Exploration on the Enhancement of Teaching Effectiveness of College English in Private Universities Under the Background of Artificial Intelligence

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Abstract: The rapid development of big data, especially artificial intelligence (AI), has brought unprecedented challenges and opportunities to traditional English teaching. The teaching of college English in private universities is at a critical juncture of transformation. This study starts from the background of big data, analyzes the opportunities it brings to college English teaching, reveals the problems existing in the current teaching of college English in private universities, and discusses how to respond to the changes of the times and how to specifically enhance the teaching effectiveness of college English in private universities. The purpose is to provide innovative ideas for the reform of college English teaching in the new era and to provide useful reference and reference for the educational development of similar institutions.

Keywords: Artificial intelligence; Private universities; English; Teaching effectiveness

1. Introduction

With the arrival of the information age, big data, especially artificial intelligence (AI), has been rapidly promoted and widely applied in all walks of life. Against this backdrop, people's work, life, learning methods, etc. have undergone tremendous changes, the turnover of information is becoming faster, the channels for acquiring knowledge are becoming more convenient, the educational model is becoming more diversified, and English is increasing in popularity [1]. Therefore, continuing to motivate students to learn English, improving their English learning outcomes, increasing the passing rate of non-English majors in the College English Test-4 (CET-4), and enhancing the overall effectiveness of college English teaching have become key challenges for college English instructors, particularly in private universities.

2. Opportunities for college English teaching in private universities under the background of AI

The AI era has brought huge benefits to all walks of life, and the opportunities it brings to the teaching of college English in private universities are not to be underestimated.

(1) Personalized teaching implementation

With the rapid development of AI technology, English educators can more accurately understand students' learning habits, interests, and academic levels, thereby implementing personalized teaching. For example, teachers can modify the presentation of teaching materials to match students' learning preferences or adapt the pacing of course segments based on their progress, thereby optimizing teaching effectiveness [2].

(2) Enrichment of teaching resources

Teachers can leverage big data to easily access and share high-quality teaching resources. By utilizing AI, they can integrate top-tier English teaching materials from both domestic and international sources, such as online courses, teaching videos, and interactive question banks, thus enriching the content and enhancing the overall quality of teaching.

(3) Diversification of teaching methods

The application of AI in private universities has accelerated the pace of innovation and diversification of college English teaching methods. Schools can use AI to carry out blended online and offline teaching, providing students with flexible learning methods. At the same time, teachers can also use the results of big data analysis to design more targeted and interactive teaching activities, stimulating students' interest and enthusiasm for learning.

(4) Diversification of teaching evaluation

Traditional English teaching evaluation often focuses on test scores, neglecting students' performance and efforts in the learning process. Under the background of AI, private universities can build a diversified evaluation system, fully covering students' learning processes, learning outcomes, and learning abilities. By using information technology to analyze students' learning data, more scientific and accurate evaluations can be implemented, providing strong support for improving teaching effectiveness.

In summary, there are many opportunities for college English teaching in private universities under the background of AI, which will help improve the quality of English teaching, cultivate students' comprehensive literacy and innovative abilities, and create more excellent English talents for society.

3. Current problems existing in college English teaching in private universities

Private universities have been developing for over forty years. While they have made continuous improvements and achieved notable progress, there are still some challenges, particularly in the area of college English teaching.

3.1. Students' English foundation is relatively weak

Private universities are an indispensable supplementary force in China's higher education field. They have played an important role in training and outputting talents for many years. At the same time, compared to public institutions, the overall quality of students in private universities tends to be slightly lower. Their academic foundation is relatively weaker, and their learning habits are often underdeveloped. This is particularly evident in their English proficiency, which varies significantly among students.

3.2. Teachers' teaching concepts are relatively lagging behind

In the process of implementing English teaching, some teachers' teaching concepts are relatively lagging behind, lacking innovative thinking in teaching reform and innovation. As a result, the situation of "one-man show" and "solitary drama" occasionally arises, where the teacher dominates the class and students' active participation is insufficient. Influenced by their own educational backgrounds, some English teachers tend to focus more on explaining grammatical concepts in the classroom, often neglecting the development of students' listening, speaking skills, and practical language application.

