

Research on English Writing Teaching of Tobacco Control Theme Public Welfare in Multimedia Environment

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Objectives: On the basis of the statistics offered by World Health Organization annually, there are about 3 million people who die from smoking. Tobacco products have been produced and advertised in a large variety of ways, although the evidence on their safety and smoking cessation benefits is uncertain. So is the electronic cigarette. Active tobacco control measures should be taken. Public service tobacco control advertising plays an important role in tobacco control. In contemporary society, multimedia network technology has been widely used in the education industry, and the combination of internet and education has been increasingly significant. **Methods:** This inevitability is due to the fact because the traditional teaching method can no longer meet the needs of the education, the combination of internet and education has the inevitability. In this research, we will explore the English teaching method in multimedia environment to build a new ecological system of "artificial intelligence + writing education" in English Writing Teaching of tobacco control theme public welfare in multimedia environment. The field of writing in language education is a major challenge for artificial intelligence, especially writing assessment. In traditional English writing teaching, the emphasis of score evaluation is more common, and the assessment method is relatively simple. Achievement assessment, as an important part of teaching mode, plays an increasingly important role in improving the subjective initiative and ability. In addition to the traditional methods of literature research, questionnaire survey and case analysis, the research method based on design is also adopted to help learners establish effective learning strategies by carrying out reasonable functional design according to learners' learning needs. **Results:** This study will have a really important impact on the language learning of Chinese English learners, and provide a new learning environment that will be more convenient and effective for learners. **Conclusion:** It is a useful attempt for artificial intelligence to spread widely in the field of human knowledge transmission.

Key words: multimedia; tobacco control; English writing; Mobile interconnection

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INTRODUCTION

Artificial intelligence is a new technological science. It mainly studies and develops theories, methods, technologies and application systems in order to simulate, extend and expand human intelligence. As a part of computer science, it tries to understand the gist of intelligence and invents intelligent machines which can react in almost the same way of human intelligence. Image recognition, robotics, Natural Language Processing, speech recognition and expert systems are mainly included in this research field.

On the basis of the statistics offered by World Health Organization annually, there are about 3 million people who die from smoking. Smoking is harmful to human body. Long term smoking is easy to lead to physical diseases such as cancer, emphysema, chronic bronchitis, heart disease and peptic ulcer, and is not conducive to the health of others.

Tobacco products have been produced and advertised in a large variety of ways, although the evidence on their safety and smoking cessation benefits is uncertain. So is the electronic cigarette.

Because of the introduction of AI, theory and technology have matured and its applied fields are expanding. Therefore, AI will also play an important role in all fields of human education. The research scope of educational artificial intelligence is relatively wide, which involves not only the theoretical research of educational artificial intelligence technology, but also the practical research of applying artificial intelligence technology to education and teaching. Timms MJ pointed out that educational AI mainly enables students to better participate in Teachers' teaching activities through intelligent devices and teaching platforms². In October 2016, the White House released the relevant report "preparing for the future of artificial intelligence". The report pointed out that education is an important field of artificial intelligence application, and the main development direction of artificial intelligence education is focused on intelligent tutor assistant, intelligent evaluation, learning partner, data mining and learning analysis.³ In July 2017, Science introduced the practical application and future development direction of artificial

intelligence in education in the special issue of American Association for the Advancement of Science.⁴ Kurshan pointed out that artificial intelligence can greatly improve the quality of education, especially in the aspects of students' learning situation analysis, curriculum quality evaluation, students' adaptive learning and recommended learning.⁵ Educational artificial intelligence is the general trend of educational development, and the future education mode will tend to the deep integration of artificial intelligence education and traditional education.

