

# Research on the Application of Short Videos in Comprehensive English Teaching in the Era of Media Convergence

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**Abstract:** In the era of media convergence, it is an inevitable requirement for teachers to integrate short videos into comprehensive English teaching to improve the quality of education and the comprehensive English application ability of college students, which plays an important role in creating an active classroom atmosphere, developing rich curriculum resources. However, at present, there are still some problems in the application of short video in comprehensive English teaching, such as the poor ability of teachers to use short video teaching, the incorrect attitude of students to use short video learning, and the imperfect teaching facilities of short video, which are not conducive to improving the comprehensive English level of college students. Based on this, this paper puts forward reasonable suggestions on building high-level teachers, cultivating students' good learning attitude and improving short video teaching infrastructure, in order to provide theoretical reference for improving students' comprehensive English quality and speeding up the construction of a powerful education country.

**Keywords:** The era of media convergence; Short videos; Comprehensive English teaching; Application strategy

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## 1. Introduction

Media convergence is a process that utilizes digital technology to effectively integrate the commonalities and complementarity of media carriers such as radio, television, and newspapers, in order to achieve resource integration, content compatibility, and promotion integration. In the context of the era of media convergence, the development speed of short videos has also been greatly improved and gradually integrated into various fields of resident life. According to the data in the 52nd Statistical Report on the Development of the Internet in China (hereinafter referred to as the "Report") released by the China Internet Network Information Center, as of June 2023, the number of Internet users in China reached 1.079 billion, an increase of 11.09 million compared with December 2022. Among them, the number of short video users was 1.026 billion, accounting for 95.2% of the total Internet users. In addition, the report also shows that there are 2.6 million active apps monitored in the domestic market, covering a wide range of residents' learning, work, and life. It can be seen that short video has become an indispensable part of people's daily life, and it plays an important role in many aspects of life, medical treatment and education. As an important part of the education system, comprehensive English education is based on English teaching and aims to improve students' comprehensive English quality by following the law of students' development. However, currently, due to practical constraints such as uneven professional competence of teachers and inadequate teaching equipment, the results of comprehensive English teaching are not significant. Therefore, grasping the characteristics of the era of media convergence and integrating short videos into the process of comprehensive English teaching has important practical

value in innovating the teaching mode of comprehensive English and enhancing students' comprehensive English application ability.

## **2. The Importance of Short Video Application in Comprehensive English Teaching in the Era of media convergence**

### **2.1 The application of short videos in comprehensive English teaching is conducive to creating an active classroom atmosphere**

Short video teaching is a teaching method that can quickly activate the classroom atmosphere and attract students' attention in the era of media convergence. On the one hand, teachers can use digital teaching equipment to import English short videos related to the content of this lesson before class, create real situations through music animations in the short videos, effectively attract students' attention and stimulate their learning interest, and effectively improve the teaching quality of comprehensive English teaching. On the other hand, teachers can use short videos to showcase knowledge of the history and customs of other countries to students, promoting interactive discussions among students. This is conducive to creating a good classroom atmosphere, improving students' English level, broadening students' international vision, and realizing the teaching goal of comprehensive English courses.

### **2.2 The application of short videos in comprehensive English teaching is beneficial for developing rich course resources**

In the era of media convergence, short videos can provide richer course resources for comprehensive English teaching. On the one hand, short video websites can provide teachers with new teaching methods and courseware materials, which is conducive to optimizing teaching content and improving the quality of comprehensive English teaching. On the other hand, students can also use short video software to search for teaching videos recorded by high-level English teachers and foreign teachers, which can help students realize English self-study after class and comb out fragmented knowledge points in detail, so as to improve their English level.

### **2.3 The application of short videos in comprehensive English teaching is beneficial for updating teachers' teaching concepts**

With the advent of the era of media convergence, the development of short video has entered a fast lane, which plays an important role in updating the teaching concept of school teachers. On the one hand, teachers integrate short videos into comprehensive English teaching, assign short video shooting assignments for students, improve students' sense of participation in class, and further promote the traditional teaching concept of "teachers impart knowledge, students passively accept knowledge" to the new teaching concept of "taking teachers as the lead and students as the main body", effectively stimulating students' learning enthusiasm and improving their comprehensive English quality. On the other hand, teachers can use short video content related to extracurricular knowledge to conduct comprehensive English teaching, which is beneficial for teachers to break free from subject limitations, establish a student-centered quality education concept, and promote the improvement of students' comprehensive English proficiency level.

