Research on Transmission Functions of Foreign Language and Chinese Medicine Culture under the Background of “Big Data”

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Abstract. In order to solve the problem of learning resource description in big data environment, this paper proposes a learning resource description system based on metamodel, that is, to establish a set of metadata model that is not only in line with the standards of learning resource description, but also has extensibility. By referring or mapping to the element set of the common metamodel, the elements of the metadata model of various resources are obtained to achieve the compatibility between different metadata models. This paper combines the learning resource model in the context of big data, and analyses the transmission functions of foreign language and Chinese medicine culture, including communication of language, communication of Chinese medicine culture, communication of Chinese medicine trade and communication of Chinese medicine financing.

1. Introduction

Big data includes data structure form, data scale and data processing technology. The learning resource base of big data covers a large number of resources of various disciplines, majors and types, and is a comprehensive teaching resource warehouse. Therefore, this paper proposes a resource description method based on metamodel, that is, to establish a set of metadata model definition patterns in the resource library platform that not only conforms to the standards of learning resource description, but also has the extensibility, namely metamodel. The world is undergoing complex and profound changes. The deep impact of the international financial crisis continues to emerge. The world economy is slowly recovering, developing and splitting. The development of international investment and trade patterns and multilateral investment and trade rules has been seriously adjusted, and the development problems facing all countries are still grim. To build a "Big Data" world multi polarization and economic globalization, cultural diversity, social information tide, uphold the open spirit of regional cooperation, is committed to maintaining the global free trade system and open world economy. To build a "Big data" to promote economic integration of the free flow of factors orderly, efficient allocation of resources and promote the realization of the market depth, along the national economic policy coordination, regional cooperation in a wider scope and higher level, a deeper level,
work together to build an open, inclusive, balanced and inclusive regional economic cooperation framework. To build a "Big Data" conforms to the fundamental interests of the international community, highlighting the human society is the common ideal and pursuit, international cooperation and global governance in the new mode of active exploration, will add new energy to world peace and development.

2. Composition and Construction of Learning Resource Metamodel

2.1 Composition of Learning Resource Metamodel

In the late 1970s, D R Hofstadter proposed the basic idea of metamodel, that is, metamodel, models and instances are all relations between relative concepts based on instantiation. Since April 2002, OMG has released five versions of MOF. MOF proposed four-layer meta-modeling architecture, including data layer (MO), model layer (M1), metamodel layer (M2) and yuan model layer (M3).

Table 1. Basic Metamodel

| M3 | metadata metamodel | MOF | — | model |
|----|--------------------|-----|---|-------|
| M2 | metadata metamodel | UML-Metamodel | learning resources metamodel |
| M1 | metadata metamodel | UML-Model | learning resources metadata metamodel |
| M0 | data | object | system | learn resources | example |

2.2 Construction of Learning Resource Metamodel

In fact, as mentioned above, the level of the model is always relative. The idea of the metamodel can also be used for the metadata model to derive its own objects. For the network course metadata model, it can generate the metadata model of dynamic network course, static network course, micro course and MOOC.

Table 2. Model Composition Table of Network Course Metadata

| Network course metadata model | 1. learning resource metamodel | 2. generic metamodel properties | 3. other metadata models | video metadata model | audio metadata model | image metadata model | file metadata model | cartoon metadata |
|------------------------------|-------------------------------|---------------------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|-------------------|
|                              | responsibility of the teacher | resource name                   | subject number          | key words           |                     |                     |                     |                   |
|                              | the degree of interaction     | resource type                   |                         |                     |                     |                     |                     |                   |
|                              | authorization way             |                                 |                         |                     |                     |                     |                     |                   |
|                              | the progress of said          |                                 |                         |                     |                     |                     |                     |                   |
|                              | data interface                |                                 |                         |                     |                     |                     |                     |                   |
3. Transmission Functions Of Foreign Language and Culture under the Background of “Big data”

3.1 Communication of Language.
As early as 1950s, the United States listed the "National Defense Education Law" in Chinese, Russian, Korean and other socialist countries as important foreign languages, and encouraged students to learn them.

3.2 Communication of Culture.
Culture is a very complex concept, formed through the accumulation and development of long time culture, it seems that culture is a very inclusive concept between different cultures. People can communicate and exchange, the concept of people from many different cultures have a renouncing, also that is able to culture their perception of the other culture of understanding and understanding in the process of cultural communication. This idea brings cultural communication and understanding on the surface, but in fact, this is just a reflection of cultural independence and an important internal reason for cross-cultural communication barriers. This understanding is based on the cultural understanding between the two parties the essence of this understanding is to interpret other cultures with their own culture. To realize this idea, the first thing is to have a sense of cross cultural communication, to cross and integrate the cultural differences, estrangement and conflict between countries along the line. Through the "Big Data" initiative, in order to achieve equality between the eastern and Western civilizations, to promote cultural Chinese external sound, foreign exchanging realizes the national civilization sharing, harmony. In the atmosphere of mutual trust and understanding, respect for cultural diversity, tolerance, dialogue and cooperation is one of the best guarantees for international peace and security. Therefore, cross cultural communication and "Big Data" initiative is closely related to the topic. While accelerating economic globalization, the demand for cultural diversity and cross-cultural communication is also growing. “Big Data” initiative not only promotes economic and trade cooperation along the country but also a strong impetus to the intercultural dialogue and cultural exchanges and mutual learning.

