

# Innovative Development of College English Education from the Perspective of New Media

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**Abstract:** New media is an important force in the innovation of “new curriculum reform”, which plays a positive role in improving teaching quality, optimizing teaching resources and expanding teaching content. However, the traditional concept of education is still deep-rooted, and the connotation of new media is rich year by year, but the utilization rate of educational resources is still not up to standard. Based on the teaching practice, this paper briefly analyzes the problems existing in college English education in today’s society, points out the necessity of introducing new media into college English teaching and the advantages of new media itself, and roughly puts forward the direction of innovative development of new media in college English teaching.

**Keywords:** New Media; College English; Innovation-driven Development

The introduction of new media into college English teaching is an inevitable trend in line with the innovation requirements of the new curriculum reform, and is also the only way to change the modern teaching mode. To introduce new media into the classroom, we need to break the traditional teaching mode and correct teachers’ cognition of new media; Colleges and universities should also strengthen the training of teachers’ relevant skills for the introduction of new media into the classroom.

## 1. Analysis of the current situation of college English education

### 1.1 Old teaching mode

At present, the teaching methods of English in most colleges and universities are still traditional, which is still a mode of teaching students to complete exercises. It is more relaxed for students of non English majors, and the attitude of students themselves is so low that teaching quality is even lower. Teachers have not yet changed from the traditional teaching mode, and most colleges and universities have not carried out systematic training on the use of new media for teachers, so that teachers have insufficient understanding of new media technology, and there is a lot of waste of new media resources.

### 1.2 Unreasonable class arrangement

In recent years, more and more attention has been paid to the cultivation of students’ comprehensive ability in our country, and the knowledge education merely to achieve the examination oriented goal has not met the teaching requirements. Some colleges and universities have more compact class arrangement and rich curriculum content for English majors. However, most non English majors only arrange one or two academic years of classroom teaching, which is limited in class hours and not novel in teaching content. The introduction of new media into English classroom can not only realize individualized and practical teaching, but also fully mobilize students’ learning enthusiasm.

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## **2. The role of new media in English teaching in colleges and universities**

### **2.1 Necessity of introducing new media**

English teaching in colleges and universities includes listening, reading, fill-in-the-blanks, writing and so on. It has higher requirements on students' grammar and sense of language. Students need to follow the teacher's pace and interact with teachers actively. The application of new media technology in the classroom teaching department is the inevitable result of the updating of teaching mode. Like radio update to mobile phone, computer, the technology product update and replacement has always been for students listening training services.

From last year to this year, based on the social reality of our country, some colleges and universities choose to delay the start of school or teach by Internet. From this, it can be seen that the importance of new media in the actual teaching. In general, new media technology plays an irreplaceable role in the transformation of teachers' teaching concept, teaching content expansion and teaching method optimization.

### **2.2 Advantages of introducing new media**

First, new media has enriched teaching resources. With the development of science and technology, the scope of new media continues to expand. Nowadays, English teachers in colleges and universities use computers for on-the-spot teaching, and in special cases, they will carry out teaching live broadcast through the network platform. Extracurricular teachers will also specify specific educational apps or Wechat apps to strengthen students' language sense training and encourage students to learn independently. In addition, students will also use the Internet to collect more information, no matter the model text or movie appreciation, which will play a positive role in grammar use and pronunciation correction.

Second, new media stimulates students' enthusiasm for learning. English is not the mother tongue of Chinese students, grammar and Chinese word order is opposite, pronunciation and Chinese pronunciation are very different, so some students have natural resistance to English learning. With the support of new media technology, students can choose more diversified learning content and more personalized learning methods. They can choose the knowledge they are interested in through the education app, and follow the original movie to train their pronunciation. Even reciting words is assisted by pictures, which makes the learning atmosphere more lively. The more confident students are in learning English, the stronger their motivation will be.

Third, new media improves students' knowledge level. College English teaching is to make full use of what students have learned in their future life and work, and lay a solid foundation in communication, translation and data collection. Students' grammar and language sense training need a good learning atmosphere. For example, new media can realize "zero distance" communication between students and foreigners whose mother tongue is English, and create the best pronunciation training environment. In recent years, the proportion of CET-4 and CET-6 on traditional culture, innovation and development, scientific research achievements and other contents has increased. Students can master all kinds of consultation through the new media platform to improve their knowledge level.