APPLICATION OF ARTIFICIAL INTELLIGENCE IN LANGUAGE WRITING

As an important component, English plays a vital role in Chinese higher education system. The conventional English classroom teaching meets a lot of challenges in the new era.⁶ With the help of the new platform, most teaching information and resources can be presented to the learners directly. The field of writing in language education is a major challenge for artificial intelligence, especially writing assessment. In the author's opinion, compared with the traditional evaluation method, AI can better reflect fairness and accuracy in the evaluation of English writing. In the field of artificial intelligence scoring at home and abroad, the research is divided into two main directions, the artificial feature project and the deep learning scheme, according to their different emphasis. The representative method of the artificial feature scheme is to use the shallow linguistic feature analysis method, first to define the relevant features of the test paper evaluation standard, and then automatically extract the examinee sample information based on the statistical data to correspond to the corresponding characteristics and complete the score of the sample. The algorithm of depth learning scheme is more complex, mainly through multitier neural network to automatically extract the characteristics related to the scoring standard, and set up a complete mathematical model for evaluating the sample of composition in many dimensions, and carry on the matching score.⁷

Design of "Artificial Intelligence + Writing Education" Ecosystem

Thanks for the new platform, the teaching information and teaching resources can be transferred to the learners point to point.⁸ The author believes that the language writing

education in the mobile Internet age should fully focus on the artificial intelligence system and make use of the rapid development of multimedia technology to create an intelligent education environment and form a "artificial intelligence + writing education" ecosystem. (Figure 1)

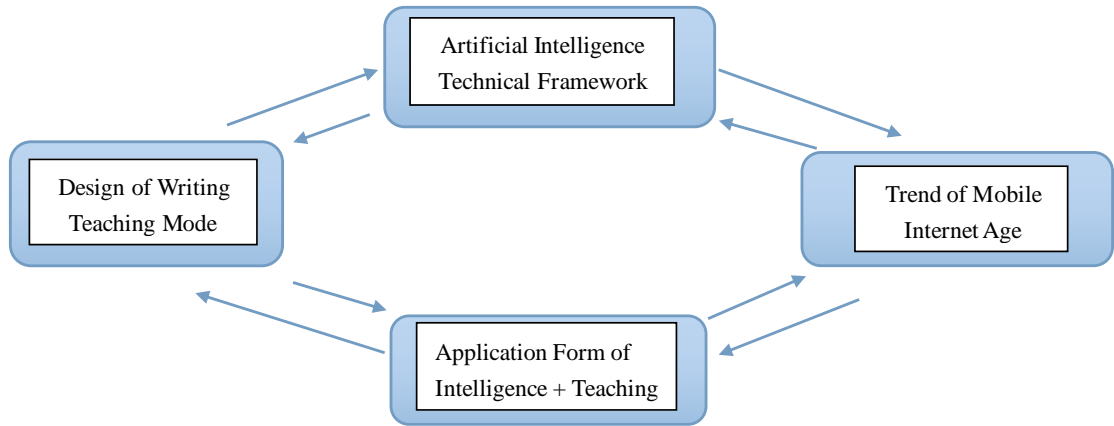


Figure 1 "Artificial Intelligence + Writing Education" Ecosystem

This ecosystem consists of four parts: technology, design, application and format development. The four elements interact and interact with each other, forming a healthy circular ecosystem. Design is based on technology, and in turn determines how technology is structured. The progress and development of technology also guide the trend of the development of formats, while adapting to the development of formats and self-perfection. The development of the trend of industry tends to be promoted by application, while application needs protection of format. Mode design is restricted by applied morphology,

and is also the leading condition of applied morphology. These four links interact, and finally form the ecosystem of "AI + writing education".

Hierarchical structure design of intelligent agent

Intelligent agent technology has a very strong user personalization support function, and it should be widely used in various educational fields. The intelligent agent in this study adopts the three layers of data layer + algorithm layer + service layer. The table shown in Figure 2 can reflect it.

Service Layer	Teacher Oriented Agent		Students Oriented Agent		Controller Oriented Agent	
	Preparation	Teaching	Learning	Assignment	Manage	Evaluation
	Answering	Testing				
Algorithm Layer	Syntax Analysis	Enhanced Learning	Binomial Distribution	Anti-propagation	Sequencing	
Date Layer	Student Information Database	Item Bank	Learning Resource Database	Exercise Library	Learning Behavior Library	Others

Figure 2 Hierarchical Structure Design of Intelligent Agent

In this structure, the data layer provides the whole system with big data and some basic data support, which is the resource base of the system. The algorithm layer is the core of the whole

system. The service layer is the intelligent embodiment of the whole system, providing services for educational participants including learning controllers, teachers and students.