3.3 Foreign exchange strategy of Chinese medicine under the guidance of “Big data” principle
The culture of traditional Chinese medicine is a uniquely charming treasure of traditional Chinese culture as well as an important carrier of Chinese culture going global. The long-term development of an industry requires the injection of young blood, therefore strong traditional Chinese medicine education is very important to foreign countries. Encourage teaching between Chinese medicine institutions and overseas first-class institutions of higher learning education. Teacher exchange, student exchange, credit mutual recognition and degree awarding. At the same time, excellent people exchange mechanism, "send out", "bring in" together, selecting the domestic teaching teachers, researchers and others to go abroad for further study and school visit.
Compared with western medicine, traditional Chinese medicine has remarkable characteristics in prevention and health care. We will develop health services for traditional Chinese medicine and make full use of the internet plus and other emerging industries. Establishing a TCM trading system and international marketing system oriented to market demand along the routes, we will develop medicines, medical equipment, health care products and health food related to traditional Chinese medicine. We have created several overseas countries with strong comprehensive strength and strong international influence. Out of the key areas of trade in traditional Chinese medicine services, reduce the number of traditional Chinese medicine services and products barrier.

3.4 Communication of Chinese medicine Trade.
China and along the country's import and export trade proportion is increasing year by year, and China foreign trade status in the countries along the road are also improved significantly, the import and export commodity structure is also showing a trend of diversification, and commodity structure combining actual continuous optimization, the most obvious is the energy and labor intensive products the import and export of some countries, but the process is relatively slow.

3.5 Communication of Chinese medicine Financing.
The countries along the line have multiple differences, and the regional financial fragility is more obvious. "Big Data" Initiative along most of the country is emerging and developing countries, economic and financial development stage is different, facing different challenges of economic transformation. At the same time, the countries along the line are also in the intersection of many eastern and Western civilizations. Along with many other emerging market countries, capital market development is relatively slow, and financial opening to the outside world is too fast. Domestic high-quality enterprises lack secure and efficient direct financing channels. In the process of the Fed's withdrawal from quantitative easing and raising interest rate measures, emerging market countries are facing the risk of cross-border capital outflows. Capital market has been seriously impacted, and the exchange rate of emerging market currencies has depreciated greatly. In some emerging economies, foreign exchange reserves are obviously insufficient, and financial strength is relatively limited, so it is difficult to mitigate the impact of cross-border capital outflows, and the cost of domestic capital is rising rapidly, and financing difficulties of entities are increasing. We should optimize the service industry structure, encourage technological innovation related to service industry, accelerate industrial agglomeration and annexation and reorganization, coordinate regional coordinated development, and promote the rapid development of new service trade. Now there are a large amount of funds and pension funds, these sovereign funds or pension funds, the past is to buy long-term government bonds, fixed, or packaged to invest in the stock market, but these funds are generally long-term investment.

4. Transmission Paths of Foreign Language and Culture under the Background of “Big Data”

4.1 Transmission Paths of Foreign Language.
To promote the "Big data" strategy to the corresponding national and regional comprehensive, in-depth understanding and grasp of the relevant language is the first step. In this context, the demand for small language talents is highlighted. Among them, the modern standard of Arabic is the most widely used. The culture of the era of globalization is pluralistic, and the teaching of Public English in university must seize the opportunity of development and expand the connotation of culture and education.

To increase the cultivation of intercultural communicative competence, cultivating language application ability, intercultural communication ability, both talents China feelings and international perspective. To change the traditional subject - based teaching concept, the relevant courses will be integrated in accordance with this principle, and the barriers between bilingual multicultural courses are broken. According to the "relevance and practicality " principle of thematic teaching or lectures and discussions, to enhance students' China culture and Big data along national and regional culture in
English. On the other hand, our country is from Chinese manufacturing transition to Chinese creation, whether culture or product import and export, communication function cannot do without language support, English as the world's largest common language, English education should further strengthen the foundation of application and communication on the help of each layer; less talent to master a foreign language communication skills and knowledge more, so as to promote more Chinese product to the larger international market, driven by the cultural, political and economic development. Bilingual courses, according to the development of talent needs to be scientifically classified, in accordance with the management, technology, communication and other functions to set up professional English courses.

4.2 Transmission Paths of Foreign Culture.
Values, beliefs, attitudes, expectations of social roles, social behavior norms and language use are a special feature of intercultural communication. Different values, behavior patterns and communicative styles are naturally different, so it is easy to cause conflicts and misunderstandings in intercultural communication. For example, when you refuse a person's request, the Japanese often apologize and then refuse, while the Chinese and the Koreans mostly say the reason, and then refuse. Eating habits, eating rice when the Koreans look at the bowl to eat as disrespectful, and Chinese people are disrespectful. There are also cultural differences in the laws and regulations of various countries. For example, the law of all sorts of strange things in the United States, Kentucky has provided into the bath only once a year, Oregon provisions in the city animal shall have sex; for instance, Americans regardless of ages, positions can be by name in Japan and Chinese, disrespect for the extremely elder or superior leadership name will be considered. The factors that impede or affect the communication of both sides come from the "natural" potential of all ethnic groups. This direct judgment will become the main obstacle in communication, from the food culture to the wine culture, from the sex culture to the custom culture, and so on. Now the political confrontation is more than the academic confrontation, the national opposition affects the national opposition, and the emotional factor is stronger than the rational analysis. To solve the political problems through some methods of cross culture, the traditional culture also changes clearly , the need to respect the patients in the process of cultural changes , and it is a natural blend of culture; the other, the overall emphasis on the overall, but we cannot ignore the individual. The west often emphasizes that its value is universal, but in fact, the culture of various regions is different, and its universal value is naturally different.

5. Conclusion
"Big Data" strategy for the development of many areas of China and will have a profound impact. China gain momentum and change opportunities in the "Big data" strategy, is an important problem that must be solved to promote the development of the world. To embrace foreign language and culture actively with an open and inclusive mentality is of great significance to building a well-off society in an all-round way.

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