Retraction

Retraction: Research on the Improvement of Students’ Intercultural Communication Competence through Electronic English Newspapers Based on Big Data Analysis under the Computer Internet (J. Phys.: Conf. Ser. 1744 042059)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Research on the Improvement of Students' Intercultural Communication Competence through Electronic English Newspapers Based on Big Data Analysis under the Computer Internet

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Abstract. As you all know, in the international meeting, leaders will attend the meeting, many countries have their own language, in today's world, English is widely receive language of all countries, is a language spoken by the largest country of 13th session of the National People's Congress has held smoothly, many policies in China is the world's attention, such as such as said in a policy. How to improve the intercultural communication ability of college students? Internet communication and electronic English newspapers and magazines are very good choices, which can be applied to people's English learning and life. Such a method can overcome the shortcomings of traditional education, help teachers improve the effectiveness of cross-cultural communication teaching, and accelerate the cultivation of global trade talents.

Keywords: Internet Electronic English Newspapers, Cross-Cultural Communication Ability, Improvement

1. Introduction
In recent years, the results of China's "Belt and Road" international cooperation have attracted the attention of the world once again. The application of big data resource database under the Internet can update the traditional English teaching concept and improve the cross-cultural communication ability of college students. This is embodied in the introduction of network communication means and electronic English newspapers and magazines into the English learning and life of college students, and the persistence of daily training to gradually improve students' intercultural communication ability[1].

2. The advantages of English newspapers
2.1. English newspapers can keep up with The Times
Compared with English teaching materials and other English learning materials, English newspapers
are more closely related to current events and rich in content. Due to the large amount of manpower and resources required to compile textbooks and the slow updating speed, some of the textbooks used by students today were compiled more than ten years ago. There is no denying that these textbooks themselves have irreplaceable advantages and deserve our continued use. However, its content is outdated and seriously out of touch with current reality, unable to attract students' interest and attention\(^2\). Therefore, if English newspapers and magazines closely following the pace of The Times can be applied in English classes, they can make up for the deficiency of traditional textbooks.

2.2. Diversified information of English newspapers and magazines is suitable for ESP teaching

China's foreign economic development requires non-English majors to be able to directly read and use foreign English materials related to their majors, which means non-English majors are required to have a certain knowledge of ESP (English for Special Purposes). However, the public English textbooks used by students from different majors are generally consistent across the country\(^3\). These textbooks are relatively general in content and not professional enough to effectively help students to supplement their professional English knowledge. In addition, due to the small circulation and high cost of ESP, there are limited high-quality ESP textbooks, which cannot meet the requirements of students to accumulate ESP knowledge. English newspapers and periodicals cover a wide range of fields, including culture, politics, finance and science and technology. It can provide a lot of supplementary materials for ESP teaching. Help students master ESP knowledge related to their major.

2.3. English newspapers can provide authentic language input

D.Nunan pointed out that the use of authentic materials. Students can be familiar with the textual and grammatical factors in authentic communication, which is helpful to improve their practical English ability in the future. Most English textbooks have been processed and selected, which are somewhat disjointed from the language input in the real communicative environment, and cannot provide students with authentic language input. English newspapers and magazines are targeted at Native speakers, which can provide English learners with original English reading materials and provide a lot of authentic language input for Chinese students who lack an English communication environment\(^4\).

Figure 1

![Factors influencing intercultural communication competence.](image)

3. Definition of intercultural communication competence

The ability to cross-cultural communication is different cultural background and cultural customs of people's ability to successfully communicate, it contains the cognitive, emotional (attitude) and behavior ability three aspects. In a nutshell, it is about what problems you should pay attention to when dealing with foreigners and how to grasp the core concept of "culture" to avoid mistakes in cross-cultural communication. Therefore, this paper proposes that the means of network communication and electronic English newspapers and magazines should be integrated into the
language teaching and daily life of intercultural communication competence training.

3.1. Teaching material-based training model

Most of the traditional English teaching in China is based on textbooks, with strong theoretical knowledge and slow knowledge updating, and the content has certain limitations. As the materialized product of curriculum reform, it is necessary to reform the English curriculum from the traditional "knowledge-centered" to "student-development-centered" so as to improve the current situation of English weariness. Cross-cultural exchange International education is also in the theoretical stage. The teaching of intercultural communication is usually based on the language knowledge in books, so the effect of intercultural communication teaching is limited[5].

3.2. The flood of educational materials

In order to improve students' ability of intercultural communication and various examination abilities, most schools will choose a variety of teaching materials. As is known to all, AIDS only serve as a tutoring aid. However, in some students' schoolbags, there are more AIDS than textbooks. For years, though, the government banned schools from ordering teaching AIDS for students Data, but they're still flooding the campus. In order to improve the students' cross-cultural communication ability, most of the students' selective learning the way of "cross-cultural communication" this kind of books, but because of restricted by class, cannot systematically in cross-cultural knowledge teaching, it will make the cultivation of intercultural communicative competence stars, in the long run, it makes the student to the knowledge of intercultural communication study enthusiasm waned[6].

3.3. Paper English newspapers are restricted by their circulation and have a single formAR can

In the teaching process, most English teachers still adopt the traditional teaching style in classroom teaching, which lacks flexibility and vividness, making it difficult for students to intuitively understand the content of cross-cultural communication and arouse their interest in learning the content of cross-cultural communication.