ANALYSIS OF THE APPLICATION OF MULTIMEDIA NETWORK TECHNOLOGY AND ARTIFICIAL INTELLIGENCE IN ENGLISH WRITING TEACHING

The Deficiency of English Writing Teaching in the Evaluation of Performance

In conventional English writing teaching, the emphasis of score evaluation is more common, and the assessment method is relatively simple. English writing in conventional teaching mainly focuses on the students' one-sidedness achievements in the process of teaching.⁹ Achievement assessment, as an important part of teaching mode, plays an important role in improving the subjective initiative and learning ability. The difference of students' learning ability and the one-sided learning knowledge will generally lead to blindness and subjectivity in the performance evaluation. At the same time, the logic and objectivity of the test questions themselves are not obvious and perfect under the single evaluation method of test papers. For instance, in the English examination, there is a general phenomenon of students' writing about English words and the number of sentences that have nothing to do with test questions. Such kinds of answers often contain various types of errors, such as improper diction, inaccurate syntax and so on. Students' learning ability is not only effectively improved in the process of performance evaluation, but also makes students easy to develop a learning attitude to cope with. The fundamental reason for this phenomenon lies in the one-sided cultivation of students' comprehensive ability under the traditional teaching mode. Under the traditional teaching mode, the ratio of classroom time to students' learning time is relatively high, and classroom learning does not play a leading role in improving students' performance. In particular, the positive role of classroom learning is more limited because of the tight review time for students in the evaluation stage and the negative attitude of students at the present stage to the evaluation of performance. The poor subjective initiative of students also leads to the fact that the effect of classroom teaching has not been fully realized.

The Inadequacy of the Teaching Methods of English Writing

The author believes that the traditional teaching of English writing teachers' teaching ability is not comprehensive and the quality of teaching can not be effectively improved. In the process of teaching, teachers lack scientific and systematic teaching methods. Meanwhile, there is no obvious adaptability to the reform of English writing teaching methods. In traditional English writing teaching, teachers' teaching methods are mechanized, patterned, lack of teaching ability and students' participation. The backwardness of teachers in teaching methods and teaching strategies makes this kind of teaching content not play a role in promoting teaching quality. The backwardness of teaching methods is directly related to the single way of performance evaluation.

The Deficiency of Multimedia Network Technology in English Writing Teaching

The development and popularization of multimedia network technology at this stage can effectively provide a direction for the reform of teaching mode. The rapid development of AI and the application of scale provide more possibilities for the development of education. In the background of the wide application of multimedia network technology in various industries, there is a widespread imperfection in the course of the application of multimedia network technology to the design of the curriculum. For example, curriculum design is only used in multimedia network technology in the form of multimedia classrooms, projectors, and PPT and other multimedia network technology. Students' learning ability can not be effectively improved, nor can their achievements be improved. The single assessment method further makes students' learning ability unable to meet the needs of modern society. Therefore, from the point of application of multimedia network technology platform, we should create a digital and intelligent combination of teaching resources sharing mode. Only by reforming the teaching platform can we break the confinement of traditional teaching mode. The reform of teaching platform means the change of teaching mode and teaching method. Under this circumstances, the way of performance evaluation will also change fundamentally with

the construction of teaching resources sharing mode of digital platform. The change is mainly reflected in the diversification of assessment methods, the University and data. The application of multimedia network technology under the sharing platform of educational resources can rapidly and effectively improve students' ability to answer questions in a reasonable time. The intervention of AI not only greatly improves the speed of assessment, but also enhances the objectivity of evaluation.