3.3. Teaching mode and method are single

At present, some English teachers still use traditional teaching modes and methods in the teaching process. Teachers mainly " 灌 输 " (impart), and students passively " 接 收 " (receive). This teaching approach, which mainly relies on English textbooks and rigid syllabuses, tends to be quite mechanistic, resulting in a classroom atmosphere that lacks vitality. Consequently, students' motivation and interest in learning are significantly reduced, negatively impacting the overall effectiveness of English instruction.[3].

3.4. Teaching content is outdated

At the same time, some teaching content is relatively outdated or even obsolete. The materials of the textbooks are mostly from many years ago, not well-matched with the current AI era environment, not attractive enough to students, and English courses are difficult to attract students' attention.

3.5. Insufficient motivation and enthusiasm for students' learning

Non-English majors in private universities often start with a relatively weak foundation in English. Upon entering university, the pressure from professional courses, the decline in self-discipline, and the lack of a strong vocabulary further contribute to a lack of motivation and low enthusiasm for learning English. If English teachers fail to actively stimulate students' motivation and enthusiasm, the atmosphere in college English classrooms will remain flat, making it difficult to improve the effectiveness of college English teaching.

The existence of these problems will inevitably lead to unsatisfactory classroom teaching effects and unsatisfactory learning outcomes for students. Therefore, the reform of college English teaching in private universities is imperative and teaching effectiveness urgently needs to be improved.

4. Strategies for enhancing the teaching effectiveness of college English in private universities under the background of AI

We firmly believe that the key to solving the dilemma of foreign language subjects lies in conforming to the trend of the times, adhering to both integrity and innovation, and comprehensively enhancing the ability of higher education to serve the implementation of national strategies and economic and social development [4]. Specifically, the teaching effectiveness of college English in private universities can be improved by adopting the following strategies:

4.1. Build your own database and online platform

Private universities play a crucial role in personnel training and scientific research development in our country. As they continue to grow, they must align with the trends of the times, respond to national priorities, and establish

their own databases and online platforms [5]. Applying big data to college English teaching can enhance students' interest and enthusiasm for learning English, stimulate self-motivation, and foster positive learning habits. This approach not only improves students' English learning outcomes and increases the passing rate of the College English Test-4 (CET-4), but also helps cultivate international talents to meet the demands of contemporary development.

Based on this database and online platform, teachers can statistically organize, analyze, and summarize students' phased learning. Based on these data, continuously optimize teaching plans and adjust teaching methods to make English teaching more targeted and better adapted to students' needs, greatly improving English teaching effectiveness [6].

4.2. Improve teaching methods and optimize course models

The introduction of AI will optimize traditional course models, improve the efficiency and flexibility of the teaching system, and its influence will also extend from the classroom to the entire educational ecosystem. Private universities can introduce intelligent teaching systems, implement stratified teaching for students with different English foundations, and set different teaching goals and content for each group. Teachers can accurately assess the specific needs of each class, track each student's learning progress, and analyze their learning patterns. By doing so, they can anticipate potential challenges students may face and offer targeted solutions, ensuring that the teaching goals set prior to the class are effectively achieved [7].

Teachers can continuously refine their teaching methods by considering students' individual differences, diversifying teaching strategies, and improving their teaching skills while prioritizing students' active engagement. For instance, teachers can incorporate a variety of resources such as videos, audio, and images to make lessons more engaging and visually stimulating. Additionally, they can encourage students to participate in interactive activities like role-playing, creating and performing English skits or situation comedies, with peer evaluations for group performances. Teachers can also introduce competitive formats like English dubbing contests, speech competitions, singing contests, and debate tournaments, fostering a dynamic and participatory learning environment that motivates students to immerse themselves more actively in English learning. In summary, teachers can flexibly use various teaching methods, constantly innovate English classroom models, and truly teach according to students' abilities.

4.3. Enhance teaching concepts and integrate real-life situations

As the leader of students in imparting knowledge, solving problems, and removing doubts, teachers play a connecting role in education [8]. Only when teachers' own teaching concepts are advanced will they have a positive and profound impact on students. Therefore, if private university English teachers want to improve teaching effectiveness, they need to enhance their own teaching concepts based on big data, integrate real-life situations, and create a new form of English teaching model that can keep pace with the development of the times. Schools can offer regular training and development opportunities for teachers, such as teaching seminars, workshops, and continuing education courses. These initiatives help teachers stay current with new teaching concepts, methodologies, and educational technologies, ultimately enhancing their teaching effectiveness.

