the traditional teaching mode, reflected in the scene, the classroom teacher on the podium, students passively accept teachers transfer knowledge and information, then complete the teacher leave work, but also complete the text recitation etc. This kind of traditional teaching and learning mode, for the very abstract Chinese language and literature course, this teaching mode is difficult to truly play the effect of the classroom. If we use multimedia technology to assist classroom teaching, on the one hand, it can stimulate students' interest, on the other hand, it can enable students to learn flexibly. In the multimedia courseware, teachers should put the knowledge into the Chinese language and literature can stimulate the emotional change image or sound mode, this will make the text, images and music are integrated effectively, while showing up courseware for the students, will inspire the imagination and memory of the students, then let their emotions change. Based on classroom multimedia teaching, teachers should guide the students to use the cyber source to carry out independent learning, learning through cyber source to find the writer needs information, moreover, the richness of the cyber source, so that learners can experience analysis and thinking of others of course content. In this way, it will improve the students' mastery of the knowledge in a certain sense, but also learn from other people's learning experience, improve practical ability.

4. IMPROVEMENT METHODS OF LANGUAGE AND LITERATURE TEACHING

Chinese language and literature teaching is a very flexible teaching methods to implement discipline, not flexible, rich and colorful teaching form, it is difficult to achieve the purpose of teaching, the teaching quality is even more difficult to improve. And modern multimedia has a lot of a little, if make full use of its advantages to assist classroom teaching, you can get a lot of unexpected results, to improve students' academic performance also has a very big role. We know that any advanced things, one side has both advantages, there are also shortcomings and defects, for the shortcomings of multimedia in the teaching, you need to combine the teaching practice to continuously improve and perfect, only the problems will be resolved, in order to highlight the teaching effect, so that the quality of teaching to improve.

Multimedia teaching and fast-paced knowledge capacity too easily lead to knowledge accumulation and difficult to digest, therefore, in the teaching process, try to control teaching rhythm, ensure the effective permeability and mastery of knowledge, so as to guarantee the quality of classroom teaching. But the actual
teaching, teachers often focus only on the teaching of speed, students have great neglect, which obviously leads to teach and accept both output and accept the proportion imbalance, will make the classroom lectures focus on speed, and reduces the quality of teaching problems, such will make a large accumulation of knowledge, let the students temporarily not digest, so, once such problems, students will be busy, no extra time to carry on the content effectively analysis and thinking. So in the use of multimedia, teachers should make good use of its advantage to assist the teaching of Chinese literature, but also to grasp the teaching curriculum reform pace, before the end of the course, teachers should give hints to the annotation of knowledge point, and to provide knowledge of network links for students, let students in class for knowledge retrieval, let them go to the autonomous learning of learning content. This form of expansion, to a large extent, enriches the students' knowledge and complements and improves the teaching contents.

Figure 4. Chinese language and Literature

The use of multimedia aided teaching of Chinese literature, can not stop in the knowledge imparting knowledge, that will let this abstract form of teaching affects the embodiment of teaching and to enhance the quality of teaching, to really make the multimedia service in the whole teaching, teachers need to guide students to develop effective interaction, at this level, the author thinks that: teachers should share the reasonable use of cyber source, with the contents of the texts through emotional fusion, and students to carry out emotional communication and interaction, and to use the multimedia technology, the most can reflect the emotional factors, compiled can play in the multimedia audio. Image and text form, let the sound Arousing Learners' auditory image to stimulate learners' visual stimulus, in this way, it will carry out emotional interaction between teachers and students in multimedia and communication to create out of the environment, improve the efficiency of teaching. In the teaching practice, we should be very clear, once the communication and interaction between teachers and students is reduced or insufficient, so from the feedback from the students is less, so, the teacher is difficult to grasp the students' mentality, not to understand the effect of teaching how, for students to master the knowledge points also, those problems need to be solved further, teachers will be lost. The effect of teaching can not be reflected. From the point of view of these problems, in the multimedia teaching environment, the teacher can use the interactive link in the classroom to find the problems to be solved, and understand the effect of imparting knowledge in the students' questions. Based on the implementation of classroom teaching, teachers should make full use of the network platform provided by the Internet to further promote and deepen the teaching. For example: teachers guide students to establish interactive exchanges, build for teachers and students to conduct dialogue and exchange forum, so that you can at any time and anywhere between the teachers and students exchange of feelings, in this way, one can improve the students' cognitive ability, on the other hand also let the carrier function of multimedia learning effectively.

Chinese language and literature courses need to be flexible in the form of teaching to complete, especially the content of the subject is very rich, which leads to teaching in accordance with their aptitude. Multimedia Assisted Teaching of Chinese literature and the traditional way of teaching, but teaching content is already ahead of teachers are designed, which has certain fixed patterns, break through the frame to limit the need for teachers with improvisational abilities, that is to say in the process of teaching, teachers' teaching form has clearly by the design of the restriction of the framework, and the thinking of students will be set, it will cause the
student to have influence on knowledge. Therefore, teaching the use of multimedia technology assisted teaching of Chinese language and literature, the teacher must go to highlight the dominant position of students, to create for them to provoke thinking and independent learning environment.

5. CONCLUSIONS

The application of multimedia technology in the teaching of colleges and universities provides convenience for teachers to carry out teaching, and plays an important role in improving teaching efficiency and improving teaching quality. As long as teachers can make full use of many media facilities and put them into teaching practice, the teaching effect can be realized. In the process of teaching, teachers do a good job in the classroom content of multimedia teaching at the same time, to change the teaching methods, to download some related content of classroom drama or movie clips through cyber source and when making courseware, Chinese language and literature, make good use of these video data, through the vivid scenes of life and vivid picture resources give to learn more knowledge, you can also use the method of literature appreciation, reinforcement learning to understand to the Chinese language and literature, so that they have more specialized knowledge of literature, to enhance their ability of language and literature.

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