In the Era of Mobile Internet, Artificial Intelligence and Multimedia can make up for the lack of Teaching Philosophy of English Writing

At present, the upgrading of multimedia network technology in the education industry is characterized by two characteristics: slow updating speed and small application scope. English learning has become more critical with the development of education reform, with the efficiency of English learning as a focus of people.¹⁰ And the application of artificial intelligence also has great limitations. Even so, it is a new direction to enhance students' comprehensive ability by establishing multimedia network technology and artificial intelligence to improve teaching efficiency. The differences between the teaching mode and the traditional teaching mode that are made use of multimedia network technology are reflected in the following aspects. This advantage lies in the combination and classification of teaching resources and learning resources by big data provided by multimedia network technology. In the course of preparing lessons, teachers can fully extract the required teaching materials, and students can use the Internet as well as the learning materials provided by the multimedia CD-ROM to study the key points in the process of learning. A large number of materials, models and materials in multimedia network technology platform are the main source of data for building campus network. The application of AI can reduce the time for teachers to collect materials and allocate material reasonably according to the learning situation of the students. It effectively improves the learning efficiency. For example, students need to open up the thinking mode when completing the English homework assignments. The application of

multimedia network technology can effectively avoid the common mistakes in the writing process, such as lack of knowledge, misuse of sentences and misuse of unsocial words in the process of English homework. On the other hand, it promotes the initiative of students' autonomous learning.

Application Of Artificial Intelligence And Multimedia Network Technology In English Writing Teaching

Application of AI in Classroom Teaching of English Writing in Multimedia Environment

Under the multimedia network environment, the application of AI technology in classroom teaching of English writing helps to realize the diversification and visualization of teaching methods. In the process of applying multimedia network technology, classroom teaching makes the content of the textbook visualized and conceptualized through various forms, such as film, text and interactive platform. In specific applications, AI can transform text content in textbooks into audio-visual, speech and image effects. It can transform the more obscure content in students' learning process into multimedia content network technology with logical content with strong interest. The application of multimedia network technology has a high degree of consistency in improving students' learning ability and improving the quality of teaching. This is because the improvement of students' learning ability is the concrete manifestation of teaching quality. In the classroom teaching, multimedia network technology is used to display the content of the textbook vividly in classroom teaching. It makes the students' imagination can be fully extended. On the one hand it has played a positive role in building a good classroom learning atmosphere, on the other hand, it extends the category of knowledge in classroom teaching, which further strengthens the students' logical thinking ability and learning ability. Because of the intuitive, vivid and practical characteristics of multimedia network technology, the teaching dimension of teachers is strengthened. It also plays an important role in guiding students' learning orientation in improving students' learning efficiency and learning ability. And students' learning orientation needs more effective exploration by AI. The consistency of this goal determines that the way of teaching in classroom

teaching should change the traditional teaching mode of one word, and transform the interactive learning mode.

Application of artificial intelligence in English writing teaching achievement evaluation under Multimedia Environment

In the era of mobile Internet, artificial intelligence has wide application in the evaluation of English Writing Teaching in the multimedia environment. It includes the application in teaching methods, the application in teaching activities, and the application in the process of performance evaluation. In the process of performance evaluation, teachers should actively apply computer technology to the design of performance evaluation plan. In this process, teachers should fully understand and master some formulas of computer application to design performance evaluation programs.

For example, teachers evaluate the learning ability of 55 students in the class through the whole year's performance. First of all, a series of classifications and calculations should be carried out with computer formulas. The process $T(n) \approx \text{copC}(n)$ formula is always reflected in the classified accounting. The formula shown in Figure 3 can reflect the efficiency of calculating fractions.

$X_{i+1} = X_i + \Delta X$	(2-2)
$Y_{i+1} = Y_i + \Delta Y = Y_i + \Delta X \cdot m$	(2-3)

Figure 3 $T(n) \approx \text{copC}(n)$

The teacher set the student's grade by computer formula to =IF (K2>=85) A IF (K2>=74) B (IF (K2>=60) C. And others will fail the examination.

The overall evaluation of the term is expressed in formula =K2*0.3+M2*0.3+N2*0.4.

In this formula, teachers use K columns, M columns and N columns to express students' usual scores, grades and final grades respectively.

The highest score is MAX (K2:K56), using computer companies to get the highest score of 55 students.

The lowest score is expressed as =MIN (K2:K56), and the lowest score of 55 students can

be obtained by computer formula.

The median number of segments is set to =COUNTIF (K2:K56 "100"), and the percentage of K2 to K56 area 100 points can be drawn. This result can be obtained in the K57 cell.