Students are the main body of intercultural communication competence cultivation is the decisive factor among many factors. For a long time, in order to cope with the college English test, students only pay attention to the language ability but neglect the pragmatic ability. - Some students take the initiative to learn cross-cultural content, but only for the purpose of obtaining graduation certificate, studying abroad, traveling abroad and employment. Because most students have few opportunities to practice intercultural communication, they have a vague understanding of intercultural communication. Therefore, they have poor ability to correctly deal with practical problems in different cultural backgrounds, often make jokes, and have no relevant sense of judgment. In order to strengthen the intercultural teaching, the effect of language teaching will be greatly improved by integrating the auxiliary teaching of English newspapers and periodicals into intercultural communication teaching activities.
4. The use of big data resources under the Internet teaching means, improve the effectiveness of cross-cultural communication teaching

The ten-year Development Plan of Educational Informationization (2011-2020) issued by the Ministry of Education clearly puts forward the development tasks of "cultivating students' learning ability under the informationization environment" and "promoting the in-depth integration of information technology and higher education into innovative personnel training mode". The former means to strengthen students' ability to propose, analyze and solve problems in the network environment; The latter refers to speeding up the digital transformation of courses and specialties, innovating informationized teaching and learning methods, improving the level of personalized interactive teaching, innovating the mode of personnel training and improving the quality of personnel training.

4.1. Strengthen students' use of English apps in the online environment

The rapid development of English App has brought great convenience to English teaching, but teachers can make something of the English App in class to develop students' English reading ability and cross-cultural communication ability. For example, "Daily English Listening", "Reading Beautiful English articles" and "Listening with Audio Translation" in English App basically include learning and expanding resources in three aspects of English listening, reading and translation in the era of "Internet And C Network + education". Depending on mobile phones or computers, students can carry out English listening, speaking, reading and translation training activities in whole or spare time, so as to broaden their knowledge, understand the social and cultural background involved in reading materials, and effectively read in English to better master the knowledge of cross-cultural communication.

4.2. Comprehensively promote WeChat group, QQ group and blue ink cloud class

With the continuous promotion of WeChat group, QQ group and blue ink cloud class, teachers can upload some important English learning materials and electronic English newspapers and periodicals on the above network space and platform, so as to expand students' learning resources and make up for the shortage of limited classroom teaching time. To meet the requirements of students at different levels of learning resources, the public library of Lican Internet information self-teaching, when thousands of EnL heavy 7 starting students have nine when they learn nine of the excellent heat only hong when the student bai Ten learning, 1 sound 0 heavy Hakdi Tombori bite six of the time t technology The use of Internet information teaching means. We should give better play to the advantages of students' learning anytime and anywhere, promote students' awareness of autonomous learning, and master more cross-cultural communication skills and skills.\(^7\)

4.3. Using electronic English newspapers and periodicals to assist teaching to improve students' intercultural communication competence

Electronic English newspaper is a media for the global public, which should take into account readers' reading habits and acceptability in terms of material selection, wording and text structure. "E-english newspaper reading materials have four advantages: novel content, modern language and abundant materials. Words are practical and widely used all over the world.

Use electronic English newspaper to assist teaching. Can be the fastest, the latest to launch rich new life vocabulary and fintech vocabulary. The electronic edition of English newspapers can provide readers with a large amount of information about cutting-edge and trendy words. For example, Mutual benefit and win-win cooperation: Staytrue to the mission. For college students living in the information age, it is very necessary to understand the latest network information vocabulary expression. New words in English can be found in English newspapers, such as Application Crowdfunding, Friendverising, Slfi, etc. Teachers should not only master certain grammar and vocabulary, but also help students learn western culture. Electronic English newspaper content...
richness and era, to a great extent, determines its value better than other learning materials possess language. Through effective reading English newspapers and magazines, students not only can be used very well understand English country's customs. Feelings of the Chinese and foreign cultural differences, the expression of familiar with English nation habit, avoid the existence of Chinese style English, also can effectively make up for the inadequacy of teaching in English teaching. The teaching practice has fully proved electronic English newspapers can more effectively assist students in learning English, to further improve students' cross-cultural communicative competence.

4.4. Reading electronic English newspapers and periodicals can make students flexible, independent and enhance their independence

One of the important objectives of college English teaching is to cultivate the consciousness and ability of independent learning of college students. Under the guidance of teachers, teachers only need to understand the difficulty of the reading materials properly. Carry out the reading training of choosing materials.

Reading habits: teachers make timely and diversified evaluation after students' reading, and stimulate students' interest in learning by means of encouragement and praise, so as to enhance students' ability of independent learning.

4.5. Reading electronic English newspapers and periodicals can help students understand intercultural communication knowledge through multiple channels

Language is the carrier of culture, and there is an inseparable connection between the two. Language learning is bound to be inseparable from the culture of its landscape, and culture is an indispensable part of language learning. Reading electronic English newspapers and magazines can help students understand cross-cultural communication knowledge and improve their cross-cultural communication ability through multiple channels such as English apps, WeChat articles on the Internet, QQ news and big data resources on the Internet. Teachers make full use of the Internet in their daily teaching.

5. Conclusion

It is an effective way to understand modern English and one of the most practical and effective ways to learn and master modern English by integrating electronic newspapers and periodicals into intercultural communication teaching. Through the use of the Internet under the big data resources are applied in college English learning, the students use the Internet WeChat group, QQ group, blue ink cloud class course, English App, MOOC, SPOC abundant learning resources and learning mode, arouses student's multiple senses such as hearing, vision and touch, enhance students' enthusiasm of learning English, improve English learning ability to move eventually to improve students' ability of intercultural communication.

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