## **3. Innovation direction from the perspective of new media**

### **3.1 Promoting the construction of "micro classroom" and optimize teaching resources**

"Micro classroom" is a new product of the development of science and technology in recent years. In short, it means that people with the same interest in English establish a small circle, and many small circles combine to form a big circle "micro classroom" can be seen as a simple epitome of the real society. Different communities communicate with each other, learn from each other, and grow together in a more harmonious environment.

The introduction of "micro classroom" into practical teaching breaks the situation of traditional teaching mode of knowledge memory and recitation, makes boring knowledge vivid, and satisfies students' thirst for knowledge and curiosity as much as possible. "Micro classroom" has two characteristics of "learning anytime and anywhere" and "free to share", which provides a platform for students to develop their autonomous learning ability. It is worth noting that although the subject of knowledge acceptance is students and the subject of teaching is still teachers, so that teachers still need to do a good job in guiding. New media is an auxiliary tool for teaching. Teachers should reasonably arrange the proportion of new media in teaching activities according to the actual situation. When preparing lessons, teachers can refer to the network resources to enrich the content of teaching plans. After class, they should also watch other excellent teaching plan designs, make rational use of new media resources, and improve themselves and answer students' problems in learning.

In today's society, "micro classroom" is still in its infancy, and its resources are still gradually accumulated. Therefore,

when teachers use “micro classroom”, they should do a good job in resource arrangement and optimization. Specifically, teachers should combine the database resources of their universities with local culture and history, domestic and foreign events every year, and explain them step by step according to the class schedule. When teaching, teachers should take the initiative to use slide, video, audio and other technologies to exercise their ability to use new media.

### **3.2 Establishing English “interest corner” and creating learning atmosphere**

Students are the carrier of knowledge. Except for English majors, college students are not as strict as before the college entrance examination in mastering English knowledge. CET-4 and CET-6 are not the influence requirements. Therefore, English learning is more strict on students’ self-control. English is not the mother tongue of Chinese students, and their acceptance of English is far lower than that of Chinese learning. Some colleges and universities encourage students to create “English interest corner” to exercise their English ability in communication.

English “interest corner” is “English corner”, simply speaking, it refers to the group practice activities organized by people spontaneously in order to improve their oral English. There are no rigid regulations on the time, place and number of people. In colleges and universities, “English corner” is as common as community. Students not only communicate with each other in English, but also act as teachers in written expression, reading comprehension and other aspects. They learn from each other and make progress together. Most of the participants in the “English corner” are students of the same age. Students’ willingness and enthusiasm for learning are relatively high, and they are more able to find their own shortcomings in the process of self-expression.

In addition, teachers can assign assignments in advance, such as five minutes in class for students to show themselves in class. The content of the presentation is not limited. It can be songs, music, movies, etc., that students like, or books that they have read recently, but the expression needs to be in English. Students can prepare corresponding music, slides, etc., for self presentation, so as to enhance students’ understanding of new media. Teachers can also encourage students to carry out English film dubbing activities, with students interested in the film as the starting point, in order to make them understand the word pronunciation, grammatical structure and other knowledge.

### **3.3 Improving teachers’ professional quality**

In the final analysis, the construction of “micro classroom” and “English corner” is inseparable from the guidance of teachers, who help students when they encounter problems. The introduction of new media into college English teaching is the inevitable result of educational modernization. Teachers should take the initiative to improve their professional quality and conform to the development direction of the times.

In the actual teaching, the teaching task of teachers is heavy, so the cultivation of teachers’ new media technology in colleges and universities is not in place, neither some teachers’ cognition of new media. Colleges and universities should regularly organize teachers to learn new media knowledge, and arrange teachers to make teaching plans in combination with new media, so as to exercise their ability in practice.

## **4. Conclusion**

People can’t reverse the trend of historical development, they can only go forward in accordance with history. Innovation is one of the main themes of the development of the times. The introduction of new media into practical teaching is the inevitable result of educational innovation. The traditional education mode can’t meet the needs of teachers’ teaching and students’ learning. Teachers have to change their own ideas, face up to the importance of new media in teaching, and use it reasonably in actual teaching. But the integration of new media resources, the supervision of students learning in the network platform is still an important responsibility of teachers. Colleges and universities should also strengthen the construction of new media, strengthen the training of teachers’ ability to use new media, and improve the innovative teaching system.

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