

Exploring The Innovation of College English Teaching In The Media and Information Age

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Abstract: With the advent of the media and information age, college English teaching is at the intersection of innovation and tradition. In this era, the rapid circulation of information and the continuous innovation of technology have brought unprecedented opportunities and challenges to the education industry. As a crucial part in the process of international talent training, college English teaching is urgent to adapt to the development of The Times and explore teaching modes and methods in line with the development of the information age. This paper deeply analyzes the impact of the media information age on college English teaching, and explores the road of innovation based on this, which aims to provide new ideas and new directions for the improvement of teaching quality and the development of students' comprehensive language use ability.

Keywords: Media and information age; College English; Teaching innovation strategy

1. The Impact of the Media and Information Age on College English Teaching

College English teaching in the age of media and information has undergone unprecedented changes. The characteristics of this era are mainly reflected in the speed and scope of information dissemination, but also reflected in the more and more diversification of people's ways to receive information. These changes not only change people's life style, but also have a profound impact on the field of education, especially in college English teaching. 1. The age of media and information has brought a lot of teaching resources to college English teaching. Teachers can obtain a variety of English teaching materials such as English news reports, acoustic movies and online courses from the Internet and multimedia. These resources are rich and diverse and quickly updated, allowing students to get the latest news on English language and culture. Second, the media and information age has promoted the continuous innovation of college English teaching methods. The traditional teaching mode with teachers as the leading materials and textbooks as the main materials is difficult to meet the requirements of modern students for talents. Under the catalysis of the information age, more diverse and personalized methods have been used in college English teaching, such as micro-courses, MOOCs and flipped classroom. This method attaches importance to the play of students' main role, encourages students to take the initiative to participate in independent learning, and effectively improves the interest and effectiveness of learning.

In addition, the media and information age brings more practical opportunities to college English teaching. Students can participate in English practices and communicate with native speakers on the Internet and on social media, and can also participate in mock UN debates and online English corners. These activities improve students' English listening and speaking skills while also developing cross-cultural communication skills. However, the media information age has posed new challenges, such as how to identify the things suitable for teaching from the vast amount of information, how to effectively use technical means to improve the teaching effect, and how to cultivate students' information literacy and critical thinking. Teachers need to constantly explore the ways to solve the above problems in their teaching practice. On the whole, the media and information age has brought a profound influence on college English teaching. While enriching teaching resources, promoting the innovation of teaching methods and providing more practical opportunities, several new challenges are also raised. Teachers should constantly update their educational concepts, improve their information literacy, explore teaching methods that meet the needs of The Times, and help to cultivate people with an international vision and strong cross-cultural communication skills.

2. Innovative strategy of college English teaching in the age of media and information

2.1 Integrate real-time news and media materials to enhance teaching timeliness

In the age of media and information, the dissemination speed of news and media materials is getting faster and faster, and its content involves many fields such as global politics, economy, science and technology, culture and so on. In this context, college English teaching is not only confined to traditional textbooks, but also actively integrates real-time news and media materials to make classroom teaching close to the world dynamics. Teachers can introduce the latest international events, scientific and technological development, and social hot spots, so as to lead students to pay attention to the global changes, broaden their international vision, and improve their cross-cultural communication skills. At the same time, this teaching method also helps students to combine English knowledge for practical application and enhance their ability to communicate in English in real life. Therefore, integrating real-time news and media materials is an effective means to improve the timeliness and practicability of college English teaching.

For example, taking a college English course as an example, teachers will carefully choose the English news reports about the course content as the class discussion materials every week. When discussing the topic of environmental protection, the teacher introduced the latest news on global climate change, including scientists' analysis of the development trend of climate warming, the government's countermeasures and international environmental cooperation. When reading such news reports, students can not only understand the latest trends in global climate change, but also deeply explore the environmental effects of human activities and what actions we should take to protect the environment. The teacher leads the students to actively participate in the discussion, speak enthusiastically, and express their opinions and opinions in English. Through this teaching method, students' reading comprehension ability is significantly improved, and at the same time, they have a deeper understanding and understanding of environmental protection issues. This teaching method also provides a real background for students to learn and use English, so that students can have a deeper understanding and mastery of English knowledge, and improve students' ability to communicate and communicate in English in real life.

