On the Reform and Innovation of College English Teaching in the New Media Environment

Liyan Wang

School of Foreign Languages, Chifeng University, Inner Mongolia, Chifeng 024001

Abstract: In the background of global integration, cross-cultural communication is becoming increasingly common, and English, as a widely used international language, has been attached importance, and has always been one of the important basic disciplines of Chinese universities. At present, the rapid development of the information age promotes the widespread application of new media technology, and its application to the field of education has become an inevitable trend of the current teaching optimization reform, which can not only effectively improve the quality and efficiency of English teaching, but also provide students with more abundant learning resources and channels, and promote the development of college English teaching with the times.

Keywords: New media environment; Colleges and universities; English teaching; Reform; Innovate

As an important language tool subject, English itself has strong knowledge flexibility and advanced nature, and relying on new media technology to promote college English teaching reform is the inevitable trend of the current subject innovation and development. By analyzing the advantages of college English teaching under the new media environment, this paper discusses the shortcomings of current college English teaching and the reform countermeasures, in order to build an innovative English teaching model, promote colleges and universities to improve the quality of English teaching, and provide a reliable guarantee for students to learn English systematically.

1. Advantages in College English Teaching under the New Media Environment

1.1 Increase the Vitality of English Teaching

Presenting knowledge in multiple forms is one of the biggest features of new media teaching. Wechat, Weibo, QQ and various learning applications can help increase the vitality of college English teaching, which is much richer and more interesting than the traditional classroom teaching mode. We also can draw inspiration from the teaching philosophy of ISEC, and use the innovative teaching mode of EMI in college English classes, which can not only give full play to the advantages of modern education technology, but promote students to be more active in class, effectively mobilize their freshness and enthusiasm for learning, stimulate their desire to constantly explore and seek knowledge, and further improve their interest in English learning.

1.2 Broaden the Sources of English Knowledge

Through new media platforms, college English teaching content can be further enriched and English teaching knowledge enriched and diversified. Not only teachers can use new media to carry out teaching activities in English classes, but also students can use new media learning software to consolidate knowledge after class[1]. In the daily English learning process, students can use a variety of favorite new media tools to carry out independent learning, and then broaden their knowledge of learning, increase their English cultural vision, and make up for the defects and deficiencies in the original English textbooks.

1.3 Enhance English Classroom Interaction

Through the application of new media technology in college English teaching, it not only effectively enriches the content and form of course teaching, but also helps to enhance the communication and interaction between teachers and students and scientifically improves the classroom teaching atmosphere. In the new media teaching environment, college English classes are no longer monotonous, but gradually become rich and interesting, creating a good learning atmosphere for students. Teachers can also communicate and guide students at any time in class or after class through new media tools.

2. The Deficiencies in College English Teaching at the Present Stage

2.1 Traditional English Teaching Methods Are Difficult to Meet the Individual Learning Needs of Students

At present, the traditional infusing teaching mode still plays a leading role in college English teaching, and many teachers still find it difficult to change the solidified test-oriented education concept. They pay too much attention to the combing of textbooks and materials, and the classroom is always teacher-led and students passively follow. Such a teaching method is difficult to arouse students' interest in learning[2]. Especially in the current new media environment, students have more opportunities to get in touch with new things, and they themselves have very active thinking, naturally have some different opinions on textbook teaching content, and are more willing to accept new knowledge viewpoints. Therefore, the traditional and boring teaching methods in colleges and universities have been unable to adapt to the personalized learning needs of college students, which reduces the goal and efficiency of course teaching.

2.2 Inadequate English Practice Teaching Makes It Difficult to Improve Students' Comprehensive English Literacy

As an international language subject, English requires learners to practice and apply it constantly. At present, many students' shortcomings in learning English mainly lie in the inability to use it practically, especially in oral English expression and pronunciation standards. After all, classroom teaching time is very limited, and language learning can only be improved by cumulative practice. If students simply rely on the classroom time, it will be difficult for them to learn English well, nor can they improve their comprehensive English literacy, and they will also be unable to adapt to the application needs of society in the future.

