

The Application of Memetics applied in college English teaching

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Abstract. This study attempts from the perspective of memetics, conducts a empirical research of teaching College English .This study hopes to fine out how to apply memetics to College English teaching. This paper first introduces the current situation and teaching mode of memetics and College English . The author researches on the process of input and output of memetics and the theory of second language acquisition and memetics, as well as the ways to induce memetics into College English .

Introduction

Memetics is a theory which is to explain the theory of cultural evolution based on Darwin's Theory of Evolution. It refers to the imitation and the spread of people's ideas or consciousness in the field of culture, which is passing from generation to generation. Meme, similar to genetic gene, has the characteristics of replicating, which makes people have a totally new idea about the importance of reciting in English teaching. Imitation is the core of memetics. Meme exists among infected people by replicating, spreading and surviving. The infections of meme provides a close contact between memetics and language learning. So we can strengthen the teaching effeciency by establishing a practical teaching mode under the guidance of memetics theory.

Application of memetics in the Field of Education

Memetics can not only create economic value, but also can have potential scientific value and social value. memetics has shaken all aspects of the world, which can affect people's value system, knowledge system and life style. The typical application of memetics 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 worldwide are also engaged themselves more and more in the universities' online course (see 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 can 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 are 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 the memetics era.

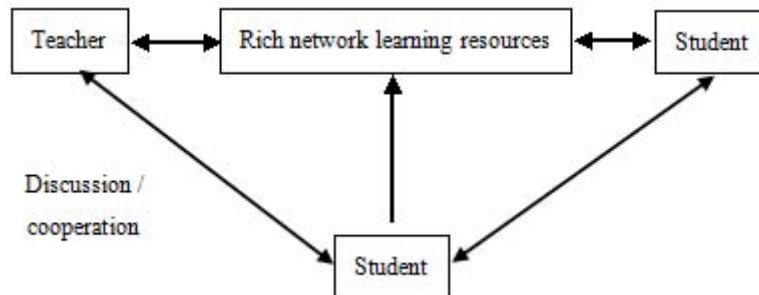


Fig. 1 Teaching Mode in memetics Era

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 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 memetics 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.

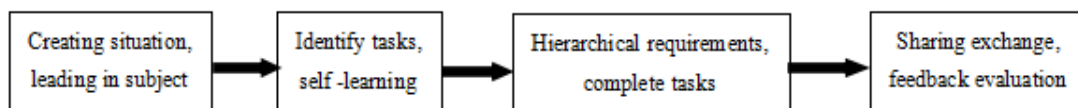


Fig.2 Teacher-Student Interaction Model in memetics Era

Development Direction of High Quality English Teaching

The high quality English teaching 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 ability of the sustainable development. [1] At present, the high quality English Teaching in Colleges and universities should follow the new standards, it is not so clear only 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 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. [2]

The Realization of High Quality English Teaching in memetics Era

The large-scale online courses in memetics era have brought a great impact on the traditional education. The development of high quality English teaching 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.[3] The appearance of cloud computing can provide convenience for the English teaching, 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, thus, 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 Course Design

According to learning resources integration and service concept of memetics era, the main content of high quality English teaching curriculum design should be including teaching objectives, syllabus, courseware, exercises, and Q & A, exchanging and discussion. [4] Then goal of high quality English teaching 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. [5] 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.

Conclusion

More remarkable progress than those of CP. Consequently, the teaching method of memetics is feasible and effective. Still, there are limitations that needs further improving in this study.

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