

# Thinking on the Digitalization Teaching of Chinese Language and Literature Majors in Universities in the Digitalization Era

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**Abstract:** The rapid development of digital intelligence technology provides technical support for the teaching reform of Chinese language and literature major in colleges and universities. In the digital intelligence era, the teaching of Chinese language and literature major in colleges and universities is faced with opportunities for transformation and upgrading, as well as challenges. This paper discusses the deficiencies in the teaching of Chinese language and literature in universities in the age of digital intelligence, and then discusses the corresponding optimization countermeasures, in order to train literary talents to meet the needs of the future society and promote the improvement of the teaching level of Chinese language and literature in universities.

**Keywords:** digitalization era, colleges and universities, Chinese language and literature majors, digital intelligence technology

## Introduction

In the era of digital intelligence, digital intelligence technology has profoundly changed people's production and life style, and digital intelligence technology has become a key element to promote the innovation and development of all walks of life. The development of digital intelligence technology has also had a profound impact on the field of education, and the Minister of Education pointed out that "promoting the digitization of education" is one of the overall direction and key tasks of accelerating the construction of an education power in the new era. Chinese language and literature major in colleges and universities is the main position for cultivating liberal arts talents for the society, who are indispensable talents in the social development. In the era of digital intelligence, the renewal of Chinese language and literature teaching is conducive to improving the quality of Chinese language and literature teaching<sup>[1]</sup>. Therefore, this paper explores the reform of Chinese language and literature teaching in the age of digital intelligence, which is of great significance for improving the quality of Chinese language and literature professional training.

## 1. Deficiencies in the teaching of Chinese language and literature in colleges and universities in the age of digital intelligence

### 1.1 The application form of digital intelligence technology is single

In the teaching of Chinese language and literature in some universities, there exists a single application of digital intelligence technology, which fails to integrate deeply with professional teaching and has not played its real role. In the teaching process, some teachers only use multimedia technology to carry out teaching, such as displaying a writer's literary works and life trajectory. Although they can provide students with certain visual AIDS and expand some relevant

knowledge, such teaching methods fail to give full play to the interaction of digital intelligence technology and fail to create immersive classroom experience for students. It fails to meet the individual needs of students, resulting in boring classroom teaching.

### **1.2 Insufficient use of digital teaching resources**

In the teaching of Chinese language majors in colleges and universities, some teachers fail to make full use of digital teaching resources. Some teachers are often limited to the content of paper textbooks, and their teaching attention is limited to textbooks, but they ignore the application of digital resources such as video courses and graphic materials, resulting in boring classroom teaching content. College students have the ability of independent learning, and some students like to read textbooks in advance. If teachers limit their teaching attention to textbooks, it will often affect students' learning interest.

### **1.3 Single teaching evaluation method**

In the teaching of Chinese language majors in some colleges and universities, the teaching evaluation method is simple, and teachers only use traditional examination and homework evaluation methods in the evaluation, which is difficult to fully reflect the learning situation and ability level of students<sup>[2]</sup>. In colleges and universities, there is a saying of "normal performance", in which teachers will record students' classroom performance as the basis for assessment of normal performance, but this is limited to the answer to classroom questions and lacks the evaluation of students' comprehensive quality. As the teaching mode of some college teachers is "1+N", that is, one teacher to multiple classes of students, and some general education courses are still composed of multiple classes of students, it is difficult for teachers to grasp the learning situation of students. The application of digital intelligence technology can help teachers fully grasp the learning situation of students, save some of their energy, and enable teachers to have more time for academic research. However, in practice, teachers rarely use digital intelligence technology to evaluate students, which is not conducive to the adjustment of teachers' teaching plans.

## **2. Thinking on the digitalization teaching of Chinese Language and literature majors in universities in the digitalization era**

### **2.1 Building a digital intelligent teaching platform to improve the convenience of teaching**

Colleges and universities should build or introduce a digital teaching platform suitable for their own Chinese language major teaching characteristics, carry out digital teaching on the basis of digital teaching platform, and build a digital teaching environment for students. The digital intelligent teaching platform should customize the teaching functions required by colleges and universities. For example, the teaching platform should link to the teaching resource library, cover a large number of teaching resources, and support the needs of teachers' teaching and students' independent learning. The teaching platform should have the function of recording and uploading teaching videos to facilitate students' independent learning. The teaching platform should have the function of big data analysis, which can analyze students' learning behavior in the platform, and provide teachers with a comprehensive analysis of students' learning situation. The teaching platform has interactive functions to support teachers to create digital interactive classrooms, such as random roll call function, online communication function, etc., to increase the frequency of teacher-student interaction and student-student interaction. The digital intelligent teaching platform can have the ability of intelligently correcting homework and exam papers, link teachers' pressure, and provide basis for the platform to analyze students' learning situation.

Colleges and universities should strengthen the mobilization and training of teachers and students in the application of log-intelligent teaching platform, so that teachers can skillfully operate platform tools to carry out digital-intelligent teaching, and students can make full use of platform resources for independent learning.

### **2.2 Establishing digital teaching resource library to enrich classroom teaching content**

In order to promote the deep application of digital intelligence technology in the teaching of Chinese language and literature, universities should pay attention to the construction of digital teaching resources, so that digital intelligence

technology can be used by teachers all the time in teaching. Digital teaching resources can be in various forms, including electronic literature, audio and video materials, video courses, etc. Digital teaching resources are linked to the teaching platform, and teachers can upload teaching resources independently, enrich the content of teaching resource library, and facilitate teachers to find teaching resources anytime and anywhere. Chinese language majors in universities can also cooperate with other universities to use the excellent online teaching resources of other universities to carry out teaching, strengthen the sharing of online teaching resources, and promote the opening of high-quality teaching resources to social universities<sup>[3]</sup>.

Colleges and universities can also rely on digital intelligence technology to promote the cross-integration of Chinese language and literature with its disciplines, carry out joint courses and projects, and promote the cross-integration of Chinese language and literature based on digital intelligence technology with history, philosophy, journalism and other disciplines, which can be opened as elective courses or general courses according to the specific conditions of colleges and universities, which is conducive to broadening students' academic horizons and cultivating interdisciplinary talents.

### **2.3 Running through the whole teaching process to improve the teaching quality**

Chinese language and literature teachers should use the digital intelligence technology in the whole teaching process to improve the quality of Chinese language and literature classroom teaching. To this end, teachers can carry out teaching based on the online teaching platform, use the online teaching platform to create an interactive classroom environment, and interact with students in real time through live teaching, video playback, online discussion and other forms to increase the interaction of teaching. Teachers can use the roll call function of the online platform to randomly call students, which can not only find out the attendance of students, but also increase the tension in the classroom and improve students' attention to the classroom. Teachers can rely on the online teaching platform to design a variety of teaching activities, such as the use of AR and VR technology to create virtual teaching scenes, create an immersive classroom learning atmosphere for students, stimulate students' interest in learning. Teachers can use the digital teaching platform to organize an online exhibition of a writer's works to expand students' cultural vision. At the same time, teachers can use the data analysis function of the platform to track the learning situation of students, provide personalized teaching guidance for students, and meet the personalized teaching needs of students.

### **3. Conclusion**

In the age of digital intelligence, great changes have taken place in the social environment. As an indispensable talent type in the social development, literary talents must have the ability to adapt to social development in order not to be eliminated in the fierce social competition. With the application of digital intelligent technology in teaching in colleges and universities, teachers should pay attention to the full application of digital teaching platform, build digital teaching resource library, provide students with more personalized and efficient learning experience, and cultivate compound literary talents with high comprehensive quality.

#### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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