Content Dissemination of Intellectualized English Learning Platform

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Abstract: *With the continuous development of AI technology, its application in the field of education continues to deepen. AI-assisted English learning platform such as LAIX and BaiCiZhan came into being. With such cool technologies as voice evaluation and scoring, natural language understanding, machine learning, intelligent search and so on, it has won the favor of English learners. The combination of AI and English leaning will bring a new revolution to English teaching. While paying attention to the application of advanced technology, we should follow the general rules of language learning and explore the effective combination of the two to achieve the goal of improving English level.*

Key words: *Intellectualized; Smart Media; English Learning Platform; Content Dissemination*

Introduction

From the era of all media, the era of mass media to the era of smart media, new content creation stages are constantly emerging and developing rapidly. The development of science and technology has brought about the popularization and application of information sharing, the creation of content, the acquisition and sharing of information, and the development towards more personalized and intellectualized existence. The spread of English learning content has also changed, resulting in corresponding changes in forms of English learning resources, English learning methods and English learning channels.

From all people are media to everything is media, the era of smart media has quietly arrived. It is the product of the combination of science and technology and media. That is, media forms that can learn by themselves based on technologies such as big data, mobile interconnection, virtual reality and human-computer interaction. All things are media, human-computer symbiosis and self-evolution are the main features of the age of smart media. As Phoenix Satellite TV's Liu Changle said, "Artificial Intelligence technology will lead traditional media and new media into the era of smart media, affecting the production, transmission, operation and consumption of the media industry. AI technology will help traditional media complete the "pushing the right content for the right people at the right time" transformation. As an important component of media communication, intellectualized English learning platform is also deeply influenced by this change.

Research Focus

In the pre-Internet era, people generally studied English by choosing a suitable textbook, choosing an English dictionary, subscribing to an English newspaper or magazine, and listening to foreign English broadcasts.

Since the birth of the Internet, from websites to microblogs, WeChat platforms and APP, the forms and means of dissemination of English learning content have continuously evolved. The acquisition of English learning resources is more convenient and meets different needs of users, and it has greatly broaden the channels of English learning. Today, the effective combination of AI technology, the Internet and media has led to new ways of knowledge transmission and interaction. Different media determine the difference in the efficiency and scope of knowledge dissemination. AI technologies such as voice editing, voice control, machine learning and intelligent algorithms provide strong technical support for the dissemination of English learning content. Knowledge and information dissemination modes using the Internet and smart media have gradually become the mainstream of mass English learning content dissemination, and intellectualized English learning platforms such as LAIX, Baicizhan, VIP kid, lingvist have emerged. Each platform has accumulated a considerable number of users by pursuing diversified production of content, precise distribution, social networking and service functions.

Discussion

We should take into account our ears, mouths, and eyes for listening, speaking and reading in learning English. While audio English reading materials, memorizing words with pictures and animations, imitating situational grammar, man-machine communication can effectively arouse the enthusiasm of learners, and at the same time become new forms of English learning content dissemination in the era of smart media. English learning tweets from various platforms have their own characteristics,generally relaxed and lively style with the main goal of attracting users, the requirement for language is not so formal, the language style used is flexible, network languages, new words, Chinese and foreign languages are mixed together, and the language expression is concise and easy to understand. With the creative combination of text, graphics, film, video, internet, animation and even VR, the boring English language points have become clear, vivid and interesting. Both the topic choice of English learning content and its expression angle are more creative, it has broken the thought bondage of traditional media.

Traditional English learning content dissemination has experienced a long process of development, and the quality of content is highly guaranteed. The rise of new media has made the spread of English learning content more diversified and gained good reputation and brand credibility. The introduction of AI technology has brought great impact on the production, dissemination, operation and consumption of knowledge, and has also given new characteristics to the dissemination of English learning content.

Intellectualized English learning platform has been imported learning contents such as words, sentence patterns, grammar, pronunciation, etc. into it. Basic AI technologies such as natural language processing, intelligent search, text image recognition processing, etc. can accurately customize the contents according to the personalized content requirements of different users and recommend the contents for users. Using AI technology to link the knowledge content directly to each other to form a knowledge map. AI can conclude user's various personalized behaviors, analyze the user's characteristics and preferences, infer the user's reading habits and reading needs, so as to push the content for the user more accurately and realize that "intellectualized media know you better than you do." Therefore, learners can continuously receive English learning content be in line with their interest. Continuous learning of a large amount of the same topic can help learners accumulate English vocabulary, fill in background knowledge network, construct their cognitive models, therefore to better understand and use English.

In an era when big data and intelligent algorithms give birth to artificial intelligence, videos, images, sounds and words of traditional media will become data. Learners communicate with machine in English through a man-machine interface. Speech and text recognition technologies help learners to analyze grammar, semantics and pragmatics, analyze English pronunciation or grammar defects, then provide related adjustment exercises. Language learning can be greatly influenced by surrounding factors as VR technology creates a relaxed learning atmosphere, making the knowledge more intuitive and vivid. In addition, the biggest change in mass media is that communication is no longer only unidirectional, but also bidirectional and multidirectional in the same time and space. Instead of the inculcation and tireless indoctrination of users by a single media organizer, the two sides began to share media platforms, which means the users can communicate with the author online through platform feedback links.

In the era of traditional media, the "round the stove and talk at night" style of information dissemination enables users to form the audio-visual habit of waiting for information and consciously accepting it. After the publishing and broadcast of a book, an article and a program, the author and the editor have completed their task without considering the relevance and usefulness of the content. Users may have strong autonomy and wide choices in the age of smart media. They can freely choose the content and platform of their interest, and have more convenient ways to exchange ideas with the author. The obtaining of information also are getting more and more convenient by breaking through the boundaries and barriers of ownership and use right. Users make their comments, share and forward it to WeChat group, WeChat circle, microblog, post bar, etc. which realized the secondary dissemination. Therefore, the dissemination of English learning content is embedded in various social media, and the learning activity can be shared.

Conclusion

Big data brings uncertainty, and users' cognition is more jumping and discontinuous. Communication media breaks through channels and contents and constantly subverts media ecology. The development of smart media is still immature at present, so there will inevitably be some problems in content dissemination and promotion.

First of all, the openness of smart media enables everyone to make and disseminate any works which lead to a large group of authors and a large number of works on the platform. It is impossible to review and evaluate all works from the present system and technology, and large number of plagiarism and duplication of works can not be avoided. As a result, the quality of some English learning contents cannot be guaranteed, and learners are at a loss when facing the huge amount of English learning resources.

Secondly, in the era of traditional media, people pay more attention to the quality of content, and high-quality content has strong attraction. Starting from the Internet era, people have paid more attention to the communication combined with social interaction, constantly creating various "selling points" to attract users to comment and share. Excessive commercialized operation distracts learners' attention and affects their trust in communication channels.

Finally, the current content dissemination of smart media platforms pays more attention to the perspective of communication, while ignoring the complementarity and integration with other disciplines. The purpose of the intellectualized English learning platform is to provide rich English learning resources, provide

professional English learning solutions and improve users' English learning experience. Therefore, smart media should fully combine behaviorism, cognitivism and constructivism theories, while respect the law of language learning, and consider the construction of the platform from the perspective of development.

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