

The Research on Bilingual Concept Educational Effects of E-commerce Major

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Abstract

In recent years, the field of e-commerce has grown rapidly throughout the world. Many colleges and universities have opened e-commerce major. Different from other basic natural science disciplines have a long history and a lot of classic theory and concepts, the concepts of e-commerce major with the passage of time and the practice of the market are in the development and changes. And the textbook as a traditional paper carrier can not adapt to this fast iteration, and different language environment also represents a different kind of culture, different understanding of their respective areas of e-commerce and interpretation, which has localized application and thinking mode. Therefore, in order to fully grasp the relevant concepts of e-commerce major, we must start from the bilingual concept, respectively to understand their meaning in the corresponding language and culture market, auxiliary understanding, and complement each other. This paper studied the positive role of bilingual concepts in the teaching of e-commerce. The paper discussed the current status of e-commerce, the particularity of e-commerce, the difference between ordinary bilingual teaching and bilingual concepts teaching, and the advantages of bilingual concept teaching and its effects.

Keywords

Bilingual Concepts, E-commerce Major, Localization, Globalization, Teaching Innovation.

1. Introduction

As a newly arisen profession in recent years, e-commerce major has its particularity, bilingual concepts teaching which is different from general bilingual teaching will play a special role in the teaching process and the actual needs of the market in e-commerce profession. With the development of China's globalization, in order to meet the needs of market talent, more and more colleges and universities to strengthen the education of students in English education. Many colleges and universities for some professional set up bilingual teaching or pure English teaching. The general establishment of English context can enhance students' listening and understanding of English, but the grasp of subject knowledge is often easy to become so obvious, the focus of the assessment is also focused on the use of English to answer and memory. As a local education how to take into account the cultivation of international talent and professional and technical level of depth is a matter of urgency. E-commerce environment changes quickly, new terms and new concepts are many, and each country has a different interpretation of the same concept, its coverage is not the same, bilingual concept of teaching can be both with international standards have fully meet the localization, So it is worth implementing the promotion.

2. The Background and Status of E-commerce

E-commerce is a transaction of buying or selling online. The word e-commerce first appeared in year 1971 or 1972: The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce" in John Markoff's book *What the Dormouse Said* [1]. In the United States due to the development of the real economy for many years, the volume is very large, relatively not that much for e-commerce. China's e-commerce presence continues to expand every year. With 668 million Internet users, China's online shopping sales reached \$253 billion in the first half of 2015, accounting for 10% of total Chinese consumer retail sales in that period [2]. The Chinese retailers have been able to help consumers feel more comfortable shopping online [3]. E-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) in 2012 and accounted for 9.6% of China's total international trade [4]. In 2014, there were 600 million Internet users in China (twice as many as in the US), making it the world's biggest online market [5]. China is also the largest e-commerce market in the world by value of sales, with an estimated US\$899 billion in 2016 [6]. With the rapid expansion of China's e-commerce market, the demand for talent has increased. E-commerce majors in colleges and universities for market orientation training students need to understand not only the professional concepts' background and meaning in their own country but also it is necessary to understand the development, evolution and expansion of the concept in the process of localization.

3. The Importance of Concept in Teaching

A concept is an abstract idea representing the fundamental characteristics of what it represents. Concepts arise as abstractions or generalizations from experience or the result of a transformation of existing ideas [7]. We rely on the concept of mastery to sum up and classify the knowledge, to understand the discipline of professional knowledge. So the concept is the basis of teaching, teaching the foundation to lay the foundation, to confirm that students have mastered the concept of discipline before they can continue to study professional skills. In the field of e-commerce development so rapidly in the context of e-commerce major teaching a new challenge. The content of the textbook and the scope of coverage is far behind the application of the actual market, some new concepts can not be added to the textbook in time. And with the expansion of the market, the original model of e-commerce new exploration, but also greatly expanded the scope of the original concept of knowledge. So in the teaching process to constantly update and correct the original concept, then the application of bilingual concepts is particularly important and effective.

4. The Difference between Bilingual Concepts and Ordinary Bilingual Teaching

Ordinary bilingual teaching can indeed play a role in improving students' English proficiency, but because of the uneven level of English in students, the acceptance and absorption of professional knowledge is different. Professional knowledge is not in-depth and learning and understanding, often the end of the semester can only remember the simple understanding, cannot meet the requirements of professional courses to master the content. And bilingual lectures themselves on the teacher's request is relatively high, China's major institutions of the bilingual teacher is often by overseas study abroad experience as a young teacher, young teachers on the degree of professional understanding and teaching experience is often not as good as the old teacher. To a certain extent, weakened the quality of teaching. From the two aspects of students and teachers, ordinary bilingual education is difficult to fully promote and implement, can only focus on the individual courses in the discipline or individual schools individual professional. And bilingual teaching more use of English teaching materials, so the concept of teaching only English textbooks in a kind, cannot do the Chinese concept and the English concept of the two covers, cannot adapt to the rapid development of local electricity market environment. The bilingual concept is based on the mother tongue teaching, only for the concept of

bilingual learning, complement each other, help to understand, help to enhance the memory, and enable students and teachers to focus more on the depth of mining professional skills on.

5. The Effects and Benefits of Bilingual Concept Teaching

5.1 The Limitations of Ordinary Bilingual Teaching

Ordinary bilingual teaching generally focuses on language learning, and professional knowledge is understood. Can not form a concept of correspondence, and electricity business field of a single language concept can not cover its scope. For example: the Chinese notebook PC if translated into notebook, in fact the corresponding should be laptop, so that no consensus. The concept of Chinese translation in the process of some of the localization of the free translation, some Chinese and English can not reach the corresponding, do not look at the original definition of English can not understand the concept of design when the original intention and expression of the object. And, only to master the definition of Chinese, is the process of international academic exchanges or commercial activities, alone from the scope of the Chinese concept and the object of the master easily lead to misunderstanding and communication inconvenience. And the new vocabulary is produced and used in each language of the Internet without corresponding translations between each other.