## **3. The problems faced by the application of short videos in comprehensive English teaching in the era of media convergence**

### **3.1 Teachers' ability to use short video for teaching needs to be improved**

In the era of media convergence, the poor ability of teachers to use short videos for teaching is the main reason that hinders the integration of short videos and comprehensive English teaching. On the one hand, teachers lack awareness of using short videos in comprehensive English teaching. Most school teachers have not established a student-centered teaching philosophy, and they are still accustomed to imparting knowledge to students through the explanation of vocabulary texts in English textbooks. In other words, these teachers have not adapted to the era of media convergence, and their awareness of combining short videos with comprehensive English teaching is relatively weak, which is not conducive to improving students' comprehensive English abilities. On the other hand, the ability of teachers to use short video in comprehensive English teaching is poor. Although some teachers have applied short video teaching in comprehensive English courses, due to improper selection of short video teaching content, they cannot organize the fragmented knowledge information in short video into teaching content that can assist the classroom, which is not conducive to students learning comprehensive English.

### **3.2 The attitude of students towards using short videos for learning needs to be corrected**

The improper learning attitude of students is a key factor that leads to poor teaching effectiveness of comprehensive English short videos in the era of media convergence. On the one hand, in the era of media convergence, entertainment content in short videos can distract college students' learning attention and reduce the quality of comprehensive English teaching. Specifically, college students

have relatively poor self-control and often neglect the learning of comprehensive English related knowledge due to fragmented entertainment content in short videos, which can easily lead to student aversion to learning and reduce the quality of comprehensive English teaching. On the other hand, in the context of the era of media convergence, the analysis process of exercises related to comprehensive English courses is circulating on short video websites, but some college students will skip the analysis process and directly search for answers. This may lead to a mentality of laziness among college students, gradually losing their independent and autonomous learning ability, which is not conducive to the improvement of their comprehensive English proficiency.

### **3.3 Short video teaching infrastructure urgently needs improvement**

Although the era of media convergence has provided technical support for the combination of short videos and comprehensive English teaching in schools, the effectiveness of the combination of the two is still poor. One of the important reasons leading to this problem is that the hardware and software infrastructure of school short video teaching needs to be improved. On the one hand, the hardware facilities for short video teaching in schools are outdated. At present, there is a problem of audio broadcasting equipment in school classrooms not being updated in a timely manner, which is not conducive to the playback of short videos. At the same time, some schools do not provide equipment for teachers who carry out comprehensive English courses to shoot and edit short videos, which is not conducive to teachers recording teaching short videos and applying them to comprehensive English teaching. On the other hand, most of the video content in short video APP such as Tiktok and Kwai are entertainment short videos, and some schools have not set up or developed short video APP platforms for comprehensive English courses.

## **4. Application Strategies of Short Videos in Comprehensive English Teaching in the Era of media convergence**

### **4.1 Build a high level teacher team**

On the one hand, schools should attract high-level comprehensive English teachers through a series of mechanisms such as issuing housing subsidy policies and increasing bonus incentives, in order to build a high-level teaching team and effectively combine short videos with comprehensive English courses, thereby improving the teaching quality of comprehensive English courses. On the other hand, schools should actively carry out research and training activities on teachers' short video teaching skills, help teachers master the information-based teaching ability, and promote teachers to integrate short video into the comprehensive English teaching process, so as to improve the English literacy of college students.

### **4.2 Cultivate students' good learning attitude**

First of all, teachers can create English application situations by playing short animated videos, so as to attract students' attention and strengthen classroom interaction, and help students establish a good learning attitude of active discussion and independent learning. Secondly, teachers should guide students to shoot short videos about comprehensive English teaching through group cooperation, so as to improve students' class participation and cultivate students' positive learning attitude. Finally, schools should grasp the characteristics of the era of media convergence, construct a comprehensive English curriculum evaluation system consisting of elements such as testing, classroom performance, and group cooperation, reduce the behavior of students directly searching for answers on short video platforms, correct their learning attitudes, and avoid students developing a lazy mentality.

### **4.3 Improve the infrastructure of short video teaching**

On the one hand, schools should build multimedia classrooms and introduce advanced audio-visual equipment to provide convenience for teachers to play short videos in comprehensive English teaching. In addition, schools can provide professional short video recording and editing equipment to help teachers record comprehensive English teaching short videos, thereby promoting the combination of short videos and comprehensive English teaching, and improving the comprehensive English proficiency of college students. On the other hand, schools should develop online short video APP dedicated to comprehensive English teaching to help teachers sort out short teaching videos and screen useful content, improve the teaching quality of short videos for comprehensive English teaching, promote the application of short videos in comprehensive English teaching, and finally improve the comprehensive English application ability of college students.

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