2.3 The Lack of Application Level of New Media Technology Leads to Low Classroom Teaching Efficiency

At present, in the process of college English teaching, many teachers are still inadequate in their acceptance of new media and learning ability. In particular, some teachers with advanced teaching experience can complete their teaching tasks as scheduled through traditional teaching mode and keep students' good scores in exams, but their students' English practical application ability is still relatively weak. Even though many teachers have gradually accepted the innovative teaching mode, they are not flexible enough in the application of new media, which will also cause the quality and efficiency of classroom teaching can not be improved.

There are two main reasons for the analysis. On the one hand, when introducing new media technology to implement teaching activities, teachers put too much emphasis on communicating with students through new media platforms, thus ignoring the importance of flexible classroom interaction.

On the other hand, some teachers will rely too much on new media technology, thus making this teaching method seem a little overwhelming in class and ignoring the importance of teacher guidance. In particular, some teaching knowledge in college English is difficult to understand.[3].

2.4 The Teaching Assessment Model Is Not Scientific Enough, Which Eliminates Students' Positive Awareness of Learning

In the new media environment, the learning autonomy and flexibility of college students have been significantly improved, and the traditional point-only teaching concept is no longer suitable for assessing students' comprehensive English ability. Teachers must emphasize the evaluation of students' personalized and professional development in the assessment. Therefore, although written assessment results are essential, the assessment of students' personal and professional development is indispensable. However, it is also unscientific and incomplete to define only one test paper, which will dampen students' learning spirit to a large extent, resulting in them reducing the spirit of study and the initiative of open learning.

3. The Reform and Innovation Strategies of College English Teaching in the New Media Environment

3.1 Improve the Application Level of New Media Technology and Reform the Teaching Management Model

The biggest purpose of creating technology is to bring efficiency and convenience to life production, so is the application of new media technology in college English teaching. Under the new media environment, colleges and universities should actively build an English distance teaching system through new media platforms, and then help teachers realize timely innovation of teaching content and real-time analysis of students' completion of coursework. Students can also gain advance understanding of course teachers and

teaching content through this platform, which promotes faster, more authentic and reliable information feedback between teaching and learning. It plays an excellent role in teaching and learning[4].

3.2 Attach Importance to Subject Interest Guidance and Effectively Improve the Effectiveness of Classroom Teaching

Interest is always the biggest driving force to guide students' learning. In the process of English teaching under the new media environment, teachers should also take cultivating students' interest in English as the key point, and be good at giving full play to the advantages of new media technology, and mobilize the learning atmosphere in English class by combining audio-visual senses, so as to attract students' attention quickly. Help them to carry out learning in a relaxed and pleasant state, improve their participation in the classroom initiative, improve the effectiveness of classroom teaching, so as to achieve the most ideal learning results.

3.3 Use the Flexible Application of New Media Technology to Strengthen the Consolidation and Improvement of Teaching Content

In the new media environment, college English teachers should learn to flexibly apply new media technology, rationally allocate learning resources for students, highlight the auxiliary role of advanced technology in teaching, consolidate teachers' teaching guidance position, and help students develop a high degree of self-learning awareness[5].

3.4 Optimize the Teaching Assessment Model and Further Improve the Learning Evaluation System

In the new media environment, both colleges and teachers should take the initiative to break through the traditional assessment mode, innovate the learning evaluation system, attach importance to the evaluation of students' daily learning performance and process, and increase the corresponding proportion of assessment. Teachers can timely and accurately record each student's learning performance and autonomous learning ability through the new media teaching platform. The practical platform can also be used to combine students' daily learning situation with their final learning results, and on this basis, the original evaluation system can be continuously improved, so as to promote students with English learning potential to stand out and further help them strengthen their comprehensive English literacy.

4. Summary

In the new media environment, college English teaching reform and innovation face both opportunities and challenges. As first-line English teachers, they should actively break through traditional teaching concepts, actively integrate the advantages of new media in education, and promote new media technology to fully penetrate into English teaching activities, constantly enrich teaching content and optimize teaching methods. We should better cater to students' personalized and flexible learning, promote the improvement of college English teaching quality and efficiency, promote the development of college education in our country, and cultivate more outstanding compound talents.

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