In the context of AI, the cultivation and improvement of college English teachers' information literacy (including information ethics, modern information technology knowledge, and information skills) play a crucial role in the reform of intelligent and information-based higher education English teaching [9]. To keep pace with the times, teachers must first master sufficient modern information technology knowledge and information skills

to support the implementation of modern teaching. At the same time, teachers should recognize their evolving roles and transition from being the primary knowledge providers to taking on a more guiding, leadership-oriented role.

The educational tasks of college teachers in the era of big data are to guide students to exert their own subjective initiative, cultivate students' ability for independent thinking, and promote the improvement of educational teaching quality through positive interaction between teachers and students [10]. To enhance students' overall quality through college English teaching, it is crucial to focus on real-life applications. For instance, in vocabulary memorization, teachers can provide tutoring, assign homework, and send reminders through platforms like WeChat, Tencent Meeting, or Red Note. Additionally, using apps like Baicizhan, Kingsoft Dictionary, MoMo, and Shanbei can help students with vocabulary practice.

For oral practice, creating an online training platform enables students to engage in interactive practice and receive timely corrections on pronunciation issues. In terms of English writing, tools like Ding Talk can help break the time constraints of traditional classroom teaching, allowing students to build their writing skills. This approach encourages student engagement and helps them create their own learning systems, ultimately improving their writing abilities.

4.4. Update teaching content and improve the teaching system

Artificial intelligence injects new vitality into classroom teaching, offering a wealth of resources that expose students to a broader range of knowledge. Through the internet, students can explore the history, geography, humanities, and customs of English-speaking countries, enriching their understanding. This integration not only enhances college English teaching but also fosters a deeper connection between education and social culture, ultimately expanding students' learning horizons. Therefore, private college English textbooks need to be continuously updated, constantly enhancing the quality and diversity of teaching materials, making teaching resources and content more three-dimensional and diversified [11]. Teachers can combine multimedia teaching with online teaching, using multimedia and online resources, such as English movies, online courses, English learning software, etc., to enrich teaching content and help students better understand the language and cultural background, improving language application skills.

With the updating and enrichment of English teaching content, the teaching system also needs to be further improved. For example, using AI to improve the online teaching quality evaluation system, including formative and summative assessments. In addition to traditional final exams, it is important to emphasize formative assessments, such as classroom performance and homework completion, to provide a more comprehensive evaluation of students' learning progress. In addition, encourage students to conduct self-evaluations and mutual evaluations to help students better understand their own strengths and weaknesses, while cultivating students' critical thinking and cooperative spirit [12].

4.5. Based on the foundation of the country, cultivate a global perspective

College teachers are the direct educators facing individual students, and they will have an immeasurable impact on the worldview, outlook on life, and values of college students who have just become adults. Therefore, teachers should cultivate the spirit and build character in and out of the classroom, often reminding students to love their country, and guiding students to base themselves on the foundation of the country while cultivating a global perspective [13]. Teachers should integrate social and cultural knowledge and common sense into daily teaching, focusing on cultivating students' native language abilities and cross-cultural background knowledge,

broadening students' knowledge. Teachers should not only offer targeted guidance to continuously improve students' English proficiency and cultivate well-rounded foreign language talents required for the information age but also provide spiritual nourishment, broadening their horizons. This approach helps students truly embody the spirit of "with the heart of the motherland, facing the world". If the above five points can be achieved, it is believed that students' interest and enthusiasm for English learning will be greatly stimulated, and learning effectiveness and teaching efficiency will be significantly improved.

5. Conclusion

In summary, the rapid advancement of emerging technologies fuels the transformation of foreign language education. The era of artificial intelligence presents significant opportunities for English teaching, while also highlighting various existing challenges. We must not only seize opportunities but also take proactive measures to address challenges; we must not only cultivate students' practical skills and overall abilities but also work to improve the pass rate of College English Level 4; and we must not only focus on exam preparation but also emphasize learning for real-world application [14]. Private college English should go with the flow and strive to cultivate more "English knowledge + professional skills + cultural literacy" compound talents. As Education Minister Wu Yan said, "The education system should fully tap the data treasures generated during the implementation of strategic actions, leverage the multiplier effect of education data, and promote the improvement of education quality and efficiency. The education system should use data to empower teaching and learning, giving millions of children better growth opportunities" [15].

Disclosure statement

The author declares no conflict of interest.

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