2.2 Use social media platforms to build an interactive learning environment

In the context of the digital age, social media platforms have become an important channel for people to exchange, interact and share information. Modern students not only rely on these platforms for entertainment and communication, but also rely on it to obtain information and learn new knowledge. Therefore, college English teaching should fully realize the key role of social media in students' learning and daily life, and actively integrate it into their teaching. Teachers can use WeChat, Weibo and other social media platforms to build an interactive learning atmosphere, so that students can learn English in a relaxed and free atmosphere. This kind of learning environment is not only conducive to the immediate communication and cooperation between teachers and students, but also conducive to the mobilization of students' enthusiasm and autonomy of learning, but also conducive to the development of students' self-study ability and innovative spirit. Therefore, building an interactive learning environment with the help of social media platforms has become the key direction of the innovative development of college English teaching.

2.3 Adopt micro-courses and MOOC forms to realize personalized teaching

In the age of media and information, the two new teaching modes of micro-courses and MOOCs are gradually favored by the educational circle. These tools create a highly interactive learning atmosphere for learners, flexible time management, through multiple ways, such as short videos, online testing, and learning communities. Micro-course has the characteristics of short, small and fine, and can explain a certain knowledge point or skill in a simple way, which meets the fragmented learning requirements of students. In contrast, MOOCs' mass open online courses give students from different regions and backgrounds the opportunity to share quality educational resources. For college English teaching, the purpose of personalized teaching can be achieved by using various forms such as micro-courses and MOOCs, so as to adapt to the requirements and interests of the students in learning. Teachers can make differentiated teaching plans based on the actual situation of students and their learning progress, so that each student can obtain appropriate learning resources and guidance. This personalized teaching method is conducive to mobilizing students' interest and enthusiasm in learning, and enhancing the teaching effect and learning experience.

Taking a college English course as an example, teachers carefully design the videos of each unit, and vividly show the key knowledge and difficulties in front of students. These micro-class videos are uploaded to online learning platforms, so that students can see and learn knowledge at any time and anywhere. Students can choose the corresponding micro-course content according to their learning progress and interests. At the same time, the platform provides online tests, allowing students to learn the effect through the tests. Through the implementation of micro-course teaching mode, not only makes English learning more personalized and independent, but also makes students acquire knowledge and skills in a relaxed and pleasant atmosphere. The college English

course adopts the micro-course teaching mode, and the teaching effect has been significantly improved.

2.4 Implement precise teaching intervention based on big data analysis

In the media and information era, the rapid development of big data technology has brought about a revolution to the field of education. Through the collection and analysis of a large amount of teaching data, teachers can gain insight into students' learning situation, existing problems and progress trajectory, so as to provide strong support for the implementation of accurate teaching intervention. This kind of data-based teaching decision can more accurately meet the students' learning needs, improve the teaching effect and efficiency, and realize personalized and refined education. Big data analysis can reveal the weak links and possible problems in students' learning, which is conducive to teachers to timely adjust teaching strategies and give more targeted guidance and support to students. Through the continuous tracking and analysis of students' learning data, teachers can also evaluate the teaching effect and promote the continuous improvement of teaching quality.

3. Conclusion

Under the background of media and information age, the innovation of college English teaching has become an inevitable trend. By integrating real-time news and media materials, with the help of social media platforms, in the form of micro-lessons and MOOCs, combined with big data analysis, and the strategy of creating English application scenarios, we can effectively promote the improvement of teaching quality and efficiency, and better develop students' independent learning and cross-cultural communication skills. Under the background of the continuous progress of science and technology and the continuous updating of educational concepts, college English teaching will also get more innovation opportunities and development space. In the future exploration and practice, we look forward to exerting the wisdom and strength of cultivating excellent talents who meet the needs of The Times. In this process, we will continue to explore and practice more abundant strategies and plans, in order to play a positive role in promoting the innovation and development of college English teaching in China.

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