5.2 Bilingual Concepts Complement Each Other

The concept of teaching in the various disciplines of education are occupying a very important position and significance. As a new discipline in recent years, e-commerce is different from other natural sciences, and many concepts of e-commerce are not unified and only explained. Its concept in various countries in various cultures and markets have their own expansion and interpretation. Such as the concept of information. Claude Shannon, the founder of the theory of information, gives: "information is used to eliminate the uncertainty of things." "The content and name of people who interact with the outside world in the process of adapting to the outside world and making this adaptation work in the outside world," says Wiener, the founder of cybernetics. And our textbook gives the definition that "information is a useful knowledge that reflects the characteristics and changes of the various things in the objective world and can be conveyed by some kind of carrier [8]." Only mastered the concepts of different languages we can more fully understand the information.

The concept of big data is an example of an English concept that complements the textbook concept as well. Big data is a term for data sets that are so large or complex that traditional data processing application software is inadequate to deal with them. The literal meaning of the character big in Chinese means the habit of large, easy to mislead student understanding, and the English big is a relatively broad and abstract concept. In the "Big Data: A Revolution That Will Transform How We Live, Work, and Think" written by Viktor Mayer-Schonberger, big data refers to shortcuts without random analysis (sample surveys), and all data are analyzed and processed. Big data 5V features (IBM): Volume, Velocity, Variety, Value, Veracity [9]. The English concept is an extension and explanation of the Chinese literal meaning of large data, which is a better interpretation and supplement to the Chinese concept.

On the other hand, Chinese concepts also complement and expand English concepts. Take O2O as an example. O2O was first proposed by American TrialPay founder and CEO Alex Rampel in 2010. Online to Offline is a phrase (commonly abbreviated to O2O) that is used in digital marketing to describe systems enticing consumers within a digital environment to make purchases of goods or services from physical businesses [10][11]. In the United States, O2O is looking for consumers on the Internet, and then bring them to the reality of the store, is a combination of payment patterns and customer traffic for the shop. But the development of China is very different. Entities in the United States more use of the whole channel marketing (Omni-Channel) of the formulation and practice. The difference between the US and China is: The leader of the United States is the entire channel physical retailers, for retailer's own needs and marketing point of view; and the leader of China's O2O is a large

electricity supplier companies such as B.A.T., the original intention is to start from the needs of the electricity supplier company. Although the concept of O2O originated in the United States, it is not classified as a separate e-commerce model in the United States. O2O is only a subset of the B2C model has been mentioned in education, but has not been excavated and developed by the market. The situation is quite different in China. China's O2O already has a considerable market size in learning in textbooks has been used as an independent classification and C2C\ B2C\B2B jointly studied. And the scope of its definition and application is far beyond the scope of the concept of the United States. Due to the rapid development of O2O in China over the past few years, foreign practitioners are also learning from the Chinese market, to guide the development of the country's O2O. Chinese concept allows students to adapt to the needs of the localization of O2O practitioners in the market environment. At this point, the concept of Chinese forms a complement to the concept of English, so the teaching of students should be more focused on the Chinese concept.

5.3 The Benefits of Bilingual Concepts

People who are bilingual integrate and organize the information of two languages, which creates advantages in terms of many cognitive abilities, such as intelligence, creativity, analogical reasoning, classification skills, problem solving, learning strategies, and thinking flexibility [12]. Bilingual concepts improve the functionality of your brain by challenging it to recognize, negotiate meaning, and communicate in different language systems. This skill boosts your ability to negotiate meaning in other problem-solving tasks as well [13]. Different languages also reflect different modes of thinking. There are more or less differences in the meaning of the domestic concept and the original concept. Language can be compared to brain's operating system. Bilingual is equivalent to the dual system, to help students understand the meaning of the concept behind the initial, adapt to the way of thinking in English-speaking countries, help with international standards. Any language contains nuance and subtle implications in its vocabulary, and these biases can subconsciously influence your judgment. Bilinguals are more confident with their choices after thinking it over in the second language and seeing whether their initial conclusions still stand up [13]. Bilingual concepts correspond to understanding and mutual verification. When confusing a concept, it can be verified by the relevance of the concepts in another language to eliminate confusion.

6. The Implementation

Different from the second language education or bilingual education, bilingual concept teaching has expanded the range of teachers and will not increase the burden of teachers too much. It is not necessary to exchange the instructor of the original course. On the basis of the original lesson plans and PPT, only supplement the concepts with the relevant English concepts, and the interpretation of the local language. So that does not cause an additional burden for class, the teachers can still be able to strengthen the training of professional skills with limited hours. Greatly limits the learning costs of teaching reform and the cost of course implementation. Basically does not raise the requirement of English level for students, students can quickly adapt and habit. It is suitable for all e-commerce courses for general promotion.

7. Conclusion

E-commerce has been developing rapidly since its birth, and it has been developed in different degrees all over the world. China is developing rapidly, has become the world's largest online and offline e-commerce market. With the continuous exploration and development in the field of e-commerce, many new concepts have emerged, and different languages in different countries also correspond to different cultures, the electronic commerce industry of their homeland has its own concepts, these concepts in scope, description of the object and the cultural level are not the same. In order to adapt to the localization of the electricity supplier market environment and the development and cooperation of global electricity supplier. In the education of colleges and universities, the best response is to teach the

concepts involved in bilingual, contrast and complement each other. This will enable students to understand the concept more comprehensively and profoundly, help to learn the local e-commerce professional skills deeply and adapt to the needs of global market.

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