=COUNTIF (K2:K56 ">=95") -K57 means the number of K2 to K56 95 to 99.5 minutes.

=COUNTIF (K2:K56 ">=90") -SUM (K57:K58) represents the number of 90 to 94.5 minutes from K2 to K56.

=COUNTIF (K2:K56 ">=85") -SUM (K57:K59) represents the number of people from 85 to 89.5 minutes from K2 to K56.

=COUNTIF (K2:K56 ">=70") -SUM (K57:K60) represents the number of people from 70 to 84.5 minutes from K2 to K56.

=COUNTIF (K2:K56 ">=60") -SUM (K57:K61) represents the number of people from 60 to 69.5 minutes from K2 to K56.

=COUNTIF (K2:K56 "<60") represents the number of people below 60 points from K2 to K56.

Similarly, the COUNTIF function can calculate the proportion of boys and girls in the characteristic area. For example, =COUNTIF (C2:C351 "male") represents the number of male students in the C2 to C351 area (a total of 350 persons). The excellence rate of male students is expressed by =SUM (K57:K60) /55*100, and the passing rate is expressed by =SUM (K57:K62) /55*100. The pass rate is expressed by =SUM (K57:K62) /55*100, while the standard deviation is expressed as =STDEV (K2:K56). According to the standard deviation of the computer formula, the teacher can analyze the performance fluctuation of the whole class. The difference between the standard deviation and that of the class is smaller. If the standard deviation is larger, the results of the class are quite different. This requires teachers to concentrate their education resources to guide students with poor learning ability. Teachers can also get the results of boys in the class by using the same formula. This needs to be applied to the conditional summation formula =SUMIF (B2:B56 "male", K2:K56). Among them, the B column represents the student's gender, while the K column represents the student's score. In addition, we can use the formula of {=SUM (IF (C3:C322=) male IF (G3:G322=110))} by summing up the setting of

multiple conditions. And the C column (C3:C322 area) represents the gender of the class students, and the G column (G3:G322 area) represents the code of students' class (1, 2, 3, 4, 5). According to this formula, the number of boys in the class can be obtained. This form of array function can effectively analyze the learning ability of class students. We also use artificial intelligence to analyze and allocate learning resources in big data environment, so as to provide feasible suggestions for further study.

In the multimedia network environment, the role of teachers is moderately weakened by the use of AI technology in the teaching of English writing. In this process, the teacher acts as the organizer of the class, the guide of learning and the designer of the teaching mode. And in this process, students need to give full play to their initiative and enthusiasm in learning. The initiative and enthusiasm of the students' own learning are also guided by the release of different learning tasks after the artificial intelligence is calculated on the basis of the student's level.

CONCLUSION

Smokers who self-reported successful quitting had more positive experiences while vaping to quit than did those who failed to quit.¹¹ Tobacco products have been produced and advertised in a large variety of ways, although the evidence on their safety and smoking cessation benefits is uncertain. So is the electronic cigarette.¹²

In human society, science and technology is developing day by day.¹³ In order to make a teaching mode meet the needs of modern social development, AI technology is built. It is in line with the law of social development, and will first realize the true value of the students' learning knowledge, which is the main idea of the construction of the new teaching mode. Cultivating students' interest in learning, the core concept of traditional English writing teaching reform, is seen as the guidance of teaching method design. This is because the traditional teaching methods of English writing lack the teaching atmosphere that can arouse the students' interest in learning. The serious and rigid teaching atmosphere is difficult to build a vivid learning atmosphere, and then it can not play an effective role in the stimulation of students' interest in learning. Artificial intelligence has extended the

strength of human brain effectively. It is important to realize AI in education system, which does not only require technology platform, but also requires the universities who should make full effort to build an intelligent campus, introduce the education platform based on large data, as well as constantly adapt to the development of the era of mobile interconnection. English writing education was taken as the breakthrough point in this research. The construction of artificial intelligence + writing education ecosystem was discussed in this paper with the application of artificial intelligence. It will be a meaningful attempt for AI to spread in the field of human knowledge transmission more widely.

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Author Declaration

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