

Research on Innovative Development Approaches of College English Education from the Perspective of New Media

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Abstract: With the rapid development of modern science and technology and the popularization of Internet technology, new media has been more and more applied to education, especially in the field of university, new media provides many opportunities and technical support for college English education innovation. The use of new media technology to achieve innovation in college English teaching has become an important research topic for college English teachers, and will also become an important technical driving force for high-quality and efficient college English education in the future. In terms of current college English education, from the perspective of new media, English education has shown a brand new development pattern, which can more effectively promote teaching interaction, so that students have more opportunities to actively participate in learning and get a comprehensive English education. In this context, this paper will discuss the ways of innovation and development of college English education from the perspective of new media, and propose to give full play to the advantages of new media technology from the ideological level, technical level, innovation level and assessment level to comprehensively improve the level of college English teaching.

Keywords: New media; University; English education; Innovation approach

From the perspective of new media, online information resource sharing mode has gradually matured, and diversified and flexible online and offline teaching modes are gradually replacing traditional teaching methods and becoming the dominant teaching mode in current college English teaching activities, which not only ensures the traditional teaching efficiency, but also greatly improves the communication and interaction between teachers and students. It not only effectively improves the utilization rate of college English education resources, but also facilitates the reform of students' learning and teachers' teaching mode. In the future development of college English education, new media technology will be further applied flexibly, and it will become one of the important means to adapt to the development of science and technology and the changes of The Times and achieve the goal of quality talent education.

1. Ideological level: Determine the principles for the use of new media technology

In traditional teaching, teachers occupy an absolute leadership position, and indoctrination teaching greatly inhibits students' interest in learning. Although students can conduct independent learning after class, in fact, independent learning achieved after class under this teaching mode is also carried out under the constraints and requirements of teachers. For example, many students study by themselves after class in accordance with the books assigned by teachers^[1]. Therefore, traditional teaching is often not conducive to the cultivation of students' awareness of independent learning. In the new era, combining the perspective of new media and innovating the form of college English education, the first thing to be corrected is ideological understanding, and the principle of using new media technology should be re-determined. Media technology should not be regarded as a tool of indoctrination teaching, but should give full play to students' dominant position. Guide students to study independently, and actively cultivate students' independent English learning ability. For example, teachers can make full use of the advantages of new media technology and set educational resources into a 24-hour online mode. Students can leave messages and interact with teachers to give timely feedback on their learning puzzles. Students can also watch English lessons on new media at any time to learn independently and assign learning tasks

independently, which can not only improve teaching efficiency, but also improve teaching efficiency. It can also effectively exercise students' subjective initiative.

2. Technical level: effectively improve the technical ability of teachers and students

In order to give full play to the advantages of new media technologies, it is necessary to improve the ability of teachers and students to apply new media technologies in college English education innovation. Teachers should not only master key technical capabilities such as information retrieval, material uploading and courseware downloading, but also fully recognize the advantages and disadvantages of new media technologies and be able to combine the current teaching objectives with the specific conditions of students. New media technology is utilized to realize the integration of online and offline teaching [2]. As for college students, they need to improve the relevant technical ability under the guidance of teachers, and master the ability to distinguish the authenticity and practicability of educational resource information. College students should effectively focus their attention on their studies, rather than on the entertainment functions of new media technology. For example, in order to improve the ability of teachers and students to use new media technology and ensure the standardized use of new media technology, universities can regularly organize lectures on the standardized use of new media technology, which should not only provide educational guidance on the use of advanced technology, but also publicize the principles and precautions for the use of new media technology, so as to ensure that new media technology can play more educational value.

3. Innovation level: Building a diversified integrated teaching model

From the perspective of new media, college English teachers can make use of new media technology, Internet technology and computer technology to create a teaching model integrating online and offline teaching, so as to realize the integration of traditional classroom teaching and modern new media technology, change the shackles of indoctrination teaching model, and realize the organic integration of diversified educational resources and teaching forms. So that college students and university teachers can become practitioners and beneficiaries in the era of new media. The purpose of college students receiving education in school is not only to master the corresponding professional skills, but also to acquire the scientific literacy and innovation ability that match the development of The Times. Therefore, college English teachers should build a campus information platform that can realize sharing, security and intelligence when using new media technology to create a mixed teaching mode. All kinds of diversified educational resources on the platform should play a role in cultivating talents [3]. The campus information platform needs to ensure that both hardware and software can meet the university education standards, and realize an intelligent talent training platform integrating education, learning and evaluation. In classroom teaching, teachers can use the campus information platform to create a teaching environment with pictures and pictures, and show some difficult knowledge points to students in the form of new media to help students improve their understanding and deepen their impression. In extracurricular teaching, teachers can pay attention to the different characteristics of students' abilities and formulate personalized teaching models for students, such as recording micro-lessons to meet the learning needs of different students. Creating a diversified and integrated teaching mode means that different educational resources should be included in the same campus information platform, which can provide targeted educational services combining different teaching scenarios and different student abilities, thus effectively improving the teaching effect of college English, which not only reduces the teaching pressure of college English teachers, but also reduces the teaching pressure of college English teachers. It will also further mobilize students' learning initiative [4].

4. Assessment level: Create diversified scientific assessment forms

In the past, the teaching evaluation mode adopted by college English teaching was relatively simple, focusing on students' test scores, and lacking of assessment of students' learning process. The use of new media technology will effectively solve this problem, and can realize diversified evaluation subjects and diversified evaluation methods. Diversified evaluation agents mean that in college English teaching activities, teachers and students can be the evaluation agents together to evaluate students' learning activities, and students can use online platforms to observe their learning progress and conduct self-evaluation [5]. On the online platform, students' learning behavior will leave traces and be presented in the form of data, which can be viewed by teachers and students at any time. This can not only help teachers to evaluate students' learning process, but also guide students to conduct self-evaluation. In terms of evaluation methods, new media technology can not only complete the summative assessment in each learning stage, but also increase the process assessment. For example, students' online learning time, homework completion, online test results, etc., can provide data reference for students' learning process evaluation. In addition, new media technology can also provide students with a variety of tests, stimulate students' learning morale, and improve the pertinence of college English learning.

In recent years, various disciplines in universities have been deepening the reform of teaching and actively promoting advanced

educational concepts and teaching methods to create innovative education and teaching models. However, there are still some deficiencies in college English teaching in many universities. For example, the teaching concept still insists on indoctrination teaching, the teaching method is still based on classroom teaching, the teaching quality evaluation system is single and so on. From the perspective of new media, we can rethink these problems and find that new media technology can completely solve these problems and provide many ways and ideas for innovative college English teaching activities. Therefore, we should pay more attention to new media technology, strengthen the application ability, make use of the advantages of new media technology, comprehensively improve the efficiency of college English teaching, and provide help for the country to train high-quality talents ^[6].

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Jing Guo, 1983-, female, Han nationality born in Xi'an, Shaanxi Province, master degree, lecturer, research direction is British and American literature.